

LUMINOUS SPEC

WINTER 2016

“...you want to build up the opportunity to tell and direct **a story**”

FEATURED PROFILE
Ron Neal
Page 2

PROJECT SPOTLIGHT
Denver 1801 building
Page 4

AROUND THE WORLD
Le Vérone, Page 4
One Angel Square, Page 5

TECHNICALLY SPEAKING
BIM, Page 5
PoE, Page 6

FEATURED PROFILE

Ron Neal

Crafting the experience from subtle to crescendo

As principal and founder of Ron Neal Lighting Design in San Diego, California, Ron Neal has always maintained a passion for good architecture and design, and a talent for combining these elements with light to create captivating spaces and experiences. Along with his talented staff, Ron has amassed dozens of Illumination Awards for his high-end residential and hospitality projects, and more, in the San Diego area and around the country.



Photo by Nathan Irick, RNLD



Herringbone La Jolla
Photo by: Darren Edwards Photographs

Why did you specialize in lighting design?

My father founded one of California's most successful electrical contracting companies, and my mother had a flare for interior design. She helped me understand the value of well-designed spaces, and inspired me to go to design school. While studying architecture and interior design at Woodbury University, I became fascinated with lighting. Once I graduated, I worked as an interior designer, electrical contractor and lighting manufacturer representative, and in hindsight, these were perfect apprenticeships. I'm fortunate to have a strong, well-rounded foundation towards understanding the constructability associated with lighting design. This combination of education and past experiences ultimately gave the ability to start my own successful architectural lighting design firm.

What inspires you, and how does that drive your design?

I'm a visual person. I see all types of design-inspired elements, from nature and art to architecture and fashion design; it's just always been part of who I

am. I'm constantly aware how buildings and finishes are articulated and enhanced with a wide range of lighting sources and applications. Additionally, we work with some of the most established architects and interior designers, and discriminating end-users, so I draw inspiration from them, too. These inspirations are channeled into using lighting design and applications to enhance an individual's experience as they move through a space. Part of the overall vision of beauty in a well-designed space is to understand rhythm, procession, access, and terminations; and each project presents its unique opportunities. Once I find that inspiration, I find it sometimes helpful to write out the basis of design; documenting a description, hierarchy and lighting design goals. The most successful residential lighting design solutions should be a unique representation of the homeowner's personality and lifestyle. It's similar to how we gain inspiration to approach our hospitality projects. Lighting of hotels and restaurants should not only address the varied uses, codes and budgets. It should also be a direct response to the brand, location, clientele and overall design concept or

theme; creating a unique personalized experience for their guests. And yes, good lighting design lighting can help do that!

How do you direct the person's experience?

In lighting design, there are ups and downs, much like topography on a map that shows peaks and valleys. Contrasting shadows are equally as important as the illumination itself. Curb appeal draws a person to a space. However, it's often about the interior spaces and the experience beyond the front door. You don't want to overwhelm people with light at the first impression. Instead, you want to build up the opportunity to tell and direct a story. In many cases, this is an intuitive process, where you may have a large or interesting element. By thoughtfully tailoring light levels we can then create a crescendo of sorts. It's important to understand the procession, create sense of intrigue and to take special care not to provide too much illumination too soon as one views or moves through a space.

“For most of us who identify more as artists than business people, success is about pushing our craft.”



Pasea Hotel and Spa — Photo by: Mark Compton

Would you describe a project that stands out in your mind as rewarding?

I'm extremely proud of the projects we've worked on, and I would say that there are two types of reward. Of course, there's the business aspect of how profitable the project was, but more importantly, there's the relationships forged and sustained after the project. At the risk of sounding cliché, the most rewarding projects are those that are a true collaboration between the end user, design team and contractors. We recently completed a large estate in coastal North County, San Diego, where I took a primary role as the lead design consultant. We had a remarkable team. I worked closely with the home owner and contractors to develop many custom architectural lighting details throughout the home and landscape. I was even able to select finishes and materials that could be enhanced with lighting. For most of us who identify more as artists than business people, success is about pushing our craft. It honestly is! We always strive to work at the highest level, although scale is part of that, too. Recently, a client at a large

international architectural firm asked me, "What would be your dream project?" I responded, "Oh, gosh. I'd love to do something like an all-inclusive resort on a private island." Well, you can image how shocked I was when he responded the very next day with an RFP for an all-inclusive 600-room international resort with several restaurants and lounges, multiple live music venues, spa and a casino. It's extremely exciting! Our clients are regularly pleasantly surprised at the amount of added value our lighting design services provide for their projects, regardless of if it's a small home, or an all-inclusive international resort.

Can you talk a little bit about how the International Association of Lighting Designers (IALD) and Illuminating Engineering Society (IES) are helping to shape the lighting design industry?

Both are great organizations for professionals and students, yet each has a different perspective. IES tends to technically focus on lighting, including science, technology, methodology, and product development, whereas IALD offers inspiration in

unique and creative lighting applications. Both are vital to today's lighting design professionals because we strive to merge artistry with rapidly developing science and technology. In San Diego, I would like both local chapters to reach out to a broader membership including architects, landscape architects, and interior designers. Many already have a good appreciation of light but could deepen their knowledge and expand their network by participating in local seminars, social events, and Illumination Awards. This ultimately raises the overall awareness and value of good lighting design, and in fact, we already see the impact with many national hospitality firms, as their requests for proposals now typically require a professional lighting designer on the team. On a personal level, I want to take larger responsibility in this endeavor and also encourage our staff to volunteer in various roles at IES and IALD.

