

PHILIPS

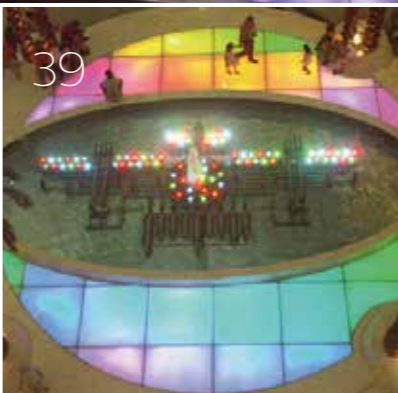
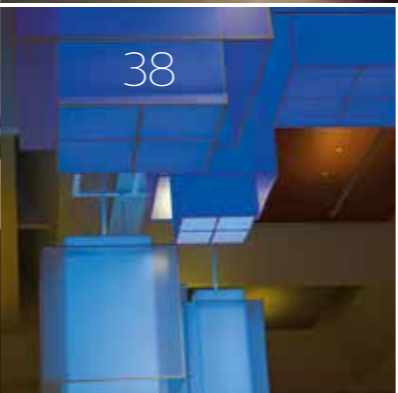
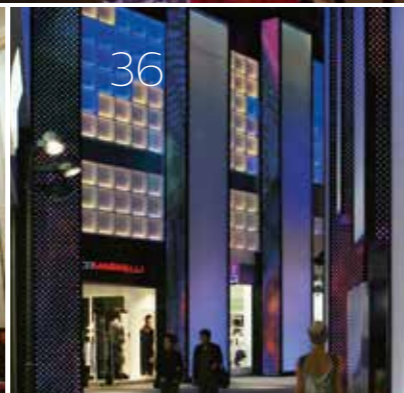
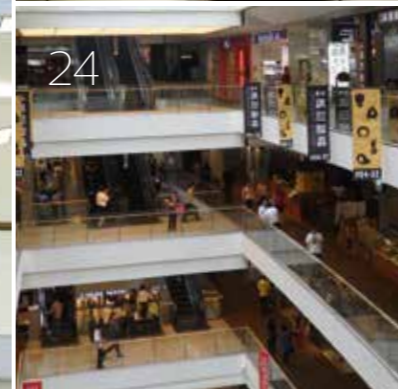
Retail lighting

Shopping malls



The perfect **mall experience**





Create the
WOW
factor

Use light to create memorable experiences inside and outside your mall.

The role of shopping malls has changed. In recent times they have become more places for planned visits – a true destination. People go there for many different reasons – to meet friends, get something to eat, be entertained and even stay overnight. That's why it's important to make sure that each independent mall area – starting with the façade and the entrance, through the atrium and corridors, to the shopping and dining area has the right ambience and provides the intended experience, while also ensuring that each is part of a consistently attractive overall environment. Lighting can help you to achieve this.

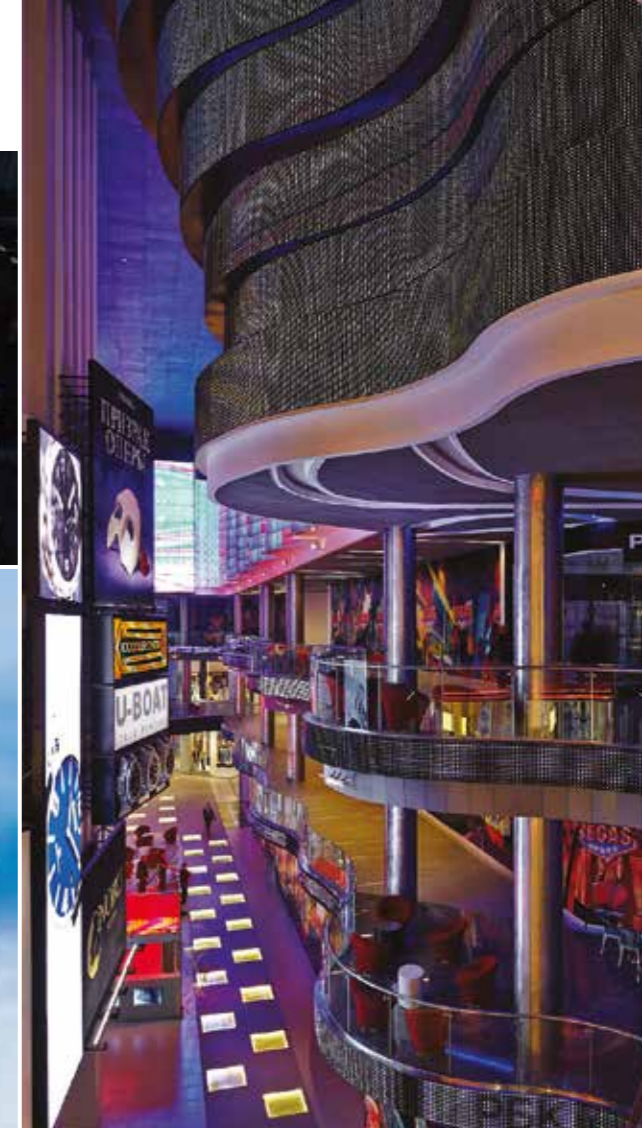
In addition to meeting the basic needs by incorporating the lighting requirements of each individual area, lighting can also help you improve visitor engagement and experience, and also stand out and differentiate from the competition.

Simply put, lighting can help transform a mall into a place visitors want to visit, spend time in and return to, over and over again.

In this booklet we will show you how lighting, including state-of-the-art solutions from the 'wow' to the functional, can help you maximize the potential of every area of your mall, both inside and out.

