

LUMINOUS SPEC

FALL 2015

“It’s about editing the design; editing it to where it really pops.”

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FEATURED PROFILE

Anne Kustner Haser

The right touch of light creates a personality

Anne Kustner Haser, president and design principal at Anne Kustner Lighting Design (AKLD) in Evanston, Illinois started her professional career as a graphic designer, but quickly fell out of love with graphic design in favor of lighting design. Perhaps this decision was influenced by the way some photographers she worked with utilized lighting to instill excitement into an otherwise ordinary product. Or, maybe it was an instinctive aptitude that Anne displayed while arranging lighting throughout her house as a young teenager. Even more so, it could have been the influence of her supportive family and especially her encouraging father, who himself was involved in electrical engineering. Since that fateful decision, and after opening her own lighting design studio 21 years ago, Anne has created stunning lighting environments for a unique blend of commercial, hospitality, and high-end residential clients that allow their individual personalities to shine through.



Top left: Photo of Anne Kustner Haser
 Top right: Loews Vanderbilt Hotel, Nashville, TN
 Bottom: New Faith Baptist Church, Matteson, IL, Photo by Christopher Barrett Photography

“...it’s not necessarily only the **design** that makes a certain project memorable, but it’s also the **team**.”

What are some differences in your residential and commercial projects when it comes to client interactions and expectations, and also design?

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

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

We try to look at what the client, architect and interior designer are envisioning. It could be that an architectural office wants to be seen as eco-friendly, or a hospitality establishment wants to take their brand to a new level, or a retail store wants their goods to look more sexy and amazing. Or in high-end residential, it could be highlighting architecture, furnishings or artwork. In all of those cases, we want to light the most special things, in the most successful way. Sometimes we highlight a bit of this and we let the lighting fall off of that, always being selective as what to light. We also take into account the style. A traditional project in any realm relies on traditional fixtures like chandeliers, sconces and table lamps as part of the vocabulary, whereas in contemporary styles, the design can be very clean, where we emphasize the architecture, going very minimal yet still with enough light. Each project is a different formula, we use the same paint brushes, so to speak. But each end result is a different combination of how we apply those techniques.



American Medical Association

Chicago, IL

Photo by Paul Morgan Photography

“The **good news** is that it’s evolving.
The **bad news** is that it’s evolving.”

What are the lighting challenges that you face?

These days, we need to vet every LED fixture that we spec. Back in the day, you had a good PAR38 downlight, and it was your go-to. It was one of the tools in your toolbox, and you knew all of the tools in there. Now with LED technology, your toolbox is ever-changing; it’s fluid. So we must see and dim every LED source, look at it on the finishes and so on. It’s a lot more review, and not as easy to value engineer. We had to value engineer a project for a restaurant a number of years ago, where a linear LED luminaire was used under a rough-grained natural wood bar front. The client said they were changing out this LED luminaire that we specified to a different product. They changed it out and dimmed it, and it shifted green! We could see it from a distance, it was awful. Even something like putting acrylic or a sleeve around the linear LED means that the color might shift the color temperature cooler. We’re also seeing that different LEDs have different dimming curves. Some dim similar to an incandescent, some are slightly different, some are totally different and there’s no consistency. LED technology is evolving so quickly, and there aren’t standards yet. So a lamp can be 3000K, but you can look at 3000K lamps from five manufacturers and they’re all different because of all the variations to white light. That makes tunable white really nice, because we can

shift it to be warmer or cooler depending on what the other players are, but there is a cost involved.

How do you think lighting and lighting design will change in the next 3-5 years?

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

Describe some memorable projects that you worked on.

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



We want to provide you with a newsletter that is inspiring and informative. Please take a few minutes to visit www.philips.com/feedback to answer a few questions.

PROJECT SPOTLIGHT

VISUALIZING THE THOUGHT PROCESS THROUGH DYNAMIC LIGHT



Photos by Eric Laignel

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

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

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

AROUND THE WORLD

COLORFUL LIGHTING ADDS TO THE FUN EXPERIENCE

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

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

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

Visit <http://colorkinetics.com/showcase/installs/Joy-Station> to learn more.



Photos by Petar Cholakov

EDUCATION

Lighting Application Center



Whether you're new to the industry, or want to learn additional skills, the Philips Lighting Application Center offers a variety of courses in the United States and Canada for all levels.

Visit www.philips.com/LightingApplicationCenter to find additional information about the Lighting Application Center's programs or please write to us at lightingapplicationcenter@philips.com to arrange a customized visit.

