PHILIPS Lighting

Photo Story

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Beyond Purple Haze: light show on Zagreb's Hendrix bridge triggered by trains

Eindhoven, The Netherlands – Philips Lighting (Euronext: LIGHT), the world leader in lighting, has given the Hendrix bridge in Zagreb, Croatia, a unique lighting makeover, transforming the railway bridge with a spectacular LED light show that is triggered by trains passing over it. <u>Click here</u>.

The 300 meter-long Zeleni Most (Green Bridge) spans the River Sava in the Croatian capital. Most people in the country simply know the bridge as the 'Hendrix bridge,' ever since graffiti with the surname of the legendary rock guitarist <u>Jimi Hendrix</u> first appeared on the bridge in 1995.

Philips Lighting worked with the famous Croatian lighting designer, <u>Dean Skira</u> on the project. At night the bridge is bathed in an almost ethereal white light showing off its arch, spans and graceful design. However, as a train approaches, it is detected by a sensor and the white light fades to black causing the bridge to seemingly disappear. Then, as the first coach behind the locomotive crosses the bridge, colored lights come on in sync with the speed of the train crossing the bridge. Both the bridge and train are bathed in a moving ribbon of color worthy of a riff from the bridge's namesake. As the train disappears the white light returns.



The revitalized railway bridge makes the surrounding area more attractive for locals and visitors. "The goal was to upgrade the visual identity of the City of Zagreb. It is part of our plan to enhance city life around the Sava river," explained Ivan Babić, Head of the Infrastructural Services Department for the city. "The innovative LED lighting highlights the grandeur, color and the beauty of the bridge. It's become a tourist attraction with people often stopping to take pictures in front of it."

Lighting designer, Dean Skira, said, "Most bridges are utilitarian in appearance; few of them possess the architectural or structural ingredients required to be able to use light as a medium to enhance the beauty of the engineering. What we created with Philips Lighting was something very special."

Project summary:

Project details:The client for the new illumination is the Council of the City of Zagreb. The
luminaires were supplied and integrated by the Philips Lighting partner
company Lipapromet and the lighting installation publicly opened on June 1,
2017.

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Lighting design:	The design was by Dean Skira of <u>Skira Ltd</u> , the award winning Croatian
	architectural lighting design company.
Technology used:	The project uses 740 Philips Color Kinetics Vaya white linear luminaries; 56
	Philips Color Kinetics eW Graze MX Powercore white fixtures and 26 color
	Philips Color Kinetics Vaya Flood MP G2 RGB fixtures. The lights are
	controlled by a <u>Philips Color Kinetcs iPlayer 3</u> controller and <u>Philips Dynalite</u>
	lighting control system. A Geolux sensor, which detects approaching trains, is
	connected to the control system.

<u>Philips Color Kinetics technology</u> has been used in more than 50,000 installations across the world. Other famous landmarks lit include: the Empire State Building, the San Francisco Bay Bridge, Edinburgh Castle, the London Eye, the Kırıkkale Nur Mosque, the Allianz Arena, the Victoria Falls, the Pyramids, the Taipei 101 Tower and the Dragon Bridge in Da Nang.

Video credit: Damil Kalogjera Photo credit: Danijel Bartolic and Damil Kalogjera

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About Philips Lighting

Philips Lighting (Euronext: LIGHT), the world leader in lighting products, systems and services, delivers innovations that unlock business value, providing rich user experiences that help improve lives. Serving professional and consumer markets, we lead the industry in leveraging the Internet of Things to transform homes, buildings and urban spaces. With 2016 sales of EUR 7.1 billion, we have approximately 34,000 employees in over 70 countries. News from Philips Lighting is located at the <u>Newsroom</u>, <u>Twitter</u> and <u>LinkedIn</u>. Information for investors can be found on the <u>Investor Relations</u> page.