Recreating the magic

of New York... in Moscow



VEGAS Crocus City, Moscow, Russia

Being a cornerstone of Russia's retail industry, VEGAS Crocus City is a 285,000 square meter shopping mall and entertainment complex located in Moscow. Crocus City Group partnered with Philips Lighting to realize an imaginative lighting project that would be the first and largest of its kind in Russia: transforming Vegas Crocus City's media façade into a vibrant, polychromatic spectacle mirroring the iconic digital billboards of New York City's Times Square. Since its unveiling in June 2014, the installation has given the mall's retail businesses a major competitive edge, drawing consumers inside with its dynamic, vivid appearance.

“

We aimed to build a shopping mall which would not have an equivalent in Russia.

The media façade and lighting decoration to resemble Times Square reveal remarking opportunities for commercial application and for guests' entertainment.”

Emin Agalarov, vice-president of Crocus City Group.

Color creates a dynamic experience for shoppers



Europeisky mall, Moscow, Russia

One of the most popular shopping malls in Moscow, Europeisky, installed an LED-based media façade to attract visitors and enhance the decorative appeal of the building at night. Located in the center of Moscow, the mall is comprised of 180,000 square meters and located above the capital's bustling transport hub. The customer's requirements, the mall's brand book, and the unique architectural details of the building led the way for the complete exterior lighting project. This project delivered a unique and modern façade capable of displaying various dynamic lighting effects, in turn transforming the building into a truly attractive local landmark.



Blue sky vision

for Bluewater



Bluewater Shopping Centre Greenhithe, Kent, England, UK

The Bluewater Shopping Center, located in the small English town of Greenhithe, has the distinction of being the UK's fourth largest shopping center. The project's clients wanted a lighting system that would improve daytime illumination and accent the spacious interior of the large mall. This was accomplished with high-quality LED lighting, which has a much longer lifetime than traditional incandescent bulbs and requires minimal maintenance. With the help of Philips Color Kinetics, the lights were replaced with a new LED lighting solution that matches the grandeur of the shopping complex.



“

In addition to creating an all over charming and efficient lighting scheme for the Winter Garden, it was also essential that **food retailer's products were visually appealing at point of sale.**”

Graham Rollins, Lighting Design International

Turning a train station into a

shopping destination



“

The co-operation with Philips met top level of service standards and gave us a lot of satisfaction. The team spared no effort to provide us with the most innovative solution and to complete the work in time.”

Stefan Cuvin, Project Manager
TriGranit Development Corporation

Poznań City Center, Poznań, Poland

In 2010, TriGranit Development in partnership with the Polish city of Poznań started a project to revitalize and renew the main railway station, adding a bus terminal, a large park and ride facility and the Poznań Shopping Mall. The investors wanted a dynamic exterior lighting system for the mall that would distinguish it from other malls in the area and attract potential customers. TriGranit envisioned an interior lighting solution that would set an inviting mood within the mall, encouraging people to spend time shopping and relaxing in restaurants and cafes. The lighting design implemented outside and inside the mall attracts both residents of Poznań and travellers passing through the train station, putting the mall on par with similar shopping centers throughout Europe. Moreover, the LED lighting system has significantly reduced the energy costs and has simplified the maintenance of the entire lighting network.

