

# Illumination Gallery

Transformations in Lighting

Volume 1

**PHILIPS**







## A Renaissance for a Milwaukee Landmark

ColorBlast Powercore, ColorGraze Powercore, ColorCast 14, iColor MR g2, Third-Party Control System

*Project* Mitchell Park Domes  
*Location* Milwaukee, Wisconsin  
*Lighting Design* Marty Peck, Creative Lighting Design & Engineering  
*Photography* Dan Bishop

Recently renovated, the Domes of the Mitchell Park Horticultural Conservatory reclaimed their spot in the Milwaukee skyline. At nightfall, the three Domes turn into dazzling lanterns of light, using hundreds of Philips LED fixtures. ColorBlast® Powercore floodlights are placed at the base to saturate the Domes with washes of reds, violets, greens, and blues. The Domes' unique triangular glass pattern is highlighted by placing individually programmable iColor® MR g2 lamps at the 400 million intersections. The layering and choreography for the wall-washing fixtures and lamps can be as subtle as twinkling stars or as bold as kinetic art that dances to music, allowing for endless options to keep the Domes an ever-evolving attraction.

Chosen for their low wattage and energy-efficient form factor; the LED fixtures help the conservatory stay true to its spirit of conservation. In addition, their longer lifetime as compared to conventional sources means less replacement and less waste.

# Your world – illuminated

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Advancements in LED technologies represent the most significant development in lighting since the invention of electric light well over a century ago. Offering superior light quality and unprecedented design freedom, LEDs are changing the way we use light. They consume less energy and last much longer than most conventional light sources, do not heat illuminated surfaces or emit ultraviolet light, contain no toxic mercury, and require little maintenance. The durable nature of LEDs make it possible to put light where it was previously impossible or impractical. Philips Color Kinetics lighting systems, which combine the many advantages of LEDs with advanced digital control technology, allow for the generation of millions of colors and high-quality white light without the cost and complexities of traditional lighting methods.



Philips Color Kinetics offers a growing line of white, solid color, and color-changing lighting systems for an astonishing range of applications. As shown in these pages, Philips Color Kinetics lighting solutions can:

- Invigorate city skylines with elegant white light or brilliant, colorful illumination
- Create an inviting and intimate ambiance for contemporary interiors, while simplifying installation for retrofit applications
- Transform film, television, and stage environments with dynamic, show-stopping lighting
- Turn walls and non-linear surfaces into large-scale, customizable video screens
- And much more! Philips Color Kinetics offers solutions ideal for virtually any lighting design or application

LED technology is rapidly coming into its own as a viable light source for general illumination, driven by the imperatives of energy-efficiency and cost-effectiveness. Philips Color Kinetics offers white-light fixtures that are bright, affordable, and flexible for mainstream lighting applications. By bringing high-quality white LED lighting to everyday work, retail, and living spaces, Philips Color Kinetics continues to deliver on its commitment to provide solutions that improve people's lives, protect the environment, and surpass the limitations of traditional lighting sources.







## Go Green! Cheering on an Environmentally-Friendly Game Day

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### ColorReach Powercore, iPlayer 3

<i>Project</i>	Super Bowl XLIII
<i>Location</i>	Raymond James Stadium, Tampa, Florida
<i>Design Firm</i>	Infinite Scale Design
<i>Lighting Design</i>	Dall Brown
<i>Programming and Installation</i>	Bay Stage Lighting
<i>Photography</i>	Stephen Kovich

In 2009, the city of Tampa launched a city-wide beautification effort for the upcoming National Football League's championship game. The design firm brilliantly illuminated the upper 30 rows of Raymond James Stadium, the game's host venue, to provide a dynamic focal point for residents and fans alike. Using just 70 ColorReach™ Powercore floodlights, the stadium glowed with color-changing effects for the week leading up to game day.

The LED floodlights helped to support the NFL's effort to make the Super Bowl more green. Capable of projecting intense color over 500 feet (152.4 m), with an output of 5,000+ lumens, each ColorReach Powercore fixture consumes only 290 watts. This represents an energy savings of 70% over traditional metal halide fixtures typically used in similar exterior projects.



