LUMINOUS SPRING 2015

...a strong team with a common goal of building something special and impactful for our clients.

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Ann B. Barshinger Cancer Institute, Lancaster General Hospital Photography by: Larry Lefever Photography

FEATURED PROFILE

Helen Diemer

Shining a Light on Exceptional Service

Helen Diemer, President of The Lighting Practice in Philadelphia, PA, started her career as an electrical engineer, but was quickly drawn to lighting design. After graduating from Penn State University as an architectural engineer, she joined the Illuminating Engineering Society (IES) and International Association of Lighting Designers (IALD) and blazed her career path in lighting design. She joined The Lighting Practice in 1994; five years after Al Borden founded the firm.

Throughout her career, she helped to shape the lighting industry, having chaired the IALD's Energy Committee, and serving on the IESNA Energy Management Committee. When energy codes were a major national focus, she helped to develop the lighting portion of ASHRAE/IESNA Standard 90.1. She was President of the IALD, and remains active in these organizations, as well as the International Council of Shopping Centers (ICSC), American Institute of Architects (AIA), American Society for Healthcare (ASHE) and others. Additionally, Helen contributes to industry publications and standards, and has also received numerous professional awards for her lighting designs.







Top left: Photo of Helen Diemer Top right: Eastern State Penitentiary – Photo by: TLP Bottom: Texas Children's Hospital Women's Pavilion – Photo by: Craig Dugan Photography

Your firm, The Lighting Practice, has been in business for 25 years. What are some of the most important factors contributing to your firm's success?

Providing exceptional service and creative designs with a positive attitude are the trademarks that have led to our success. It starts with our team. We have motivated and service-oriented people with diverse backgrounds and a passion for lighting. They have a lot of personality and strength individually, and yet they form a strong team with a common goal of building something special and impactful for our clients. We have a really strong client service focus - we always work to exceed our clients' expectations. Great projects come out of that, but it starts with understanding our clients - their goals, constraints and wishes and taking care of them from start to finish.

How do you use lighting to convey a message or emphasize a brand?

Lighting always sends a message, so you want to be very conscious to craft and convey the right message. For our projects, we try to develop a storyline, metaphor, or visual image that guides the lighting design. This may be based on something in the architectural design, or something about the client's goals or the image they want to project. As an example, several years ago, we were tasked to light the exterior of one of the oldest U.S. prisons, the Eastern State Penitentiary in Philadelphia. It's not active anymore; it's a historic landmark site, where they run tours - including a popular Halloween tour. It's an ominous gothic structure, so rather than taking an architectural approach, we wanted to use the lighting to recreate the anxiety and fear that prisoners felt when they first approached the building. Our idea was to model the lighting after film images of Dracula's castle

to make it look intimidating and imposing. When we shared this concept and images with the client, they were convinced. We used light in unexpected ways, with a lot of contrast, like grazing light at angles across the building facades, and lighting spaces between crenellations. It has this eerie effect that is very successful, and all based on that storyline.

On the other end of the spectrum, one of our current projects is Dayton Children's Hospital. Here, we're creating an environment that will provide positive distraction for young patients and their families. Our concepts are based on children's story book imagery – where an atrium bridge becomes a flying carpet and strands of sparkling pendants are pixie dust. Developing the story line helps to guide our design, and allows our clients to visualize the design intent and confirm the image they want to portray.

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Photo Credit: TLP

Lenfest Plaza, Pennsylvania Academy of the Fine Arts Philadelphia, PA

How important is sustainability to your clients? How do you balance sustainability with function and aesthetics?

Sustainable lighting design starts with using lighting only when and where it's needed to create the desired effect. I tell clients, "Lighting is not like peanut butter – you don't have to spread it to the edges of the bread." Use it effectively where you need it to make a compelling statement. This is the first step towards managing lighting costs and energy usage. Once you have the lighting strategy, then you select lighting equipment and controls, and that's where the technology piece comes in. Putting the technology before the overall strategy is like putting the cart before the horse.

We look for the most efficient and long life sources that are practical for the job. We try to use lamp and fixture types that will work in multiple spaces, to make it easier and more affordable for our clients to operate and maintain. With LEDs, we spend a lot of time researching products that have modular, replaceable components so we're not creating a "throw-away" system that must be completely replaced when a single component fails. Minimizing waste is another component of our sustainable lighting strategy.

