

LUMINOUS SPEC

FALL 2017

“We think emotionally and technically; that appeals to my sense of interaction with architecture..”

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FEATURED PROFILE

Ron Kurtz

Light and life converge



As a young student at Penn State University, Ron Kurtz, of Randy Burkett Lighting Design in St. Louis, MO, originally intended to focus on environmental systems, but had a career-changing ‘a-ha’ moment when visiting a lighting facility’s residential living room mock-up. When lit one way, a brick wall on one side of the room was flat and boring. But, when directional lights were applied, he saw that the bricks in the wall were set at different planes, and it instantly changed how the room looked and felt. He was amazed by how lighting could evoke an emotional response, and from that point on, he was hooked on lighting design.

How did you shape your perspective towards lighting design?

I always enjoyed exploring the different approaches that people take; it helped me to determine what fit my own style and personality. I was fortunate to learn from a number of great people who helped me to shape my path. Once I locked into lighting design as a career path while at school, I spent a lot of time learning about how lighting works technically and emotionally from Craig Bernecker and Rick Mistrick. I also learned a lot from Ray Grenald, Lee Waldron and Sandra Stashik, who were principals when I worked at Grenald Waldron Associates in Philadelphia, PA. Each had a distinct approach to lighting design; Ray offered a poetic juxtaposition between light and architecture, Lee had a theatrical flair, and Sandra encouraged me to dive into new challenges. Then, I was connected with Randy Burkett, who had recently started up his own lighting design firm, and we just clicked. I’ve been working with him since 1990, and it’s a great experience. We approach projects similarly, but with enough variation between us to make it interesting.

What is your approach to lighting design?

I appreciate that, as lighting designers, we have the opportunity to task both sides of our brain on a daily basis, and we’re not specific to one kind of solution or approach to a challenge. We think emotionally and technically; that appeals to my sense of interaction with architecture. On top of

that, I was fortunate enough to experience the many different perspectives of other designers. This all comes together when I approach a project. It’s not about looking at a piece of paper or a CAD screen; it’s more about being immersed into the three-dimensional space and getting a sense of how a person may feel there. It’s also about asking the right questions that will allow us to collaboratively come to a decision on the design and architecture approach with the team and the client, because, again, there is no one solution for each space. Sometimes these collaborations can seem like a psychological experiment, I suppose; we’re engaging in a conversation with people to get a sense of what they want to see in the space. With the evolution in architecture, especially in the past three decades or so, and the increased focus on sustainability, people see spaces differently than they may have in the past. And there’s so much visual information on the web, and in magazines. People may know what they do and do not like, but they may not know how to articulate their vision for the space. It’s interesting to get into the psyche of people involved in the process to connect with them.

How do you layer controls into that emotional connection?

Once we have that vision, we work collaboratively with the other project team members from an engineering standpoint, which almost always involves controls now. It used to be that there were simple controls



River City Casino, St. Louis, MO
Debbie Franke, Franke Architectural Photography

that would allow us to do unique things with traditional lighting technologies, but the complexity has increased over time. LED lighting is such an easily controlled element; and with the advent of sustainable mechanisms like daylight harvesting, and the desire to create more personal experiences associated with the architecture rather than having a simple box, controls are essential. There is also an ongoing manifestation of how lighting controls can interact with us from a physiological standpoint, not just psychologically. I cannot think of a project where controls are not just as important a design component as the light itself.

Why is sustainability important to you?

From a personal perspective, I am a firm believer in that we use too much energy in general, whether or not it’s fossil-fuel-based energy. With the birth of my first child, I started to focus in on what this world will be like for my children. From that standpoint, sustainability is really important, as it is my hope that I can leave them a better world. Professionally speaking, initially, energy limitations on lighting were fine, however, we got to a point where regulating a building’s efficiency, specifically to lighting, wasn’t doing the building justice. The pendulum had swung too far, where first there was too much energy being used, then all of a sudden, it seemed to me that energy use was solely dictated by, and for, the sake of efficiency and not for the user. It made sense for buildings that were using energy in

a poor fashion, but it limited us when trying to create lighting designs that worked for the client's space and their needs. From the energy standpoint, we needed to advocate for lighting and say, 'Lighting is part of the energy/sustainability package, but lighting is also important from a physiological, psychological standpoint.' You can't regulate it to the point where it's not healthy or practical. That's one of the reasons that I became involved with the Energy and Sustainability Committees of ASHRAE and the IALD. I wanted to give input that would allow lighting designers to provide safe and satisfactory environments instead of just reaching some lowest-common-denominator statistic. Collaboratively, we need to ensure that buildings are useful and comfortable for those in the space without draining the earth's resources.