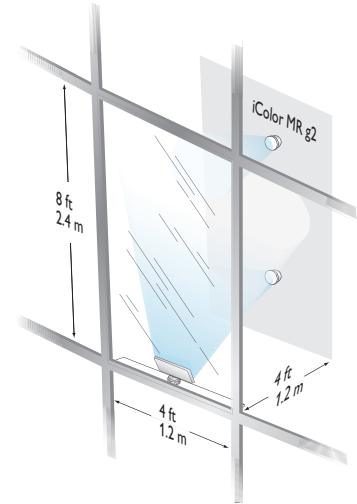
## Lighting that Hits the Jackpot

ColorBlast Powercore, iColor MR g2, iColor Accent Powercore, Light System Manager

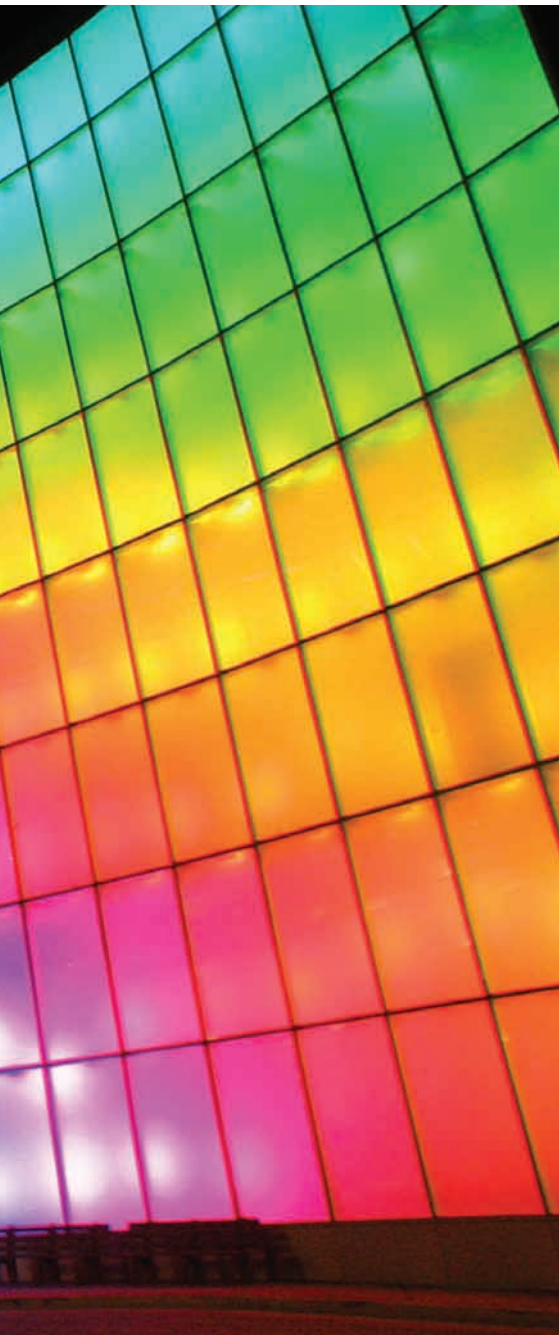
Project	Potawatomi Bingo Casino
Location	Milwaukee, Wisconsin
Architect	Hnedak Bobo Group
Design Firm	Marty Peck, Creative Lighting Design & Engineering
Photography	Marty Peck

A 62 x 123 ft (18.9 x 37.5 m) "welcome wall" made of aluminum and etched glass panels energetically greets Potawatomi Bingo Casino guests and is a focal point for the renovated garage. The floor-to-roof entry consists of 208 4 x 8 ft (1.2 x 2.4 m) frosted glass panes. For each pane, one ColorBlast Powercore backlights the cavity, while two iColor MR g2 color-changing lamps are positioned on the back wall facing the glass. Wash lighting fixtures and lamps for direct viewing combine to create a unique look for a wide range of choreography and transitions. According to the designer, the pixels of light created by the iColor MR g2 lamps provide depth, while ColorBlast Powercore washes the panes with colored light.

Scenes range from environmental themes (fire with embers, rain and lightning, stars and the northern lights) to more abstract images (*The Matrix*, a time tunnel).







# Illuminating Boston's Skyline

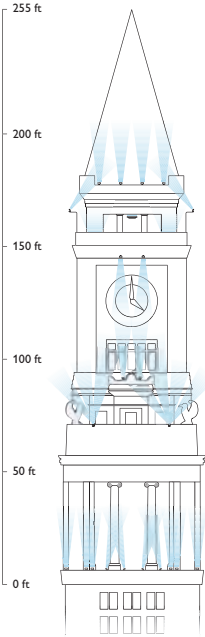
eW Blast Powercore, eW Graze Powercore

<i>Project</i>	Marriott Custom House Tower
<i>Location</i>	Boston, Massachusetts
<i>Architect</i>	Hnedak Bobo Group
<i>Lighting Design</i>	Lam Partners, Inc
<i>Photography</i>	John Brandon Miller (left), Brad Koerner (below)

In 2008, Boston's first official skyscraper underwent a long-anticipated lighting redesign, reclaiming its prominence in the city skyline in an elegant and sustainable way. Formerly lit by incandescent fixtures that had fallen into disrepair, the Tower was restored to its fully illuminated state using LED fixtures that consume just one third the energy of previous sources.

