

LUMINOUS SPEC

SPRING 2014

“Lighting is always **a symphony with other instruments** and it’s important everything falls together.”

FEATURED PROFILE

Larry French –
Auerbach Glasow French

Page 02

PROJECT SPOTLIGHT

Innovative LED Panels
Inspire and Energize at
the IALD Headquarters

Page 04

AROUND THE WORLD

Creating a Visual Magnet
with Lighting

Page 06

OLED NEWS

Experience OLEDs
Hands-On!

Page 06

FEATURED PROFILE

Larry French – Auerbach Glasow French



Starting his career as a theatrical lighting designer, Larry French transitioned into the world of architectural lighting and has received numerous awards for his work. Currently one of the Principals at **Auerbach Glasow French** in San Francisco, CA, Larry continues to develop creative lighting solutions for public spaces, commercial offices, retail spaces, residences, restaurants, and any other project that comes his way. As an accomplished professional, Larry exudes passion for his work and inspires others around him.

What gets your creative juices flowing when it comes to lighting design?

Some of the most exciting and fun projects are the ones where you get something that has a great framework to start with—a great space, building or environment—and what you want to do is make it better. I've always liked really complex challenges because that's what really gets you thinking in new ways.

What is the biggest consideration in lighting a space?

I had an early mentor in theatrical lighting who told me that ultimately light reveals—so pay attention to what you're lighting, as well as what you're not lighting. You need to understand what you're showing the viewer, and how you're showing it, so you can appreciate where the darkness and shadows should be. This is just as crucial in lighting design as putting light on something!

Another big consideration is trying not to make too many moves in a space. I love to cook and some of my favorite recipes are those that have a limited number of ingredients to expose the ultimate flavor of the key ingredient in the dish. I like to do the same a lot of the time with lighting.

Do you think your history in theatrical lighting has given you a unique perspective in moving into the architectural side of lighting?

Theatrical lighting forces you think about the light first, and not the instrument that is creating the light. You learn to start with the quality of light in a three-dimensional space and develop a pre-visualization in your head of how a space

might look. This is something that is hard thing to teach. While there are great advantages coming into architectural lighting with an engineering background—knowing the calculations and technical considerations—it really helps in the initial conceptualization stage, not to worry about how you're going to physically create something.

Where do you look to get some design inspiration?

The first thing that comes to mind is the sheer beauty of the physical environment—not just the natural world and what natural light is doing, but also man-made environments. The thing that makes a designer work is having a fantastic visual library. You really want to be a hyper observer of the world and stay as curious as possible—try to see everything you can and record it so that you have a huge experiential base to draw upon.

“I've always liked really complex challenges because that's what really gets you thinking in new ways.”

Life is the experience you need, as long as you're paying attention.

Describe your design work in five words.

Program-driven—No project is approached the same way because each building or space presents new challenges that require creative solutions.

Integrated—Lighting is always a symphony with other instruments and it's important everything falls together.



Monterey Bay Aquarium, Monterey, California | Photo courtesy of Monterey Bay Aquarium

“It really helps in the initial conceptualization stage not to worry about how you’re going to physically create something.”

– Larry French



James A. Richardson International Airport, Winnipeg, Manitoba, Canada | Photo by Gerry Kopelow

Considered—There’s a good reason for every choice you make, and if there isn’t then you need to re-examine why you did it in the first place.

Meticulous—If there’s any common thread in our work, it’s the level of attention to detail that we give it. We put a lot of energy into the process by working out the problem and making sure we understand how it’s going to work in the end.

Elegant—It fits; it feels right; it has grace to it; it has inherent beauty.

What are the biggest challenges in the lighting industry?

Keeping up because things are moving really fast! It’s always been an industry where there has been innovation, but up until the last 5–10 years things didn’t change that much. Even though LEDs have been around a long time, it’s taken the advent of the solid state technologies for people to start looking at them as a different form factor. We’re seeing some amazing new things, such as innovative approaches to general area lighting using LEDs, and some fantastic stuff with OLEDs. Who knows what’s coming next! It’s challenging and exciting because there’s always more to learn and it’s a never-ending learning process.

Where do you see the future of lighting design going?

Solid-state lighting is in its infancy and as it continues to develop and more tools become available, I’m a little concerned about losing tools as well. I don’t think there’s an inappropriate use of a given tool if it’s used in the right way, such as some forms of incandescent.