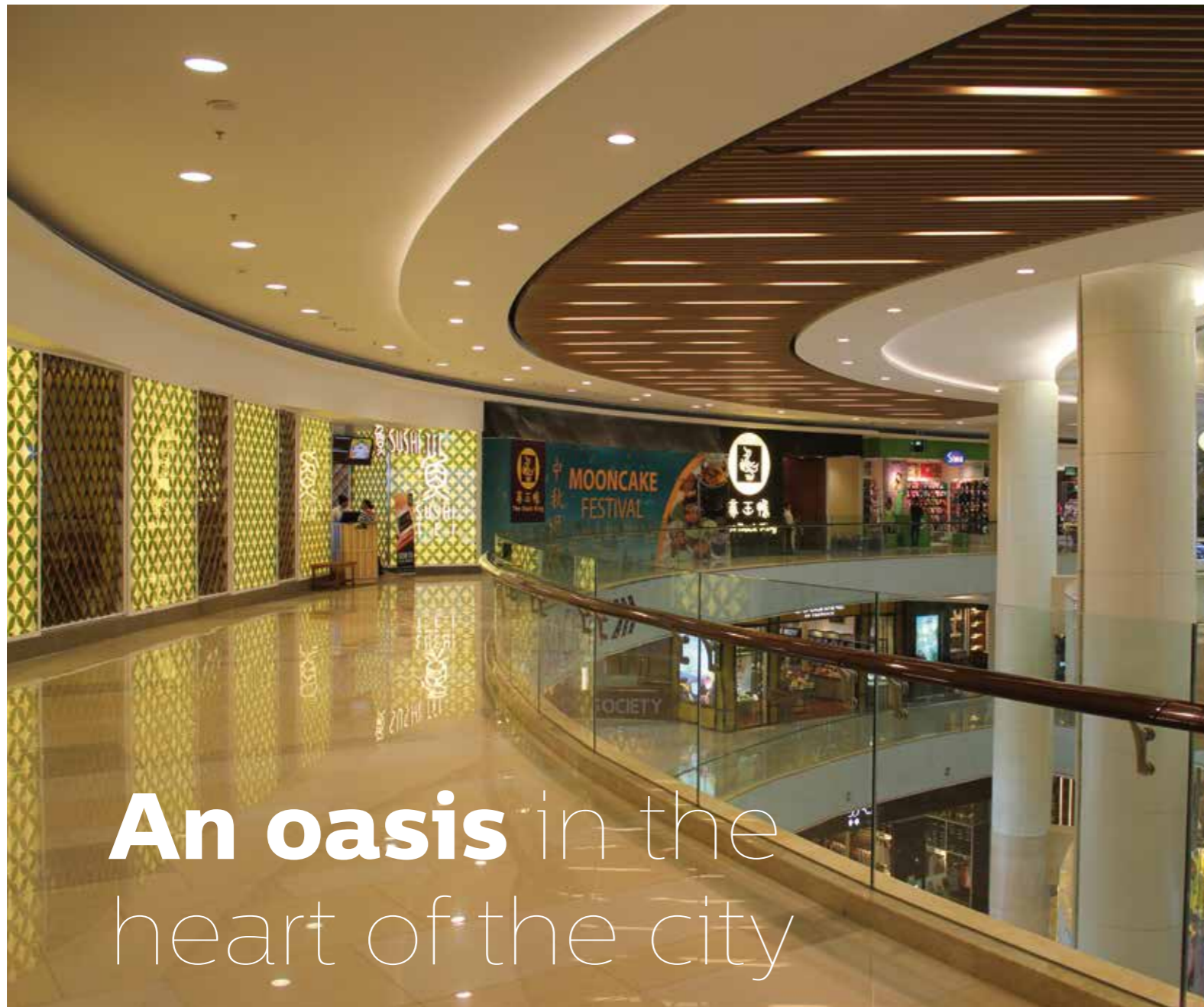




Volcano of light

Sony Center, Berlin, Germany

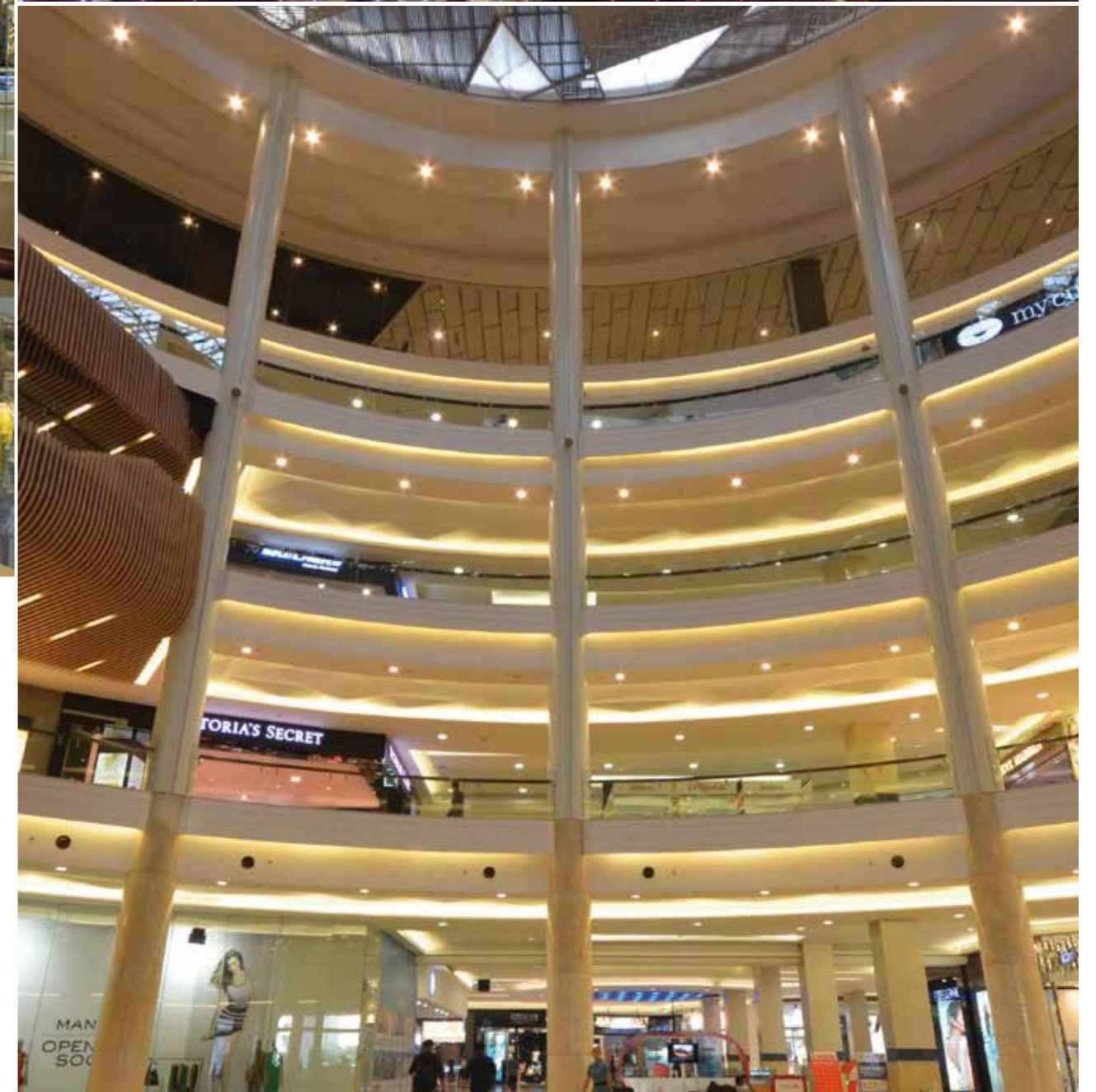
The Sony Center is an international commercial, communication and cultural hub that draws nearly 8.3 million visitors a year. The focal point of the complex is The Forum, a roofed public square. At night, the roof comes alive with fascinating light shows, designed by Paris project artist Yann Kersale. After 12 years of constant operation, the original lighting system reached its maximum life expectancy and had become costly to maintain. The goal was to reduce running costs as well as maintenance costs while retaining the color-changing light effects. With the new full-color LED lighting fixtures and high-bandwidth digital control, the Sony Center can now choose from more than 16 million colors, and can create new light shows for special events such as film opening nights and holidays — all achieved while cutting energy consumption by 73%.