Approximately 125 eW<sup>®</sup> Blast Powercore and eW Graze<sup>™</sup> Powercore fixtures now illuminate the Tower from the 17th floor to the peak. In addition to consuming less energy, the sources require far less maintenance, with a projected lifetime of more than 20 years at six hours of use per day. And their warm white color temperature closely matches the desired look of the former incandescent sources.

This unique installation demonstrates the arrival of LED systems for general illumination today, taking LED technology from the billboards of Times Square to large-scale architectural floodlighting.











## Light Up the Night

ColorReach Powercore, ColorGraze Powercore, ColorBlast Powercore, Light System Manager

<i>Project</i>	Avenue of the Arts
<i>Location</i>	Philadelphia, Pennsylvania
<i>Architect</i>	Vitetta
<i>Entertainment Solutions Provider</i>	PRG
<i>Installation</i>	Gordon Electric
<i>Photography</i>	Jim Abbott for the Center City District

Philadelphia's premier arts and entertainment district, the Avenue of the Arts, added a permanent lighting display to set the stage for the city's cultural scene. Color-changing LED lighting transformed the streetscape and historic façades into a multicolored canvas. For its unveiling during the 2008 holiday season, the lighting display synchronized to the score of *The Nutcracker*, featuring color-changing light shows that danced along the buildings. Between the sound and light shows, coordinated lighting changes moved up and down the buildings along the Avenue of the Arts.

ColorGraze™ Powercore and ColorBlast Powercore fixtures created a vivid nightscape for patrons of the arts to enjoy throughout the year. In addition, ColorReach Powercore, a high-performance architectural floodlight, temporarily illuminated 548 ft (167 m) high City Hall with color-changing and dynamic effects.

Beyond providing beauty, safety, and entertainment for visitors and residents alike, the project aims to serve as a catalyst for development, growth, and sustainability of this urban center.





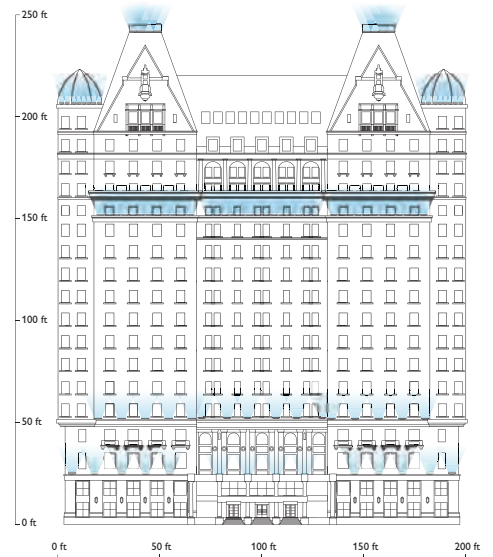
# Fifth Avenue Elegance

## eW Graze Powercore

Project	The Plaza
Location	New York, New York
Lighting Design	Stephen Margulies and Fernando Soler; Cosentini Lighting Design
Photography	John Brandon Miller

The Plaza, considered one of New York City's finest hotels, stands as a symbol of New York's history and sophistication. Lighting renovations to the exterior façade were recently completed to increase the site's visual appeal, while maintaining its splendor.

eW Graze Powercore was selected to underline the main features of the façade and provide subtle warm touches to emphasize the architectural lines of the building. The warm white fixture closely matched the original incandescent lighting and further enhanced the beautiful color of the limestone. Its slim profile, which allowed the design team to use existing ledges as mounting locations, made this LED fixture a prime choice. The long lifetime of the LED sources proved to be the ideal option, providing a system that requires little to no maintenance for the hard-to-reach spaces, while offering a cost-effective operation.









