

LUMINOUS SPEC

SUMMER 2014

“ LIGHTING DESIGN is so
FASCINATING and
INFLUENCES all aspects of LIFE –
that’s the
INSPIRING ”
PART!

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FEATURED PROFILE

Randy Burkett –
Randy Burkett Lighting Design, Inc.

As a prominent figure in the lighting design industry, Randy Burkett, President and Design Principal at **Randy Burkett Lighting Design, Inc.** in St. Louis, MO, takes on roles in various associations as part of his goal to inspire future generations. He served a term (1996–1997) as President of the IALD and is currently the Chairman of the IALD Metrics of Quality Committee. In addition, Randy is a member of the IESNA Technical and Design Committees, and also on the advisory board for the annual CLUE Competition. Randy's passion for his profession, and his extensive understanding of the art and science of light, is evident as he speaks about his countless experiences.



CityGarden, St. Louis, MO
Photos (top left) by Debbie Frankie
Debbie Frankie Photography.

Martin Luther King Jr. Memorial
(in collaboration with David A. Mintz)
Washington, DC.
Photo (top right) by Randy Burkett,
Randy Burkett Lighting Design
Photo (middle) by Ron Solomon ©2011,
Ron Solomon Photography.

How would you characterize your firm's lighting style?

The style of the firm is similar to my interests. We've molded a practice that really looks at both the art and science of light and have tailored our approach for specific projects and clients to meet their expectations and what they need from a lighting consultant, which is not always the same thing. We are very client-centric and try to fulfill their needs and expectations, but also know that we can bring in the other aspects of what we do when solving their problem.

It is difficult to make a clear distinction between the art and science of lighting, as the lines are nearly always blurred. A project that might be seen by a client or end user as beautiful and inspiring, is typically grounded in some level of technical rigor that goes unnoticed or unappreciated by the layperson. It's almost like a bell curve, with the X-axis representing an intensity of importance between the pure art and science, and the Y-axis the number of projects exhibiting some mix of these constructs. Rarely do we see a lighting design so weighted in pure aesthetic or technical concerns so as to render the other unimportant. Ultimately, most projects exhibit some weighted balance between the two extremes.

How important is sustainability to your customer base?

It's becoming increasingly important and most clients that come to us have strong opinions about sustainability, which are often pushed from different

directions. They're interested and they want to do what's right. They will even ask us if there's anything we do as part of the sustainability efforts in our discipline, which they can tell others about when they see or use the space. When you see a LEED plaque in a building it now means something—it's a perceived brand of excellence in design. It is becoming a much bigger part of what we do and we no longer need to intensely educate our clients in order for them to understand what it means to be sustainable in lighting.

What inspires you?

To this day I can say that I have passion for doing what I do. This discipline is so fascinating and influences all aspects of life—that's the inspiring part! In some cases light influences environments in a very profound way. When you can recognize that then your client reaps the benefits of it and you feel good about what you've done. This is central inspiration for future projects as well.

What do you feel is the most important aspect of lighting design?

