



**PHILIPS**

City of Emmen

Public lighting

Case study

# Lighting up pride in the city





The Town Hall Square

“The project incorporates lighting in attractions across the city, emphasizing major landmarks such as the Marktplein (Market Square) and the Raadhuisplein (Town Hall Square).”

Studio DL, responsible for lighting design during the Emmen project

Emmen is an open, green city located in the north of the Netherlands. Tourism and leisure are important sources of income, including the WILDLANDS adventure zoo. To boost the city's economy, generate employment and enhance its international role, a new lighting concept was developed as part of the Emmen City Center Renovation Project. The aim was to create an identity to give the city center a distinctive appearance at night.

#### Four cornerstone projects

One of the key challenges was achieving the transformation in a busy urban area within a very short timeframe. The city's zoo also required relocating to make more space available for the renovation. As well as focusing on functional lighting, the project devoted

attention to the aesthetic image of the city at night. The idea was to create atmospheric public spaces for residents and visitors that would be more appealing to spend time in.



#### The Town Hall Square

The Raadhuisplein was designed by landscape architects inspired by ideas from local residents. The square represents a large part of the renovation, a central hub that links WILDLANDS with the Marktplein and the city center. The innovative lighting design creates a magical spectacle at night powered by solar energy generated by solar panels installed on the Town Hall.



#### The Market Square

The historic Marktplein square is a valuable extension of the modern Raadhuisplein. With the city's ancient church in the middle, this is the true heart of the city. "A market was traditionally held here, and the plan was for that to continue. We redesigned the square and added more green," says Van der Tuin, "but in such a way that it provides room for the open-air market and other events." To achieve that flexibility, Philips FreeStreet luminaires were used. A grid of 29 bronze-colored posts was installed with cables suspended between them, festooned with LED light fittings at 11 meters above the Marktplein square because of the trees.



#### The Boulevards

Visitors enter the city center via the North or South Boulevard. Here, hedges in between the meandering footpath and cycle track have been planted in gently undulating lines. The poles along the route feature specially designed hubs that follow the same curves. In the evening, these are illuminated with blue-colored LED lights, creating a fairy tale ambience that guides visitors into the city.



#### The Hondsrug Tunnel

The fourth key element of the project was illumination of the 235-meter long Hondsrugtunnel running under the Raadhuisplein, connecting traffic between the two halves of the city. The tunnel walls were enhanced with architectural lighting. 'Dolmen Light' was created by the conceptual artist Titia Ex and, at almost a kilometer in length, is the longest work of light art in the world. The installation is inspired by dolmen stones, and uses the latest LED technology to provide a colorful and inspirational route through the city." You basically drive through a different tunnel every time," Van der Tuin explains. "That's because the artwork constantly changes color using DMX technology. It is truly extraordinary."





Case study  
 .....  
 Emmen  
 .....  
**Public lighting**  
 .....

**Fast facts**

**Customer**  
 Municipality of Emmen

**Location**  
 Emmen, Netherlands

**Products**  
 CitySphere, Ocean Road, DecoFlood2, eW Burst Powercore, FreeStreet



All light sources in downtown Emmen are controlled by the Philips CityTouch remote light management system, Van der Tuin explains. "Using this system, the lighting points can be assigned to groups. A customized dimming profile can be defined for each group, adapting light intensity to how heavily that space is being used at any given time. And it is possible to define dimming profiles for weekends and weekdays, for summer and winter, and for specific events.

role in the project's success. In fact, the Emmen City Center Renovation Project was awarded third prize in the 2016 City.People.Light award. The annually organized award by Philips rewarded lighting projects that best demonstrate how to 're-humanize' urban environments through light.

**Award-winning lighting**

Despite many challenges, the city was transformed in a relatively short period of time. The metamorphosis has turned Emmen into a beautifully cohesive, inviting and accessible city while preserving its green and open character. The city center is now a far more attractive place for residents, visitors and businesses. Using light to reflect the characteristics and ambience of each area has played a significant

**Lighting up city pride**

An economic analysis calculated that the renovation project would generate 4,700 hours of work during the construction and 820 structural jobs after completion. "Clearly, the investment provides a significant boost to the city's economy," says Van der Tuin. "But the social cohesion that the plan produces is just as important. The quality of life in the space has improved immensely thanks to the new lighting scheme delivered by Philips."

“  
 The quality of life in the space has improved immensely thanks to the new lighting scheme delivered by Philips.”

Jan van der Tuin, responsible for public lighting planning in the city of Emmen

**Lighting up pride in Emmen**

The lighting scheme for the Emmen City Renovation Project has enhanced:



**Links and consistency**  
 Lighting creates a cohesive theme for the individual projects.



**Visitor accessibility**  
 The lighting guides visitors through the city in a safe and pleasant way.



**City identity**  
 Each area retains its own characteristics while contributing to the city's overall image.



**Evening attraction**  
 People now have another reason to visit the city – the lighting is an attraction in itself.



**City pride**  
 Residents are proud of their city centre because it is a more attractive place to live.