## In Control

iColor Cove MX Powercore, iColor MR g2,  
Light System Manager

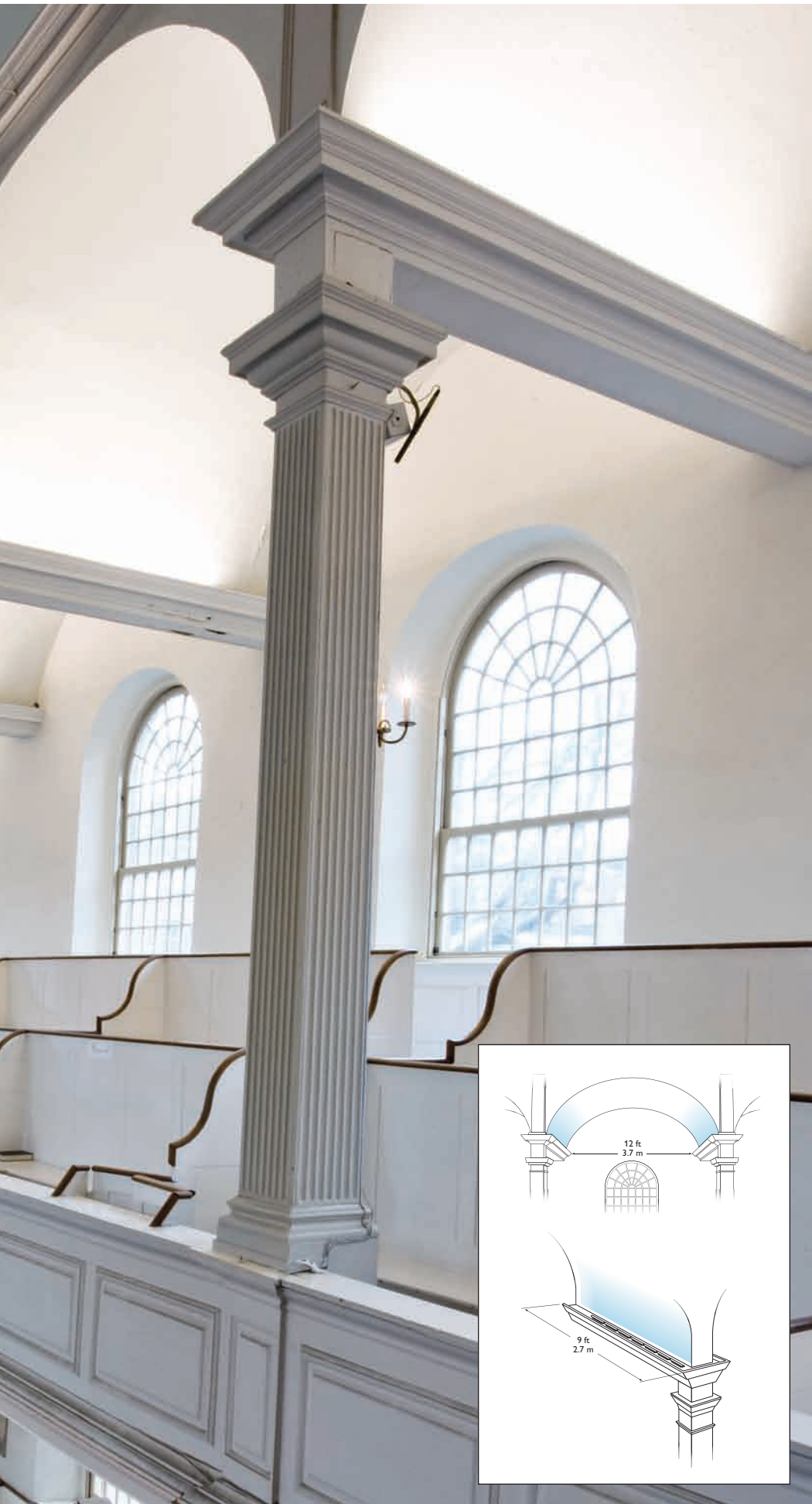
*Project* eyecandy sound lounge and bar  
*Location* Mandalay Bay Resort and Casino,  
Las Vegas, Nevada  
*Lighting Design* Jon Champelli, shop12 design  
*Lighting Integration* 4Wall Entertainment  
*Photography* ©Jeff Meyer, shop12 design

Located in the center of Mandalay Bay's casino floor, eyecandy sound lounge & bar is a contemporary twist on the typical Las Vegas lounge. Here, patrons have the ultimate control over their atmosphere, allowing them to determine the lighting's color scheme for the evening.

To create a unique vibe in the lounge, four glowing "Party Pods" — circular seating areas — accentuate various areas with color-changing effects. iColor Cove® MX Powercore linear fixtures are built directly into the bottom of the pods, and iColor MR g2 color-changing lamps are affixed above to drench the sheer fabric and encase each pod in dynamic colorful light. During the lounge's off-hours, the lighting is controlled to change slowly and subtly. During operation, however, these elements can be controlled by the guests via a custom touch screen, offering patrons an interactive experience.







## One LED by Land, Two If by Sea

### eW Cove Powercore

<i>Project</i>	Old North Church
<i>Location</i>	Boston, Massachusetts
<i>Lighting Design</i>	AJ Williams, Creative Events Lana Nathe, Light Insight
<i>Product Donation</i>	Boston Light Source
<i>Photography</i>	John Brandon Miller

Pivotal to Paul Revere’s famous midnight ride and a beacon during the American Revolution, the Old North Church uniquely combines the best of 18th-century architecture with cutting-edge LED technology — demonstrating the ease with which solid-state lighting adapts to even the oldest of existing lighting environments.

As part of ongoing refurbishment, the 285-year-old church sought a sustainable and low-maintenance light source to replace the dated, linear incandescent tube system lining 18 interior niches. The solution was a warm white linear fixture that perfectly accentuates the building’s historical arches and moldings, while significantly cutting maintenance costs.