The Metropolitan Museum of Art—The Wrightsman Galleries, New York, New York | Photo by Shai Kremer

I also think that 3D printing is going to revolutionize our lives. Once that technology advances further I believe that it will inject itself deeply into the lighting world. I would particularly be interested to see it applied to custom fixtures where the price is higher and might justify a 3D printed shroud to pick up on an architectural detail, shape or form that you couldn’t make with a mold or dye.

Looking back, which project are you most proud of?

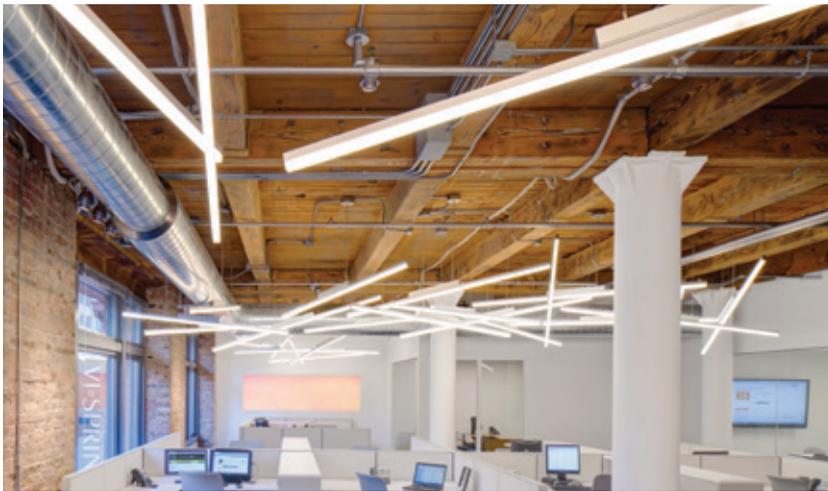
It’s like naming your favorite child because there’s so many that I have a real fondness for. I guess that’s part of putting so much attention, care and consideration into even the smallest project. When you do that consistently it speaks volumes and I love what I do.

One of my favorites is the recent revisit and redesign of the Monterey Bay Aquarium for the big open bay water tank. This was an opportunity to light a million gallons of sea water, which houses some of the largest ocean swimming creatures that have ever been exhibited. It was a tremendous challenge because animals can’t tell you what they like and don’t like. We had to figure out how to achieve what exhibit designers wanted and make these creatures look beautiful in a very unnatural state, while taking into consideration their natural state and their needs. It was really challenging and the solution is mesmerizing. It hypnotizes me!

The Wrightsman Galleries at The Metropolitan Museum of Art in New York is also something I’m very proud of. They’re a series of period historic rooms containing European decorative art. With each room I tried to sustain an atmosphere—a sense of place and time—while still revealing the object. You want to see the exhibit but you also want the room to have life, as though people have just left the space. In one room the idea is that a card game has just finished. The low light of dawn is streaming through the window and the cards are still on the table, along with a half full cup of tea. The candlesticks have just been blown out and the wicks of the candles are black and short because they have been burning all night. This is just one example of the work I did there but each has the same attention to detail.

PROJECT SPOTLIGHT

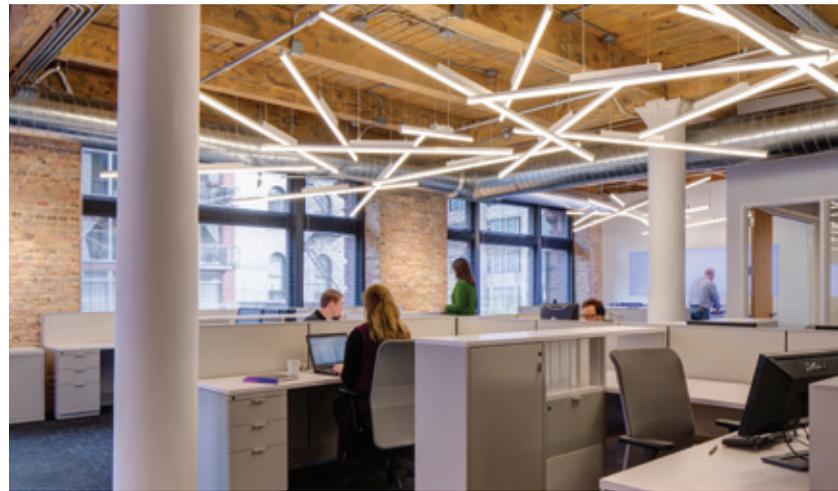
INNOVATIVE LED PANELS INSPIRE AND ENERGIZE AT THE IALD HEADQUARTERS