An oasis in the heart of the city

Kota Kasablanka, Jakarta, Indonesia

Located in South Jakarta, Kota Kasablanka is one of the largest shopping malls in Indonesia. In 2012 the mall was built as part of a commercial complex owned by Pakuwon Group. Given its location, in the most densely populated area of shopping malls, Kota Kasablanka needed to find ways to differentiate itself from the intense competition. To achieve this, it decided to choose 'Moroccan mosaic style' as its main concept direction, to enable it become an oasis in the city center to help support its visitors' busy lifestyle. To bring this concept to life and also to deliver highly efficient and high quality lighting throughout the complex, Kota Kasablanka decided to collaborate with Philips Lighting. Within the confines of the project, Philips Color Kinetics products were installed to illuminate the exterior areas and the façade. Inside the mall, a consistently delightful environment was created by using fixtures that deliver general lighting plus direct and indirect lighting effects. By fully realizing the idea imagined by the client, the mall has become a city landmark and today Kota Kasablanka is among the top three most popular shopping malls in Jakarta.



Bringing the façade to life

**Galeria
Bronowice**

Galeria Bronowice, Krakow, Poland

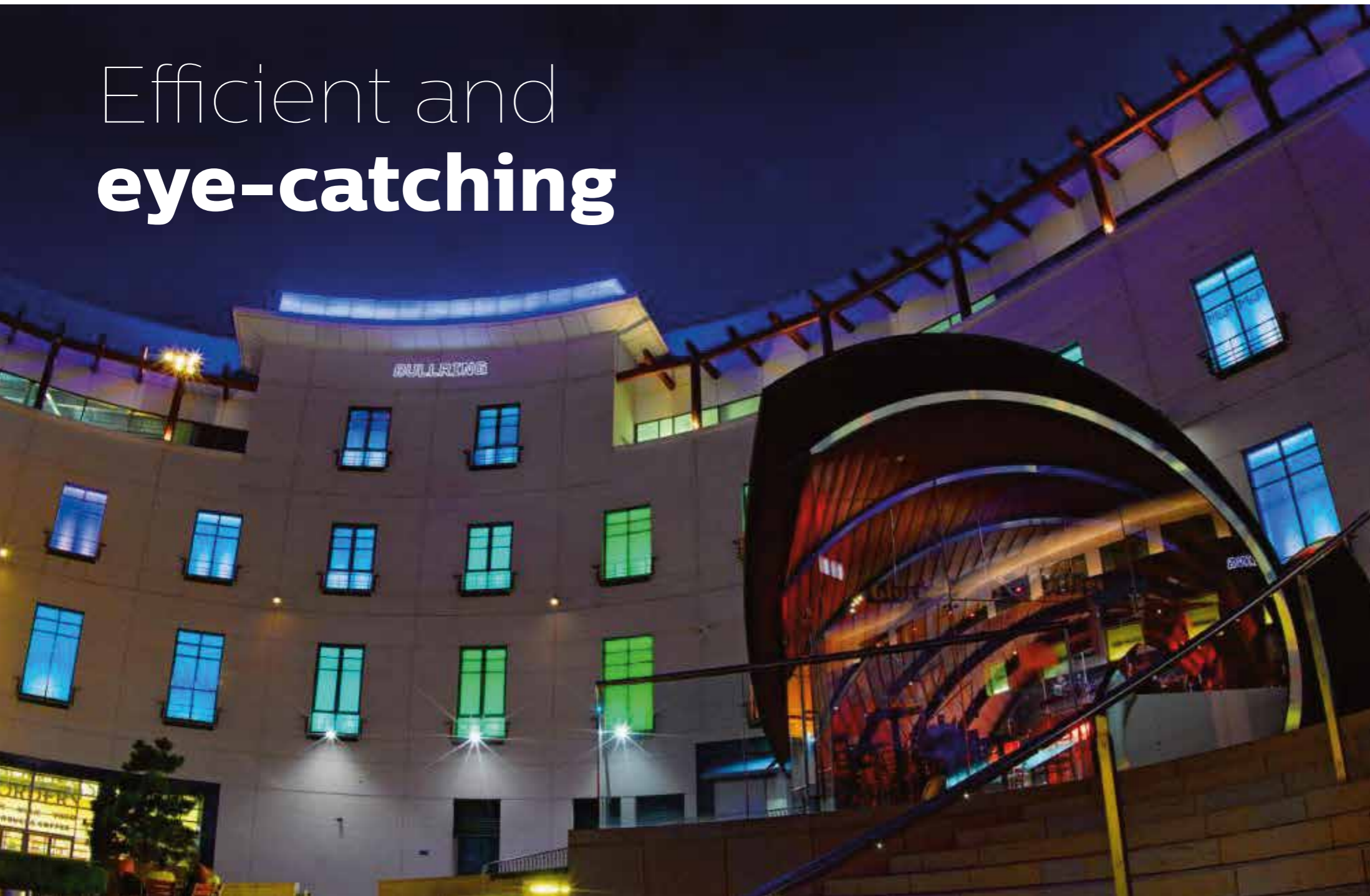
The intention of Galeria Bronowice's designers and originators was to create an important architectural element in the northern part of Krakow's city space, to stand out in the area. Due to the unusual outline of the structure, with its very long, horizontal façade, it was necessary to adopt innovative illumination solutions. Thanks to the LED lighting fixtures installed, Galeria Bronowice's structure looks more attractive and comfortable, improving shoppers' experience and overall satisfaction. In addition to its utilitarian function, the lighting provides visual comfort for customers and highlights the architectural concept and the structure as a whole.

