

LUMINOUS SPEC

SUMMER 2013

“WITHOUT **LIGHTING**
THERE ISN'T ANY **DESIGN!**
Lighting is pivotal to how people
experience their environment.”



Portrait Photography by Hannah Rankin
Cover Photo by Ben Benschneider

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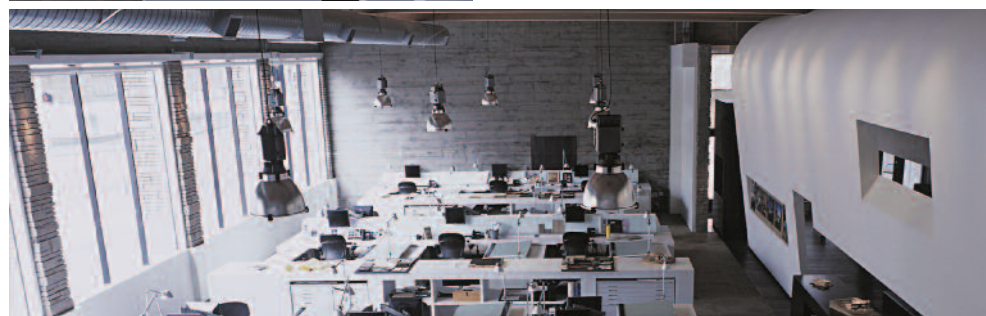
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ARCHITECT PROFILE

SkB ARCHITECTS

How do you fuse art, passion and a drive for distinct creative solutions? If you're Shannon Murphy Gaffney, Kyle Gaffney and Brian Collins-Friedrichs you form your own design firm, SkB Architects. Founded in 1999 by these three talented individuals, SkB is now one of the most progressive, forward-thinking and innovative architectural design firms in the Western United States. The ambitious principal team is a complementary blend of unique talent with diverse backgrounds and cultural perspectives, fueling the success of their expanding firm. Located in Seattle, Washington, their 8,000 sq. ft. studio is an inspiring demonstration of their work and talent.

*SkB Architects' Studio, Seattle WA
Middle right photo by Ben Benschneider.
Other photos by Eric Laignel.*



Taking some time out of their busy schedules, Shannon and Kyle sat down with us to discuss their passion and love for their careers, as well as each other.

It's not often that you see a successful work/marriage combination. How do you do it?

KYLE: One of the key things is that we're passionately in love with each other and passionately in love with what we do. We were born to be architects and designers! We challenge and bring the best out in each other; not only personally, as we grow and evolve as a couple, but also as architects and professionals.

SHANNON: I trust him implicitly! The interesting thing about Kyle and I is that we do almost exactly the same thing. To have someone that you don't have to mince words with to get to the heart of the matter is really great. The reason businesses go awry and partnerships dissolve is that people don't like talking about the hard stuff—it is water under the bridge until someone doesn't like something and then somebody leaves. That's not the case with us—you better work it out, you better figure it out and you better trust each other because this isn't going away.

KYLE: As professionals, you have to be able to establish your architectural voice in order to communicate your ideas verbally, as well as graphically. We are passionate about the work we create so we had to not only learn how to communicate with our clients, but also with

“We would love to be known for creating great people spaces and places in the urban environment.”

Shannon Murphy Gaffney

each other as two strong designers working on the same project. Our professionalism allowed us to learn how to critique and debate; we really learned how to communicate with each other about difficult issues and concepts— even when things got heated—and we established a communication skill that a lot of married couples just don't have. We started our marriage with a very good understanding on how to disagree.

How does lighting influence your designs?

KYLE: Without lighting there isn't any design! We are firm believers that you can create a great space and ruin it with bad lighting. I've also seen poorly designed spaces made better due to good lighting. We spend so much of our time on the human experience and lighting is pivotal to how people experience their environment.