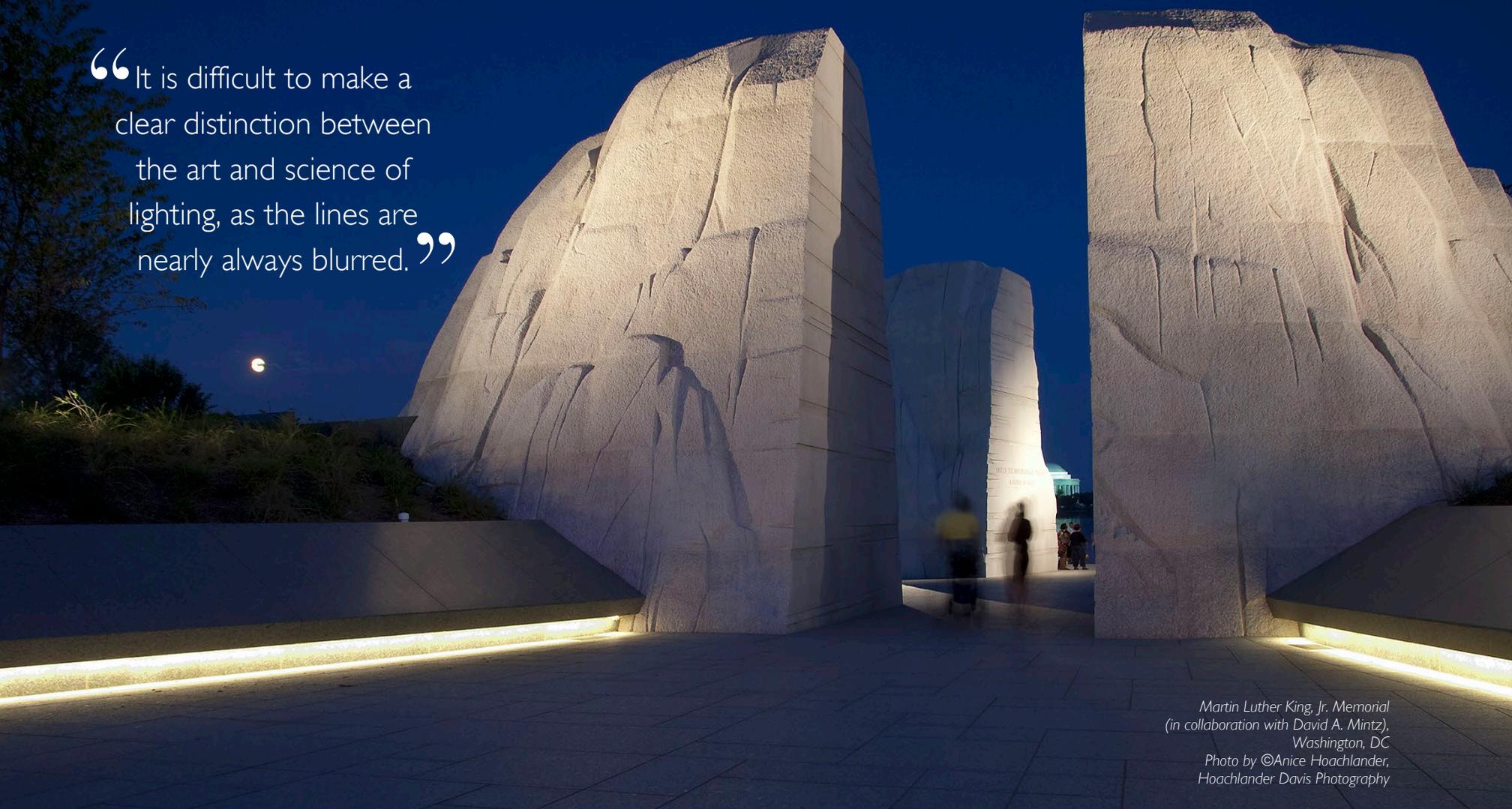
Overall as a professional lighting designer, the most important aspect is delivering a quality product to your client. That product changes from client to client and project to project, and you have to understand all the extraneous circumstances before you can provide a quality product. The end product result should not be the same every time you churn it out for a client, but you hope that the outcome is always a satisfied client and a successful project.

What about the CLUE Competition? Can you expand on your role in this industry event and how you see it inspiring future generations.

This program has limitless possibilities. The CLUE competition has already produced great work and had many successes at an international level. It can bring excitement to the future generation of emerging professionals. The biggest and most promising focus of the program is the creative energy that goes into producing responses for the competition and how those can be used to inspire others to create similar work and disseminate it to fellow professionals. The generations in their 20s and 30s right now are generally more global thinkers than previous generations because they're instantly exposed to an entire world through phones, laptops, etc... so they collectively contribute to a different way of thinking.

“The most important aspect of competitions is what they can bring to our industry as a whole – recognition of the lighting profession as a discipline.”

“It is difficult to make a clear distinction between the art and science of lighting, as the lines are nearly always blurred.”