What can lighting manufacturers offer or develop to make your lighting projects easier/better?

I'd like to see more standardization and more concise and reliable product data. As a lighting designer, I find it frustrating that everybody seems to offer their own flavor of LED. So whereas I might have been

Lighting is not like peanut butter – you don't have to spread it to the edges of the bread.

able to find a half dozen downlights with a 32W CFL that I could rely on to do similar things, I now have a half dozen or more LED products, and every one of them has unique characteristics – different beam spreads, light outputs, light delivery methods, available color temperatures. This makes it difficult to write a coherent, competitive specification. We would benefit from standardization and simplification as opposed to endless variations in basic products.

Manufacturers can also provide easier access to information like lumen output and light distribution. The product data sheets often don't include this information which we need for our specifications. Instead we have to find this on a separate IES photometric report. It would be simple and straightforward to have it on one product data sheet that does not require wading through several pdfs or links on a manufacturer's website.

What trends do you see shaping your design business in the next 3-5 years?

Compressed project schedules, using BIM/ Revit for project documentation and more complicated lighting systems. We live in an instant gratification/high expectation society where people want high quality projects delivered more quickly, with fewer errors and for less money. This requires increased collaboration among all team members – from ownership, design and construction to material suppliers. I believe this will also lead to a bigger, more important role for lighting designers.

LED's increasing viability and dominance are the biggest things changing our business. Lighting designers need to be more techsavvy than ever before; they need to have a much better grounding in how these electronic lighting devices work with lighting controls. Providing lighting control design, not just lighting control intent, is becoming a required service for lighting designers, not something that can be passed off to the electrical engineer.

This also means that we need excellent technical service and field support from our manufacturing partners. Our experience in using LED so far is that the systems last a long time once they're up and running, but the initial installation can be hair-raising. We need all of our partners to support and help us so we all have happy clients in the end.

PROJECT SPOTLIGHT

'THE WORLD'S MOST FAMOUS ARENA' TRANSMITS EXCITEMENT THROUGH DYNAMIC LIGHTING



Madison Square Garden (MSG) resides in the heart of New York City's midtown Manhattan as a lively hub of sports, concerts and other entertainment events. As part of an extensive three-year renovation, MSG and the building's management company, Jones Lang LaSalle, worked with The Lighting Practice, Electric Light Agencies, and Philips to convey the arena's inside excitement to the outside community through energy-efficient LED light.

A connected LED lighting system, more than a mile long and containing 1,952 fixtures, was added to the building's exterior cove channels and roof perimeter. This tailored system creates custom, dynamic and colorful lighting designs that can be changed in realtime to reflect home team colors and highlight special events, creating a sense of excitement in the surrounding area. The fixtures offer very precise beam angles, so light is focused only where it is needed, and does not spill into the night sky. Additionally, the system includes real-time diagnostics monitoring, and sends automatic maintenance alerts as needed.

The new lighting system enhances MSG's iconic status as one of the busiest NYC destinations, and uniquely engages the community and surrounding area.

AROUND THE WORLD

Arboreal Lightning - London, England

Famous for its unique circular structure, the Camden Roundhouse venue in Chalk Farm, London, England, hosts many forms of entertainment each year, including concerts, award shows, circuses, and plays. The stage, enclosed by 1,700 audience seats, can be transformed for different genres of performances and events. For the four-day Reverb Festival of Contemporary Classical Music, held at the Roundhouse, the centerpiece of the stage was a massive tree with branches that hung across the ceiling of the building.

Project designers Atmos, along with Grammy-award winning artist Imogen Heap, who also acted as the Reverb Festival curator, commissioned professional lighting solutions company Architainment to enhance the center-stage tree with distinctive lighting shows. Architainment chose Philips Color Kinetics fixtures to create an interactive installation that would transform movement and sound into dazzling light effects. iColor Flex MX gen2 fixtures were wrapped around the massive tree trunk, then strung across the venue's ceiling, mimicking tree branches.

iColor Flex MX gen2 was chosen because the flexible strands of high-intensity full-color LED nodes. This made it easy for the team to position each of the 4,800 nodes to produce extraordinary effects and expansive installations.



