

# LUMINOUS SPEC

FALL 2016

“You don’t decide the concept,  
you must discover it”

**FEATURED PROFILE**  
Victor Palacio  
Page 2

**PROJECT SPOTLIGHT**  
Neway Fertility  
Page 4

**AROUND THE WORLD**  
Europe  
Page 4-5

**LIGHTING TRENDS**  
Retail apps  
Page 6

## FEATURED PROFILE

# Victor Palacio

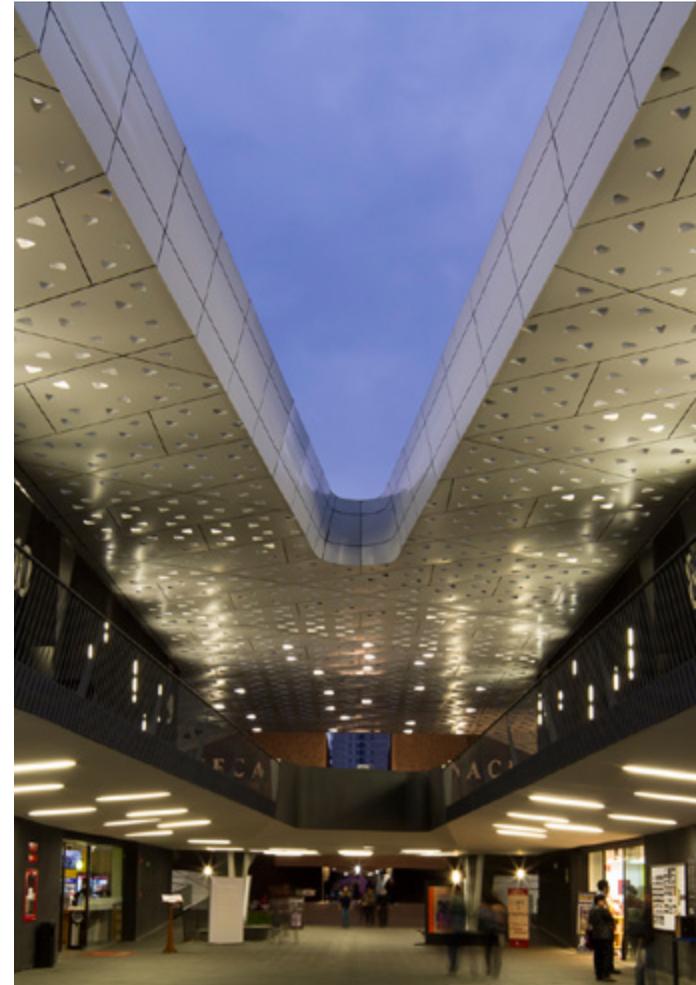
Concept guides the many flavors of lighting design

Much like his father, Victor Palacio, Founder of “ideas en luz” in Mexico City, has a passion for both engineering and architecture. He started as an electronics engineer and then joined his father in the commercial lighting industry, where he developed a keen interest in museum lighting. After further developing this expertise through a post-graduate degree in architectural preservation and co-developing a museum-specific lighting course, he founded ideas en luz in 2005. Although ideas en luz specializes in museum and historical monument lighting projects, it is also well known for architectural, institutional, residential and retail projects as well. His passion further extends into shaping the lighting design industry, with International Association of Lighting Designers (IALD) involvement, including the Enlighten Americas steering committee, IALD membership committee, task force for the Certified Lighting Design (CLD) program development, and serving on the Board of Directors. Most recently, he was elected president of the IALD.