*Martin Luther King, Jr. Memorial
(in collaboration with David A. Mintz),
Washington, DC
Photo by ©Anice Hoachlander,
Hoachlander Davis Photography*

CLUE should be brought to emerging professionals in a compelling way to generate enough interest so they will participate and meaningfully contribute. A competition like CLUE has potential for extremely positive results in the coming years as it could become a “go-to” kind of thing where people are interested and excited to find out what comes out of the competition. The most important aspect of competitions isn’t about giving out awards, but rather what they can bring to our industry as a whole— recognition of the lighting profession as a discipline and the importance of light as a design element.

As the program evolves, I see my role on the advisory board as trying to bring the knowledge I’ve gained in dealing with lighting as a design professional to assist in making continual improvements and innovations. The competition must grow in order to remain fresh and relevant.

[More information on the CLUE Competition can be found in the article on page 7.]

What is your most memorable project?

I think my most memorable project is the lighting of the Jefferson National Expansion Memorial Arch in St. Louis—not only because I live and work in St. Louis, but mostly because of the lesser known things about the project. It was a design that had never been thought technically possible before, so in terms of summounting a challenge it was probably one of the most important aspects of what we did. Later, it would open up some other incredible opportunities around the world for us. It was, at the time, the most intently we had ever

dealt with the impact of lighting on the environment—indigenous water fowl, migrating birds, atmospheric light scatter—and how to balance those issues with the desire to light structures like the Arch in large scales urban environments. Being able to design projects that not only satisfy clients but serve society as a whole is important, which includes considering how light impacts other aspects of the environment.

In lighting the St. Louis Arch we dealt with a lot of those issues, making the project particularly challenging, but also endlessly fascinating. Successfully completing this project gave me great satisfaction.

What was it like working on the Martin Luther King, Jr. Memorial? What were the most important things you had to consider to light this space?

First off, this project presented a wonderful opportunity to collaborate with an experienced colleague, David Mintz, which is something we don’t have the chance to do very often. What Martin Luther King, Jr. meant to the world is undeniable and it was an incredible honor to work on a project that celebrated him and his legacy. It was a challenging project from many standpoints—not only satisfying the vision of the MLK foundation, but also meeting the expectations of many other constituent groups.

We needed to consider a wide variety of often conflicting goals when approaching this project. We would be presenting the legacy of Dr. King to people who might only visit the monument once in their lifetime. We took that to heart and attempted to

create an experience that was communicative with the hope that people would understand the significance of his contributions. If you visit the plaza during the day you get a sense of how really expansive the space is, as daylight pours into the plaza, emphasizing the sense of public place. As lighting designers, we began conceptually with the complete absence of light, layering on light as we saw appropriate to create the desired nighttime appeal—intimate, personal and often dramatic, yet safe and secure for the visitor. When you read the inscriptions on the wall and see the beautifully revealed sculpture of Dr. King from the darkened plaza below, it greatly heightens your experience. There’s a bit of theatrics in the lighting to create drama and emotions and I think this was vitally important to the project, along the technical requirements for lighting a large scale public place. We achieved much of what we wanted in creating an experience at night, making it memorable to those who choose to visit after dark.

When you retire, what do you want people to remember you for?

Maybe if there’s one thing I can count on, it is that with the people I encounter in my work—clients, fellow professionals, colleagues, university students, or those in other design walks of life—we have an opportunity to talk or work together, I will have enriched their interest and passion for lighting design in some way. Passing on the excitement I feel working in this discipline is probably the best I can leave behind.