Visit http://colorkinetics.com/showcase/installs/Arboreal-Lightning-Art-Exhibit/ to learn more.

PRODUCT NEWS



Architectural lighting offering focus with flexibility and accuracy

The Philips Lightolier Calculite LED 4" Adjustable Accent is a true architectural solution offering focus with flexibility and accuracy. Fixing the attention on the highlighted object and not the light source, the Calculite luminaire is capable of precisely delivering up to 32,000

candela at a 30° aiming angle - while the point of brightness remains at a 50° cutoff when the luminaire is adjusted or angled downward, or at 0°. The full 360° horizontal and 40° vertical adjustment and four field changeable beam spreads allows greater control and precision for the desired lighting effect.

Visit www.philips.com/leddownlights to learn more.





Defining LED commercial downlights

The Philips Lightolier LyteProfile LED Downlight is designed for Non-IC, new construction areas that include offices, hospitals, retail, and hospitality. The easy-to-install 3-part modular system is available in 4" and 6" aperture sizes with a range of lumen packages

up to 2500 lumens and efficacies achieving up to 100 LPW. A variety of color temperatures, dimming options, and choice of trim and flange finishes are available for further customization. We manufacture all Philips Lightolier LED luminaire components, including the reflector, LED board and driver, to work seamlessly together for efficient, reliable performance.

Visit www.philips.com/leddownlights to learn more.





No hassles, just right

Now you can specify with confidence, your customers can experience the comfort, and you can both trust in the right blend of performance, aesthetics and affordability, thanks to Philips Day-Brite / Philips CFI **ClearAppeal LED luminaires.** Available in 1'x4', 2'x2',

and $2' \times 4'$ recessed, along with $2' \times 2'$ and $2' \times 4'$ surface configurations and a range of options. With standard 0-10V dimming and optional energy-saving sensors, it's easy to specify ClearAppeal for any application without compromise.

Visit www.philips.com/clearappeal to learn more.

ADEX Winners Announced!

Sponsored by Designjournalmag.com, the Awards for Design Excellence (ADEX) is the largest and most prestigious awards program for product and project design in the architecture and design industry. The ADEX Award represents the best product and project designs of the year in the opinion of those who matter the most. Each category has potential for three award levels of platinum, gold or silver. Some of the winners are listed below:

LED Floodlight



 Philips Lightolier SlimSurface LED Downlight - to learn more visit







Philips Ledalite VersaForm

Philips Gardco ClearScape



Philips Lumec TownGuide



 Philips Lumec MetroScape LED Pendants to learn more visit:



 Philips Lumec UrbanScape LED Pendants - to learn more visit:





 Philips Lumec RoadFocus LED Cobra heads - to learn more visit



Visit https://designjournalmag.com/ to learn more about the ADEX awards and see other product winners.

LED Post Tops - to learn more visit:



Design Versatility To Fit Any Space

The Philips Lightolier LyteCaster 3" LED Accent is a versatile family designed for commercial and residential

can be specified in a downlight, recessed adjustable

Enjoy the power of controls in a LED

Philips EvoKit Retrofit LED Kits - designed to allow

customers to quickly and easily upgrade existing 2'x2'

accent, wall washer, shower light, pinhole and surface gimbal configuration, A

LyteCaster's shallow luminaire height and 3-part modular system provides for

easy installation and upgradeability in any space. A remodeler option is also

available for select configurations.

Visit www.philips.com/leddownlights to learn more.

Retrofit Kit

grouping and handheld remote control of up to 50 luminaires.

Visit www.philips.com/evokit to learn more.

and 2'x4' fluorescent troffers to LED - are now available with new wireless

lumen level programming, control platforms, and occupancy sensors / daylight

harvesting. EvoKit with new SimpleSet Technology allows the maximum lumen

based app and without requiring power to the luminaire. EvoKit with Xitanium SR

allows users to choose different control platforms to suit their needs and budget:

from simple occupancy and daylight sensing to cloud-connected data-reporting sensing. EvoKit with Spacewise Technology is ideal for those seeking occupancy

sensing and daylight harvesting without network control. This technology offers a wireless and minimalist method to achieve energy cost reductions: with easy

level, within the DLC range, to be set prior to installation using a smartphone-

range of beam spreads, trim finishes, temperatures (80 or 90 CRI), and dimming

options allows you to customize your lighting solution to best suit the application.

areas. The family is available in round and square, and



EDUCATION

Lighting Application Center



Whether you're new to the industry, or want to learn additional skills, the Philips Lighting Application Center offers a variety of courses in the United States and Canada, for all levels.