The new lighting system boasts a projected lifetime of 50,000 hours, compared with the 1,000 – 2,000 hours of the previous source, further saving the church’s time and resources to frequently change burnt-out bulbs. Because LED sources do not radiate heat or emit ultraviolet light, the fixtures will not cause the ceiling paint to peel, as occurred with the previously installed incandescent sources. And the final result? The new lighting scheme is expected to cut energy consumption by nearly 85%.

## Ambiance and Atmosphere at a Lower Cost

eW Downlight Powercore, eW Cove Powercore

<i>Project</i>	Flinstering
<i>Location</i>	Breda, the Netherlands
<i>Technical Advisor</i>	Living Projects
<i>Project Team</i>	Roland Vermeulen, Philips Lighting, the Netherlands
<i>Lighting Design</i>	Wibeke Polé, Philips Lighting, the Netherlands
<i>Photography</i>	Korff en van Mierlo

The funky eatery Flinstering employs LED lighting to create a memorable dining experience for guests, while reaping the benefits of its long lifetime, simplicity of installation, low maintenance, and energy efficiency.

White light fixtures provide dramatic illumination and accent lighting throughout the restaurant, while significantly cutting energy expenses. eW Cove™ Powercore warmly illuminates the surface beneath the bottle area behind the bar, while low-profile eW Downlight™ Powercore provides high-quality general illumination throughout the restaurant. Comparable in output to a 50-watt halogen bulb, eW Downlight Powercore yields energy savings of roughly 70%. The restaurateurs are delighted with its unobtrusive design and warm color temperature, which contributes to the bistro's cozy, hospitable atmosphere.





## A Boston Icon Sings a New Melody

### eW Graze Powercore

<i>Project</i>	Symphony Hall
<i>Location</i>	Boston, Massachusetts
<i>Architect</i>	Ann Beha Architects
<i>Lighting Design</i>	Horton Lees Brogden Lighting Design
<i>Photography</i>	Peter Vanderwarker

Home to the Boston Symphony and Boston Pops since 1900, Symphony Hall is one of the most acoustically perfect symphonic concert halls in the world. An updated lighting scheme, using eW Graze Powercore LED fixtures, sheds renewed light on 16 statues of Greek luminaries that stand sentry over the hall's grand, 62 ft (18.9 m) high interior space.

Chosen for their long lifetime, the LED fixtures require little to no maintenance within the hard-to-reach alcoves. They cast warm white light from the back of each sculpture's niche, while softly lighting the frames of the 14 half-moon windows and projecting more illumination onto the ceiling decorations. Covered since the air raid scares during World War II, the 8 ft (2.4 m) wide windows now radiate warm white light and provide an enticing and inviting look from the outside. The updated lighting design adds new dimensions and interest to this time-honored hall.





## Lights! Camera! Action!

iW Blast TR, eW Cove Powercore, Third-Party Control System

Project	Rustic Kitchen
Location	Wilkes-Barre, Pennsylvania
Project Credits	Whitlock Architects
Photography	Tom Bomer

The Rustic Kitchen Bistro & Bar films a televised weekly cooking show from its in-house restaurant studio. By incorporating LED technology, the on-air host and guests are illuminated with a precise color of white light for the cooking show — without the heat, power consumption, and short source lifespan of conventional light sources.

Suspended 10 ft (3 m) above the studio kitchen, iW Blast™ TR fixtures project adjustable, high-quality white light during the show. The fixtures allow the lighting designer to set the exact color temperature for the set and adjust it as needed on the fly, within the range of 2,700 K – 6,500 K. For filming, the fixtures can be used to white-balance the high-definition camera, rendering colors on-screen exactly as they appear in person. In addition, over 200 ft (61 m) of warm white eW Cove Powercore fixtures provide accent lighting to the audience tables.