PROJECT SPOTLIGHT

TIM HORTONS REDUCES ENERGY CONSUMPTION WITH ANNUAL ESTIMATED ENERGY SAVINGS PROJECTED AT 6.4 MILLION KWH

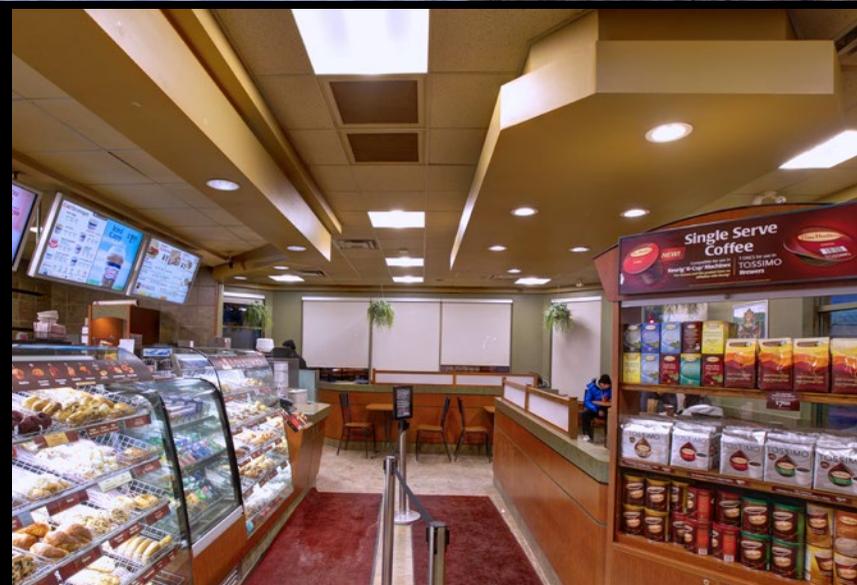


Tim Hortons is elevating their commitment to environmental sustainability and promoting green building practices by taking on the initiative to replace all existing lighting fixtures in over 4,400 restaurants across Canada and the United States with energy-efficient Philips LED lighting. The conversion program for 2014 focuses on 485 restaurants, with the estimated energy savings projected to be 6.4 million kWh—the total annual energy consumed by 400 single-family homes!

In order to accomplish their goals, Tim Hortons is using a variety of Philips lighting solutions in various parts of the 2,500 square-foot buildings including the Arioso family, 110 LED Lytecaster Conversion Kits, InstantFit, LytePro I 6 wall sconces and EcoForm for their parking lots. This advanced customized LED package has been developed to help Tim Hortons achieve their goal of reducing their environmental footprint, while presenting their restaurants in the best possible light.

“ At Tim Hortons, we are always looking to new technologies and designs to improve energy efficiencies in our restaurants and reduce our overall environmental footprint. Switching to LED lighting is an easy way to save energy while improving the light quality and atmosphere in our restaurants to ensure the best possible guest experience. ”

— John Macey, Manager, Sustainable Design, Tim Hortons Inc.



PRODUCT NEWS



Philips Site and Area Solar Solution

The [Philips Site and Area Solar Solution](#) efficiently harvests, stores and intelligently converts solar energy into illumination for off-grid LED lighting applications. This solar powered lighting solution can be installed in a vast number of regions throughout North America, and is available in a variety of site and area luminaire styles to provide flexible options for any aesthetic or performance requirement. As a standalone, self-sufficient system, the

Philips Site and Area Solar Solution is suitable for a wide range of LED lighting projects that are "green-focused" or lack the necessary infrastructure, as no additional wiring, transformers or trenching is required.



Philips Lightolier Calculite White LED 4" Adjustable Accent

The [Philips Lightolier Calculite LED 4" Adjustable Accent](#) is meticulously designed for ultimate control in architectural spaces where the demand is for more than the common accent. Calculite White LED 4" provides full 360° horizontal and 40° vertical adjustment for flexibility and accuracy. Using a 2300 lumen light engine, it delivers up to 1700 lumens with over 32,000 candela

at a 30° aiming angle from the luminaire. As a true architectural solution, the point of brightness remains at a 50° cutoff whether the luminaire is at adjusted or at nadir. In addition, Calculite White LED 4" is field changeable and available in four beam spreads with optional dimming and an assortment of finishing reflectors and flanges.



Philips Hadco FlexScape LED Landscape Luminaires

[Philips Hadco FlexScape LED Landscape Luminaires](#) bring outdoor commercial and residential landscape lighting to the next level. This family of innovative inground and accent luminaires offer convenience and cost savings by providing different light levels and a variety of beam

patterns, all within a single LED luminaire. In addition, the inventive zoomable LED Optics and the switchable light outputs ensure that FlexScape LED provides countless outcomes to choose from and the LUXEON LED board guarantees outstanding energy savings and service life. Easy to install and adjust in the field, flexibility is key with all aspects of FlexScape LED Landscape Luminaires.