**As president of IALD, what do you hope to accomplish?**

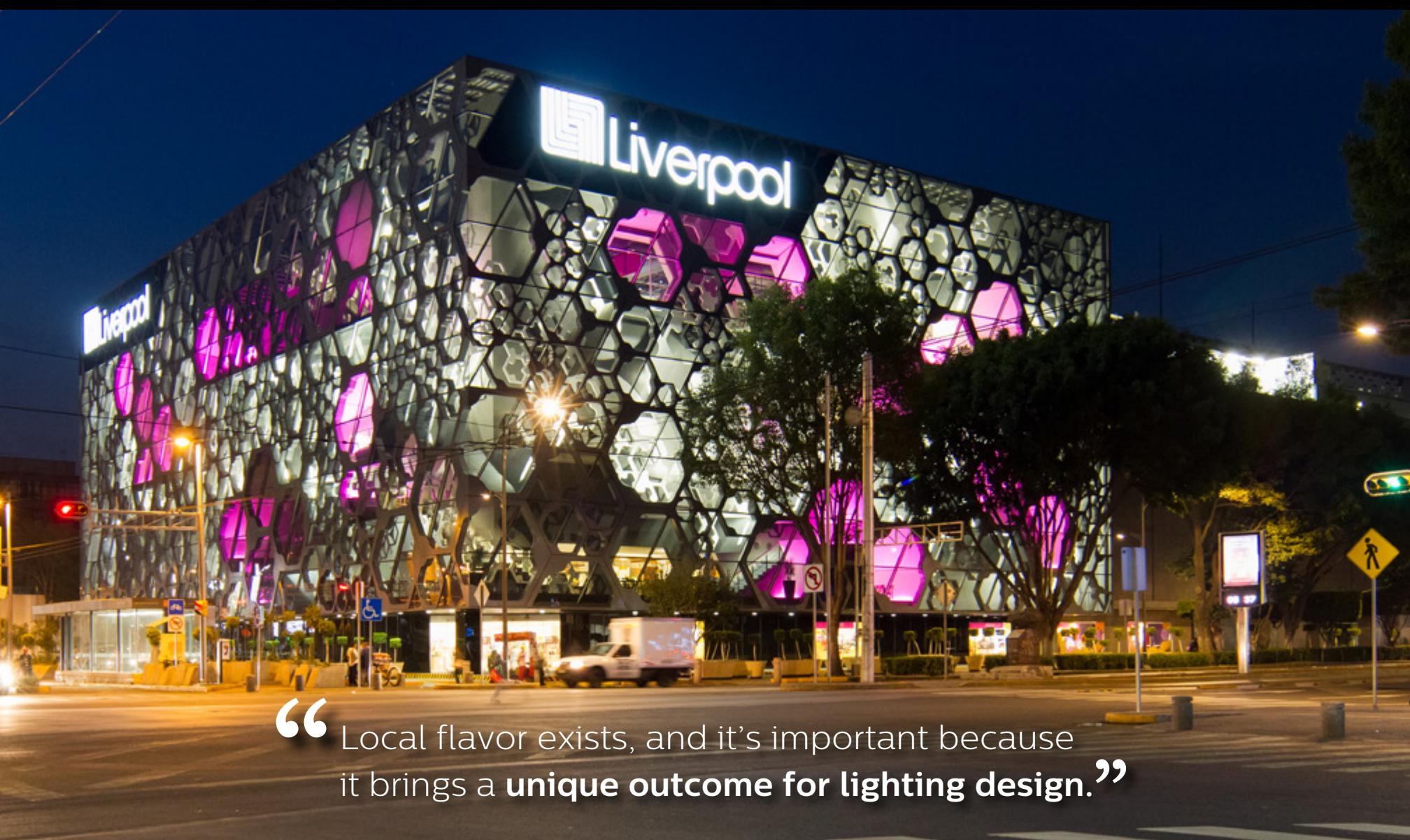
IALD has a clear mission; to promote the visible success of our lighting design members. That gives us focus and aligns us. By doing so, we ultimately create a better world through leadership and excellence in lighting design. Towards that, personally I have three major goals in mind. The first is community development. As part of IALD’s globalization, we are building a strong presence around the world as well as collaborations with relevant organizations. We developed conferences including Enlighten Americas, Enlighten Asia and Enlighten Europe, and we also support workshops and activities at other shows, like LIGHTFAIR and Light + Building. Second, we are raising the profile of the profession. We have committees on energy and regulatory affairs that are devoted to public policy. We recognize practitioner’s excellence through a well-reputed awards program. And we also have two important sister entities, the IALD Educational Trust to focus on supporting academic activities, and the Lighting Industry Resource Council (LIRC) to enhance communication between our members, partners and manufacturers. Third, we champion efforts for the recognition of practitioners, leading to the development of the Certified Lighting Designer (CLD) certification. Right now, it is an independent program, but we provide funding for it, along with a task force and certification specialists to develop it. IALD also supports its



