“It’s about editing the design; editing it to where it really pops.”
What are some differences in your residential and commercial projects when it comes to client interactions and expectations, and also design?

They are definitely two different animals. With commercial, it’s usually more straightforward, with a clear direction up front and a good design team that relies on our expertise. But, there’s the reality of a budget, and the potential of having to modify the design to save money. So at the end of the day, sometimes the design is still very strong, and sometimes it’s lacking due to budgets. Whereas in high-end residential, budgets are usually less of an imposition. You can design it and build in more layers of lighting, and some of the most intricate things we have done are on high-end residential that would not last in commercial projects, so sometimes you can do more amazing things in commercial projects. But the downside can be unexpected client changes and sometimes even communication among the project team. Sometimes interior designers and architects aren’t used to sharing information with a lighting designer, so a finish change, like changing white marble to black granite, isn’t shared, but can make a significant difference to the lighting performance and design.

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

We try to look at what the client, architect and interior designer are envisioning. It could be that an architectural office wants to be seen as eco-friendly, or a hospitality establishment wants to take their brand to a new level, or a retail store wants their goods to look more sexy and amazing. Or in high-end residential, it could be highlighting architecture, furnishings or artwork. In all of those cases, we want to light the most special things, in the most successful way. Sometimes we highlight a bit of this and we let the lighting fall off of that, always being selective as to what to light. We also take into account the style. A traditional project in any realm relies on traditional fixtures like chandeliers, sconces and table lamps as part of the vocabulary, whereas in contemporary styles, the design can be very clean, where we emphasize the architecture, going very minimal yet still with enough light. Each project is a different formula, we use the same paint brushes, so to speak. But each end result is a different combination of how we apply those techniques.
What are the lighting challenges that you face?
These days, we need to vet every LED fixture that we spec. Back in the day, you had a good PAR38 downlight, and it was your go-to. It was one of the tools in your toolbox, and you knew all of the tools in there. Now with LED technology, your toolbox is ever-changing; it’s fluid. So we must see and dim every LED source, look at it on the finishes and so on. It’s a lot more review, and not as easy to value engineer. We had to value engineer a project for a restaurant a number of years ago, where a linear LED luminaire was used under a rough-grained natural wood bar front. The client said they were changing out this LED luminaire that we specified to a different product. They changed it out and dimmed it, and it shifted green! We could see it from a distance, it was awful. Even something like putting acrylic or a sleeve around the linear LED means that the color might shift the color temperature cooler. We’re also seeing that different LEDs have different dimming curves. Some dim similar to an incandescent, some are slightly different, some are totally different and there’s no consistency. LED technology is evolving so quickly, and there aren’t standards yet. So a lamp can be 3000K, but you can look at 3000K lamps from five manufacturers and they’re all different because of all the variations to white light. That makes tunable white really nice, because we can shift it to be warmer or cooler depending on what the other players are, but there is a cost involved.

How do you think lighting and lighting design will change in the next 3-5 years?
The good news is that it’s evolving. The bad news is that it’s evolving. I’ve been using LEDs for over a dozen years. I keep saying that in 5 years, everything will settle down. I’ve said that for the past 12 years, and I haven’t seen any indication that we’re close to that. With that said, LEDs will continue to get smaller, brighter, and more efficacious. They’ll look better, we’ll get more reliable dimming, less flicker and strobing, and the prices will come down. With dimming, we’re getting dim to dark, or dim to black, but each time we’re dealing with a dimming system, we have to test fixtures if they haven’t been tested with that system. In hospitality and high-end residential, you must dim lower than 1% because the eye adjusts to them after 20 minutes, especially when you have many layers of light. Eventually, I hope there will be more standards. We all want that. Also, there are opportunities to use LEDs in more creative form factors that incorporate their unique form; we’ll be able to work LEDs into architectural materials and building forms, where we can be even more creative.