“

We attempted to embed the lighting fixtures into the façades in a manner emphasizing the unique shape of the structure and reflecting its nature. Thanks to our close collaboration and access to exceptional technological solutions, the structure gained an interesting form.”

Maciej Tutaj, Architect, Biuro Rozwoju Krakowa S.A.
(Krakow Development Office)

Efficient and eye-catching



The Bullring, Birmingham, United Kingdom

Five years on from its reopening The Bullring was keen to review its decorative lighting scheme. As Tim Walley the Managing Director of the Bullring explains, "The Bullring is now once again the centerpiece of the city and as such we wanted to ensure that it remains so. We had two main criteria when selecting the new lighting design. Firstly, it had to support the Bullring's image and secondly, but equally importantly, it had to be sustainable as well." Approaching the main entrances to the Bullring, cutting edge LED CityWing street lighting luminaries have been installed. Nestled between these buildings, St Martin's Square plays host to numerous festivities throughout the year. Here, LEDs continue to add to the sense of theatre. Positioned within the window boxes and fountains, color-changing modules provide an eye-catching backdrop. Switching to LED technology will deliver an 85% reduction in energy needed to illuminate the center, which equates to an estimated £34,000 savings in running costs per annum. Maintenance costs can also be dramatically reduced since LEDs have an extremely long life of approximately 50,000 hours. Moreover, the new LED solution brings a whole host of creative lighting displays that visitors can enjoy.



“

Selecting LEDs has enabled us to enhance the Bullring's aesthetics and visual impact.

We are extremely proud that it has become the largest retail destination in the West Midlands.

In addition to the Bullring's excellent retail mix we can now offer a spectacular night time vibrancy brought about by the exciting light shows that we can create – and all this has been achieved without compromise to our environmental responsibility.”

Tim Walley the Managing Director of the Bullring

Artistic effects inside and outside



ECE Aquis Plaza, Aachen, Germany

The newly built Aquis Plaza in Aachen, Germany with 130 shops and a sales area of 29,000 square meters opened its doors at the end of October 2015. The investor, Otto Group, which owns shopping centers in Germany, Turkey and Poland, wanted to develop a special concept for its Aachen Plaza. Otto Group wanted to create a special ambience both inside and outside the mall by using artistic and extraordinary lighting effects, so they were in need of a partner capable of supporting them in delivering this concept. After being selected as a partner for this project, the Philips Lighting team was presented with a project brief and clear vision for the lighting effects. The concept developed by the client in combination with the lighting expertise and high quality Philips products resulted in an attractive exterior experience, improving the mall's overall ambience, even enhancing the city's popularity. These effects were achieved by installing Philips Color Kinetics products such as eW Graze in the exterior areas. In addition, a large OLED lighting installation inside the mall, co-developed by Philips and the client, entertains visitors, delivering the artistic effects the client desired. In addition to this installation in the atrium, high-end downlights with tunable white and color changing Color Blast fixtures were installed throughout the mall to improve the interior ambience even further.



Enhancing the outlet experience

Outlet Park Szczecin, Szczecin, Poland

Known for being the largest outlet center in the Western Pomerania region, Szczecin Outlet Park is comprised of 68 shops, a supermarket, and seven cinema screens, offering a total usable area of 21,700 square meters. The building's exterior lighting, including the parking lot and outdoor walkways, as well as comprehensive interior lighting were integral elements of the project. During the creation of the lighting plan, unique luminaire designs were developed to meet the requirements of the investor and to ensure a perfect fit for each area of the center. Collaboration with partners such as the Open Arcitecki design studio also contributed to this successful outcome and has set new standards for illuminating commercial buildings in the Polish construction market. Subsequently, the use of energy-efficient LED technology has resulted in both cost and energy savings for the center.



“

A harmonious lighting composition in the interior combined with the LED technology used in the façade leaves a great impression. Taken as a whole, the result achieved sets new standards for lighting of commercial facilities.”

Sławomir Grzegorz Tamborowski - Architect,
Echo Investment S.A

Luxurious and sustainable

313@Somerset, Singapore

This luxury shopping center on Singapore's Orchard Road with over three million visitors a month, was designed and built to be a flagship retail destination with environmentally sustainable credentials. In keeping with the center's commitment to sustainability, Philips Dynalite specified an intelligent lighting control and energy management system that would deliver significant energy savings. With the help of the newly installed system, the owners can now successfully monitor the actual energy consumed by individual retail tenants at a detailed level, allowing them to maximize the impact of energy saving initiatives and offer tenant incentives to those who reduce energy consumption. In addition to reducing the building's carbon footprint, going green has reduced the center's operating costs and has helped safeguard it against future energy price increases.



Maximizing well-being and energy efficiency



As a reward for its environmentally-friendly design and operation, Riverside 66 has also won the **“Certification under Leadership in Energy and Environmental Design (LEED) for Core and Shell Development – Gold Level”** issued by the U.S. Green Building Council.

Riverside 66, Tianjin, China

With its 6 stories, Riverside 66 is the first commercial project that Hang Lung Properties has launched in Tianjin. The shopping mall is a perfect example of a modern commercial building that offers visitors brand new shopping and lifestyle experiences. The main requirement of the interior lighting design was to showcase innovation and support a new urban lifestyle while keeping heritage and emphasizing traditional architectural and cultural elements. As the best option to meet the requirements, Philips' Vaya Cove LED lighting was installed in the interior parts of the mall to bring consistent and high-quality lighting across the areas, providing customers with a better shopping experience. An additional benefit of the lighting is its high energy efficiency that also supports the environmental consciousness of Hang Lung Properties. In addition to the efficient lighting system installed inside, a huge glass façade radically minimizes the usage of artificial light used inside the building.