members in adjacent fields and conferences. There are two ways in which I am interested in providing support for these three goals. First is through strategic thinking. Part of my responsibility as President of the association is to tune into what’s happening globally, and use this information to guide the Board towards strategies that are aligned with our mission. Next is to create bridges between different regions of the world, particularly between lighting designer communities. For the first time, we have a non-native English speaking IALD president; this is a good sign that IALD is an international association. I look forward to building connections globally. I’m passionate about this, and I think this is one of the reasons that they elected me for this position.

**You bring up a good point about lighting from a global standpoint. It sounds like you reach across the globe to get people on the same page. Why is that important to you?**

Let’s use the analogy of cuisine, because we have a lot in common with that. Cuisine is a passionate profession. You must have a deep passion for cuisine to be a good chef. You need to know local ingredients; you need to plan and design. You expect to create a great impact with your work. We have all that in common. For lighting designers, it’s interesting that although there is not yet a specific academic career path for lighting design, aside from special courses and some post-graduate programs, we all



“Local flavor exists, and it’s important because it brings a **unique outcome for lighting design.**”

found the same process to develop our work. We have the same standards in terms of quality, and we share the same passion. And like chefs, we have local flavor, and that is very important. This means that we can do the same work, but the outcomes are different. For example, before LED’s appeared on the market, I could say that Mexican and Latin American lighting design was a bit more colorful than designs in other regions of the world. Some cultures add more or less dramatic elements than others, or maybe prefer a certain color temperature or position. Local flavor exists, and it’s important because it brings a unique outcome for lighting design. But behind that, we follow the same standards.

**You started as an engineer but you also appreciate art and architecture, so how do you balance the logic of the engineering with the creativity of artistry?**

We discussed about how the IALD mission gives us focus, and all activities, goals and projects must align to the mission. Concept plays that same role in a design project. If you have a well-defined concept, and find the essence of a project, everything else comes into balance. Concept balances the different aspects of lighting design, as well as form, function and aesthetics; you can’t separate them. If we go back to cuisine, you could have the most nutritious food, but if it doesn’t look good, people won’t want to eat it. So you need balance. Concept also balances client needs and project expectations. At the same time though, concept is not a fabrication of the

designer. You don’t decide the concept, you must discover it. What is the essence? What is role that that design will play? What will create that? You need to dig deep on these questions before you design a project.

**Do you have certain tools or styles or patterns that you use over and over again; or is each project so different that there is nothing standard?**

The best tools I use are the questions that I ask, because there is no lighting design recipe that can be applied everywhere. Templates kill creativity and are a disservice to clients. Each design is different, and each client has their own needs and circumstances. With that being said, I start each project by asking the same questions. What are the owner’s project expectations? What are the activities that a user will perform in the space, what will maintenance expect from a system? And of course, concept is critical, so how can we add value to the project through light? My questions are my toolbox; they help to capture the essence of the project. When I was doing lighting engineering years ago, the questions were very technical, like desired light levels and color temperatures, but then I learned that the designer makes decisions on the technical issues. We need to listen to our clients and use questions to understand their needs.

**How has LED influenced your lighting designs compared to other lighting technologies?**

Light sources are moving from electrical to electronic, and that makes for a different world, and it’s still evolving. I compare that to what happened with phones. Not so long ago, we had phones with a wire connected to a wall outlet, and its sole purpose was to facilitate a conversation with someone in another place. Nowadays, there’s so much technology integrated into a phone that conversing is only one small part of its multi-functionality. LED’s are following that path, where lighting systems will provide much more than visual light, they will provide communications. Lighting systems can provide wayfinding information, or tell people to keep alert. We can now harvest daylight and balance it with artificial light. The possibilities that LED’s provide are amazing, and that influences our work in many ways. We need to learn new ways to use technology and this is a breath of fresh air, because we don’t need to keep the same design paradigms. It used to be that lighting designs were planned according to ceiling modules, 1x1 or 1x2 or 2x2. You don’t have to do that anymore, the field is open with possibilities.

