



PHILIPS

Technical
case study

How to create an icon with light

PIK Avenue, Jakarta,
Indonesia



By using dynamic lighting, the façade of PIK Avenue brilliantly demonstrates how LED lighting can give a building energy and vibrancy.

Pantai Indah Kapuk (PIK) is a community in the sub-district of Penjaringan in North Jakarta, Indonesia.



“

Light must create emotions and excitement. **The LED fixtures generate a layer like an extra skin over the building**, enhancing the design and beauty of the building”

Paul Gunawan, Lighting Designer

Because of the building’s volume and the need to create an impression at a distance, standard techniques or ready-made solutions were out of the question.

The architecture’s complexity called for customizable lighting technologies that allow for flexibility while meeting the requirements for low power and reliability in such an ambitious project.



Integrated illumination

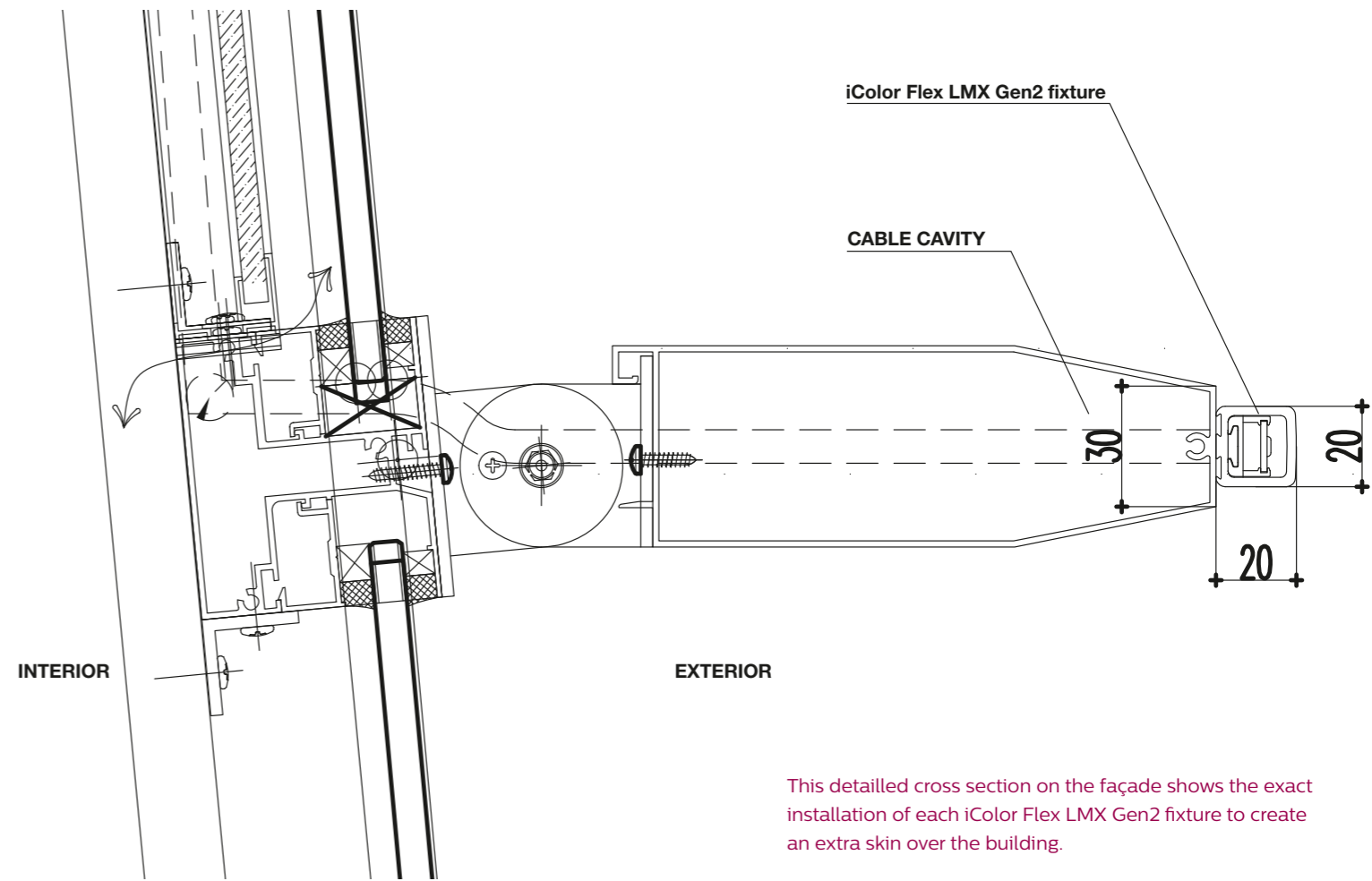
Integrating effective lighting in façades is one of the most interesting aspects of a lighting designer’s work. PIK’s integrated illumination required countless exchanges with the architects and technicians to ensure that in daylight the devices didn’t look like artificial outgrowths.

Philips advised the project team on creating different lighting scenarios, providing various samples and assisting in finalizing the outcome. As a result, the team chose to illuminate PIK with horizontal lines in order to respect the building’s distinctive architecture.