What are your biggest challenges, and how can lighting manufacturers help to lessen them?

Our biggest issue right now is that, as designers, we're asked to do more for less. Most of our time is not being best-spent in design right now; instead we end up spending a lot of time on bidding/construction administration tasks, where we seem to end up in conflict with the downstream portion of the contract market, or having back-and-forth discussions with manufacturers. Controls are another good example; we're pulling more controls under our umbrella without involving outside groups. They're more complex and proprietary than ever before. Something like DMX is relatively straightforward because that's an open protocol, but a lot of places

“ You can't regulate [light] to the point where it's not healthy or practical. ”

don't have open protocols, and it takes time to figure out the best way to approach them on any given project, and that slows down the process. We can't afford that time delay, so support and education from manufacturers can certainly help there. Manufacturers can also help by working with designers to streamline their websites. Too many are confusing or require deep searches to find useful material. Why spend five minutes on this site when we can find it on that site in thirty seconds? Also, I understand putting information into a photometric toolbox and IES format, but again, that takes time for us to pull up. There was so much great info on older cutsheets to help us make quick, almost instantaneous, determinations. It's the experience of the space versus the calculation, for lack of a better phrase. With that said, many lighting manufacturers do a decent job of making sure that technical and inspirational information is available. A lot of websites are relatively good but there are so many that are not nearly as user-friendly. Finally, I would really like to see manufacturers who are more diligent about promoting the lighting design industry. Even though the profession is stronger than it was twenty or thirty years ago, we're still fighting for increased relevance and the opportunity to help clarify the value that it brings to a project team. With the complexity associated with lighting, from light distribution

and light paths to controls, it's more and more important that a dedicated lighting professional be part of the team. We all need to advocate for that.

You mentioned the physiological aspect of lighting. As part of that, are wellness and circadian rhythms popping up in client conversations?

Yes, we are seeing those in some of our conversations. Sometimes, it's the antithesis of it, and sometimes, it's in cooperation. What we're seeing right now, though, is that these conversations go away relatively quickly once we get into the associated equipment and control costs. The process right now is more contract-driven. In the electrical world, where things are not exactly clear-cut, and with highly competitive contractors, things are lost in the beginning of the contract process that restrict our flexibility. Somebody may want a circadian-rhythm-based lighting design, and they have a budget of X dollars per square foot based upon a uniformed supposition. Once we tell them the actual costs are closer to 3X, that's the end of that conversation, right? Unless you have a significantly motivated client, it tends to get lost. Now, just like anything else right now, I think that there's exponential change coming with that, but it'll take some time and education to build this comfort factor.