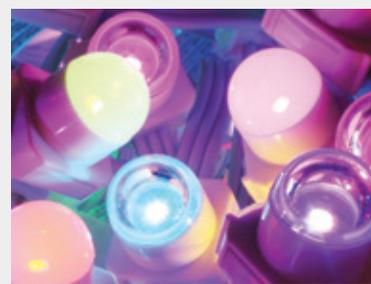
The [International Association of Lighting Designers \(IALD\)](#) is a world-renowned organization dedicated to educating and advancing their prestigious membership—a veritable “who’s who” of the industry. Founded in 1969, this Chicago-based organization is dedicated to serving the needs of architectural lighting designers. In 2012 the IALD decided it was time to renovate their office and, in the process, upgrade their lighting. With high standards and expectations the organization brought in architectural firm Perkins+Will and lighting designers Schuler Shook to carry out their vision in transforming their converted loft space into a modern lighting landscape with an array of LED fixtures that interplay with natural light while infusing dynamic color:

“The intent was to have the lighting be the showpiece. Everyone from the design team to the manufacturers helped underscore the IALD’s philosophy of the power of light to transform.”

— **Emily Klingensmith**, Principal, Schuler Shook Chicago



The new space is modern and includes two striking 3' (.9 m) tall by 10' (3 m) wide “opal white” regressed panels situated at either end of the office. The twin panels are composed of 1/8" (3 mm) thick Lexan and backed by grids of Philips Color Kinetics iColor Flex MX strands, with nodes spaced 2" (50 mm) apart. The strands are set 3" (76 mm) back from the panels, emitting beautiful diffused light through the unique material. Controlled with a Light System Manager, these panels can display an array of 28 20-minute animations from six alternating schemes in blue and amber based on their proximity to natural light. The changing sequences serve to inspire and energize staff, while promoting health by working with natural circadian rhythms.



- Each node produces full-color, daylight-visible light output of up to 2.3 candela (25W per strand)
- Supports cost-effective video displays
- Adaptable mounting

INDUSTRY NEWS

State News – California Building Energy Efficiency Standards (Title 24) Revisions

The California Energy Commission revised the effective date for the 2013 Building Energy Efficiency Standards (Title 24, Part 1, Chapter 10 and Part 6, and affected provisions in Part 11 [Cal. Green Building Standards Code]) from January 1, 2014 to July 1, 2014. The idea behind the revised date is to give the building industry all the tools they need, as well as time to complete training on the new tools, for the new prescriptive and performance compliance options.

In order to complete the performance compliance approach of the 2013 Building Energy Efficiency Standards, individuals must use the California Energy Commission’s 2013 Public Domain Compliance Software, which has been available since July 2013 for residential buildings and September 2013 for non-residential buildings. Given that this is still in the early stages, the current software doesn’t provide the full feature set needed for building and alteration projects seeking building permits in early 2014. For further information, visit www.energy.ca.gov/title24/.

Fast Company Releases List of the 50 Most Innovative Companies for 2014

As the world’s leading progressive business media brand, Fast Company annually publicizes a high-profile list of the 50 Most Innovative Companies of the year. The editorial team spends more than six months sifting through and analyzing data to determine the most progressive companies around the world with sustainable business models yielding growth in revenue and profit margins. Google, Twitter, Fitbit, Apple and Philips all make the list for 2014. Learn more about all the 50 Most Innovative Companies for 2014 at www.fastcompany.com/section/most-innovative-companies-2014.

PRODUCT NEWS



Philips Lumec MiniView LED Roadway Luminaire

The Philips Lumec [MiniView LED Roadway luminaire](#) was designed to eliminate the compromises of performance, features and value when choosing between existing HID and industry leading LED technology. This luminaire features a single IP66-rated LED module, designed to provide crisp, brilliant white light that surpasses existing HID luminaire performance. Optimized for applications such as local roads and residential streets, MiniView will become the choice of any city, municipality and utility considering the overall size, weight, and tool-free features that ensure ease of installation. MiniView makes your upgrade to reliable, long-lasting, low-maintenance LED lighting a simple cost-effective decision.



