



**PHILIPS**

City of Szczecinek

Public lighting

# Revitalizing Freedom Square with light

## Revitalizing light in Szczecinek

The project to revitalize Freedom Square has given the city of Szczecinek's central meeting place an image makeover. New lighting has improved comfort levels for residents and tourists, making the square a more attractive destination after dark. The strong partnership between the city authorities, architects and project executives ensured the project accomplished all its objectives.

“The project realization was a conscious and coherent complement of tasks aimed at improving the image of our city, being part of the EU's ecological policy and, above all, reducing the costs of operating and maintaining the urban lighting system.”

Daniel Rak, Deputy Mayor of Szczecinek

## Saving energy, improving the city

With concerns about light levels, the environment, and budget restrictions, the city was keen to find the most cost-effective and energy-efficient lighting solution. But delivering high quality of light and complying with certain design specifications were also high on the list of requirements.

## A classical solution

The LED-based Philips ClassicStreet luminaire, with its distinctive traditional style, proved to be the perfect choice. The elegant, gently curved design with dedicated brackets and poles reflects subtle details of heritage luminaires to blend seamlessly into historical architectural settings. The overall effect is a contemporary look that enhances the city square and creates beautifully warm nighttime, as well as daytime ambiances.

Enabled by the latest Philips Ledgine optical platform, ClassicStreet luminaires offer the ideal combination of high quality, comfortable lighting combined with performance and high efficiency. Although the number of lighting points has been increased to provide a uniform and pleasant light effect throughout the square, the ClassicStreet solution has reduced energy use by 42%, saving the city valuable funds.

“Our ‘ecosystem’ approach is an excellent development of the traditional partnership. By including public authorities, architects, lighting experts and advisors, we can ensure that all needs are met and we can achieve our objectives.”

Marek Tobol, Business Development Manager, Philips Lighting Poland Sp. z o.o.

## The perfect partnership

The project to revitalize Freedom Square was conducted with great care and collaboration. Thanks to Philips Lighting's advisory role and ongoing consultations with the architect, the city was able to make the right choice and invest in an LED solution that creates an excellent impression, at the same time as saving energy and resources.



### Energy saving of 42%

Philips energy-efficient lighting solution uses significantly less energy, reducing the city's energy bills and freeing up valuable funds.



### Improved image

The new lighting scheme has improved the image of the 19th century architecture in the city's central square without dominating the surrounding buildings.



### Enhanced comfort

ClassicStreet LED luminaires provide a high quality, comfortable light for tourists and residents.



### A fully revitalized square after dark

The square is now a more attractive destination after dark, boosting night life and encouraging more tourism in the winter months when the days are shorter and darker.

## About Szczecinek

Szczecinek is the capital of the Polish county of Middle Pomerania and the jewel in the crown of the Drawskie Lakeland District, a popular tourist destination. The city is an excellent center for sports and leisure activities with the world's longest water-ski lift, a swimming pool, stadium, tennis center and many modern halls and sports fields. Szczecinek is also the cultural capital of the district, attracting audiences to outdoor concerts, theaters, cabaret and other large-scale events.

## Fast facts

### Customer

City of Szczecinek

### Location

Middle Pomerania, Poland

### Architect

Architraw Szczecinek

### General contractor

Tebra Koszalin

### Project trade partner

Przedsiębiorstwo Handlowe A-T S.A. Krotoszyn

### Product

ClassicStreet

## Find out how Philips Lighting can transform urban spaces

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