*Images used in this profile are as follows:*

*Public Square – Puebla, Mexico (cover)  
Photographer: Victor Palacio*

*National Film Theatre and Archive – Mexico City, Mexico (pg. 2)  
Photographer: Josefina Barroso*

*National Museum of Anthropology – Mexico City, Mexico (pg. 2)  
Photographer: Elsa Chabaud*

*Liverpool Department Store – Mexico City, Mexico (pg. 3)  
Photographer: Josefina Barroso*

## PROJECT SPOTLIGHT

### WHOLE BODY, WHOLE MIND PERSPECTIVE

Neway Fertility, a leading fertility services clinic in New York City, emphasizes natural approaches and individualized patient care with respect to sensitive family planning and fertility matters. When completely renovating an 10,000 square foot, five story brownstone in Manhattan's historic Upper West Side neighborhood as part of the clinic's expansion and relocation in January 2016, they carefully considered every aspect of the space – from color scheme to furniture placement, exam room layout and even lighting – to ensure that their patients were as comfortable as possible.

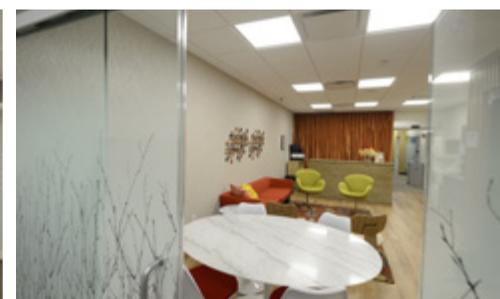
“We want to make an impact in our patients' lives, and also make an impact in their overall experience here at Neway,” notes Clarence Klugh, Marketing Coordinator at Neway. “Lighting certainly plays a role in this. The effect is often subconscious, but it does make a difference.”

Upon entering the building, Philips luminous textile panels in the reception area serve as a warm yet refreshing welcome for Neway's visitors and patients, and set a comfortable tone for the day's appointment. This expressive atmosphere flows throughout the facility, where Philips Ledalite TruGroove LED recessed luminaires, Philips Ledalite VersaForm LED recessed luminaires and Philips Lightolier LyteProfile LED downlight luminaires are incorporated in areas such as administrative offices, labs, and exam and consultation rooms, to make sure that the task at hand is properly illuminated while ensuring comfort for those in the space.

Please contact [michelle.chan@philips.com](mailto:michelle.chan@philips.com) to learn more about this installation.



Photos: Jon Simon/Feature Photo Service



## AROUND THE WORLD

### CONNECTED LED LIGHTING CAPTURES THE MAJESTIC BEAUTY OF THE LARGEST MOSQUE IN EUROPE

Philips in collaboration with the projects department of JSC “Electrotechnical Company Eco Svet,” illuminated the newly-built Moscow Cathedral congregational mosque, which is the largest mosque in Europe. The team developed a lighting project to highlight the intricate traditional Islamic design of a six-story, 18,900 m<sup>2</sup> building, its large dome and six prayer towers.

“A mosque is not just a sacred place for believers but also a part of urban architectural landscape. Thus its lighting plays both functional and aesthetic roles,” – comments Marina Tyschenko, Vice President and Head of Philips Lighting in Russia and CIS. “Philips LED solutions will make the Moscow congregational mosque truly stand out, revealing its architectural uniqueness and majesty”.

The lighting system underlines the traditional geometry of Islamic architecture with green light accents and will create numerous lighting scenes inside the mosque during religious holidays. Accent lighting and floodlighting were used for architectural elements of the façade and towers, and internal zones. For uniform lighting of the dome and façade, dual-use mast was designed specifically for the project. The exterior of the mosque is coated with natural light-gray granite with dark-green decorative elements. The Philips LED lighting will highlight the natural beauty of the materials using light with a 4000K color temperature.

Visit <http://bit.ly/MoscowCathedral> to learn more.