Philips EvoKit LED Retrofit

The Philips [EvoKit LED Retrofit](#) kits are energy efficient, easy to install solutions to upgrade your fluorescent troffers. Compatible with both standard and narrow T-grids, they offer a simple retrofit without the need to actually break the ceiling plenum. The Philips EvoKit LED Retrofit offers the latest advances in LED technology, resulting in quality lighting with efficacies up to 110 lm/W. The units also come standard with dimming capabilities, making them perfect for applications such as offices, classrooms, healthcare facilities, retail space and more. Combine the aesthetics and quality with the ease of installation, and this product can literally transform your space in minutes!



Philips Ledalite TruGroove Linear Recessed Luminaire

The [TruGroove Linear Recessed Luminaire](#) provides a luminous ribbon of light that is no longer confined to the ceiling. The latest addition of TruGroove Definition includes corners, providing endless opportunities for creative freedom with geometric patterns in walls and ceilings. TruGroove's 3" narrow aperture features an innovative optical design with LED efficacies up to 82 lm/W, offering the best possible combination of lighting control and brightness to create a balanced luminous environment, with smooth, even gradients of light throughout the space. Available in an infinite range of continuous runs, any patterns, and standalone modules, TruGroove Linear Recessed Luminaire is ideal for creating a sense of structure and direction.



Philips InstantFit LED T8 Lamps

The Philips [InstantFit LED T8](#) lamps are a new innovation from Philips allowing retailers and business owners to benefit from significant energy and cost savings by replacing fluorescent lighting with new LED technology. Using 41% less energy than their fluorescent counterparts, these InstantFit LED T8 lamps can be installed within seconds through an easy "click-to-fit" process that removes the need for rewiring. The speed and simplicity of installation, in addition to the long lifespan of LED bulbs, significantly reduces costs while increasing energy savings. The Philips InstantFit LED T8 lamps are environmentally friendly, containing no mercury, and virtually no UV or IR light, therefore adding to company sustainability policies.



Philips SlimStyle LED A-Shape Bulbs

Philips [SlimStyle LED A-Shape](#) bulbs use an innovative slim design that is 2.625" thick and removes the need for a heat sink. Dimmable and delivering all-around soft white light, these bulbs help create a comfortable, relaxing environment in kitchens, living rooms, bedrooms and hallways. In addition, the increased energy efficiency and long life of the Philips SlimStyle LED 10.5W bulb makes it a perfect replacement for a 60W incandescent bulb and a stylish addition to table, pendant and sconce fixtures.





CREATING A VISUAL MAGNET WITH LIGHTING

The Davis Building is one of the most historic and architecturally distinguished buildings in downtown Dallas, Texas. At 20 stories, the building was the second tallest building in Dallas when it was built in 1926. In 2003, the building was reborn as a luxury mixed-use apartment community featuring loft-style apartment units and premier retail space. The building offers residents an eclectic blend of vintage 1920's architecture and modern luxury living.

In an effort to honor the Davis Building's rich history, the owners launched an initiative to renovate the building's outdated exterior lighting with dynamic, energy-efficient LED lighting. The design objective of the retrofit was simple: to give the building a unique visual identity, highlighting its original architecture while supporting the overall renewal of downtown Dallas. "The aim is to produce a vibrant, head-turning display that will act as a visual magnet, draw traffic to the building, entertain apartment owners and visitors, and generally generate a real 'buzz' in the city," commented project manager Mark Reed-Walkup of WieDaMark, LLC.