Visit www.philips.com/LightingApplicationCenter for the complete 2015 schedule and to find additional information about the Lighting Applications Center programs or please write to us at lightingapplicationcenter@philips.com to arrange a customized visit.

Specifier Seminar Series: Lighting Trends & Technology Update

SYNOPSIS: As part of an on-going Specifier Seminar series, the 2015 quarterly events have expanded to include an optional day, kicking off the event in New York City where those who participate not only learn about lighting design with offerings from Philips Color Kinetics and Philips Systems, but also earn 1.0 AIA credit for attending a presentation on Intelligent LED Lighting Systems and Controls. To end the day in a true New York fashion, participants are treated to a special viewing of the Times Square Ball where Philips Lighting has been a corporate sponsor for over 16 years.

> The remainder 2-day seminars will be held at the Philips Lighting Application Center in Somerset, NJ and focus on lighting trends, as well as the latest technologies for both outdoor and indoor applications. With a variety of topics presented over the two days, attendees are able to earn additional 5.5 hours of Continuing Educational Units (CEU) and AIA Learning Units.

Participants earn credits for participating in the following Keynote Presentations:

- \cdot Psychology & Physics of Light and Color –
- Presented by Mark Roush, Principal of Experience Light
- LED Lighting: Changing All The Rules Presented by Dr. Jack Curran, President of LED Transformation, LLC
- LED Technologies in Various Applications Environments –
 Presented by Mark Roush, Principal of Experience Light
- Simplified Energy & Code Updates Presented by Charles K. Thompson, Principal of ARCHILLUME LIGHTING DESIGN

Other topics that will be covered include: Indoor Luminaires – Downlight, Accent & Decorative; Indoor Luminaires – Architectural & Commercial; Outdoor Site & Area Luminaires; Controls Update; and a LED Lamp Technology Update.

LOCATION:	Somerset, New Jersey
DATES:	June 9 - 11, 2015
	September 15 - 17, 2015
	December 1-3, 2015
REGISTER:	Please contact your local Phili

REGISTER: Please contact your local Philips sales representative to register for the seminar.

Top Gun - Point Source Luminaires

SYNOPSIS: Provides an up-close and hands-on approach to the design and manufacturing of point source luminaires, with the focus on key LED products for retail, office, and hospitality applications. The workshop is held at the Philips Lightolier Center of Excellence with on-site design, laboratory, manufacturing and demonstration facilities.

LOCATION: Fall River, Massachusetts

DATES: June 3-4, 2015

REGISTER: Visit www.philips.com/LightingApplicationCenter

E120 Systems Design

- SYNOPSIS: Provides a full introduction to systems selling for the lighting industry, centered on Philips North American products. This class strives to comprehensively train a sales or sales support person to assemble practical and sellable solutions including fixtures, controls, and services.
- LOCATION/DATE: Burlington, Massachusetts, June 9, 2015 Orlando, Florida, June 24, 2015 Portland, Oregon, July 15, 2015 Syracuse, New York , August 25, 2015 St. Louis, Missouri , August 26, 2015 TBD, Ohio, September 30, 2015

REGISTER: Visit www.philips.com/LightingApplicationCenter

E201 Philips Dynalite Technical Training

SYNOPSIS:	This workshop is for Philips partners wishing to commission Philips systems including Philips Dynalite control products available in North America. A heavy concentration occurs on Philips Dynalite system hardware, integration with third parties, protocols, configuration and monitoring software (including Envision manager and Envision project).	
LOCATION/	DATE: Burlington, Massachusetts, June 10 - 11, 2015 Langley, British Columbia, August 11 - 12, 2015 Burlington, Massachusetts, September 22 - 23, 2015	
REGISTER:	Visit www.philips.com/LightingApplicationCenter	
Top Gun - Advanced LED		
SYNOPSIS:	Provides an up-close and hands-on approach to LED lighting systems, including sources, drivers, lamps and luminaires. This Top Gun LED workshop takes place at the Philips Color Kinetics facility.	
LOCATION:	Burlington, Massachusetts	
DATES:	June 17-18, 2015	
REGISTER:	Visit www.philips.com/LightingApplicationCenter	
Lighting Fundamentals Workshop		
SYNOPSIS:	A practical understanding of the principles of lighting and an introduction to today's lighting technologies, including sources, luminaires, and controls. Participants see lighting in action,	