Philips Lightolier Calculite White LED 7" High Ceiling Downlights and Cylinders

[Philips Lightolier Calculite White LED 7" High Ceiling Downlights](#) and [Cylinders](#) feature a state of the art LED array precisely controlled in a single mixing chamber producing a single area of brightness, while restricting the visibility of the illumination source from direct and reflected views. Setting the bar higher and providing remarkable performance, this family features an 8000 lumen engine that powers the luminaire to deliver 6000 lumens to the space for an impressive 89lm/W. Both the cylinder and the recessed fixtures are available in narrow, medium and wide spacing ratios for greater application flexibility.



Downlights

Cylinders



Philips Ledalite Chopstick LED Semi-Indirect Luminaire

[Philips Ledalite Chopstick LED Semi-Indirect Luminaire](#) has been designed with inconspicuous scale and clean lines for the exacting demands of architectural spaces. Delivering up to 108lm/W, Chopstick LED has a wide lateral distribution in the upper hemisphere enabling

wider row spacing and reduction in the number of fixtures required, significantly decreasing lighting related energy consumption while maintaining an uncluttered look in the space. Providing up to 4800 lumens in the suspended model and 2700 lumens wall mounted model, Chopstick LED allows for simplicity and an overall sense of harmony within all of your architecturally demanding commercial spaces.



Philips Luminous Textile

[Philips Luminous Textile](#) panels create breathtaking interior spaces through the seamless integration of multi-colored LEDs with high quality Kvadrat textile panels, which continue to enhance a space even when the dynamic content is switched off. Whether you are looking to express emotions or add drama, these panels

leave creativity in your hands and provide endless options to bring spaces alive by playing with color, movement, texture and light. 5" thick and available in standard and custom sizes, Luminous Textile panels can be arranged and mounted in numerous ways, including wall (portrait or landscape), ceiling, surface or recessed. This is one solution that provides true architectural freedom!



NEW CATALOG APP



The entire professional luminaire portfolio now at your fingertips!

Download it today.
www.philips.com/ProLuminaireApp



PHILIPS
ProLuminaire



CONFERENCE & EVENT NEWS

EVENT: LIGHTFAIR® INTERNATIONAL (LFI)

DATE: Held June 3–5, 2014

LOCATION: Las Vegas Convention Center, Las Vegas, NV

SYNOPSIS: As the world's largest annual lighting trade show/conference for lighting, design and technology innovation, LIGHTFAIR® International recently brought together the top industry professionals from around the world to see the latest products and technology, as well as to participate in a variety of accredited education courses.

Philips, one of the many companies that attended, proudly unveiled their theme – Connected Lighting: Illumination & Beyond. Philips connected lighting systems connect people to each other, to the spaces they work and live in, and to the information and services they need in a particular location, enhancing indoor and outdoor spaces. For more information on Philips connected lighting, and what you missed at LIGHTFAIR® International, visit www.philips.com/Lightfair2014.



EVENT: IALD ENLIGHTEN AMERICAS

DATE: October 16–18, 2014

LOCATION: San Diego, CA

SYNOPSIS: In its fourteenth year, Enlighten Americas 2014 will inspire and educate architectural lighting designers, providing them with plenty of opportunities to attend seminars, while meeting and interacting with world-class and award-winning lighting design professionals.

Philips Lighting is a proud sponsor of this year's conference and will be hosting the Saturday evening closing reception at the San Diego Wine and Culinary Event Center.

WEBSITE: www.iald.org

IALDLIRC

EVENT: AIA CONVENTION 2014

DATE: June 26–28, 2014

LOCATION: McCormick Place, Chicago, IL

SYNOPSIS: As one of the industry's leading national events, the AIA convention attracts the world's brightest architects, designers, innovators, and provocateurs. Attendees will see the latest and greatest lighting products, while also attending education sessions and participating in networking events.

At the Philips booth, the newest products and technologies for indoor and outdoor commercial spaces will be featured, including:

- High performance recessed products
- Architectural linear solutions
- Spec grade downlights
- OLED display – Let the light move you!
- Intelligent color changing products
- Controls for the modern world

For more information on what to expect from Philips at AIA, visit www.philips.com/CHICAAGO.