SHANNON: Lighting becomes a bigger influence and conundrum in this part of the country, where people feel they are living in a grey climate with the perception

that it's not as “daylit” as they would like it to be. We need to be cautious about how we're talking about lighting and working it into the entire design to make people aware of how it will solve their “grey-day” problems.

Looking back at your work, which project are you most proud of?

SHANNON: It's hard to select one project but given that it's our second home, we're proud of our current studio. I think because people feel so good and they are so amazed when they come in—it puts them at ease and gives them something to talk about. It does all the things that serve the imagination with clients, colleagues, friends and casual visitors. I'd love to bottle this up and do it everywhere!

KYLE: One of the reasons I always struggle with this question is that it's the process of the projects that are more important than the final outcome. There are a lot of great processes but what it comes down to is a couple of clients who have been exceptional human

“We were born to be architects and designers! We challenge and bring the best out in each other, not only personally, as we grow and evolve as a couple, but also as architects and professionals.”

Kyle Gaffney

*Shannon Murphy Gaffney and Kyle Gaffney,
Principals at SkB Architects
Photo by Hannah Rankin*



beings, and truly understand the creative process and the value in it so there's just mutual respect. We respect that they've hired us and taken a leap of faith by entrusting a project to us, and they respect us and understand the value and creativity we are bringing into the project.

What are some of the biggest challenges an architect may face in today's world?

SHANNON: One of them is evolving new processes and delivery methods in a world that has been shell shocked in recent years with the great recession and continuously evolving technology; things don't seem to be going back, but rather evolving as a new world order. You have to evolve typical processes that architects have been sitting on for numerous years. They don't work! We have to be able to do things quicker, better, faster using new thoughts and processes. For a firm like ours, clients are coming to us and they don't know what they want. We're glad that they don't know because we're helping them evolve a creative business strategy that takes time. This is outside an architect or designer's regular process so the challenge is finding time, while still being able to stay within a similar key structure to deliver a quality project. The whole process has to evolve and it better happen soon!

KYLE: We left a very large firm and have fought hard not to create a large firm. We like being a boutique firm based on design. Our model is that we're going to stay small and if we land projects that would strain our firm's capacity then we partner with larger firms but still lead on design. At the time of the economic collapse in 2008 we had 24 people. In February 2009, we started rethinking processes and delivery and grew through the recession to twice the size, while most firms were laying people off.

What trends do you feel are important in today's architecture/design?

SHANNON: Everybody in every facet, not just in the built environment, needs to do more with less space. Thinking about how can you develop the idea of "spacious density," whether it's in retail, residential, commercial, or office spaces because we never hear anyone say, "let's add on more square footage." This trend permeates what we think about and happens in almost everything! In addition, when people are looking at creating spaces they come to us and reference hospitality, retail or entertainment. This shows that cross-developing new markets which have the feel and flair of these sectors is very big now, and probably will continue to be big.

KYLE: The world is constantly evolving, cultures are changing and technology has brought us closer together. Trends are a measuring stick of where the world is at, so I look at them as educational. I don't want to follow the trends; I want to analyze and observe them, how they influence our palette and how we think. The challenge is not to follow the trends.

When you retire, what do you want people to remember you for? What is your signature style or a legacy that you would like to leave behind?

SHANNON: When we get older and we're still practicing, maybe people will look at us as colorful. We would love to be known for creating great people spaces and places in the urban environment.

KYLE: In addition to that, the word "consideration" is important. To have people look back at our body of work and say "everything they did was considered."



PROJECT SPOTLIGHT

ENERGY SAVINGS AND FLEXIBILITY ARE THE KEY TO PROJECT SUCCESS

In transforming an old neglected building that was used as a laundromat in the 1940s into a high-tech innovative building, AT&T knew they had a challenge on their hands. This Palo Alto building was to become one of AT&T's Foundry locations and needed to transform into a unique space, which could be seen as more than showrooms and labs. Gensler was brought on board as the architectural firm for this project with the goal of creating refined energy efficient open spaces which foster innovation, creativity and teamwork.