explore how lighting systems operate, and measure and

evaluate lighting alternatives.
LOCATION: Somerset, New Jersey

DATES: June 22 - 25, 2015

REGISTER: Visit www.philips.com/LightingApplicationCenter

EDUCATION

LED Workshop

SYNOPSIS: The 1-day LED workshop is designed to give participants all the tools to make an intelligent decision in choosing the correct LED for the respective application. While there is much talk about LEDs, there is a lack of knowledge with regards to this ever popular light source. We will explore the history of the LED, physical characteristics of a light emitting diode, factors that will limit an LED's effectiveness, LEDs in comparison to other available sources, as well provide a look into the future.

LOCATION: Markham, Canada DATES: July 6, 2015

September 24, 2015

REGISTER: Visit www.philips.com/LightingApplicationCenter

Lamp and Ballast Product Training

- SYNOPSIS: This workshop provides a 1-day training session that will allow participants to acquire the knowledge to choose the optimal light sources and lighting systems for all lighting application solutions. Technological advancements in both lamps and the auxiliary devices that make them perform are changing and improving. Discover how the luminaire systems (lamps, ballasts, drivers and optics) will allow you to choose the best lamp and ballast combination to optimize your lighting designs.
- LOCATION: Markham, Canada
- DATES: July 7, 2015

REGISTER: Visit www.philips.com/LightingApplicationCenter

Controls Fundamentals Workshop

- SYNOPSIS:The knowledge gained from this 1-day Controls workshop will not
only allow you to feel more comfortable with Controls in generals,
but will also give you the information needed to supply your
customers with the best energy management and architectural
controls solutions available.LOCATION:Toronto, Canada
- DATES: July 8, 2015
- REGISTER: Visit www.philips.com/LightingApplicationCenter

Introduction to Lighting Controls

- SYNOPSIS: The 3-day workshop introduces the basics of dimming and remote switching, presence and daylight detection, controls protocols and strategies. We take an interactive, experience-based, and participant-centered approach. Participants investigate key luminaires using hands-on, "take-it-apart" methods. For each of the control types, we will cover what it does, where it is used, how it is connected and how to specify and order.
 LOCATION: Somerset, New Jersey
- DATES: July 29-31, 2015
- DATES: July 29 31, 2015

REGISTER: Visit www.philips.com/LightingApplicationCenter

LC Prep Course

LC Flep Cot	
SYNOPSIS:	Will you be taking the NCQLP LC exam this year? The Lighting Application and Design workshop addresses the techniques and concepts needed to develop lighting solutions for basic applications. The LC Prep workshop focuses on selected topics from the LC curriculum and provides techniques and practice for taking the exam itself.
LOCATION/	DATE: Somerset, New Jersey, August 5-7, 2015 Rosemont, Illinois, August 26-28, 2015
REGISTER:	Visit www.philips.com/LightingApplicationCenter
Philips Light	ting Essentials
SYNOPSIS:	The 3.5-day workshop offers a practical understanding of the principles of lighting and an introduction to today's lighting technologies, including sources, luminaires, and controls. It is ideal for those that are interested in learning the essentials of lighting and/or wish to augment their lighting knowledge and know-how. Participants see lighting in action, explore how lighting systems work, and measure and evaluate lighting alternatives.
LOCATION:	Toronto, Canada
DATES:	August 17-20, 2015
REGISTER:	Visit www.philips.com/LightingApplicationCenter
Lighting Fur	ndamentals Workshop
SYNOPSIS:	The 3-day workshop offers a practical understanding of the principles of lighting and an introduction to today's lighting technologies, including sources, luminaires, and controls. It is aimed at the needs of the lighting novice in a range of disciplines: electrical distribution, contracting, interior and architectural design, facility management, energy and utility service, or any other practitioners interested in learning the fundamentals of lighting. Participants see lighting in action, explore how lighting systems work, and measure and evaluate lighting alternatives.
LOCATION:	Toronto, Canada

____, ___, ____,

- **DATES:** September 21-23, 2015
- REGISTER: Visit www.philips.com/LightingApplicationCenter

Webinars

Illuminating the Future of Fashion

SYNOPSIS: Join this webinar hosted by Judith Wolting-van Hout, and learn how lighting can enrich the activity of shopping into an all-new customer-centric retail experience.

