

The Philips logo is displayed in a white rounded rectangle on a dark blue background. The background of the entire page is a photograph of a gallery interior with track lighting and framed art on the wall.

**PHILIPS**

Retail lighting

EASWARDS PROSPECTUS



Case study

# Mastering **the art of** LED lighting

EASTWARDS PROSPECTUS, Bucharest, Romania



## Project Information

**Investor:**

EASTWARDS  
PROSPECTUS

**Project:**

EASTWARDS  
PROSPECTUS  
art gallery

**Location:**

50 Plantelor Street,  
Bucharest, Romania

**Lighting Solutions:**

StyliD and LEDline

**Project responsible:**

Mirel Jarnea, Key Account  
Manager at Philips  
Romania - Lighting SEE



Art galleries focus both on inspirational design and vibrant spaces

Founded in 2014, EASTWARDS PROSPECTUS is one of the fewest contemporary art galleries which proudly defines its activity on the international art market. Focusing on the contemporary artistic production from Eastern Europe, the art gallery is well-known for hosting top art exhibitions and for enriching visitors' art experience. This multicultural area is now enhanced by modern lighting solutions, and every single piece of art in the gallery is now in the beam of a spotlight by Philips. Our lighting systems work impeccably for several hours every day with perfect color rendering and light intensity to successfully illuminate great artworks.

Lighting for art galleries is one of the most challenging applications for LED lights. Art galleries aim to create welcoming and

distinct ambiances for its visitors, presenting a series of eclectic artistic creations in a safe light. Stylish design and superior lighting can do as much to create memorable experiences as the artworks presented in the art gallery.

"An art gallery is an experience so you need to make it a memorable one. Most of the paintings and sculptures are very sensitive to light, but visitors need to appreciate and admire them in detail. Philips Lighting understood light as part of our vision."

**Andrei Breahna, Cultural Manager, Art Dealer and Art Collector, Founder of EASTWARDS PROSPECTUS.**



**“ Now our art gallery is lit by Philips, a company which supplies quality and demonstrates every day its approach to innovation.**

**Andrei Breahna, Cultural Manager, Art Dealer and Art Collector, Founder of EASTWARDS PROSPECTUS.**



## Philips Lighting systems offer stylish design and superior lighting to create memorable experiences **for art enthusiasts.**

EASTWARDS PROSPECTUS concept design is aligned with international standards for art galleries. They wanted to give the gallery a light makeover in order to create relaxing social areas and to emphasize the artworks displayed. The lighting system had to be part of it with stylish design and superior lighting to create memorable experiences for art enthusiasts. The answer to all these was very simple: an LED system.

The luminaires design had to blend discreetly in the gallery architectural concept. To welcome the guests and make them feel comfortable. To show the artworks in the best and safest light possible. Our flexible lighting solutions open the door to countless creative possibilities. We delivered great light quality and color rendering and also energy savings through StyliD projectors for indoors and LEDline for the façade.

“Delivering high-quality light – that’s our mission. For EASTWARDS PROSPECTUS we provided the ideal mix of outstanding light quality and energy savings with great benefits for both artworks and gallery visitors.”

**Mirel Jarnea**  
Key Account Manager  
at Philips Romania - Lighting SEE

Art experience and lighting functionality work together for an inviting ambience

When talking about art gallery illumination, StyliD projectors are ideal. If you want a high quality of light and color rendering for your gallery, without having to compromise on energy savings, then StyliD is exactly what you are looking for. So now you can make the switch to LED with confidence!

For the façade we used LEDline. Our high-performance linear grazing light can create color-changing effects and seamless curtains of light. Its linear forms complement geometry of the building architecture and transform light into objects.

# The right light is everything



“ This is another  
**ground-breaking art environment** proudly  
lit by Philips.

Mirel Jarnea  
Key Account Manager at Philips Romania - Lighting SEE