Describe some memorable projects that you worked on.
We’re working on a great project now. It’s not done yet, but it took a lot of coordination with the architect, interior designer and contractors to get everything placed just right and working together without over lighting. That’s my favorite thing – not over lighting. Gone are the days of big blankets of light and even illumination; that’s boring. Now, it’s, “let’s light this, wash that, highlight this, and it’s done.” It’s very dramatic, and energy-efficient, and you can knock their socks off. It’s about editing the design, editing it to where it really pops. Some of the contemporary high-end residential projects we’ve done have been very rewarding because these clients get it, and they’re very sophisticated, and the designers are sophisticated, and the results are stunning – sleek, minimal and edited. I don’t hang my hat on any particular project. We’ve worked with very talented architects, and for me, it’s not necessarily only the design that makes a certain project memorable, but it’s also the team. Where there’s a great architect, a great interior designer, and a great client with the budget and the confidence to say ‘do it’, that is memorable for me. You can be an excellent designer; but without that right mix it doesn’t matter how creative you are, it’s just not going to happen. I am blessed, really more so for the teams we’ve worked on, and love working with, more so than any one project.
**PROJECT SPOTLIGHT**

**VISUALIZING THE THOUGHT PROCESS THROUGH DYNAMIC LIGHT**

The Microsoft Training Center at the Microsoft Canada Headquarters in Mississauga, Ontario, Canada serves as a Microsoft product showroom and a collaboration center for engineers and clients to meet. As part of a massive facility upgrade, Microsoft was looking for a creative new lighting design in the Training Center that would impress clients and match the company’s cutting-edge reputation.

Lighting designers from Smith Group JJR, along with LEDGendary Lighting, Smith + Andersen, Black & MacDonald and Philips, together used dynamic, dimmable white cove luminaires beneath a layer of translucent material along the blue walls of the Training Center. The luminaires were programmed with eight unique light recipes designed to express a thoughtful and professional atmosphere with a hint of curious wandering. Each recipe vary in light intensity and pattern, such as vertical waves of white light slowly moving across the wall, and high intensity lightening effects and ripples of light. Additionally, the frequency was variably programmed from several bursts of light in a 10-second span, to one prolonged burst every five minutes.

Interactive touch screens are mounted over the pulsating lighted walls to invite visitors to play games and explore Microsoft’s products. Together, the lights and screens create a whimsical and dynamic exhibition designed to spark creativity.

**AROUND THE WORLD**

**COLORFUL LIGHTING ADDS TO THE FUN EXPERIENCE**

Joy Station, a new generation multi-functional entertainment center, provides fun, activity, relaxation, and a cool atmosphere for the people of Sofia, Bulgaria. The first floor stages local and international music acts every week, and the second floor is home to a 20-lane bowling alley. The club also offers darts, billiards, video games, simulators, table soccer, a restaurant, and bars.

The colorful lighting of the club is all part of the experience. Joy Station commissioned the use of LED lighting fixtures throughout the entertainment center. Philips Color Kinetics, Bronlight Ltd., and the building’s architects collaborated on the project, which intended to increase energy efficiency and environmental responsibility, and reduce CO2 emissions while creating a unique and interesting atmosphere.

Philips Color Kinetics fixtures were installed throughout the club. Altogether, nearly 10,000 LED light points bathe the entire club in saturated, full-color and white light. The color-changing capabilities transformed Joy Station into a canvas of possibility. As guests enter the nightclub, they see strands of iColor Flex MX full-color LED nodes which transform the building’s exterior wall and entranceway into dual video screens. The iColor Fuse Powercore backlights the glass front around the bar and highlights the zigzag architectural feature surrounding the bar, creating a colorful centerpiece on the first floor.

Visit [http://colorkinetics.com/showcase/install/joy-station](http://colorkinetics.com/showcase/install/joy-station) to learn more.

Photos by Petar Cholakov
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 to find additional information about the Lighting Application Center’s programs or please write to us at lightingapplicationcenter@philips.com to arrange a customized visit.

Specifier Seminar Series: Lighting Trends & Technology Update

SYNOPSIS: The Specifier Series have been confirmed for 2016 on a quarterly basis, starting in March. These 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 5.5 hours of Continuing Educational Units (CEU) and AIA Learning Units:

- 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; LED Lamp Technology Update.

An additional optional day in NYC is offered for the March & December quarterly seminars where attendees will learn about lighting design with offerings from Philips Color Kinetics plus earn and additional 2.0 AIA credit for attending a presentation on Intelligent LED Lighting Systems and an Update on 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. These seminars offer CEU credits:

- (Architectural) Intelligent LED lighting systems and controls – Philips Color Kinetics representative
- Lighting Controls – Pros & Cons with LEDs – Dr. Jack Curran, President of LED Transformation, LLC

Workshops

Lighting Fundamentals

SYNOPSIS: The four-day Lighting Fundamentals workshop offers a practical understanding of the principles of lighting and an introduction to today’s lighting technologies, including sources, luminaires, and controls. We take an interactive, experience-based and participant-centered approach, using full-scale, hands-on demonstrations, and lots of practice in putting it all to work. Participants see lighting in action, explore how lighting systems operate, and measure and evaluate lighting alternatives.