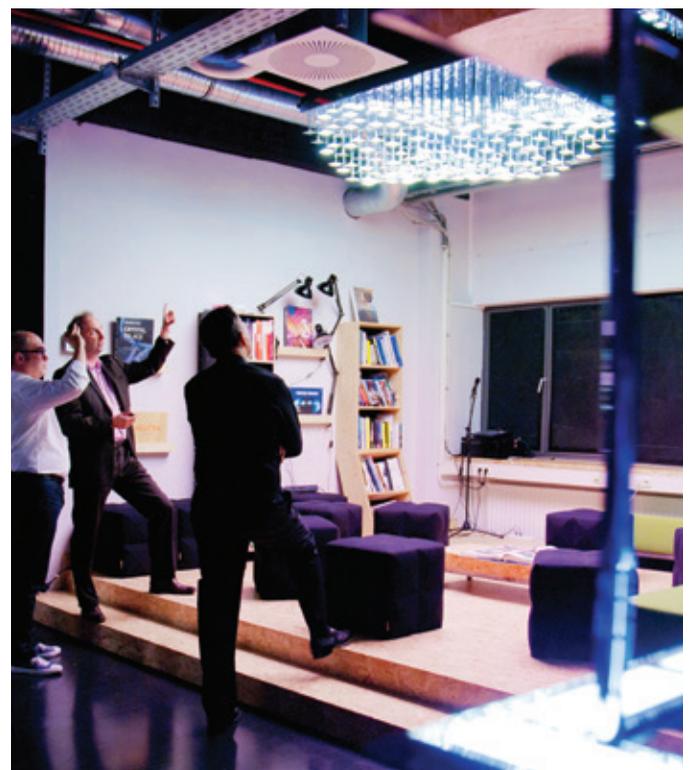
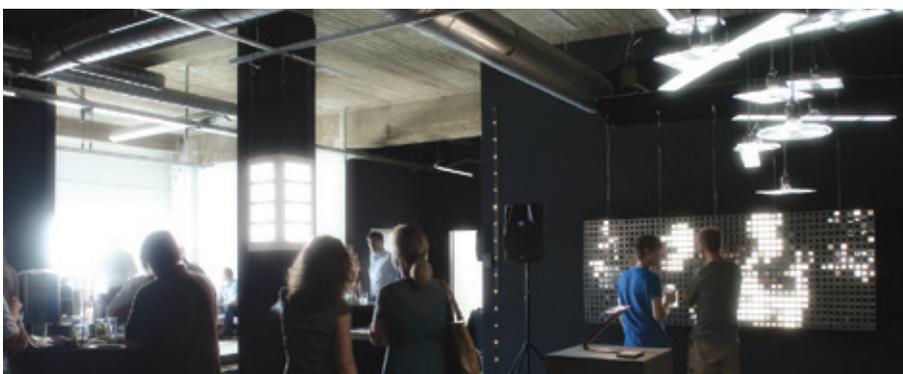
Since the launch, the building owners have experimented with the applications for the system. They've displayed a variety of festive lighting programs to coincide with holiday festivals and also lit the building with rainbow colors in support of two legal cases being considered by the U.S. Supreme Court concerning same-sex marriage. Reed-Walkup also said that "the lighting of key architectural features brought exciting new life to the building at night in the heart of Main Street in downtown Dallas. The positive response and enthusiastic approval from residents, locals, and visitors has been overwhelming."

OLED NEWS

Experience OLEDs Hands-On!

The Philips Lumiblade Creative Lab in Aachen, Germany is home to the world's largest permanent OLED lighting exhibition. Visitors to the creative lab get to experience OLEDs firsthand as they tour through the production lines and watch Philips specialists demonstrate OLED lighting technology and its potential applications.

Tentative dates for the next tours are April 1st, 2nd and 3rd. Seating is limited and the tours are filling up quickly, so reserve your spot today! Email Angela.Hohl-AbiChedid@philips.com with the date you would like to attend and the number of people in your party.



CONFERENCE & EVENT NEWS



The Light and Health Alliance

A new collaborative initiative—the Light and Health Alliance—has been launched by The Lighting Research Center (LRC) at Rensselaer Polytechnic Institute. For this initiative the LRC has paired up with a variety of partners including manufacturers (such as Philips, Acuity Brands, Ketra, and OSRAM SYLVANIA), government organizations, codes and standards organizations, architects, medical facility managers and physicians. The premise behind the Light and Health Alliance is to facilitate the widespread adoption of using light for human health and wellbeing—including Alzheimer’s disease, sleep disorders, seasonal affective disorder, depression, alertness, and performance—by providing factual information based on applied research, as well as visualizing future applications. For further information on the LRC, visit www.lrc.rpi.edu/.