EVENT: IES ANNUAL CONFERENCE – A CONFLUENCE OF ART AND SCIENCE

DATE: November 2–4, 2014

LOCATION: Pittsburgh, PA

SYNOPSIS: In accordance with this year's theme, the IES will use inspiration from the "City of Bridges" to symbolize how excitement, energy, and change happen. Not only will professionals from diverse disciplines be able to explore, present, discuss and debate ideas related to the art and science of lighting, but they will also be able to exchange best practices and learn from their peers.

Philips is a proud sponsor of this year's conference with the following Keynote Speakers:

- Dr. Neil deGrasse Tyson – Director, Hayden Planetarium & Host of TV Series, Cosmos
- Paola Antonelli – Design Curator, New York Museum of Modern Art
- Julie Angus – Adventurer, Author and Scientist
- Kit Cuttle – Lighting Visionary and Futurist

WEBSITE: www.ies.org/ac/



OLED NEWS

Philips Lumiblade OLED Panel Brite FL300 – Functional OLED Light

OLED lighting is now able to transform functional spaces with the new Philips "Brite" OLED family. The first OLED in the series, Brite FL300, provides 300 lumens at an efficiency of over 50lm/WV, making it the brightest commercially available OLED in the world.

Producing a unique quality of light, in combination with their razor-thin shape, OLEDs can be used to realize innovative applications and designs. Unlike traditional light sources, which can be glaring and need to be hidden in a fixture, OLEDs remain a non-glaring, comfortable and beautiful light and can be viewed directly.

The Brite FL300 has already been chosen by Italian furniture manufacturer Riva 1920 for use in its first light, the K Blade, and Philips is also using four of these in their first OLED luminaire.

The "Brite" OLED family of luminaires will pave the way for a new generation of beautiful, high-performance lighting and create more options than ever before!

For information on OLEDs visit www.lumiblade-experience.com.