“ We selected ‘Jump’ by Philips Ledalite as a lighting solution for the AT&T Foundry project because we liked the ‘refined industrial’ look of the product. Having an LED product was important for reducing lighting power densities. Jump works extremely well in both performance and aesthetics. We wanted to focus on flexibility and energy savings and we’re extremely happy that Jump fit the whole design concept of the space. ”

Anulak Siwabut
Senior Associate - Gensler

The Foundry pushes the envelope on innovation to deliver cutting edge technologies, products and services to their customers. The open environment design encourages collaboration in order for everyone to look towards the future and come up with advanced, relevant ideas and products that bring value to others.

The Palo Alto Foundry facility received validation for their efforts to create an energy efficient building by being granted [Platinum LEED Certification](#) from the U.S. Green Building Council. Philips Ledalite is pleased that Jump was selected as one of the main lighting solutions for this project.





- Aesthetically pleasing design
- High performance
- Advanced optics
- Symmetric and asymmetric distributions





Philips Lightolier Calculite White LED

Since the product family's inception in 2009, **Calculite LED** has gone through several technological advancements to ensure the best combination of innovation, design, and performance. In addition to continually leading the market alongside the rapid pace of solid state lighting innovation, Calculite has been best in class when it comes to providing an energy conscious solution and exceptional lighting. The newest additions to the family of luminaires offer a comprehensive selection of interchangeable optical assemblies and functional elements. ENERGY STAR® certified luminaires range in size from 4.5" to 8" square and round fixtures, with multiple distributions, lumen packages, and dimming options.



Philips Gardco G3 Garage & Under Canopy Series

To meet the challenge of offering high quality, cost effective, energy-efficient options for parking garages—one of the most difficult applications to work with—Philips Gardco delivers the industry's lowest wattage LED garage units, the **G3 garage & under canopy series**. Intended to replace 2-fixture per bay 150W PSMH systems, G3 offers higher average illumination levels above the IES minimums at 38W and delivers >80% energy savings! Maximizing performance and reducing costs, G3 provides 13,724 max lumens with efficacies up to 109 LPW, and a savings of 50% in installation and maintenance costs. In addition, optional standalone and LimeLight wireless control systems allow the fixture to power down when a garage area is unoccupied providing an astounding 95% in energy savings during this time.



Philips Gardco EcoForm LED Luminaire

Combining economy with performance Philips Gardco presents **EcoForm**, an LED arm mounted area luminaire. Delivering a minimum of up to 20,000 lumens in a compact, low profile LED luminaire, EcoForm offers a new level of customer value in LED site and area lighting. Designed as an economical replacement for 400W Metal Halide area luminaires, EcoForm can provide the same minimum light levels from a 215W LED luminaire, yielding the potential savings 245W per luminaire and a reduction of 53% in energy use. Potential energy savings can be further improved by adding available integrated control systems, including automatic profile dimming and motion response.



Philips LyteSwitch Two Controls System

Philips introduces **LyteSwitch Two**, a breakthrough relay control system. Providing easy integration into lighting systems, these programmable panels offer load control to installers and end users that was not previously possible due to complexity, commissioning requirements, and cost associated with traditional lighting control systems. LyteSwitch Two can be installed without the need for any outside commissioning and all setup is done on an integrated, intuitive LCD panel, which includes features such as timed sweeps, timed scheduling, button panel setup, preset grouping, and more! The LyteSwitch Two Relay system is a perfect lighting control package for warehouses, restaurants, retail establishments, or general area lighting.

Available only in the USA.



UPCOMING CONFERENCES & EVENTS

EVENT: IES Street and Area Lighting Conference

DATE: September 8–13, 2013

LOCATION: Marriott Phoenix Desert Ridge Hotel, Phoenix, AZ

SYNOPSIS: This conference is designed for those who want to stay informed on the latest industry news, technology and updates as rapid changes continue and old infrastructures need replacing. While you explore the most relevant lighting products and controls for street and area applications, you can also take advantage of attending some of the educational sessions to earn your professional development credits.