Specifier Seminar Series: Lighting Trends & Technology Update

SYNOPSIS: The Specifier Series have been confirmed for 2016 on a quarterly basis, starting in March. These 2-day seminars will be held at the Philips Lighting Application Center in Somerset, NJ and focus on lighting trends, as well as the latest technologies for both outdoor and indoor applications. With a variety of topics presented over the two days, attendees are able to earn 5.5 hours of Continuing Educational Units (CEU) and AIA Learning Units:

- Psychology & Physics of Light and Color – Presented by Mark Roush, Principal of Experience Light
- LED Lighting: Changing All The Rules – Presented by Dr. Jack Curran, President of LED Transformation, LLC
- LED Technologies in Various Applications Environments – Presented by Mark Roush, Principal of Experience Light
- Simplified Energy & Code Updates – Presented by Charles K. Thompson, Principal of ARCHILLUME Lighting Design

Other topics that will be covered include: Indoor Luminaires – Downlight, Accent & Decorative; Indoor Luminaires – Architectural & Commercial; Outdoor Site & Area Luminaires; Controls Update; LED Lamp Technology Update.

An additional optional day in NYC is offered for the March & December quarterly seminars where attendees will learn about lighting design with offerings from Philips Color Kinetics plus earn an additional 2.0 AIA credit for attending a presentation on Intelligent LED Lighting Systems and an Update on Controls. To end the day in a true New York fashion, participants are treated to a special viewing of the Times Square Ball where Philips Lighting has been a corporate sponsor for over 16 years. These seminars offer CEU credits:

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

LOCATION: Somerset, New Jersey

DATES: March 1-3 (March 1 - NYC optional Day), 2016
June 8-9, 2016
August 31-September 1, 2016
December 6-8 (December 6 - NYC optional Day), 2016

REGISTER: Please note that these are special offerings and cannot be found on the Lighting Application Center website. Registration information for the 2016 sessions will be provided to all local sales reps as it becomes available.

Workshops

Lighting Fundamentals

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

Workshop content:

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

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

At the completion of this workshop, participants should be able to:

- Communicate lighting ideas using technical and design vocabulary
- Distinguish the key costs of lighting, including sustainability, energy and maintenance
- Compare lighting technologies in terms of operation, lighting performance, and cost effectiveness
- Describe basic luminaire and control types in terms of application, performance and construction

LOCATION: Somerset, New Jersey

DATES: December 8-11, 2015
January 25-28, 2016

REGISTER: Visit www.philips.com/LightingApplicationCenter

Top Gun Workshop

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

At the completion of the Workshop, participants should be able to:

- Articulate the value and competitive advantages of the Philips luminaire product portfolio manufactured on-site
- Describe how LED luminaires are designed and tested for optimal thermal and photometric performance
- Explain the key manufacturing steps that assure product quality

Who should Attend: Specifiers with at least 3 years of lighting experience who want to expand their technical understanding in the lighting arena.

Don't miss out, earn those wings by taking the class and earn 2.0 Hours of AIA/LUs/CEUs for attending!

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

REGISTER: Visit www.philips.com/LightingApplicationCenter

EDUCATION

Lighting Fundamentals Workshop

SYNOPSIS: The 3.5-day workshop offers a practical understanding of the principles of lighting and an introduction to today's lighting technologies, including sources, luminaires, and controls. We take an interactive, experience-based and participant-centered approach, using full-scale, hands-on demonstrations, and lots of practice. Participants see lighting in action, explore how lighting systems work, and measure and evaluate lighting alternatives.

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

Workshop agenda:

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

LOCATION: Toronto, Canada

DATES: January 18 - 21, 2016

REGISTER: Visit www.philips.com/LightingApplicationCenter

LED Workshop

SYNOPSIS: The 1-day LED Workshop is designed to give the participant all the tools to make an intelligent decision in choosing the correct LED for the respective application. While there is much talk about LEDs, there is a lack of knowledge with regards to this ever popular light source. We will explore the history of the LED, physical characteristics of a light emitting diode, effects that will limit an LED's effectiveness, LEDs in comparison to other available sources, as well provide a look into the future.

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

Workshop agenda:

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

LOCATION: Toronto, Canada

DATE: February 10, 2016
March 23, 2016

REGISTER: Visit www.philips.com/LightingApplicationCenter

Controls Workshop

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

The knowledge gained from this 1-day Controls workshop will not only allow you to feel more comfortable with Controls in general, but will also give you the information needed to supply your customers with the best energy management and architectural controls solutions available.

LOCATION: Toronto, Canada

DATES: February 11, 2016

REGISTER: Visit www.philips.com/LightingApplicationCenter

Lighting Specialist Workshop

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

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

Workshop agenda:

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

LOCATION: Toronto, Canada

DATES: March 21-22, 2016

REGISTER: Visit www.philips.com/LightingApplicationCenter

Webinars

New insights into spatial light distribution

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

HOSTED BY: Dr. Martine Knoop

DATE: December 10, 2015 (10 a.m. EDT)

REGISTER: Visit www.philips.com/LightingWebinars

Lighting Academy for you



Lighting Academy offers a comprehensive range of educational resources for people who want to expand their lighting knowledge. With a rich history in lighting, Philips is uniquely qualified to bridge the gap between the cutting edge in lighting innovation and the real-world solutions required by professionals.