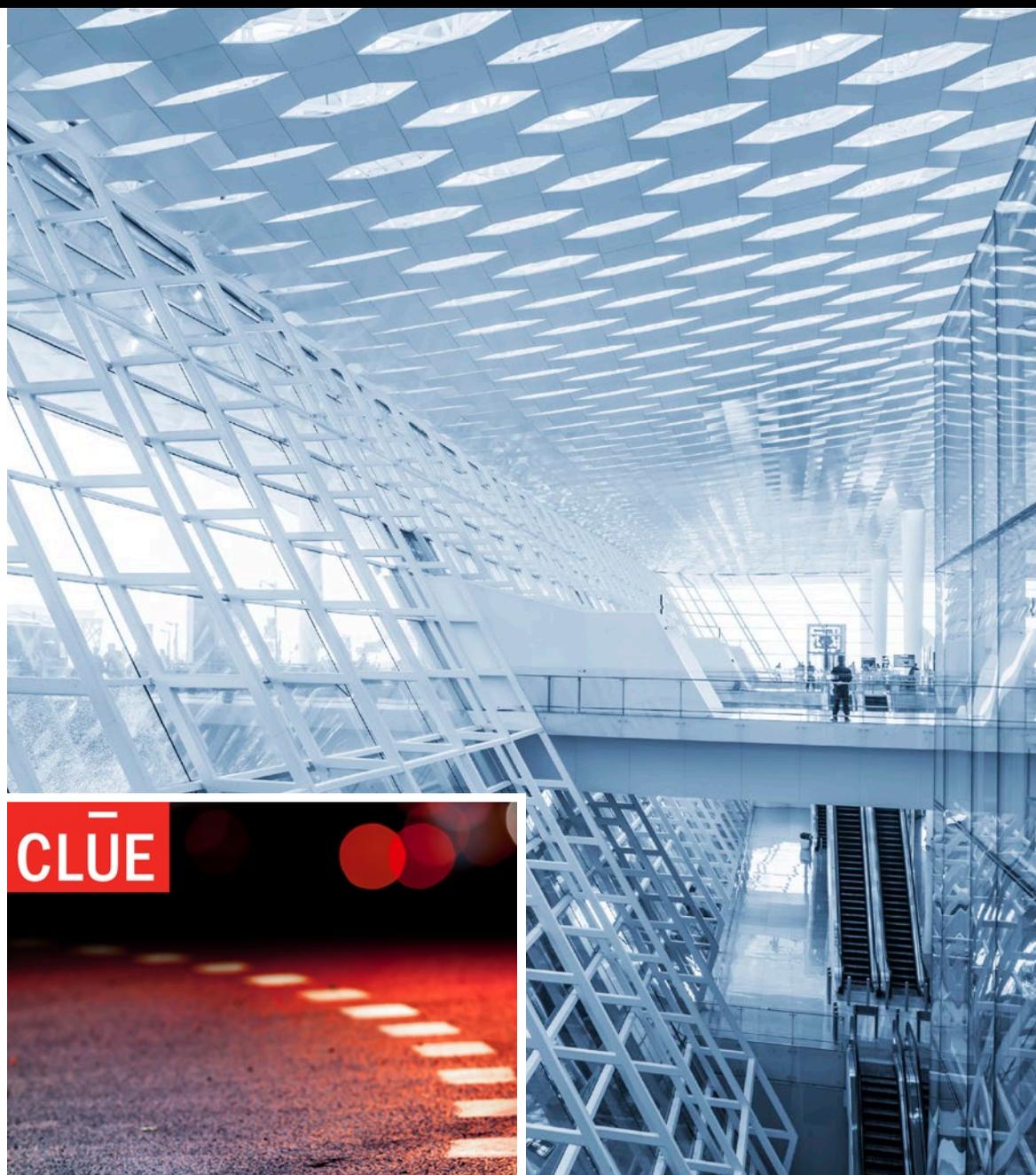
INDUSTRY NEWS

CLUE Innovative Lighting Concepts Competition

The former CLU Foundation Competition and Future Vision Competition have merged to form the new CLUE (Community Lighting for the Urban Environment) Competition, further positioning itself inside the larger community of lighting professionals and continuing on the route of being an internationally recognized leader in the design community. Open to all lighting applications and spaces, CLUE encourages and challenges young designers—such as university/college students and emerging professionals with fewer than five years of experience—to develop innovative lighting concepts for interior and exterior spaces, to cultivate inspiring ideas, and to recognize their peers creating those ideas.

In the past, the [CLU \(Concept Lumière Urbaine\) Foundation Competition](#) encouraged the industry's next generation to question issues by developing global lighting solutions focused on exterior environments. In almost a decade this competition received over 690 submissions and awarded over \$45,000 in prizes. Conversely, the [Future Vision Competition](#) was created in 2012 to provide the same opportunity for those working with interior environments. In its inception year contestants reflected on sustainable, socially conscious lighting and considered how light affects our social interactions, health, sleeping patterns, productivity and safety. The merger of these competitions now offers the industry one competition for both interior and exterior environments, allowing more opportunities for individuals to get involved and learn from each other.

Stay tuned to www.cluecompetition.com, the new CLUE website sponsored by Philips Lighting, for additional information regarding this new creative lighting competition.



AROUND THE WORLD

Creating Communities Using the Combination of Light + Art

Gateway Community College in New Haven, Connecticut is creating a sense of belonging by personalizing student, staff and faculty experiences in an innovative way. Each day when students pass from building to building they are treated to photos of their classmates, professors, and administrators on a 30' x 30' LED screen, which is placed in the atrium space connecting the campus buildings. This piece of lighting art, appropriately named "College Faces," is a slow-motion movie that transitions every thirty seconds between photos retrieved from smartphones or a website. Conventional lights were ruled out because they can't produce full-color video so Cameron McNall, principal at Electroland and lighting designer for the project, needed an LED lighting solution to bring this concept to life. McNall selected Philips Color Kinetics iColor Flex LMX, strands of full-color LED nodes, and positioned them 4 inches apart on a custom-made frame by RGB Lights, Inc. He was pleased with the results and said that the "wide product line [offered by Philips Color Kinetics] allowed us to find a product that most clearly matched our 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.