> Stores must be more than simply "a place you go to buy things" – they have to offer a unique and comprehensive shopping experience. Smart lighting can play a key role in this retail transition. This is especially true for the fashion industry, where the interplay with ambient light is an integral part of the product design. From dynamic in-store product presentation to innovative mall design, lighting is transforming stores into stories.

HOSTED BY:Judith Wolting-van HoutDATES:May 28, 2015 (10 a.m. EDT)REGISTER:Visit www.philips.com/LightingWebinars



Lighting Academy for you



Lighting Academy offers a comprehensive range of educational resources for people who want to expand their lighting knowledge. With a rich history in lighting, Philips is uniquely qualified to bridge the gap between the cutting edge in lighting innovation and the real-world solutions required by professionals.

The Academy partners with world-leading experts to provide you with up-to-date information and valuable inspiration. You will be sure to find something on this website that will enlighten you.

Visit www.philips.com/lightingacademy to see what training options are available.

INDUSTRY NEWS

IALD Education Trust Benefit Dinner



The IALD Education Trust Benefit Dinner and the 32nd Annual IALD International Lighting Design Awards Presentation took place during LIGHTFAIR® International on Wednesday, May 6, 2015 at Gotham Hall, 1356 Broadway, New York, NY. Philips Lighting, dedicated to the development of the international architectural lighting design industry, sponsored two gold tables and was pleased to join in celebrating excellence in lighting design and honoring the award recipients.

For more information visit www.iald.org

2015 AIA National Convention and Design Exposition: Atlanta, GA



The world's brightest architects, designers, and innovators reconvened at this year's AIA Convention at the Georgia World Congress Center in Atlanta. The theme of this year's AIA Convention was "**Impact**", and focused on how architects impact their communities both locally and globally. By teaching the essential skills to become successful entrepreneurs, the AIA Convention provided attendees the skills to grow, sell and promote their firm's business. President Bill Clinton delivered the keynote address on May 14, 2015, and nearly 800 companies exhibited this year, including Philips Lighting who showcased their latest lighting products.

For more information visit http://convention.aia.org/event/homepage.aspx

CLUE International Lighting Design Competition



In March, the CLUE unveiled the three winners of its International Lighting Design Contest, held this year under the theme "INTERFACE."

This year's participants were asked to explore transformative potentials and to define unique lighting innovations that celebrate the activities of both the built and unbuilt communities. Incorporating the concepts of contact, transparency, transition, threshold limits, dark/light, and natural/artificial, the interface focuses on the spatial interactions influenced by

exchanges between one and the other, and thereby distinguishing the two adjacent spaces. Over 150 projects from 41 different countries were received and the professional jury was impressed with the wide diversity of design solutions in response to this year's challenging theme.

The seven jury members awarded three prizes and one honorable mention to the most thought-provoking projects:



First place went to **Mr. Michael Luigi I. Manzano** from the Philippines and his team (Riel L. Gutierrez / Roselane Leigh Jade T. To Chip), who won the prize of \$5,000 for their project Photovascular System.



The second place prize of \$2,500 was awarded to **Mr. Hyunje Joo** from Germany for Dancing on the clouds.



PHILIPS

The third place prize of \$1,000 was awarded to **Mr. Rahul Gujarathi** from Singapore for INTERLACE.

The jury also awarded an **honorable mention** to **Mrs. Jin Yung Bargon** from Germany for the project The Styx, which was the only proposal that dared to cover the interface between the living and the dead which the jury found out of the box.

Congratulations to the winners and thank you to all participants for such creative and innovative lighting concepts.

Visit www.cluecompetition.com to learn more.