Philips Booth #1 and #16

WEBSITE: www.ies.org



EVENT: Expanded 3-Day LED Session with New Content on OLEDs

DATE: September 10–12, 2013

LOCATION: Lighting Research Center—Rensselaer Polytechnic Institute, Troy, NY

SYNOPSIS: In this hands-on, interactive course, participants learn the knowledge and skills to incorporate light-emitting diodes (LEDs) and organic light emitting diodes (OLEDs) into lighting applications. The LED Lighting Institute teaches the latest advances in solid-state lighting technologies and research, strengths and weaknesses of these technologies, and selecting and specifying solid-state lighting system components.

WEBSITE: www.lrc.rpi.edu



EVENT: World Energy Engineering Congress (WEEC)

DATE: September 25–26, 2013

LOCATION: Washington Convention Center, Washington, DC

SYNOPSIS: Recognized as the most important international energy event by all professionals and end-users in the energy field, this is a must attend event. Organized by the Association of Energy Engineers (AEE), this is a comprehensive forum that allows attendees to see the “big picture” and understand how the critical decisions made by their organizations are shaped by economic and market forces, new technologies, regulatory developments and industry trends.

Philips Booth #815 (located on Green Street).

WEBSITE: www.energycongress.com



EVENT: IALD Annual Conference—IALD Enlighten Americas 2013

DATE: October 3–5, 2013

LOCATION: Hyatt Regency Montréal Hotel, Montréal, QC

SYNOPSIS: Philips Lighting is proud to sponsor the IALD Enlighten Americas 2013 Conference and is looking forward to welcoming over 350 attendees. There will be plenty of opportunities for architectural lighting designers to network and learn from industry professionals who will lead eighteen seminars and workshops, which have been designed under three dedicated tracks: art, science, and professional tools.

Philips will be hosting the closing evening reception on Saturday, October 5th and we look forward to seeing you there!

WEBSITE: www.iald.org

IALDLIRC

EVENT: IES 2013 Annual Conference “Developing the Proficient Lighting Professional”

DATE: October 27–29, 2013

LOCATION: Hyatt Regency, Huntington Beach Hotel, Huntington Beach, CA

SYNOPSIS: Join with friends, colleagues and others interested in high-quality lighting for three days of learning opportunities. Through a variety of research papers and seminars, the attendees will develop tools to assist in their everyday practice. Mixed with social events, award presentations and networking opportunities, this conference will stimulate new ideas and enhance your professional lighting knowledge.

WEBSITE: www.ies.org



REGULATIONS & STANDARDS

U.S. Green Building Council (USGBC) LEED v4 to Launch this Fall

With a membership vote of 86%, The U.S. Green Building Council (USGBC) will be adopting LEED v4, the latest update to the world’s premier green building rating system. In the [press release](#) issued on July 2nd, Scot Horst, Senior Vice President of LEED, USGBC mentioned that while building on the past version this update also contains new requirements with the idea of elevating building performance and environmental outcomes. He states that “this newest version of LEED challenges the market to make the next leap toward better, cleaner, healthier buildings. I am confident that people will also notice the improved usability of the system with an improved documentation process and more resources and tools to assist and support positive action.”

LEED v4 will launch this fall at the [Greenbuild International Conference and Expo](#), to be held from November 20–22 in Philadelphia, PA. In preparation for the launch USGBC is now offering webinar suites to help with the transition. In addition, a LEED v4 beta program is currently being offered with more than 100 projects participating. It is estimated that some of the projects that are in the review phase will be certified prior to the end of the summer.