Favorite meeting places

Centrum Galerie, Dresden, Germany

Centrum Galerie is a large, modern shopping mall located in the city center of Dresden. The owner felt that in order to grow the customer base and get more people coming back to the mall, it needed to be repositioned. The objective was to create a welcoming, exciting meeting place that is more than just a place to shop. With the motto "favorite meeting places" in mind, Centrum Galerie teamed up with Philips to create a unique shopping experience. Part of what attracts customers is the mall's ambience and its engaging space, two benefits that were achieved by placing two enormous luminous textile installations near the mall entry. Each installation features dynamic and colorful LED light content presented across several large luminous textile panels. The result is a series of eclectic and alternating visual effects that enhance the mall experience for shoppers and visitors entering one of Europe's finest three-story shopping malls.

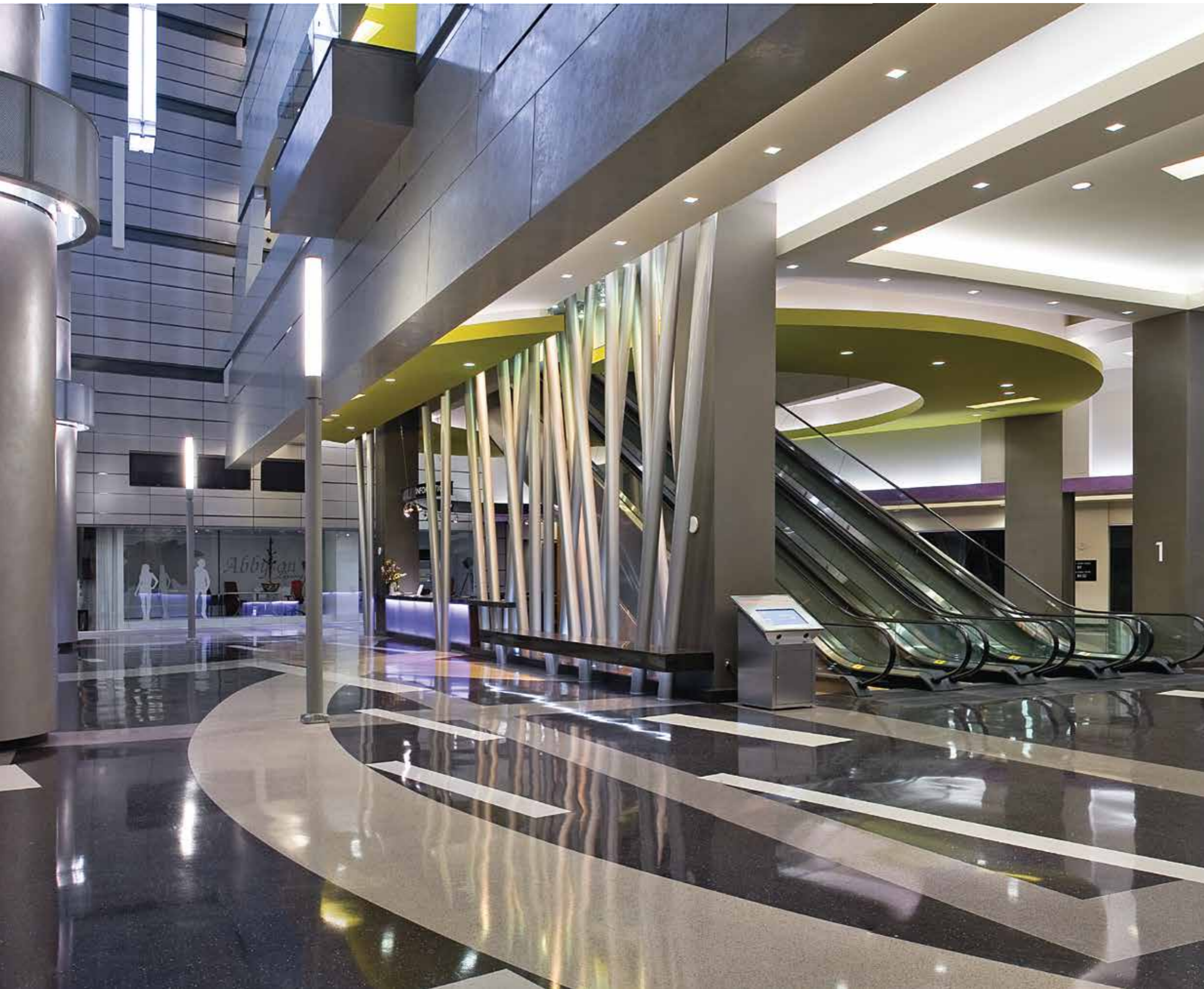


“

Our Philips luminous textile installation is a real asset, **creating a vibrant and comfortable atmosphere for our visitors** that highlights the impressive size of Centrum Galerie while managing sound distribution issues typical of large indoor spaces.”

Stefan Dorster, Mall Manager





Guiding with light

World Market Center, Las Vegas, Nevada, USA

World Market Center uses approximately 16,000 feet of cove lighting fixtures to transform the atrium of its Building C into a multi-layered visual experience. In addition to the beautiful look, the new lighting is used as a tool to guide visitors. And, because of their long useful lifetime, the lighting fixtures dramatically reduce the cost of servicing light sources installed in difficult-to-access locations 80 feet above the main floor. In fact, labor and equipment costs for lamp replacements pushed the total cost of comparable conventional lamps far beyond their initial cost, making them non-viable in this application.