Workshop content:
- The human and business impacts of lighting and the perception and psychology of light and color
- Lighting economics: sustainability and the total cost of ownership
- Lighting systems: sources, luminaires and controls for LED and conventional technologies
- Introduction to applied lighting in retail, offices, and industrial facilities

Our approach integrates the discussion of light sources, luminaires, controls, and applications.

At the completion of this workshop, participants should be able to:
- Communicate lighting ideas using technical and design vocabulary
- Distinguish the key costs of lighting, including sustainability, energy and maintenance
- Compare lighting technologies in terms of operation, lighting performance, and cost effectiveness
- Describe basic luminaire and control types in terms of application, performance and construction

LOCATION: Somerset, New Jersey
DATES: December 8 – 11, 2015
REGISTER: Visit www.philips.com/LightingApplicationCenter

Top Gun Workshop

SYNOPSIS: Need expert guidance to the rapidly changing world of LED lighting? Here’s a terrific opportunity to enhance your ability to evaluate, apply, and select LED luminaires! These two-day Top Gun workshops focus on key LED products and provide an up-close and hands-on approach to the design and manufacturing of Philips Lighting luminaires at the on-site design, laboratory, manufacturing, and demonstration facilities.

At the completion of the Workshop, participants should be able to:
- Articulate the value and competitive advantages of the Philips luminaire product portfolio manufactured on-site
- Describe how LED luminaires are designed and tested for optimal thermal and photometric performance
- Explain the key manufacturing steps that assure product quality

Who should Attend: Specifiers with at least 3 years of lighting experience who want to expand their technical understanding in the lighting arena. Don’t miss out, earn those wings by taking the class and earn 2.0 Hours of AIA/LUs/CEUs for attending!

LOCATION / DATE: San Marcos, Texas: February 2016
- Philips Garco, Philips Hadco and Philips Stonco
- Fall River, Massachusetts: March and July 2016
- Philips Lightolier
- Tupelo, Mississippi: May 2016
- Philips Day-Brite
- Burlington, Massachusetts: September 2016
- Philips Color Kinetics
- Langley, British Columbia, Canada: October 2016
- Philips Ledalite

REGISTER: Visit www.philips.com/LightingApplicationCenter
**EDUCATION**

**Lighting Fundamentals Workshop**

**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. We take an interactive, experience-based and participant-centered approach, using full-scale, hands-on demonstrations, and lots of practice.

Participants see lighting in action, explore how lighting systems work, and measure and evaluate lighting alternatives.

This workshop is aimed at those that are interested in learning the essentials of lighting and/or wish to augment their lighting knowledge and know-how.

**Workshop agenda:**
- Light generation
- Quality of the visual environment
- Lighting metrics & photometry
- Lighting calculation methods
- What lighting does: the perception and psychology of light and color
- What lighting costs: sustainability and the total cost of ownership
- Lighting systems: sources, ballasts, luminaires and controls for filament, LED, fluorescent, and hid technologies
- Introduction to lighting for office space and industrial facilities applications

**LOCATION:** Toronto, Canada
**DATES:** January 18 - 21, 2016
**REGISTER:** Visit [www.philips.com/LightingApplicationCenter](http://www.philips.com/LightingApplicationCenter)

**LED Workshop**

**SYNOPSIS:** The 1-day LED Workshop is designed to give the participant 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, effects that will limit an LED’s effectiveness. LEDs in comparison to other available sources, as well provide a look into the future.

This workshop is designed for any lighting professional interested in learning more about specifying LEDs.

**Workshop agenda:**
- Understanding how leds produce light
- Principle operational issues
- Negative effects of heat on all aspects of leds
- LEDs and their effect on color
- Industry specification guides
- Specifying LEDs in the present and the future

**LOCATION:** Toronto, Canada
**DATE:** February 10, 2016
**REGISTER:** Visit [www.philips.com/LightingApplicationCenter](http://www.philips.com/LightingApplicationCenter)

**Controls Workshop**

**SYNOPSIS:** This workshop is designed for any lighting professional interested in learning more about specifying Controls.