Photos: Andrey Trofimov

## AROUND THE WORLD

# TRANSFORMING AN AGING SHIPYARD INTO AN ENTERTAINING ATTRACTION

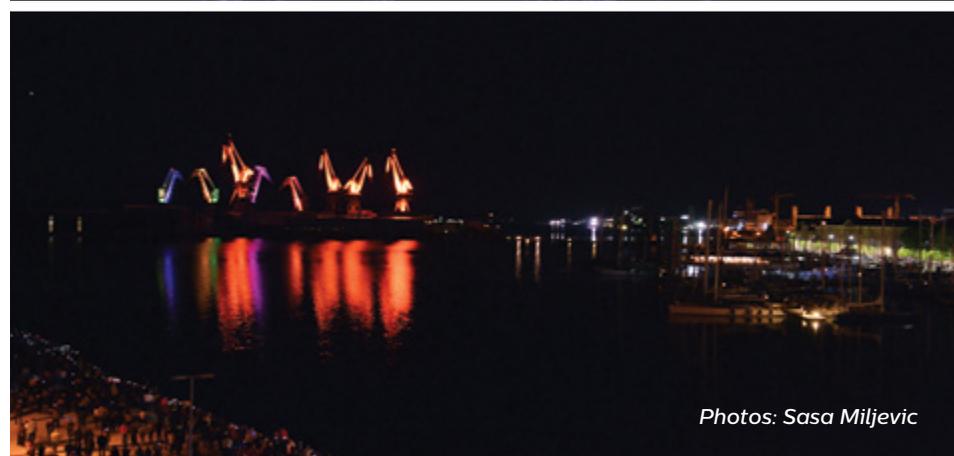
At the western tip of Croatia is mild-weathered Pula, known for its shipbuilding industry and tourist spots. The bustling city and its 158-year-old Uljanik Shipyard were in need of scenic makeovers to impress the sightseers. It dominates the skyline with eight massive cranes, and when the town authorities started considering relocating the shipyard, lighting designer Dean Skira came up with the idea of highlighting them instead.

The new large-scale light feature adds the vertical axis to the luminous sea horizon, creating a dynamic sculpture in the night landscape. This blend of technology and history is sensitive to the city's past as the shipyard harbor, celebrating the generations of workmen that constituted the heart of Pula.

Uljanik and Skira technicians illuminated the cranes with 73 Philips Color Kinetics ColorReach Powercore gen2 LED floodlights. Each light consists of 64 pieces of LED chips that can be programmed to 16 thousand different variations of color and intensity. The lighting design can thus be adjusted for various occasions and celebrations. Blinds were used to prevent unnecessary dispersion and light pollution and to create additional diffusion effects.

Pula's Lighting Giants were lit for the first time during Visualia, the festival of lights in collaboration with the Tourist Board of Pula. The night walk reached its luminous finale in front of thousands of visitors at the Pula seafront, with cranes being lit dynamically to the music score.

Visit <http://bit.ly/UljanikCranes> to learn more.