Learn more at www.usgbc.org/leed/v4

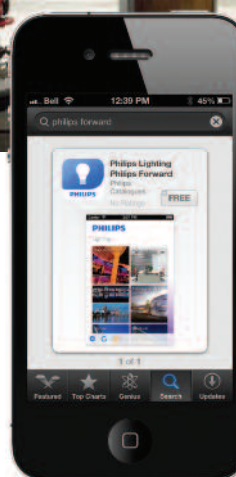
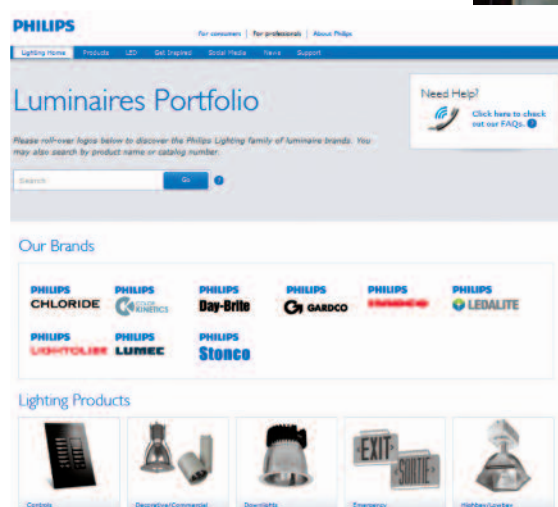


PHILIPS FORWARD

The Future of Light

The future of lighting is designed by Philips, but made for you. With that in mind, we have created a simplified and clearly defined product portfolio that can be viewed through our comprehensive cross-reference tool.

To link to our eCatalog, and to view the full Philips Forward story, visit: www.philips.com/FWD



- Download the Philips Forward app for access to:**
- Philips luminaires portfolio
 - Lighting blog
 - Sales locator
 - Downloads and more!

INDUSTRY NEWS

Lighting & Color Lab Partnership with Mississippi State University (MSU)

The Interior design program at Mississippi State University's College of Architecture, Art and Design helps students develop skills in the design process to create functional, efficient and aesthetically pleasing residential and commercial interior environments for human use. This program—accredited by The Council for Interior Design Accreditation (formerly FIDER)—not only offers students a broad background in interior elements, materials, sources and lighting, but also provides them with the opportunity to gain practical experience in the business of interior design.

Approximately 25 first-semester juniors in the MSU Interior Design Program make use of the Philips Color and Lighting Studio for lectures, design seminars, projects, exploring design problems, implementation of lighting systems or product selection, as well for related issues inherent in the design of the interior space. In addition to the regular curriculum throughout the semester, students at the Philips Color and Lighting Studio participate in field trips to manufacturer sites and showrooms, along with regional site visits and guest lectures.

Upon completing the program, graduates are expected to have a strong understanding of color and lighting design, knowledge of various digital lighting design methodologies, and the ability to implement key color and lighting concepts. Philips partnered with Mississippi State University's College of Architecture, Art and Design in support of The Philips Color and Lighting Studio and to further education opportunities in the field of lighting.



IES Introduces a New Level of Membership

The Illuminating Engineering Society (IES) has created a new level of financial support to its Sustaining Membership program. The Diamond Elite membership has been introduced to address current corporate branding strategies for larger companies.

The Diamond Elite level contains annual dues of \$25,000 and will include additional memberships, as well as additional IES libraries as part of the benefits package. With this change, large companies can now hold one IES Sustaining Membership under their parent corporate name. As an additional benefit the IES will prominently list Diamond Elite members on its website and in their LD+A magazine.

IES is proud to announce that Philips Lighting has chosen to participate in this new level of membership. "Philips strongly supports the work done by the Illuminating Engineering Society and its members, and our new Diamond Elite Sustaining Membership is reflective of our commitment," says Arif Quraishi, Vice President, Marketing & Sales Support for Philips Lighting Americas. "It will also allow us to work more closely with industry professionals to understand their challenges and to demonstrate how Philips Lighting Solutions can help them meet their customer's needs."