Southwest Plaza, Littleton, CO
Peter A. Cavin, Peter Calvin Photography

PROJECT SPOTLIGHT

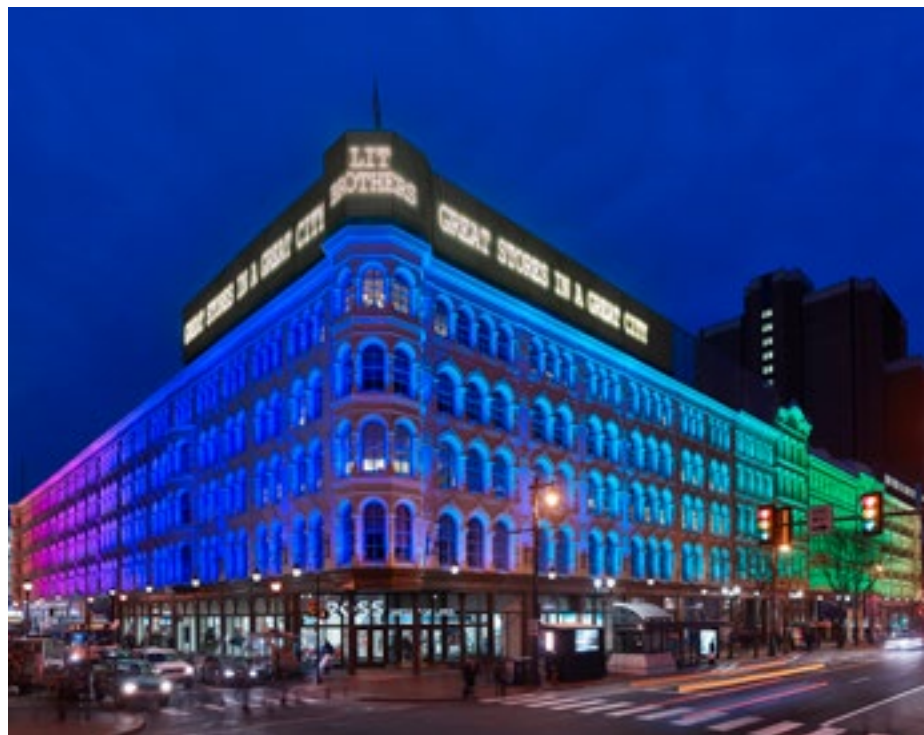
THE POWER TO REJUVENATE AN ICON

Located in the bustling heart of Philadelphia, PA, the Lit Brothers building first opened as a department store in 1891 and remains a cultural landmark today. Recently, the building's owner contacted local design firm, The Lighting Practice, (TLP) to visually showcase the building's historic cast iron, marble and granite façade as part of an effort to revitalize commerce in and around the building. Although integrating a modern LED lighting system into the historic architecture was challenging, the team worked closely with Philips Lighting and the City of Philadelphia's Historical Commission each step of the way to ensure a stunning result.

The lighting design included dynamic lighting to inspire passers-by with beautifully illuminated architectural detail. Philips Color Kinetics ColorGraze MX4 Powercore RGBW fixtures were installed in each of the façade's 504 windows, and the custom housing color matched the building color so as to disappear into the surrounding architecture. The fixtures used low-profile adjustable brackets to ensure that light did not disturb tenants inside the building. Pilasters adjacent to each

window were illuminated using high performance ColorBlast Powercore gen4 RGBW. These fixtures offer a tight beam angle to beautifully illuminate architectural details without light spillage into the building's interior. Additionally, custom-colored cabling was provided to blend into the surrounding architecture while meeting the historic building's cabling restrictions. Philips LED lanterns provided the final finishing touch. Lighting controls allow authorized Lit Brothers employees to adjust the lighting from anywhere and at any time. The building can be bathed in soothing white light, or any number of dynamic colors to reflect holidays, local celebrations and world events and can even complement occupant brand colors and advertiser messages on the building's media screen. The end result turned this historical building into a bold, new destination, and its reputation is expanding on social media reputation as visitors share pictures of this exquisite façade against the night sky.