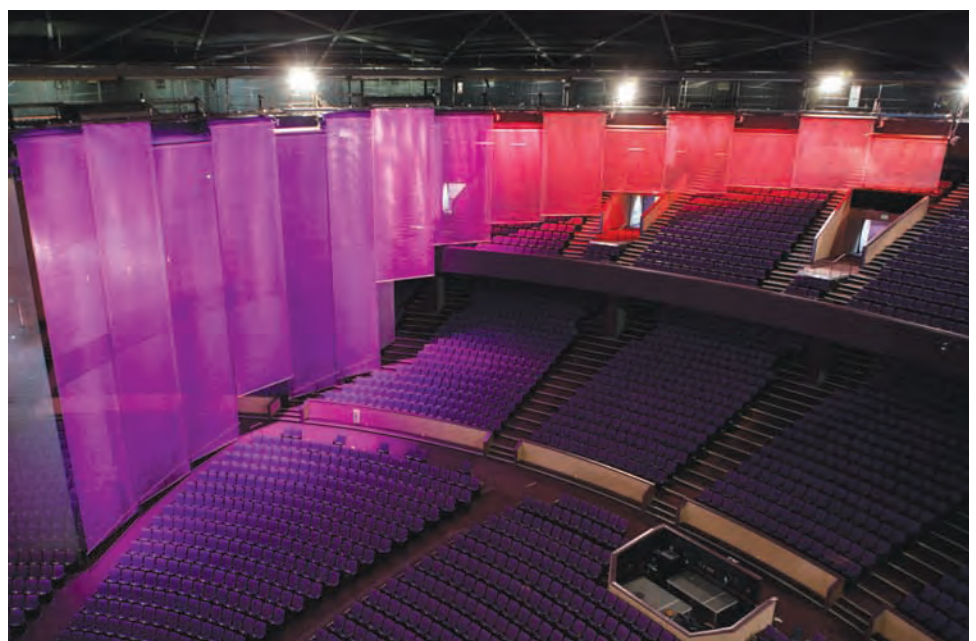


## Hollywood's Main Attraction

ColorBlast Powercore, Light System Manager

<i>Project</i>	Theatre for the Performing Arts, Planet Hollywood Resort & Casino Las Vegas, Nevada
<i>Location</i>	
<i>Lighting Design</i>	Steven Ehrenberg, BASE Entertainment
<i>Installation, Programming and System Design:</i>	Buddy Pope, 4Wall Entertainment
<i>Photography</i>	Cambridge Architectural

Dazzling in the spotlight of the Las Vegas Strip, Planet Hollywood Resort & Casino boasts high-caliber entertainment that has its patrons cheering for an encore. Home to the largest theater of its kind in the United States, the 7,000-seat Theatre for the Performing Arts uses LED illumination to saturate its woven stainless steel curtain system in rich color-changing light. The large-scale mesh screens are used to reduce the capacity of the theater when needed to create a more intimate experience. The design team chose ColorBlast Powercore to wash the screens with deep hues of blue, green, and red to further enhance the cozy atmosphere and enliven the audiences' experience.











## Vienna's Visual Destination

iColor Flex SLX, Video System Manager Pro

<i>Project</i>	Stadion Center
<i>Location</i>	Vienna, Austria
<i>Lighting Design</i>	Jürgen Hassler, Make it Real GmbH Manfred Necker, sineplan Ingenieurbüro
<i>Operating Company</i>	Hermann Klein, IG Immobilien Management GmbH
<i>Building Engineer</i>	Herr Köppel, Indutherm Planungs GmbH
<i>Project Management</i>	Alexander Weckmer and Mediensysteme GmbH

Stadion Center offers over 215,000 sq ft (19,974 m<sup>2</sup>) of shops and restaurants and an innovative video façade that, at 6,889 sq ft (640 m<sup>2</sup>), is the largest video wall in Europe. The building's designers envisioned a state-of-the-art video façade that could display advertisements, logos, and artistic video effects. To achieve this design, the Center was wrapped in a "digital skin" using iColor Flex™ SLX, a flexible strand comprised of RGB LED nodes. Each node is individually controllable, allowing them to act as pixels in intricate designs and video shows.

Installed on flexible mesh, the video screen wraps around the building's main entrance. During the day, the screen is virtually invisible, allowing an unobstructed view of traditional illuminated signs mounted directly against the building. At dusk, the video façade offers the shape of the building and virtually transforms it into an eye-catching video screen.



## Lighting Design 101

### iColor Flex SL, Light System Manager

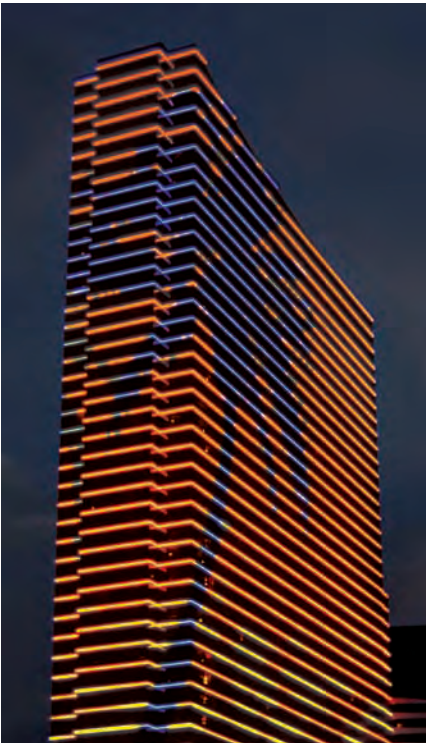
Project Goggleworks Center for the Arts  
Location Reading, Pennsylvania  
Lighting Design Lyn Godley  
Photography Kevin Brett

A new light sculpture, *Thought Process*, wraps light around one side of the GoggleWorks Center for the Arts. Revealed for the Center's third anniversary, the installation uses iColor Flex SL to "draw" light across the building. From dusk until 11 pm, seven light sequences use over 7,000 RGB LED nodes to create various patterns. The original design has three lines sweep across the building: a blue line draws in a circular motion, a red line sketches a vertical zigzag pattern, and a green line traces a vertical heartbeat sequence. This is only the beginning of the designs that can be created on this very unique canvas.