2014 Education Calendar – Lighting Application Center, Somerset, NJ

DATE: July 14–16

COURSE: Lighting for Hospitality Applications

SYNOPSIS: This workshop builds on a basic understanding of lighting to address specific lighting solutions for hotels, restaurants, clubs, congregate living and similar spaces.

REGISTRATION: www.philips.com/lightingapplicationcenter

DATE: July 28–30

COURSE: Introduction to Indoor Luminaires

SYNOPSIS: This workshop introduces the principles of optical performance, mechanical and electrical construction, and application for the basic types of indoor luminaires.

REGISTRATION: www.philips.com/lightingapplicationcenter

DATE: August 11–13 (Somerset, NJ) & August 25–27 (Rosemont, IL)

COURSE: LC Exam Preparation

SYNOPSIS: This workshop focuses on selected topics from the LC curriculum and provides techniques and practice for taking the exam itself. While the workshop does not address all of the LC material, participants will be able to review areas where their experience is weak, practice on multiple-choice and case study questions, and develop an action plan for their final preparation.

REGISTRATION: www.philips.com/lightingapplicationcenter

DATE: September 8–10 and December 2–4

COURSE: Lighting Trends & LED Technology Update

SYNOPSIS: As part of an on-going Specifier Seminar series, the 2014 events have been expanded to a 2-day seminar (ending at 3pm on the second day). An optional third day has been added to kick off the event at Philips Color Kinetics in NYC with a special viewing of the Times Square Ball, prior to joining everyone in Somerset. The focus will be on lighting trends, as well as the latest technologies for both outdoor and indoor applications. In addition, six and a half (6.5) hours of Continuing Educational Units (CEU) and AIA Learning Units will be provided in the following topics:

- Psychology & Physics of Light and Color
- LED Technology update
- Energy & Code updates
- Intelligent LED Lighting Systems and Controls

KEYNOTE

SPEAKERS: Mark Roush, Principal of Experience Light; Dr. Jack Curran, President of LED Transformation, LLC; Charles Thompson, President of ARCHILLUME LIGHTING DESIGN, INC.

REGISTRATION: These are special offerings and cannot be found on the Lighting Application Center website. Please contact your local sales rep for registration information.

DATE: September 8–10 San Marcos, TX

COURSE: Top Gun for Outdoor Luminaires

SYNOPSIS: This workshop combines outdoor applications with an up-close and hands-on approach to Philips outdoor luminaires with the focus on key "Statement" LED products for specified applications.

REGISTRATION: www.philips.com/lightingapplicationcenter

DATE: September 15–18

COURSE: Lighting Fundamentals

SYNOPSIS: This workshop offers a practical understanding of the principles of lighting and an introduction to today's lighting technologies, including sources, luminaires, and controls.

REGISTRATION: www.philips.com/lightingapplicationcenter

DATE: September 18–19

COURSE: Advanced Sellers Workshop

SYNOPSIS: This workshop focuses on how to identify the most promising lighting opportunities, position lighting options for maximum impact, and communicate the benefits that matter most.

REGISTRATION: www.philips.com/lightingapplicationcenter

2014 Education Calendar – Canada

DATE: July 7–10 & November 10–13

LOCATION: Toronto, ON

COURSE: Lighting Essentials

SYNOPSIS: This workshop offers a practical understanding of the principles of lighting and an introduction to today's lighting technologies, including sources, luminaires, and controls.

REGISTRATION: www.philips.com/lightingapplicationcenter

DATE: September 12

LOCATION: Toronto, ON

COURSE: Controls Fundamentals Workshop

SYNOPSIS: This 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.

REGISTRATION: www.philips.com/lightingapplicationcenter

DATE: September 8–9 Office & Commercial Application Workshop

September 10–11 Retail & Hospitality Workshop

October 22–23 Healthcare Application Workshop

November 24–25 Outdoor Application Workshop

LOCATION: Toronto, ON

COURSE: Lighting Application Workshops

SYNOPSIS: These workshops address the principles and practicalities of integrated lighting solutions for specific situations. Participants observe lighting in action, measure and evaluate lighting alternatives, and practice applying the content.

REGISTRATION: www.philips.com/lightingapplicationcenter