Harvesting daylight and creating distinctive zones



Westfield, London, United Kingdom

With 150,000 square meters of floor space, over 280 retail outlets and 50 eateries, Westfield London has quickly become an icon of the UK's retail landscape. With the potential to accommodate 20 million visitors a year, the shopping center demanded a sophisticated and flexible lighting control system with wide ranging capabilities to enhance the shopping experience. Working with electrical contractor T Clarke, the Philips Dynalite team delivered an advanced state-of-the-art automated lighting control and energy management system. Using a combination of light sources, including natural light, the lighting control system allows staff to tailor lighting schemes quickly and easily for individual retail zones and event areas, as well as to create special themed days such as Christmas. Westfield says the lighting system has delivered on all counts – from an operational, diagnostic and energy management perspective. The system's use of daylight harvesting has also helped the center to save energy and money and overall, the lighting control system has effectively enhanced the shopping experience and has set the benchmark for Westfield's future shopping center projects.

A restroom
that feels like
an art gallery



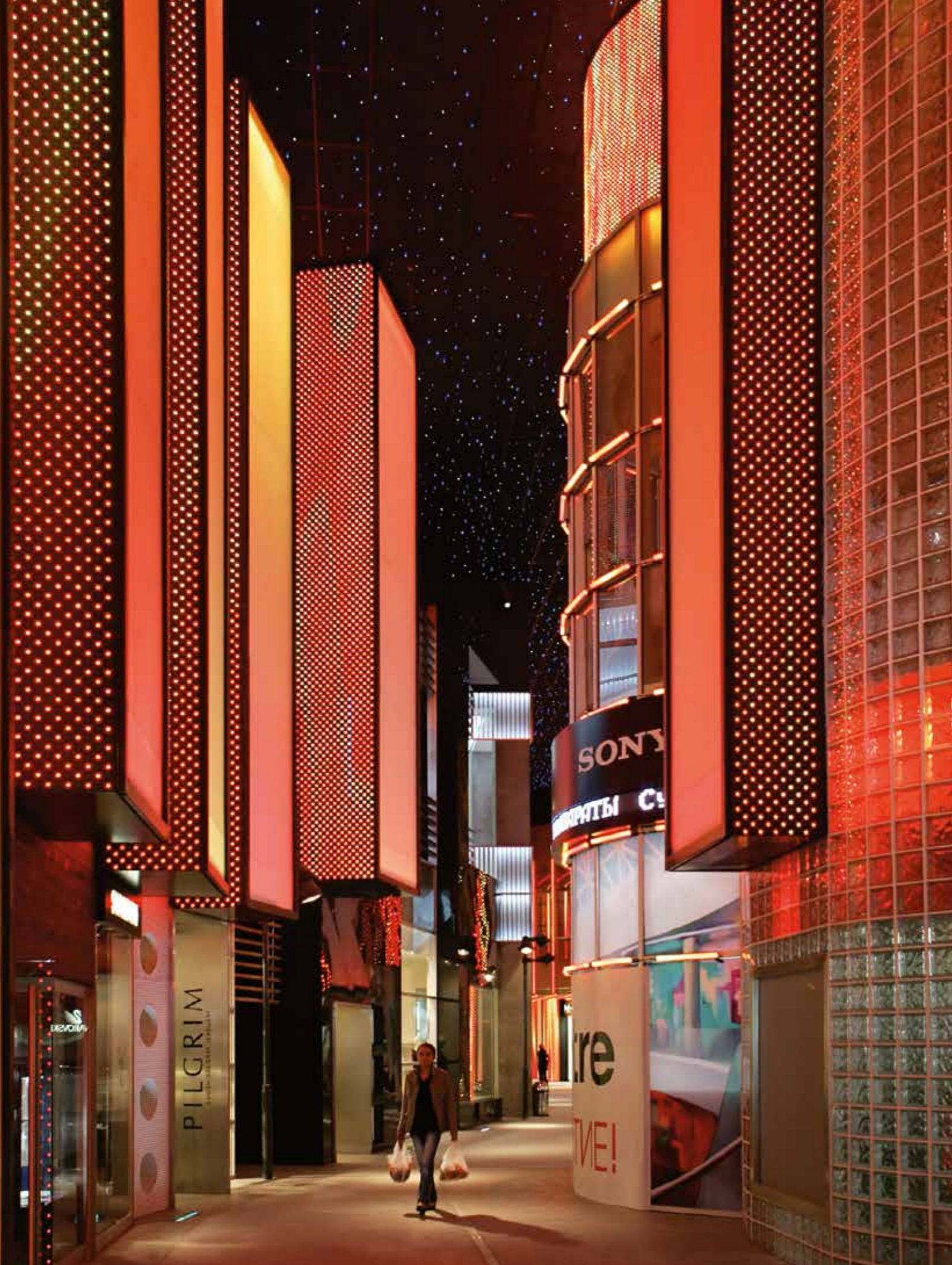
“
A 'toilet like
a gallery'
that brings
smiles to
one and all”.

Architects Astrid Klein and
Mark Dytham



Gallery TOTO, Narita, Japan

Gallery TOTO is a combination of digital gallery and state-of-the-art restroom – a collaboration between TOTO and Narita International Airport of Japan. The idea behind the project was to communicate a sense of restroom comfort, a crucial aspect of Japanese culture, both in private and public environments. Architects Klein Dytham were asked to develop a concept to perfectly communicate this in the Gallery TOTO. To achieve the desired effects and create a delightful and engaging space, luminous textile panels were installed to create a dynamic and engaging space that also entertains and intrigues visitors.



“

Vegas turns shopping into an exciting adventure attended with mystery and change.”