The United States Conference of Mayors (USCM)

The 82nd Winter Meeting for the USCM was held from January 22–24 at the Capital Hilton Hotel in Washington, DC. This year more than 280 mayors attended the conference and visited the White House to meet with Cabinet Officials and discuss economic growth in metropolitan areas throughout the country. During their time at the White House the mayors participated in a question and answer session with President Obama on a variety of issues concerning U.S. citizens.

Conference speakers included nine U.S. cabinet secretaries, as well as CEOs of major U.S. companies including Citi North America CEO William Mills, Philips Lighting President & CEO Bruno Biasiotta and Walmart USA CEO Bill Simon. Some of the topics that were discussed included the economy, jobs, innovation, transportation, and the threats to tax-exempt municipal bonds. In addition, several mayors were also able to share best practices—coined “Innovation Moments” by USCM President Mayor Smith—in order to reinforce the idea that mayors are the starting point for the innovation driving the country.

Energy technologies was a key focus of the conference, which also included the unveiling of results from a new survey, done in conjunction with Philips Lighting, titled Energy Efficiency and Technologies in America’s Cities. Based on the survey data, using energy-efficient lighting technology (such as LEDs) and retrofitting public buildings will be a priority for mayors over the next two years in order to increase the energy efficiency of city infrastructures across the country.

For more in-depth information, visit www.usmayors.org.

EVENT: Illuminating Engineering Society (IES) Research Symposium II: Light + Behavior

DATE: April 6–8, 2014

LOCATION: The Renaissance Cleveland Hotel, Cleveland, OH

SYNOPSIS: The 2014 Illuminating Engineering Society (IES) Research Symposium II: Light + Behavior will focus on the influence of light on human behavior in three application areas: education, health care, and urban environments. Prominent speakers from around the globe will discuss the question “What happens to people when we light their environment?” In looking at this question, the speakers will move past visual responses and delve into the psychological aspects of light, social responses to light and human health and wellbeing in relation to light. The IES goal for the symposium is to make a connection between the current research that exists and the research that is still needed.

WEBSITE: www.ies.org/symposium/



EVENT: LIGHTFAIR® International (LFI)

DATE: June 1–5, 2014

LOCATION: Las Vegas Convention Center, Las Vegas, NV

SYNOPSIS: LIGHTFAIR® International is considered to be the world’s largest annual lighting trade show/conference for lighting, design and technology innovation. Bringing together the top industry professionals from around the world, LIGHTFAIR® International is THE industry event to attend.

PHILIPS BOOTH: #1508

WEBSITE: www.lightfair.com



PHILIPS BRAND

Delivering Innovation that Matters to You.

At Philips, our mission is to improve people’s lives through meaningful innovation. In November 2013 we reaffirmed our longstanding commitment to this goal with the launch of our new brand promise—“innovation and you”—along with a modernized shield. Representing more than a fresh new look and feel, the new branding embodies Philips continued efforts to drive our innovation through the understanding of the challenges, needs and aspirations that people face in their local communities, allowing us to deliver what really matters to them.



EDUCATION

2014 Education Calendar – Lighting Application Center, Somerset, NJ

DATES: June 18–19, September 9–10 and December 3–4
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). The focus will be on lighting trends, as well as the latest technologies for both outdoor and indoor applications. In addition, five and a half (5.5) 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

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

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

DATES: April 15–18, June 11–14, September 16–19 & 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

DATES: May 6–7 & July 15–16

COURSE: **Lighting Specialist Workshop**

SYNOPSIS: This seminar 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: May 8–9 & 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

DATE: July 17–18

COURSE: **Office, Healthcare, and Education Applications**

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

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 selected 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

2014 Education Calendar – Canada

DATES: April 15–18 & July 22–25

LOCATION: Markham, ON

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

DATES: April 19 & July 26

LOCATION: Markham, ON

COURSE: **LED Workshop**

SYNOPSIS: This workshop is designed to give participants all the tools to make an intelligent decision in choosing the correct LED for their respective application.

REGISTRATION: www.philips.com/lightingapplicationcenter

DATES: June 18–19 & October 1–2

LOCATION: Markham, ON (June) & Toronto, ON (October)

COURSE: **Lighting Specialist Workshop**

SYNOPSIS: This seminar 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: June 20–21

LOCATION: Markham, ON

COURSE: **Office, Healthcare, and Education Applications**

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

REGISTRATION: www.philips.com/lightingapplicationcenter

DATE: October 3–4

LOCATION: Toronto, ON

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