Learn more at bit.ly/Lit_Brothers



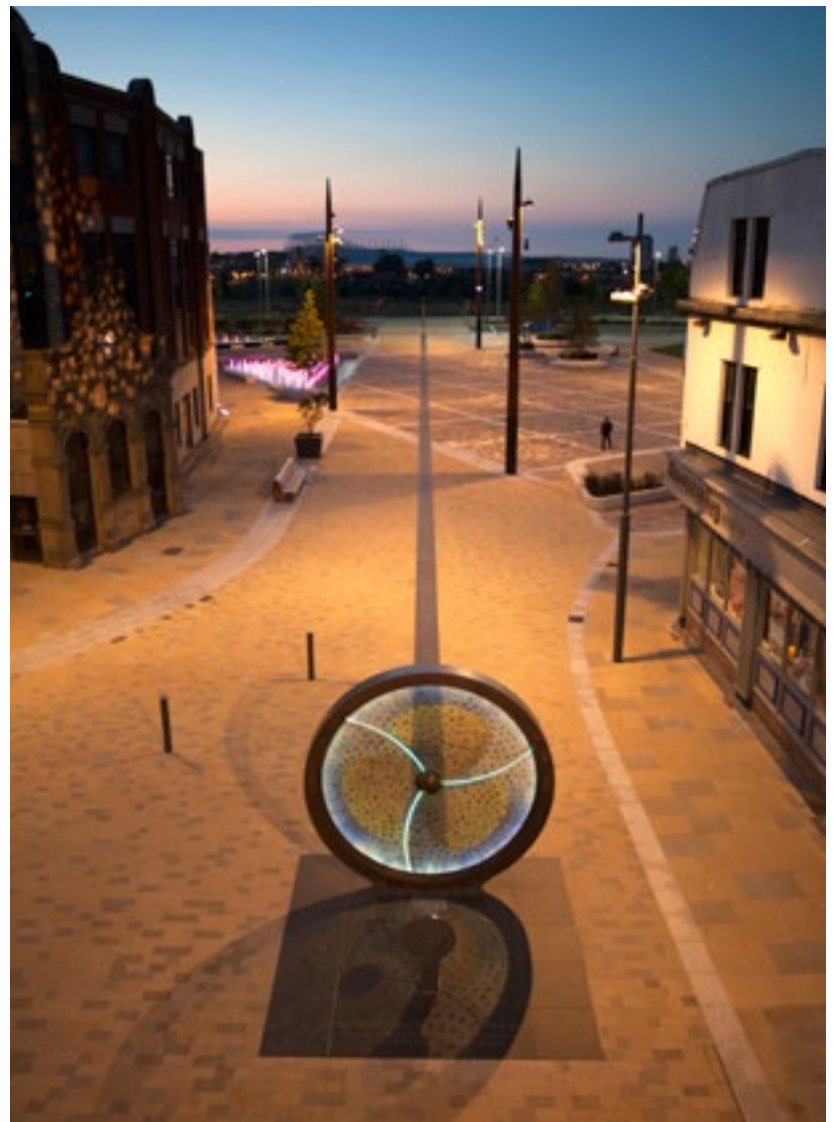
AROUND THE WORLD

LIGHTING A CITY SQUARE, WITH A NAUTICAL NOD TO THE PAST

As part of a major initiative to rejuvenate the city of Sunderland, England, the open public space known as Keel Square attracts visitors while celebrating the city's rich shipbuilding heritage. Five wood-clad steel lighting columns, reminiscent of ship masts, and fashioned with vandal-resistant decorative bases, anchor the space. Each are mounted with Philips UrbanScene luminaires to bathe the space in uniform light at night, and Philips UrbanScene gobo projectors to project a variety of playful shapes onto the surrounding buildings and walkways. The Square's western border is marked by the Magistrates' Court, and its Edwardian architecture is emphasized by using Philips Color Kinetics Graze Powercore, ColorReach and DecoScene RGB LED luminaires discretely mounted throughout the building and the Square. The Court's grand clock tower is also lit from all angles to attract nighttime sightseers from near and far. A divided highway with pedestrian walkways on the Square's northern border are lit with Philips Luma LED luminaires that are programmed to dim during off-peak hours to further reduce energy use, and mounted on custom single- and twin-arm conical tapered columns with removable bracket arms to allow flexibility for advertising and wayfinding signs. Among many nautically-themed features throughout the space, the dancing water table stands out as a favorite of visitors. This water feature includes 55 in-ground variable jets of water illuminated by, and synchronized with, color-changing LED lights for awe-inspiring effects that may be programmed to call attention to special events, holidays or seasonal changes.

The static and dynamic lighting complemented the shipbuilding theme throughout Keel Square, which is now a popular hub for many festivals and night-time events. The lighting also played a strong role in allowing the Sunderland Council to achieve their goal of breathing new life into the area while honoring their nautical past.

See more on this project at bit.ly/Keel_Square



TECHNICALLY SPEAKING



WELL Building Standard: Placing people at the heart of the building

Whereas LEED certifications focus on sustainable buildings, the WELL Building Standard™, much like lighting design intent, starts with a focus on the needs of people in the buildings. LEED and WELL Building Standards complement each other, and unsurprisingly, both include lighting. Proper lighting is one of seven focus areas of WELL Building Standards, along with reducing indoor air pollution, increasing access to high quality water, encouraging healthy eating and fitness habits, and promoting and enabling comfortable indoor environments as well as positive mental health. Per lighting, projects must meet the visual system requirements in IESNA RP1-12 guidelines regarding task illumination, luminance balance and uniformity. Visual comfort and quality of light are addressed, including requirements to support circadian rhythms, avoid glare and harmonize electric and natural light use where possible. Lighting optimizations require automatic controls, including vacancy response and shading/dimming controls. Many consider the WELL Building Standard as the next big opportunity in high performance building. In fact, the International WELL Building Institute (IWBI) reports that, one year after the Standards were introduced, 80 projects in 10 countries were registered or certified, representing over 20 million square feet.