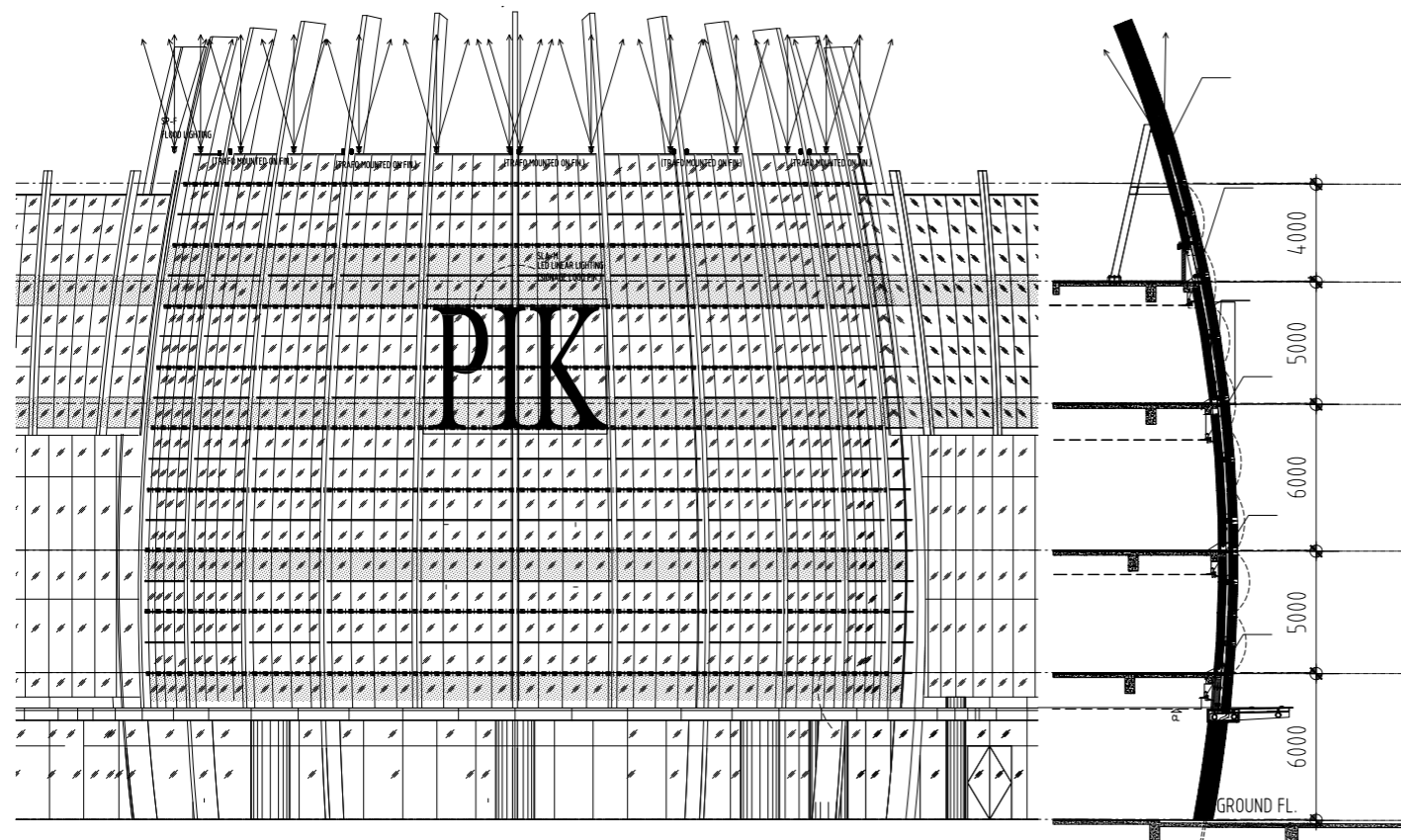
Philips Value Added Partner Chayolite played a key role in realizing the façade’s shining magnificence.

LED nodes and lighting design

The product used was iColor Flex LMX Gen2, which consists of flexible strands of large, high-intensity, full-color LED nodes designed for extraordinary effects and large installations, without constraints of fixture size, shape, or space. Each strand comprises 50 individually addressable LED nodes, with dynamic integration of power, communication, and control. Lighting designer Paul Gunawan: "It's obvious that we can't get away with any other light sources. A system that can be controlled in this way, that can project colors and provide brilliance, is only available with LEDs. We need what LEDs offer, along with the wiring system and the power distributors; it's part of those things that conventional lighting cannot do".



This detailed cross section on the façade shows the exact installation of each iColor Flex LMX Gen2 fixture to create an extra skin over the building.



Chayolite installed each fixtures on the façade elevation from PTI Architects based on the plans from Litac Consultant lighting design.

Iconic impression

The architecture of PIK avenue is a remarkable achievement, especially its façade, which draws in the surrounding space with its majestic curves. The dynamic lighting not only promotes the building itself but the whole area and makes it more vibrant and exciting.

Integration in architecture

The horizontal lines of LED lighting support the façade and make it possible to understand the architecture even at night.

Scalability and flexibility

The Philips LED system is designed for extraordinary effects and large installations, without constraints of fixture size, shape, or space and integrating power, communication, and control.

Sustainability and durability

Philips Color Kinetics meet the requirements for low power and reliability. The use of these products guarantees that the installation is sustainable and durable.

Fast facts

Client
PT Multi Artha Pratama

Architect
PTI Architects

Lighting designer
Paul Gunawan, Litac Consultant

Value added partner
Chayolite

Luminaires
Philips Color Kinetics
iColor Flex LMX Gen2

Lighting system
Philips Color Kinetics
Light System Manager

Photographer
Cédric Helsly



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