The Academy partners with world-leading experts to provide you with up-to-date information and valuable inspiration. You will be sure to find something on this website that will enlighten you.

Visit www.philips.com/lightingacademy to see what training options are available.

PRODUCT NEWS



A perfect balance of visual comfort and quality of light

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

Visit www.philips.com/calculite to learn more.



When lighting is more about making a statement

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

Visit www.philips.com/colorkinetics to learn more.



Powerful lighting controls at your fingertips

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

Visit www.colorkinetics.com/ls/controllers/lsm to learn more.



Lighting the way to increased industrial energy savings

Philips **SpaceWise** technology with energy efficient LED fixtures can help you reduce operating expenses by delivering up to 75% energy savings. The technology adds integrated occupancy and daylight harvesting sensors to each LED luminaire, allowing industrial facilities to use light only where and when it's needed and significantly reducing operating expenses for sites with continuous operation.

Visit www.philips.com/spacewise to learn more.



Precision-controlled color without sacrificing quality white

Philips Color Kinetics introduces **Blast Powercore** gen 4 floodlights, the next generation of interior/exterior floodlighting and wall-washing. A clear victory for engineered design, you can now have combined prismatic color with the purest white light in the same fixture. These flexible luminaires allow you to easily and precisely fine-tune whites with excellent beam quality and distribution control. Flex your creativity with countless accessories and beam manipulation. Ideal applications for Blast Powercore gen 4 include monuments, bridges, building facades, lobbies and entry ways.



Style your budget will love

You want your interior spaces to resonate, evoke emotion and satisfy a purpose. And now, it's easier than ever to integrate sleek and sporty linear LED style into your layout, within your budget. Philips **Ledalite FloatPlane** LED suspended and wall mount luminaires allow you to value engineer your design to the bottom line.

Visit www.philips.com/floatplane to learn more.



We want to provide you with a newsletter that is inspiring and informative. Please take a few minutes to visit www.philips.com/feedback to answer a few questions.

In return for your feedback, you'll be entered to win one of twenty \$100 gift cards. More details on promotion rules and regulations are available on the www.philips.com/feedback site.

INDUSTRY NEWS

IES Progress Report – Highlighting Innovation in Lighting



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

The results of the 2015 IES Progress Report were revealed at the IES Annual Conference on November 9,

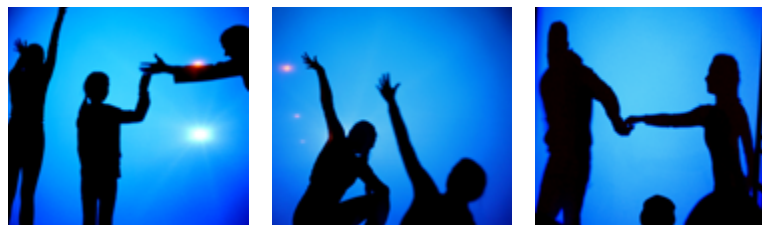
2015 in Indianapolis, IN, and will be shared at local IES Section meetings throughout the coming year. In addition, a summary of the Report will be published in the January 2016 issue of LD+A.

The following 10 Philips products will be included in this year's report:

- Philips **ActiveSite** cloud-hosted connected lighting platform
- Philips Lightolier **Lyteprofile** 4" and 6" commercial LED downlights
- Philips Color Kinetics **iW Flex** compact color temperature tunable LED nodes on flexible cable
- Philips Ledalite **TruGroove** LED luminaire
- Philips Lumec **ClassicStyle** and **SleekVision** LED bollards and post tops featuring **ClearGuide** technology
- Philips Lightolier **LyteCaster** LED accent downlights 3"
- Philips **OneSpace** luminous ceiling
- Philips Lightolier **LyteCaster** LED downlights 4", 5", 6" residential/light commercial IC rated LED downlights
- Philips Advance Xitanium 300W **SimpleSet** outdoor driver

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

21st WaterFire Arts Festival



Photos by Bob Wedekind

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

For more information visit www.waterfire.org

CLUE has launched Edition 2 of its annual international lighting competition



The second edition with the theme, **LIGHTIUS LOCI – SPIRIT OF LIGHT** invites you to think about the spirit of a place where light does not escape the genius loci design principle. Candidates

should choose a place without limitation of scale, location, indoor or outdoor and provide a response in line with the local reality.

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

Deadline for project submission: January 31, 2016

To learn more visit www.cluecompetition.com

NOTEWORTHY

IES Welcomes New Executive Vice President



Mr. Timothy Licitra

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

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