The knowledge gained from this 1-day Controls workshop will not only allow you to feel more comfortable with Controls in general, 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:** February 11, 2016
**REGISTER:** Visit [www.philips.com/LightingApplicationCenter](http://www.philips.com/LightingApplicationCenter)

**Lighting Specialist Workshop**

**SYNOPSIS:** This 2-day workshop builds on a basic understanding of lighting to address the critical issues in the experience, measurement and assessment of lighting and lighting systems. This workshop is aimed at the needs of those with two to five years of lighting experience and the desire to augment their lighting knowledge and know-how.

We take an interactive, experience-based, and participant-centered approach, using full-scale and hands-on demonstrations. Participants observe lighting in action, measure and evaluate lighting alternatives, and practice applying the content.

**Workshop agenda:**
- Human and business impacts of lighting
- Language of light – terminologies and a technical review
- Analyzing the total cost of ownership
- Photometry
- Color and its impact on source selection
- Choosing luminaires to meet specific needs for each application
- Light over life
- Controls: components, interaction and strategies

**LOCATION:** Toronto, Canada
**DATES:** March 21 - 22, 2016
**REGISTER:** Visit [www.philips.com/LightingApplicationCenter](http://www.philips.com/LightingApplicationCenter)

**Webinars**

**New insights into spatial light distribution**

**SYNOPSIS:** Discover how giving more prominence to vertical lighting and diffuseness can greatly improve the quality of indoor lighting solutions. Daylight creates a pleasantly diffuse kind of luminance which can be difficult to reproduce indoors. However, new insights into the optical characteristics of natural light (and its effects on health, wellbeing and productivity) are informing a new generation of lighting designs.

**HOSTED BY:** Dr. Martine Knoop
**DATE:** December 10, 2015 (10 a.m. EDT)
**REGISTER:** Visit [www.philips.com/LightingWebinars](http://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](http://www.philips.com/lightingacademy) to see what training options are available.
PRODUCT NEWS

A perfect balance of visual comfort and quality of light
Philips Lightolier’s Calculite family continues to deliver consistent visual comfort with soft beam transitions, exceptional optical control, and extraordinary mechanical precision. The new high lumen additions to the 4” (2250 lumens) and 6” (3000 lumens), and wall wash option to the 4” and 7” cylinders broadens the portfolio’s breadth. Luminaires range in size from 1-3/4” to 8” round and square aperture fixtures. It delivers a true 50° physical and reflected cutoff for a reduced aperture brightness and an unobtrusive ceiling presence in your spaces.
Visit www.philips.com/calculite to learn more.

Powerful lighting controls at your fingertips
The next generation Philips Color Kinetics Light System Manager is a powerful but user-friendly, ethernet-based control system for triggering, scheduling and programming Philips Color Kinetics lights in medium to large scale multi-zone environments. Light System Manager offers the versatility to manage wide-ranging architectural, entertainment, and retail lighting environments. New features include support for ActiveSite remote monitoring and calendar-based event scheduling with an astronomical time clock.
Visit www.colorkinetics.com/is/controllers/lsm to learn more.

When lighting is more about making a statement
New rugged, weather-proof enclosures extend the range and flexibility of your Philips Color Kinetics Graze ground-recessed lighting. The glass-sealed cover is pressure tested to ensure water will not wick or leak through. It is constructed to be durable, with an IK10 walkover rating, and is available in a variety of lengths. Designed to be a fundamental tool for your customers to make their unique statement to the world.
Visit www.philips.com/colorkinetics to learn more.

A perfect balance of visual comfort and quality of light
Philips Lightolier’s Calculite family continues to deliver consistent visual comfort with soft beam transitions, exceptional optical control, and extraordinary mechanical precision. The new high lumen additions to the 4” (2250 lumens) and 6” (3000 lumens), and wall wash option to the 4” and 7” cylinders broadens the portfolio’s breadth. Luminaires range in size from 1-3/4” to 8” round and square aperture fixtures. It delivers a true 50° physical and reflected cutoff for a reduced aperture brightness and an unobtrusive ceiling presence in your spaces.
Visit www.philips.com/calculite to learn more.

