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“The FreeStreet system proved ideal because it integrates lighting, cabling and containment in a single product with supporting columns just at the perimeters of these spaces,” Julian Tollast continued. “This has provided us with a very clean lighting solution that looks as good during the day as it does at night. Just as importantly, the new design is very energy efficient with low maintenance requirements. With such a large estate, cost-in-use is a very important consideration.”



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**PHILIPS**

## Case study

Outdoor lighting

Car park

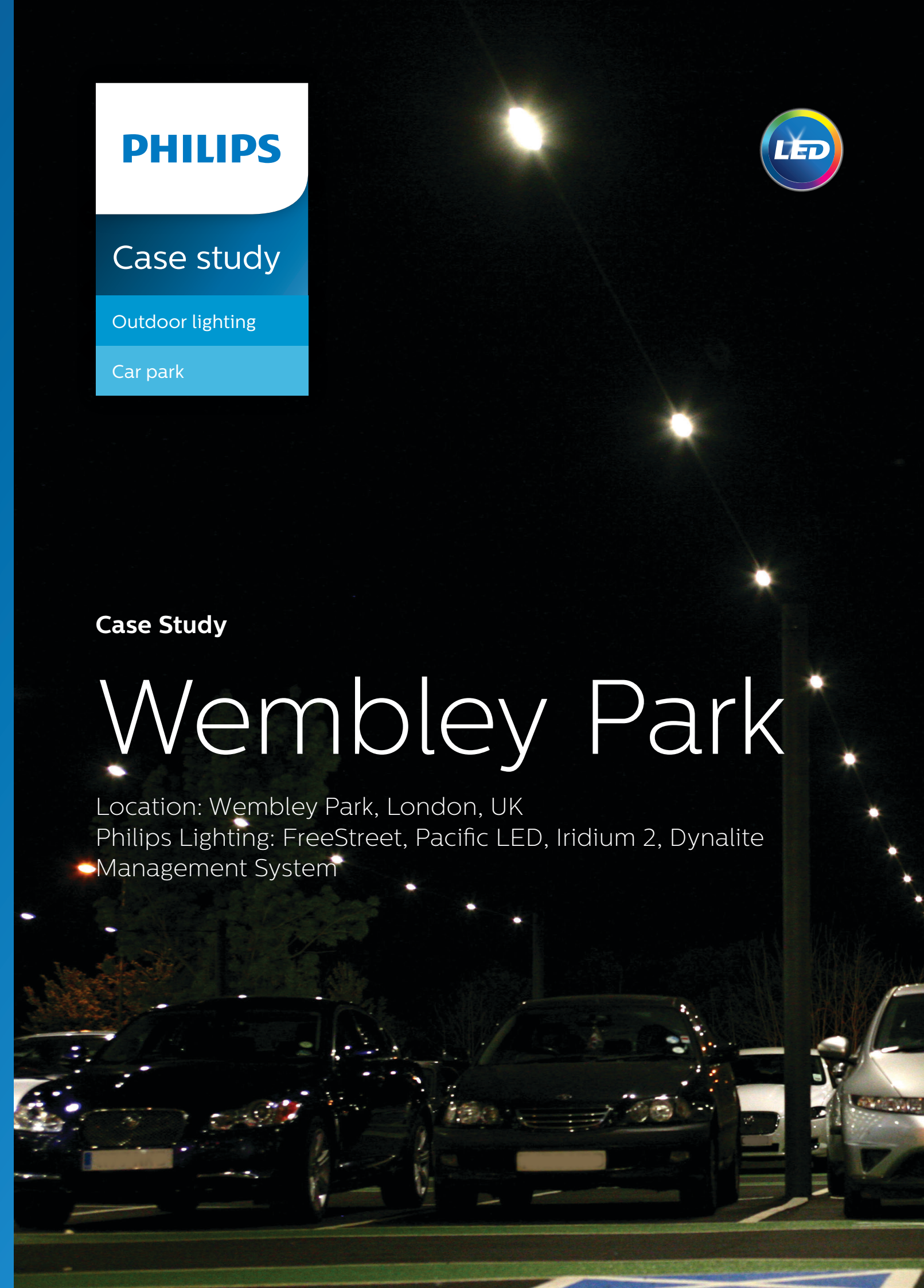


### Case Study

# Wembley Park

Location: Wembley Park, London, UK

Philips Lighting: FreeStreet, Pacific LED, Iridium 2, Dynalite Management System







## Fast Facts

<b>Customer</b>
Quintain Estates
<b>Location</b>
Wembley Park, London, UK
<b>Philips Products</b>
FreeStreet, Pacific LED, Iridium 2, Dynalite Management System
<b>Project Partners</b>
Quintain, Leslie Jones Architects



### The project

A new 1000 space multi-storey car park at Wembley Park is the first project in the UK to make use of Philips' innovative new FreeStreet column-free suspended outdoor lighting system.