Beyond serving as a unique focal point for the city of Reading, Pennsylvania, the installation provides a learning opportunity for students of a local university. Each semester, design students at Kutztown University use the light sculpture to develop new programs and design new light patterns.







## Video Vision

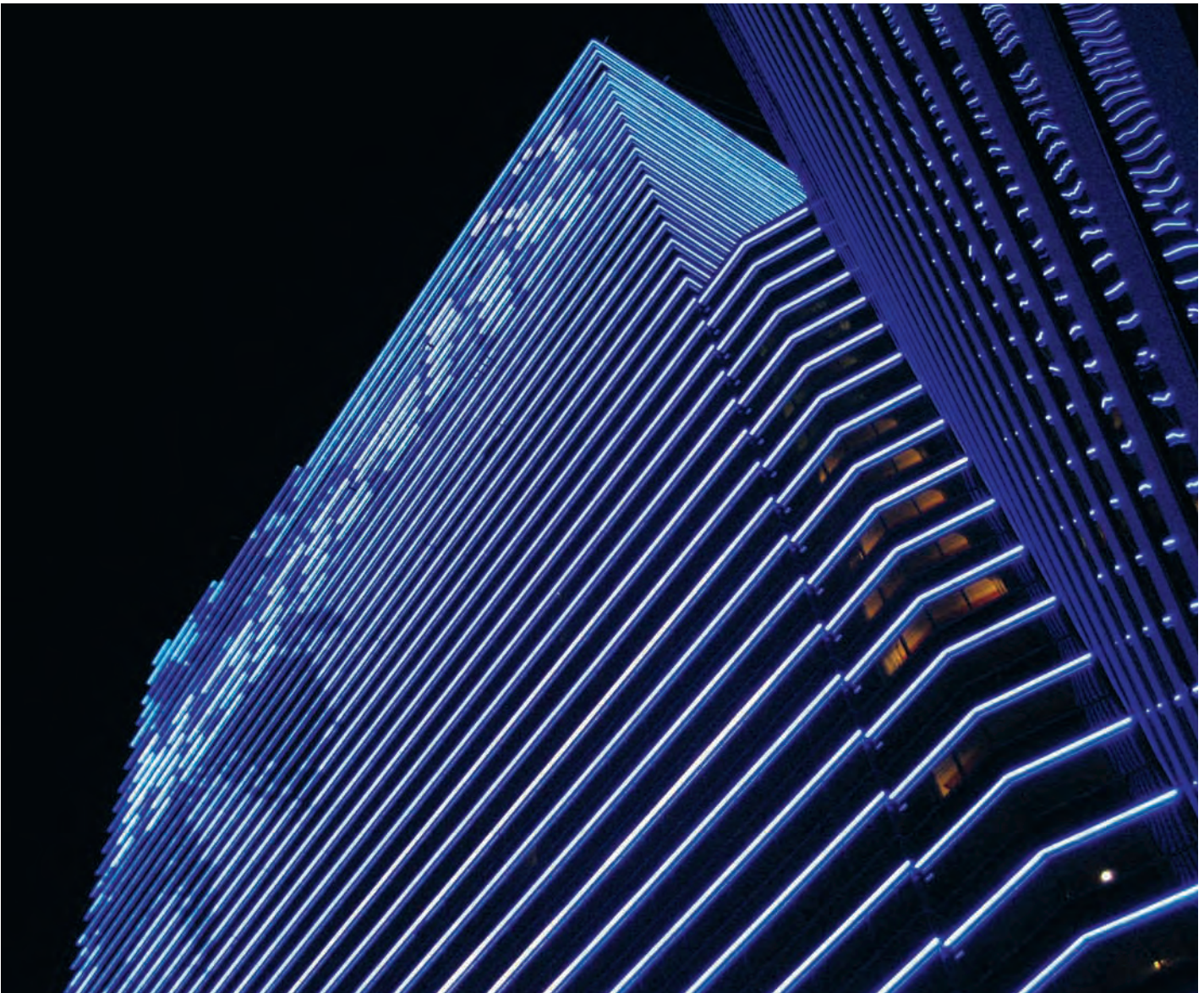
### iColor Accent Powercore, Video System Manager Pro

<i>Project</i>	Harrah's Atlantic City
<i>Location</i>	Atlantic City, New Jersey
<i>Lighting Design</i>	John Levy Productions
<i>Content Creation and Production</i>	Tim Hunter Design
<i>Photography</i>	Tim Hunter Design

To get attention and differentiate its exterior from its neighbors, Harrah's Atlantic City created the world's largest outdoor video display by covering the façade of the 44-story Waterfront Tower in a linear array of over 4,500 iColor Accent™ Powercore fixtures.