It's clear that the WELL Building Standard is designed to impact health and wellness, but sometimes there's a learning curve when discussing these Standards with the project team and end-users. IWBI recently added

WELLographies digital resources to their WELL app for mobile devices to facilitate the conversation; with supporting research on the link between buildings/environments and health/well-being, project inspirations, and other educational material.

Download the WELL app at www.wellcertified.com/en/app

Image courtesy of International WELL Building Institute

INDUSTRY NEWS



CLUE competition, edition 04 call for entries: Light and our other senses

The 4th annual CLUE international lighting design competition announces its theme of Light and our other senses. Students and young professionals are invited to develop a lighting design solution that aids users to reconnect and to better reimagine their interior or exterior public spaces through the use of light and other senses. Winners will be selected by a jury of international lighting and design professionals, and will receive one of three grants totaling \$8,500, as well as a trip to Chicago for LIGHTFAIR® International 2018. If you're passionate about the marriage between lighting and design, CLUE's annual competition is the opportunity to showcase your creativity and talent!

The deadline to submit innovative lighting solutions related to this theme is January 31, 2018.

For further information or to register, visit www.cluecompetition.com



IES Progress report

The Progress Report highlights new products and systems to specifiers and others in the lighting industry. Products accepted for the 2017 report were presented at the IES Annual Conference in Portland, Oregon on August 11th and will be published in an upcoming issue of LD+A magazine.

Philips submitted 6 products this year: Philips **Antumbra**, Philips **InstantFit** LED T8 with **EasySmart**, Philips **Xitanium** Outdoor SR driver, Combination AC/Emergency LED drivers, Philips Ledalite **TruGroove** Perimeter, **SimpleSet** **StepDim** driver family.

Until the new report is debuted, a PDF download of the 2016 report as it appeared in the January 2017 LD+A magazine is available at <http://media.ies.org/docs/IES-Progress-Report-2016.pdf>

EDUCATION

Webinars



Sculpting at the scale of cities

DATE: LIVE October 25, 10 am EDT, 2017

How can we enhance public spaces in cities so that they engage individuals and communities? What can encourage us to slow down and take a moment of pause in our busy lives? Artist Janet Echelman explores these questions in cities across the world; from London, Amsterdam, and Boston, to San Francisco, Singapore, and Sydney. Her creations are more than objects to look at – they are living environments viewers can get lost in.

REGISTER: philips.com/lightingwebinars

Lighting Application Center

Light shapes what we see, do, and feel. The best way to learn about light and lighting is to experience it in three-dimensions, in full scale, and with dynamic, hands-on engagement. That is what happens at the Lighting Application Center, located at the Philips Lighting Company North American headquarters in Somerset, New Jersey.

Here, visitors experience how lighting impacts people and spaces through over 20,000 square feet of indoor interactive and demonstrative areas, and outdoor demonstrations. Independent lighting professionals provide practical information on the latest in lighting technology – solid state, lighting systems and services, daylight control, and energy-efficient display sources, as well as application techniques. Skills and knowledge gained here will help to improve project outcomes and support successful enterprises.

Experience light your way

For added convenience, visit our applications center in Markham, Ontario, Canada, or take advantage of distance learning via our online e-learning tools and webinars.

Visit education.lighting.philips.com for onsite class schedules and online courses/elearning/e-videos.

Specifier Seminar

Lighting trends & technology update

SYNOPSIS: This two and a half day seminar will focus on lighting trends, as well as the latest technologies for both outdoor and indoor applications. With a variety of topics, attendees will earn over 7 hours of Continuing Educational Units (CEU) and AIA Learning Units. Program includes a private viewing of the Times Square Ball in New York City, where Philips has been a sponsor for over 18 years.

LOCATION/DATE: Somerset, NJ, December 5 – 7, 2017
(Keynote speaker: Mr. Gary Gordon from Gary Gordon Architectural Lighting and author of Interior Lighting for Designers)

Participants must register by contacting your sales representative or inquiring at bit.ly/PhilipsUniversity

Note: By invitation only.

Workshops

Lighting fundamentals

SYNOPSIS: Introduction to lighting for beginners, including light and vision, light sources, luminaires, controls, and basic applications.