On the top deck of the multi-storey the FreeStreet luminaires are supported by steel columns that have been integrated into the structure of the building, whereas on the surface car park Philips has provided freestanding columns positioned at the edges of the area.

In addition, Pacific LED fittings have been installed throughout the other levels of the car park, while Iridium 2 lanterns have been used to illuminate the approach roads. All of the lighting is controlled through a Dynalite lighting management system, including energy-saving dimming of the Pacific fittings in response to natural daylight levels in the multi-storey.

FreeStreet is the first light source to be integrated into the cable design, its minimalist styling ensuring that it is hardly visible by day, while its high light output ensures maximum lighting quality for safety and visual comfort. Consequently, it is ideally suited for lighting large open spaces without the clutter that typifies such areas. Furthermore, in avoiding the use of columns it reduces capital costs and enables more of the space to be used for its primary purpose.

“The FreeStreet system has met all of our hopes and needs and has generated very positive feedback. Sourcing the package of lighting and controls from a single organisation avoided many of the scheduling problems that we have experienced in other projects. In fact, the relationship with the Philips team is the relationship that we would like to have for every design and supply service – I wish it was always like that,” Julien Tollast concluded.

### Background

Wembley Park is a major new lifestyle destination being created around Wembley stadium by developer and landowner Quintain Estates. The first phase of this regeneration has now been completed with the creation of a unique combination of attractions which includes London's only designer shopping outlet, a Hilton hotel and, of course, the stadium itself. The new Red Car Park has replaced a 1970s multi-storey car park and is located next to the new London Designer Outlet.

Quintain's Head of Masterplanning and Design Julian Tollast explained: “In the past the tendency has been for people to arrive just before an event and then leave straight afterwards. One of the objectives of Wembley Park is to ‘swell

the dwell’ by providing facilities that will encourage them to arrive early and stay for longer after the event. We are also hopeful people will now come to use the facilities even when there are no major events on.”

“One very important aspect of the design, therefore, is that people feel safe when they are returning to their vehicles at night, so the lighting in the car parks is critical. At the same time, we didn't want a cluttered floodlighting system in the open spaces on the roof of the multi-storey and the adjacent surface car park.”

To address this issue Philips proposed the use of the newly launched FreeStreet system as this would meet the key criteria of the project. Philips

designers then worked closely with the architect and other members of the design team to fine-tune the final configuration of the lighting.

“The FreeStreet system has met all of our hopes and needs and **has generated very positive feedback.**”

**Julian Tollast**  
Head of Masterplanning and Design, Quintain







**PHILIPS**

Case study

Outdoor lighting

Car park



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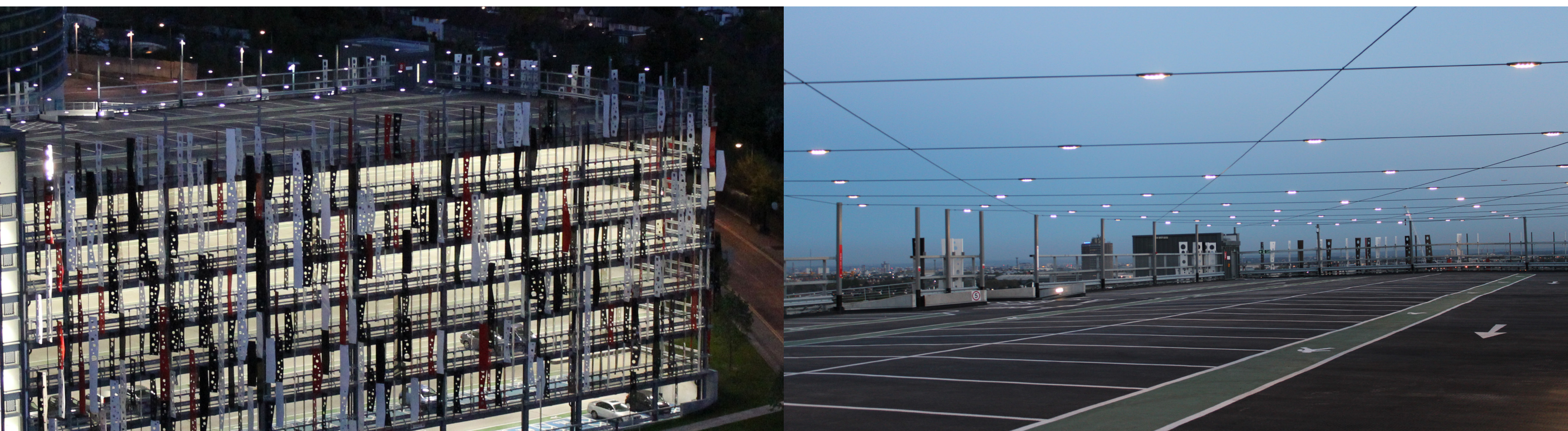
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