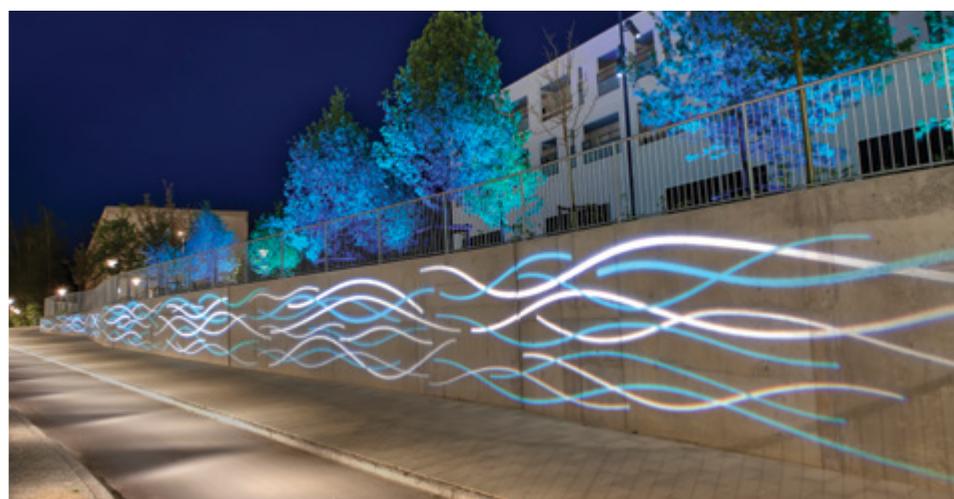


Photos: Sasa Miljevic

## CITY.PEOPLE.LIGHT.

Philips Lighting and LUCI (Lighting Urban Community International) established the City.People.Light award in 2003. Since then the goal has been to reward urban lighting projects that best demonstrate how to 're-humanize' urban environments through light, boost city livability and explore ways to maximize sustainability. The contest offers several benefits. It's a great engagement platform for stimulating collaboration and bringing professionals together from all over the world. It provides an ideal opportunity to showcase your project.

Please visit [www.lighting.philips.com/main/education/city-people-light/awards](http://www.lighting.philips.com/main/education/city-people-light/awards) to learn more about this contest and read about last year's winner.



## LIGHTING TRENDS



### Unlocking the value of retail apps with lighting

In today's world of "always on" connectivity, mobile and social media shopping has become a rich, multi-layered process, with multiple touchpoints between the retailer and the increasingly empowered consumer. Shoppers are orientating themselves at home before going to the mall or store, and with mobile technology, shoppers are on the move.

Retailers therefore need to adapt to new shopping behaviors and it's an opportunity many retailers have yet to fully exploit. While it will require investment and new, different capabilities, retailers – under pressure from fierce and increasingly global competition – will have to keep improving their cost efficiency if they are to survive and prosper.

Indoor positioning can also add value for retailers in terms of offering better service, improving staff efficiency, and assessing shopper traffic/routing.

Our research shows:

1. There is a major opportunity for retailers to significantly increase shopper engagement by offering personalized, 'right place, right time' location-based services that are truly relevant to the needs and wishes of shoppers.
2. Integrating location-based services will unlock the power of store apps, increase usage and improve the shopping experience, as well as enabling more efficient and effective store operations.
3. In the Grocery segment, those surveyed preferred location-based services that help them to save time or money. In this segment we also identified an opportunity for reward-based 'gamification', adding an element of fun and social entertainment to the shopping experience.
4. In the DIY segment, shoppers preferred location-based services that help them to get the right product, good assistance and advice.

The Philips indoor positioning system consists of LED fixtures that not only light up the store, but also use patented Visible Light Communications technology to send out a unique code. This code can be detected with any smartphone camera, allowing the system to pinpoint the shopper's location in the store and deliver relevant services. The system also features in-luminaire Bluetooth Low Energy beacons to enable in-pocket notification and tracking of the customer path while the phone is stowed away, without additional install or maintenance. And it comes with an iOS and Android SDK and cloud service, which retailers can use to embed positioning capabilities into their mobile apps.

In our drive to help retailers determine what value indoor positioning could offer them, Philips commissioned research among 3,000 shoppers. The objective was to understand what shoppers value in retailers' store apps and what location-based services should be included in these apps.

Read more about the findings and new technology at <http://bit.ly/VLCLightingTrends>

## TECHNICALLY SPEAKING



### Are All BIMs Created Equal? A continuing dialog with Donna Gafford, LC, MIES, CM-BIM

As we discussed in that last two installments of Luminous Spec, Building Information Models, commonly referred to as BIM, are increasingly used, but not all BIMs are created equally. In the last issue, we learned the importance of Information provided in BIM files.

In the last portion of this three-part article series, we take a deeper look at the Model in BIM.

#### Model

With all the attention placed on information, it's easy to overlook the model. But, as a user, you should review the model itself with the same level of scrutiny. A few of the main aspects to consider are model size, appearance and functionality.

The total file size is mainly driven by model complexity. It's quite simple: the more complex the model, the larger the file. Excessively large files can bulk up your project files and ultimately slow everything down.

It should be obvious already that you don't want every nut, bolt and screw in your model. But, appearance is still important. The model should be "product-like" –

otherwise, it somewhat defeats the purpose of renderings. It's also imperative that the model take up the same overall space as the real thing so that you, the user, can detect clashes among items before they are installed.