LOCATION/DATE: Markham, ON, October 2 – 5, 2017
Somerset, NJ, November 13 – 16, 2017



Continuing education credits

Upon completion of each workshop, participants receive a certificate with professional development hours that may be self-reported for possible Continuing Education credit. Some programs offer AIA Learning Units. See program agendas or announcements for specifics.

LED

SYNOPSIS: From the history of the LED to physical characteristics of a light emitting diode, effects that limit an LED's effectiveness, comparisons to other light sources, and a look into the future.

LOCATION/DATE: Markham, ON, October 19, 2017

Indoor lighting and systems

SYNOPSIS: Luminaires, controls, and interior applications. AIA credits offered.

LOCATION/DATE: Somerset, NJ, October 24 – 25, 2017

Philips Lighting – Lighting, energy and beyond

SYNOPSIS: Overview of Philips Lighting Portfolio and focus on trending lighting options. Content will change according to new product introductions and innovations added throughout.

LOCATION/DATE: Somerset, NJ, November 29 – 30, 2017

Lighting Academy



A comprehensive range of educational resources for people to expand their lighting knowledge.

Visit philips.com/lightingacademy

EVENT NEWS



IALD Enlighten Americas Conference

Philips Lighting is proud to sponsor the IALD Enlighten Americas 2017 Conference and is looking forward to welcoming over 400 attendees this year. The 17th annual IALD Enlighten Americas conference will take place in downtown Denver at the Grand Hyatt Denver on October 12-14. This is one of the premier industry venues for architectural lighting designers to network and learn from prominent professionals who will lead various seminars and workshops designed under dedicated tracks to facilitate attendee's interests. As part of their sponsorship, Philips will host the evening reception on the Conference closing night, Saturday, October 14th at the Denver Aquarium.

For more information, visit: www.iald.org/Events/IALD-Enlighten

IES Annual Conference Recap: My Light

The IES Annual Conference brought together professionals and guests from diverse backgrounds and professions in Portland, Oregon on August 10-12. This year's theme, "My Light" brought focus to the impact of light on our personal health and well-being. The conference provided the opportunity to share ideas, attend seminars from renowned speakers, and recognize outstanding individuals who provided technical and service contributions to the Society.

As keynote speaker, Mr. Steve Squyres, Professor of Physical Sciences



at Cornell University, captivated the audience by recounting his personal journey of courage and determination as scientific Principal Investigator for the Mars Exploration Rover Project. In addition to inspiring awe through beautiful Martian landscape images, he provided interesting facts behind the robotic design, deployment into extremely harsh conditions, and subsequent indications of water in liquid

form that may further support the discovery of ancient life. This unique inspirational event was the perfect kick-off of the sold-out Conference.

Another highlight of the event was the Friday night boat cruise

reception, sponsored by Philips Lighting. Here, fellow attendees boarded the Portland Spirit for a spirited night of networking while taking in the sights along the scenic Willamette River.



For more information on the Conference, visit www.ies.org/ac

PRODUCT NEWS



Integrated Sensor for Indoor Lighting Networks

Philips **SNS300** is a compact, fixture-mount sensor with built-in Zigbee support that integrates occupancy sensing, daylight detection, and energy measurement into a luminaire. It

enables indoor luminaires to work with qualified third-party BMS to support connected lighting use cases.

Visit philips.com/EasySense to learn more.



Smart Lighting Goes Outdoor

Philips **Xitanium SR 75W** LED Outdoor Driver is an all-in-one driver that extends connected lighting to outdoor applications. Accepted

to 2017 IES Progress Report, it includes key features such as standardized digital interface, high power (3W) DC auxiliary supply, and built-in power measurement.

Visit philips.com/xitaniumsr/na to learn more.



Savings, Control, and Comfort without complexity

The new Philips **SpaceWise** wireless technology DT, featuring dwell time functionality, is a flexible controls solution for hassle-free energy savings

and user satisfaction. An intuitive SpaceWise DT mobile app for specific android phones offers your customers a simplified commissioning tool with greater flexibility to alter sensor behaviors and parameters.

Visit philips.com/SpaceWise to learn more.



Delivering Peace of Mind to Your Site

Bring peace of mind, ease of use and energy efficiency to your site with Philips **SiteWise**, the complete area lighting management system featuring patented central dimming technology.

Easily create and update dimming schedules with an intuitive user interface. Provide a sense of security for visitors while saving energy, adhering to local code requirements, and meeting your business objectives.

Visit philips.com/SiteWise to learn more.