EDUCATION

Philips Lighting Application Center (LAC)

Philips has made a considerable investment in the recently renovated [Lighting Application Center \(LAC\)](#), which covers 20,000 square feet of demonstrations and applications. Interactive, walk-in spaces engage participants with the latest technology: LED, advanced fluorescent and HID systems, high performance luminaires, daylight control, and much more. Full-scale demonstration areas show lighting in retail, office, education and hospitality applications revealing how lighting affects selling, working and leisure spaces. Designed as an educational space, Philips provides lighting professionals with the opportunity to earn Continuing Education Units (CEU) through a variety of [workshops](#).

2013 Education Calendar – Lighting Application Center, Somerset, NJ

DATE: September 5 and December 4

COURSE: Lighting Trends and LED Technology Update

SYNOPSIS: As part of an on-going Specifier Seminar series, these one day seminars focus on lighting trends, as well as the latest technologies for both outdoor and indoor applications. In addition, three (3.0) hours of Continuing Education Units (CEU) and AIA Learning Units are provided on the following topics:

- Psychology and Physics of Light and Color (90 minutes) – Presented by Mark Roush
- LED Technology Update (90 minutes) – Presented by Dr. Jack Curran

REGISTRATION: Please contact your local sales rep for registration information.

DATE: September 16–19 and November 12–15

COURSE: Lighting Fundamentals

SYNOPSIS: This seminar covers a practical understanding of lighting principles, as well as an introduction to today's lighting technologies.

REGISTRATION: www.philips.com/lightingapplicationcenter

DATE: October 14–16

COURSE: Advanced Topics in Lighting Workshop

SYNOPSIS: As a preparation workshop for the LC Exam, the focus is placed on select topics from the LC curriculum and provides techniques and practice for taking the exam itself.

REGISTRATION: www.philips.com/lightingapplicationcenter

DATE: December 9–10

COURSE: Outdoor Applications

SYNOPSIS: This workshop builds on the Lighting Specialist Workshop to address the principles and practicalities of integrated lighting solutions for outdoor applications.

REGISTRATION: www.philips.com/lightingapplicationcenter

DATE: December 11–12

COURSE: Retail and Hospitality Applications

SYNOPSIS: This workshop builds on the Lighting Specialist Workshop to address the principles and practicalities of integrated lighting solutions for retail and hospitality applications.

REGISTRATION: www.philips.com/lightingapplicationcenter



2013 Education Calendar – Lighting Concept Center, Toronto, ON

DATE: October 1–2

COURSE: Lighting Specialist Workshop

SYNOPSIS: This workshop builds on a basic understanding of lighting to address the critical issues in the experience, measurement and assessment of lighting and lighting systems.

REGISTRATION: www.philips.com/lightingapplicationcenter

DATE: October 3–4

COURSE: Industrial and Life Safety Applications

SYNOPSIS: This workshop builds on the Lighting Specialist Workshop to address the principles and practicalities of integrated lighting solutions for industrial and safety applications.

REGISTRATION: www.philips.com/lightingapplicationcenter

Application Seminars, Toronto ON

If you are interested in any of these seminars, please email lightingeducationcanada@philips.com

- Introduction to Philips—Responding to Change
- Daylighting: Nature's Energy Saver
- Design Considerations for Healthcare
- Environmental Lighting for Exteriors
- Healthy Lighting for Senior Living
- Light and Its Effect on Circadian Rhythms
- Light and Its Effect on Color
- Lighting for Educational Facilities
- Lighting for Wellbeing in Office & Institutional Applications
- Lighting Merchandising Areas
- The New 10th Edition IES Lighting Handbook Explained
- Office Lighting for the 21st Century
- Quality of the Visual Environment

Technology Seminars, Toronto ON

If you are interested in any of these seminars, please email lightingeducationcanada@philips.com

- Electronic Ballasts for High Wattage Metal Halide
- The Information, Knowledge, and Techniques to Help Navigate the Truths, Myths, Misconceptions, and Lies about LEDs
- LED Evolution: The Past, the Present and the Future
- Linear Fluorescent Sources as a System
- Sustainable Design, Controls and Energy Standards