Approximately 33,000 ft (10,058.4 m) — almost six linear miles — of the linear LED tube wraps around the four façades of the Waterfront Tower. With control resolution down to 1.2 in (30.5 mm) increments, the fixtures allow designers to put video and dynamic effects where they were virtually unheard of before, without the large price tag and cumbersome installation requirements of most large-scale video displays.

Now, from dusk to dawn, the building turns into an enormous video screen displaying scenes that range from celestial themes (stars, comets, shooting stars) to patriotic images (a waving American flag and fireworks) to casino-inspired effects (rolling dice, scrolling card suits).

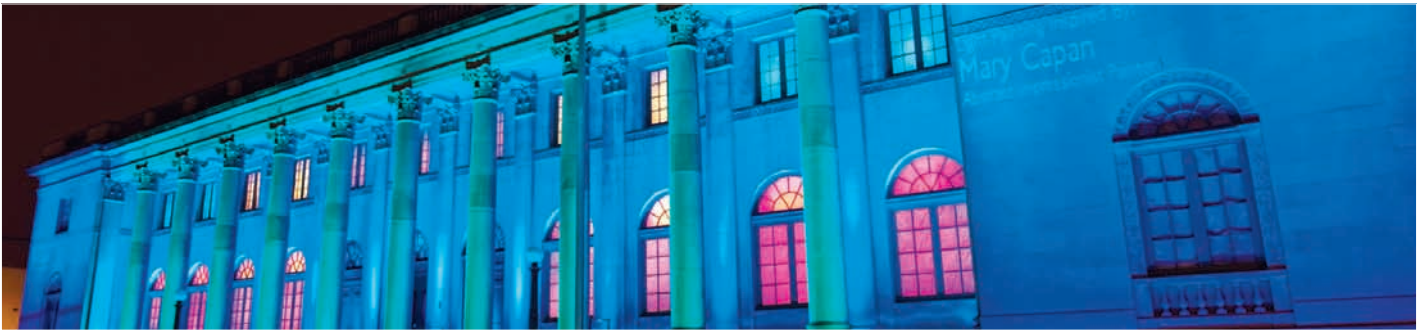




# Philips

## Enhancing your environment with superior lighting

As the global lighting leader, Philips understands the complexities, technical challenges, standards, and usability demands that are critical to the development of effective LED lighting solutions. Philips invests heavily in research to gather end-user insights, deepening our understanding of people's needs, desires, and aspirations. Combining these insights with our technological leadership, we deliver meaningful innovations in lighting — advanced, easy-to-use, energy-efficient systems that transform public and private spaces and help create a sustainable future.



### ColorBlast, Third-Party Control System

<i>Project</i>	Millennium Center
<i>Location</i>	Winston-Salem, North Carolina
<i>Design Advisors</i>	Paul Gregory and Jonathan Speirs
<i>Lighting Design</i>	Sean Beach, Alex Fogel, Michael Kohler, Brad Peterson, Paola Rodriguez, and Samuel Rushen
<i>Sponsor</i>	Suzanne and Gilbert Matthews
<i>Faculty Project Coordinator</i>	Norman Coates
<i>Production Electrician</i>	Eric Gerard
<i>Assistant Production Electrician</i>	Lee A. Goldstein
<i>Photography</i>	Ollie Treadway

With state-of-the-art technologies and solutions backed by more than a century of lighting application expertise, Philips delivers:

- A commitment to delivering innovative solutions that are cost-effective, energy-efficient, and easy to understand and use
- Unrivalled experience in designing and deploying LED lighting solutions, with thousands of successful installations worldwide
- A market-proven system infrastructure that incorporates innovative technology, power management, thermal management, and precise control
- Diverse product lines ranging from simple white light and solid-color fixtures to intelligent systems with digital control
- Thorough adherence to regulatory and compliance standards for safety, emissions, hazardous substances, electrical codes, and more
- Extensive validation and environmental testing using third-party facilities to ensure product quality
- World-class customer service and technical support around the globe
- An extensive and growing product line that ensures a LED solution to meet customer needs

[www.colorkinetics.com](http://www.colorkinetics.com)





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Due to continuous improvements, all specifications are subject to change without notice.

Cover Photo: Mitchell Park Domes, Dan Bishop

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