



Case study Brighton Sea Life

Location
Philip Lighting

Brighton
ColorBlast Powercore



PHILIPS



"We are delighted with the final result. From the initial 'wow' factor as visitors first come in, to the changing effects as they walk through the arcade, the lighting has transformed the arcade and received very positive feedback from staff and visitors alike,"

Max Leviston, Sea Life Centre Manager.



ColorBlast brings the wow factor to Sea Life



Fast Facts

Customer

Brighton Sea Life Centre

Location

Brighton

Philips Product

ColorBlast Powercore

Project Partners

Mico Lighting

Julia Claxton Photography

Background

As part of a major restoration and refurbishment project, Sea Life Brighton has created a spectacular colour changing display using Philips ColorBlast Powercore high performance LED fixtures. Use of LED lighting also supports the company's commitment to sustainability by reducing energy consumption and carbon emissions.

Established in 1872, Sea Life Brighton is the world's oldest operating aquarium and is one of the many entertainment venues operated throughout the world by Merlin Entertainments. Sea Life is dedicated to giving visitors an experience they will never forget. The animals and plants on display play an important role in this, of course, enhanced by the ambience of the space and a wide range of entertainments and interactive experiences.

The dominant architectural feature is a stunning underground arcade, reminiscent of a gothic cathedral, that passes between the exhibits and creates a very important first impression for visitors. However, until recently the arcade had painted surfaces and stark white lighting that did little to enhance the visitor experience.

During the winter of 2011/2012 the walls and ceilings were stripped back to display the original stonework and masonry and the new LED lighting was installed. "We wanted to merge the beauty and history of this Grade II listed Victorian structure with modern technology to bring it up to date without losing sight of the architectural legacy," explained Sea Life Centre Manager Max Leviston.

"Initially we were going to use white lighting but this would have been too harsh and would have shown some of the blemishes in the stonework too clearly. Then I saw the colour

changing LEDs used on the London Eye for the New Year's Eve celebrations and realised we could use something similar," he added.

This led to discussions with Mico Lighting, which supplied the lighting for the project. Mico's Fiona Thomson recalled: "Max was very clear about the effect he wanted to achieve but wasn't sure how to go about it. It was clear that only LED lighting would be able to provide the required versatility and we were able to recommend the Philips ColorBlast system, which has also been used on other Merlin attractions, including the London Eye."

The Solution

The ColorBlast fittings are used to create a rolling wave of colour along the length of the arcade. Initial thoughts were to use just blue and green to simulate the oceans but trials showed that a wider range of colours enhanced the displays by continually changing their appearance. The ColorBlast fittings are supplemented by Vaya LED floodlights above some of the tanks.

"We are delighted with the final result. From the initial 'wow' factor as visitors first come in, to the changing effects as they walk through the arcade, the lighting has transformed the arcade and received very positive feedback from staff and visitors alike," Max Leviston concluded.

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Contact details:

Guildford

Philips Lighting
Philips Centre
Guildford Business Park
Guildford, GU2 8XH
Tel: 0845 601 1283

Dublin

Philips Electronics Ireland Ltd
Philips House
South County Business Park
Leopardstown
Dublin 18
Tel: +353 1 764 0000

Email: lighting.uk@philips.com
www.philips.co.uk/lighting



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Date of release: October 2013