Precision-controlled color without sacrificing quality white
Philips Color Kinetics introduces Blast Powercore gen 4 floodlights, the next generation of interior/exterior floodlighting and wall-washing. A clear victory for engineered design, you can now have combined prismatic color with the purest white light in the same fixture. These flexible luminaires allow you to easily and precisely fine-tune whites with excellent beam quality and distribution control. Flex your creativity with countless accessories and beam manipulation. Ideal applications for Blast Powercore gen 4 include monuments, bridges, building facades, lobbies and entry ways.

Lighting the way to increased industrial energy savings
Philips SpaceWise technology with energy efficient LED fixtures can help you reduce operating expenses by delivering up to 75% energy savings. The technology adds integrated occupancy and daylight harvesting sensors to each LED luminaire, allowing industrial facilities to use light only where and when it’s needed and significantly reducing operating expenses for sites with continuous operation.
Visit www.philips.com/spacewise to learn more.

Style your budget will love
You want your interior spaces to resonate, evoke emotion and satisfy a purpose. And now, it’s easier than ever to integrate sleek and sporty linear LED style into your layout, within your budget. Philips Ledalite FloatPlane LED suspended and wall mount luminaires allow you to value engineer your design to the bottom line.
Visit www.philips.com/floatplane to learn more.

We want to provide you with a newsletter that is inspiring and informative. Please take a few minutes to visit www.philips.com/feedback to answer a few questions.
In return for your feedback, you’ll be entered to win one of twenty $100 gift cards. More details on promotion rules and regulations are available on the www.philips.com/feedback site.
INDUSTRY NEWS

IES Progress Report – Highlighting Innovation in Lighting

The IES Progress Committee is mandated to keep in touch with developments in the art and science of lighting throughout the world, and prepare a yearly review of new products, research, publications and achievements for the Illuminating Engineering Society.

The results of the 2015 IES Progress Report were revealed at the IES Annual Conference on November 9, 2015 in Indianapolis, IN, and will be shared at local IES Section meetings throughout the coming year. In addition, a summary of the Report will be published in the January 2016 issue of LD+A.

The following 10 Philips products will be included in this year’s report:
- Philips ActiveSite cloud-hosted connected lighting platform
- Philips Lightolier Lyteprofile 4” and 6” commercial LED downlights
- Philips Color Kinetics iW Flex compact color temperature tunable LED nodes on flexible cable
- Philips Ledalite TruGroove LED luminaires
- Philips Lumelec ClassicStyle and SleekVision LED bollards and post tops featuring ClearGuide technology
- Philips Lightolier LyteCaster LED accent downlights 3”
- Philips OneSpace luminous ceiling
- Philips Lightolier LyteCaster LED downlights 4”, 5”, 6” residential/light commercial IC rated LED downlights
- Philips Advance Xitanium 300W SimpleSet outdoor driver

For more information on the Conference and photography, visit www.ies.org

CLUE has launched Edition 2 of its annual international lighting competition

The second edition with the theme, LIGHTIUS LOCI – SPIRIT OF LIGHT invites you to think about the spirit of a place where light does not escape the genius loci design principle. Candidates should choose a place without limitation of scale, location, indoor or outdoor and provide a response in line with the local reality.

You will have a chance to win one of three grants totaling $8,500 USD and secure an expense-paid trip to LIGHTFAIR® International in San Diego, California. We encourage all creative minds to submit your project!

Deadline for project submission: January 31, 2016
To learn more visit www.cluecompetition.com

21st WaterFire Arts Festival

WaterFire Providence® is an independent, non-profit arts organization whose mission is to inspire Providence, RI and its visitors by revitalizing the urban experience, fostering community engagement and creatively transforming the city. The WaterFire series of events occur throughout the year and draw crowds of art enthusiasts as well as world-class artists and designers. On September 26, IALD New England specifiers created a light installation that raised awareness of the lighting design profession, and Philips was a proud sponsor of the event.

For more information visit www.waterfire.org

NOTEWORTHY

IES Welcomes New Executive Vice President

Illuminating Engineering Society of North America has appointed Timothy (“Tim”) Licitra as Executive Vice President. Licitra will be responsible for the overall management of IES, implementing organizational strategy, leading the IES staff and volunteers, managing operational priorities and programs, and developing and implementing IES’s relevant plans and policies, all designed to meet the needs of the Society’s members. Licitra comes to IES from the Market Technician’s Association, Inc. (MTA), where he served in a variety of capacities for a decade, most recently as Executive Director & Chief Executive Officer.

For more information about IES, visit www.ies.org

Mr. Timothy Licitra