

The Philips logo is displayed in a white rounded rectangle on a dark green background. The background of the entire page is a night photograph of a street with modern streetlights illuminating a sidewalk and trees.

Gradignan,  
Bordeaux France

Public lighting



# Where traditional elegance meets modern style

## A perfect fit for the Bordeaux area

Gradignan now has a state-of-the-art outdoor lighting solution that perfectly integrates with its historical ambience. Thanks to the success and positive feedback received, new light points will be installed during the course of 2018, enabling Gradignan to scale up the benefits they are already enjoying today.

“Our goals were to save energy and improve operational excellence through modern technology, while preserving the city’s heritage”

## In with the new – while keeping the old

Integral in Gradignan’s strategy was to preserve its heritage while using the latest lighting technology. The idea was to implement a new lighting system that provides a more esthetic fit with the downtown image of the city. At the same time, it seemed logical to move to a more efficient light source by upgrading the existing conventional High Pressure Sodium lighting to LED lighting. Driving this change was the need to reduce energy consumption and maintenance of the lighting.

In addition, it was crucial that the new lighting installation was still in line with the image the city wanted to present. In other words, it had to contribute to initiatives like city beautification, increased safety, and an improved quality of life.

## Ocean LED connected to CityTouch

The number one priority for lighting designer François Magos was to find an esthetically pleasing light source capable of delivering excellent quality of light. Based on these requirements, Philips Lighting proposed its Ocean LED with dedicated bracket options. Both Magos and the authorities appreciated its graceful lines and discreet elegance. As discussions had also focused on scalable technology that would meet not only Gradignan’s current needs but its future requirements too, the city showed interest in the Philips CityTouch remote lighting management system.

“I worked closely with Philips on a complete lighting set design to make sure that both the lighting effect and the physical appearance of the luminaires would be a good fit in the area”

François Magos, Lighting designer

## A perfect fit for the Bordeaux area

To date, 100 Ocean LED complete sets have been installed and have transformed downtown Gradignan. The town now has an attractive and esthetically pleasing high quality of light in line with the desired night-time image.



### Improved image

Thanks to the high quality of light combined with an esthetically pleasing complete light set, the town now has an improved, more attractive image.



### Energy savings

The new energy efficient lighting system has cut energy consumption by 65%.



### Reduced maintenance and operational excellence

The new LED lighting requires much less maintenance than the old installation, and thanks to the remote lighting management system, maintenance operations have become more efficient.



### Flexibility

Thanks to the CityTouch system, the city now has the flexibility to easily change lighting settings to suit different events or purposes in the city.

## About Gradignan

Gradignan is a commune in the Gironde department in south-west France. It's a suburb of Bordeaux, the fifth largest city in the country. In 2007, Bordeaux was recognized by UNESCO as a World Heritage Site. Every year, six million tourists enjoy the region's vineyards, historic buildings and riverfront, and admire how the city has successfully preserved its 18th century elegance by combining it with modern 21st century French style.

## Fast facts

**Customer:**  
The municipality of Gradignan

**Location:**  
Bordeaux, Gironde, France

**Lighting Designer:**  
Francois Magos

**Installer:**  
Citeos Vinci

**Systems & products:**  
CityTouch, Ocean LED

Find out [more](#) about how Philips Lighting can transform urban spaces