Intelligent projects require a high level of expertise to ensure that everything functions properly. The model itself must be constrained to achieve these desired results. Models that will flex manually can easily misbehave in a project because it's essentially missing the glue to hold it together. Quality BIMs will always be controlled via the tools given to ensure that you get what you're seeking.

While some may consider BIM still in its infancy, it has been around long enough now that we shouldn't be limited to mediocre models. As a user, you've already made the investment to adopt BIM. Now, you should be able to take advantage of the capabilities that the software has to offer.

There are a lot of content providers out there. In order to take full advantage of this "order writing" technology, do your homework and choose wisely.

For more information, please contact us at [design.resources@philips.com](mailto:design.resources@philips.com).

## EVENT NEWS



### Philips Lighting Sponsorship at IES Conference

The 2016 IES Conference will take place on October 23–25 in Orlando, Florida. Join Philips Lighting at Monday's 7 p.m. reception for a colorful interactive lighting demonstration with music, light refreshments and networking. Experience a large interactive video wall with Philips Color Kinetics fixtures, play with the Philips Aura interactive music and light system, and network with highly-specialized industry experts. Don't miss this chance to connect with people, experiences and technologies through light!

For more information, visit: <http://ies.org/ac/>

## 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/lighting/education](http://www.philips.com/lighting/education) to find additional information about the Lighting Application Center's programs or write to us at [lightingapplicationcenter@philips.com](mailto:lightingapplicationcenter@philips.com) to arrange a customized visit.

### Workshops

#### Top Gun

**SYNOPSIS:** Takes an in-depth look at LED product technologies, manufacturing processes and competitive differentiation in the retail, office and hospitality applications.

**LOCATION:** Fall River, Massachusetts

**DATES:** September 6 - 7, 2016

#### Lighting Excellence\*

**SYNOPSIS:** Provides an up-close and hands-on approach to the design and manufacturing of Philips luminaires, with the focus on key LED products for commercial and industrial applications.

**LOCATION/DATE:** Langley, Canada, September 8 - 9, 2016  
San Marcos, Texas, November 9 - 10, 2016

#### Lighting Fundamentals

**SYNOPSIS:** Offers a practical understanding of the basic principles of lighting and an introduction to today's lighting technologies including source, luminaires and controls.

**LOCATION:** Somerset, New Jersey

**DATES:** September 12 - 15, 2016  
November 14 - 17, 2016

#### Interior Luminaires

**SYNOPSIS:** Learn about luminaire basics - functions, optics, and design - through hands on demonstrations.

**LOCATION:** Fall River, Massachusetts

**DATES:** September 15, 2016  
November 14, 2016

#### Lighting Trends & Technology Update\*

**SYNOPSIS:** Focus on lighting trends, as well as the latest technologies for both outdoor and indoor applications.

**LOCATION:** Somerset, New Jersey

**DATES:** August 31 - September 1, 2016  
December 6 - 8, 2016

### Lighting Systems

**SYNOPSIS:** Explore LED technology by looking at luminaires and networked controls as the integrated systems that support advanced lighting design.

**LOCATION:** Somerset, New Jersey

**DATES:** October 19 - 21, 2016

### LED Workshop

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

**LOCATION:** Toronto, Ontario, Canada

**DATES:** December 7, 2016

### Lighting Academy for you



Lighting Academy offers a comprehensive range of educational resources for people who want to expand their lighting knowledge.

Register for the webinars below or see what other training options are available at [www.philips.com/lightingacademy](http://www.philips.com/lightingacademy).

### Webinars

#### Digital technology for smart cities

**DATE:** **LIVE** September 29, 10 am EDT, 2016



If cities want to make the transition into becoming "smart cities", digital information technology will play a key part. A new data-driven municipal communication infrastructure will help to evolve the traditional command-and-control methods of urban management into a new paradigm that connects with citizens in the form of stakeholder engagement.