Emin Agalarov, Commercial Director, Crocus Group

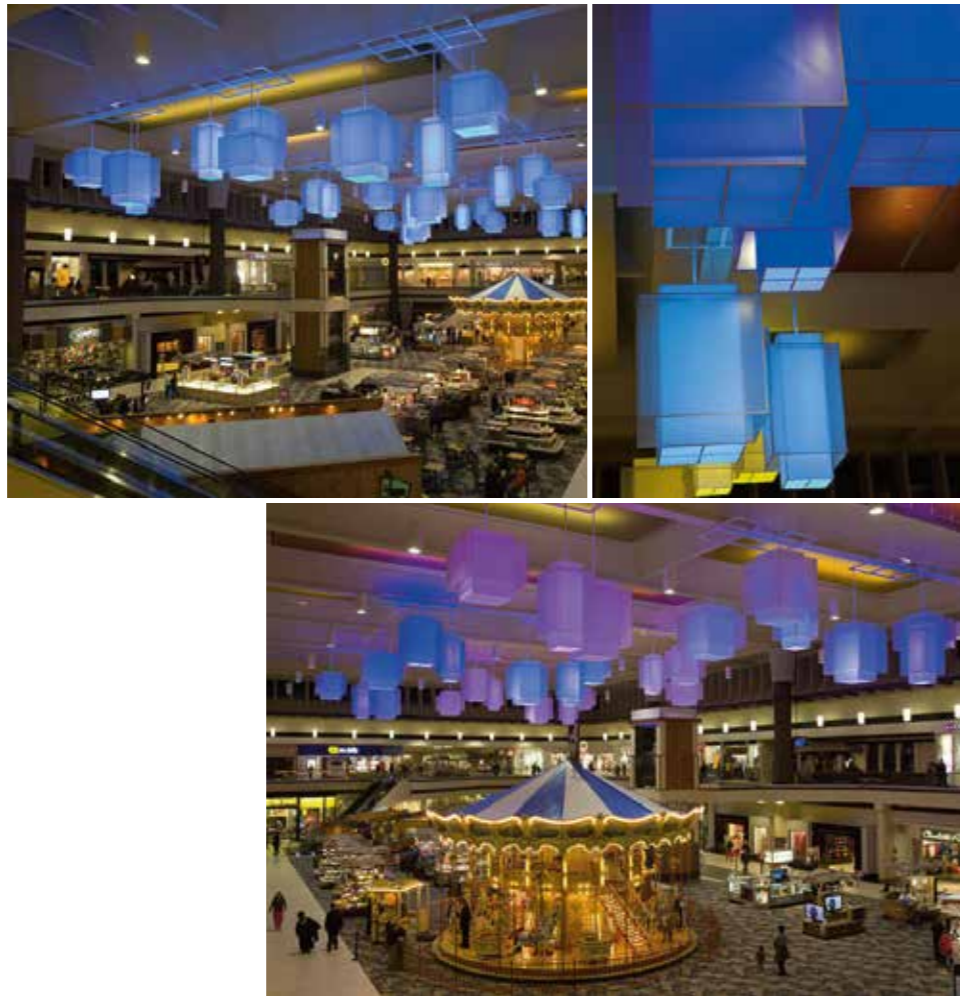
Recreating the famous shopping street indoors



Vegas mall, Moscow, Russia

Developed by the Crocus Group, the Vegas super mall covers a total area of 386,000 square meters, making it one of the largest retail sites in the world. It's also the first themed shopping mall in Russia. The mall includes an amusement park, an 18 meter observation wheel, a tower drop ride and an ice rink. But the real centerpiece of the development is the recreation of Tokyo's famous Ginza shopping street; a unique lighting challenge that demanded the most breathtaking of solutions. The ambitious concept was brought to life using a range of LED lighting solutions that were embedded into a variety of surfaces. An array of dynamic lighting patterns and color grazing effects enhance the experience even further, continuously changing on each surface to create different moods and ambiances as shoppers move along the street. And to complete the illusion, a myriad of sparkling LED lights twinkle like a starry night sky to recreate Tokyo's outdoor shopping experience indoors. The lighting solution now gives a dazzling performance that entertains and amazes shoppers, bringing a taste of Tokyo to one of the most significant retail developments in Russia. The concept has transformed this shopping mall into an exciting visitor attraction that arouses shoppers' curiosity and encourages people to stay longer.





Show time for shoppers

Capitol Mall, Istanbul, Turkey

We all know that shopping can be a tiring task, so visitors to Istanbul's Capitol Mall appreciate this charming fountain and see it as a calming retreat – especially with its surrounding glass tile floor that seemingly glows from within. A total of 62 ColorBlast® 12, Color Kinetics units are concealed beneath the tiles, backlighting their surfaces with vivid, saturated color. Each ColorBlast unit is individually controllable, which allows for intricate effects across the multi-unit installation. During normal shopping hours, the units perform gradual, seamless color wash effects. To pick up the pace, a special light show was programmed to display faster color washes, 'chasing rainbows' and strobe effects – a colorful complement to the Mall's daily hustle and bustle.

The adventurous Maplewood

Maplewood Mall, Maplewood, Minnesota, USA

One of the main goals for the renovation of Maplewood Mall was to create an upbeat and inviting atmosphere to attract shoppers and make the mall a destination. RSP Architects of Minneapolis led the remodeling effort, which focused on the mall's large center court. The architects stripped the paint from the windows, removed the ceiling, and installed a new LED lighting system to brighten and highlight the area and create a fun and engaging experience for mall-goers. The initial design called for all-white LED fixtures, but the designers ultimately decided that color-changing fixtures would create a more engaging and upbeat attraction for shoppers. Maplewood Mall management is thrilled with the installation.

“

The end result is stunning and very much a wow experience! Kudos to Lighting Matters for taking the lead role in their design and execution.”

Michele Meregaglia, General Manager at Simon Property Group