#### Architecture, light and the human story

**DATE:** **LIVE** October 27, 8:30 am EDT, 2016



The experience of light has a profoundly narrative dimension: the quality of light can affect our emotions and our sense of self. Understanding and capturing that quality to link it with the spaces we inhabit lets architects and lighting designers weave a story which gradually unfolds as we walk through them.

\* By invitation only, if you are a specifier, contact your Philips representative.

## PRODUCT NEWS



### Make your lighting distinct

Philips Gardco **LED wall sconce 121** is designed to add an element of style to your application by pairing straight lines with rounded edges. The form of the 121 is timeless, yet contemporary, and will complement a wide assortment of architectural styles and designs, while delivering high light levels and functional distribution patterns. The newly upgrade LED wall sconce 121 now features over 10,000 lumens, additional control options, integral emergency battery back up option, and more.

Visit [www.philips.com/luminaires](http://www.philips.com/luminaires) to learn more.



### Unparalleled light output, intelligent color

The newest generation of the Philips Color Kinetics **ColorReach Compact Powercore LED (RGBW/RGBA)** floodlights provide more punch and light quality for

exterior long throw applications. It allows you to maintain optimum light output and color integrity on those high and prominent iconic structures, signature facades, and bridges where important impressions are made.

Visit [www.colorkinetics.com/ls/rgb/colorreach-rgbw](http://www.colorkinetics.com/ls/rgb/colorreach-rgbw) to learn more.



### Reveal your resounding uniqueness

Stand out from the crowd with a striking design statement. Philips Lumec outdoor luminaires embody the epitome of sophisticated aesthetics, precision engineering and uncompromising quality, and the next generation Philips Lumec **RoadStar LED** architectural roadway luminaires are no exception. With two luminaire sizes and a wide range of options, RoadStar luminaires create an unrivaled crossroad of artistic style and high-performance functionality, so your design can make a powerful impact in any outdoor area.

Visit [www.philips.com/roadstar](http://www.philips.com/roadstar) to learn more.



### Re-think the ceiling

Philips **OneSpace** luminous ceiling prefab gives light that recalls the feeling of natural daylight, creating a serene and calm space. It transforms any interior with

beautiful homogeneous light which feels as good as it looks. The thin compact units blend absolutely into your minimalistic design and helps improve the acoustics in the room.

Visit [www.philips.com/OneSpace](http://www.philips.com/OneSpace) to learn more.



### Elevate your spirit and enhance your space

Designing for the people within a space has never been more important. Philips Ledalite **SilkSpace LED** recessed luminaires create soft and ethereal, yet brilliant environments. Now you can design spaces that will allow the people within them to focus, learn and recharge without harsh hot spots or glaring reflections. With a sleek, fully-luminous and minimalist aesthetic, **SilkSpace LED** discreetly integrates into the ceiling.

Visit [www.philips.com/silkspacedled](http://www.philips.com/silkspacedled) to learn more.

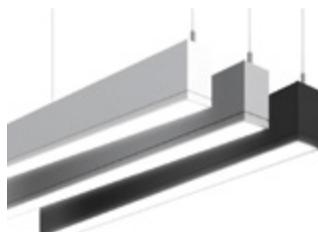
## Next Generation Luminaires

The Next Generation Luminaires™ (NGL) Solid-State Lighting (SSL) Design Competition seeks to encourage technical innovation and recognize and promote excellence in the design of energy-efficient LED luminaires for commercial, industrial and institutional applications. The 2016 Competition Winners for Philips Lighting are listed below:



Recognized: Philips Gardco **SoftView LED** parking garage luminaire

Visit [www.philips.com/softview](http://www.philips.com/softview) to learn more.



Recognized: Philips Ledalite **TruGroove LED** suspended.

Visit [www.philips.com/trugroove](http://www.philips.com/trugroove) to learn more.



Recognized: Philips Ledalite **FloatPlane LED** luminaires.

Visit [www.philips.com/floatplane](http://www.philips.com/floatplane) to learn more.

Notable: Philips **SpaceWise** technology. Visit [www.philips.com/spacewise](http://www.philips.com/spacewise) to learn more.

Visit [www.ngldc.org](http://www.ngldc.org) to learn more about this design competition..