PROJECT SPOTLIGHT

ATTRACTING TENANTS AND RETHINKING THE OFFICE SPACE

1801 California Street is one of Denver's most prominent office towers. In 2012, the property owners began a major renovation to differentiate the building so they could attract tenants and improve its occupancy - which, at the time, sat at a meager 25%.

Philips Ledalite ArcForm was chosen because each luminaire was able to provide quality light to a greater area than most other LED fixtures. The ultra-wide distribution allowed for the ArcForm luminaires to be spaced one fixture per 100 square feet instead of about 65 square feet.

The end result was a pleasing office environment which maximized daylight, minimized glare, and provided soft, balanced light. The luminaires' high performance translates into long-term energy savings, which is appealing to any potential tenant. Today, four years after the renovation began, the office spaces at 1801 California are 85% occupied and home to remarkably efficient, truly beautiful places of work.

Excerpts taken from an article written by Maura Welch and published in gb&d magazine.

Visit bit.ly/1801CaliforniaStreet to learn more.



AROUND THE WORLD

THE MARRIAGE OF ARCHITECTURE WITH ART AND DIGITAL VÉRONE, VENTE-PRIVEE BUILDING, PARIS, FRANCE

*By Isabelle Arnaud –
an excerpt from Luminous 17-*

In Saint-Denis, facing the Stade de France and bordering the banks of the Seine, a monumental architectural work has joined the Parisian cityscape: the artistic façade of the new building for French e-commerce company vente-privée, Le Vérone, is the work of Pucci De Rossi, a renowned Italian designer and artist.

Like a beacon on the outskirts of the capital that welcomes its visitors, Le Vérone, restored by architect Jean-Michel Wilmotte, is distinguished by its fiber-reinforced concrete latticework facade, covered with 1950 LEDs and adorned with a high-resolution screen of 102 square meters, the largest in Europe. The dynamic lighting combined with the screen and the depth of the latticework, forms an invitation to discussion, a hymn to art and to creation at the gates of the capital.

Jacques-Antoine Granjon wanted to have lighting that could illuminate both the building and the artwork. Cyril Tristani, from D'enco, explains how the solution uses a starlight effect on the latticework along with wall washing lighting on the façade itself. "The most difficult part was to find the right luminaires for the starlight effect, since we could not pierce the latticework. We chose iColor Flex LMX gen2 from Color Kinetics." This consists of flexible strands of large, high-intensity, full-color LED nodes designed for extraordinary effects without the constraints of fixture size, shape, or space. For the wall washing effect, D'Enco chose ColorReach Compact Powercore projectors. All the RGB luminaires are addressable to offer a large choice of colors and dynamic effects. With the design concept settled, the real challenges began: connectivity, program and implementation of the luminaires.

With its Pucci de Rossi artwork and the amazing and spectacular lighting design, Le Vérone has become the first private building in France to celebrates the marriage of architecture with art and digital technology.

Read more at bit.ly/Verone



AROUND THE WORLD

COLOR-CHANGING TECHNOLOGY HIGHLIGHTS THE CONTEMPORARY ARCHITECTURE OF ONE ANGEL SQUARE

The dynamic atrium roof at One Angel Square in Manchester UK uses Philips Color Kinetics color-changing technology to highlight its contemporary architecture. The co-op building's owners wanted to reduce the building's environmental footprint while complimenting the building's contemporary architectural design. The lighting design firm, Buro Happold, worked with local manufacturer representative, Architainment, to transform the structure with an LED solution for dynamic interior and exterior lighting. Philips Color Kinetics ColorGrazed QLX Powercore, ColorBlast Powercore, and custom white ColorBlast fixtures enhance the overall building design with both white and colored light, while daylight sensors operate in conjunction with natural light, triggering the fixtures to only emit as much light as necessary, increasing energy savings and sustainability.

Visit bit.ly/OneAngel to learn more.



TECHNICALLY SPEAKING



Time to Fix What Isn't Broken? A continuing dialog with Donna Gafford, LC, MIES, CM-BIM

Let's face it, the world is changing. To stay relevant, one must be willing to transform with it. The design community is no different. So why are there so many firms out there that still haven't adopted the building information modeling (BIM) design model?

Simple, human nature tends to steer us to the path of least resistance. For those of you reading this, I'm sure you know exactly what I mean. We work tirelessly to establish a "standard" way of working that, honestly, can take years to perfect. Given those efforts, anytime something new comes along we're skeptical – negative even – because adopting something new would cause us to have to adjust or reestablish our coveted "standard." I get it, don't fix what isn't broken.

Occasionally, however, something comes along that can't be disregarded. The benefits outweigh the learning curve, the standardization timeline, the investment spend... BIM is quickly proving itself to be one such investment. That's right – investment. Adopting BIM is expensive and time consuming, but you must look past it at the benefits you will reap.

Clash detection will prove instrumental in saving the company change order

fees since many items can be prevented before being constructed on site. Additionally, at hand specification information embedded with content will make decision making a breeze.

Design personnel will love the benefits of automated design changes. In other words, when one change is made, it's automatically reflected throughout all the sheets in the project. Plus, load and lighting calculations are a breeze since they can be completed in the same software as the design.

For the owner, a consolidated project documentation package that's comprised of a living document. That document allows the owner to easily review the facility at a moment's notice. If the need arises, those plans can be assessed to make changes if the project needs to be modified to meet tenant demand. Furthermore, documents such as these can provide invaluable to facilities management efforts.

These benefits are only the tip of the iceberg. From conceptualization through ownership – BIM has the potential to assist all parties involved in project, saving them both time and money. By adopting BIM, you're investing in the future. My advice, take a chance and fix what isn't broken.

For more information, please contact us at design.resources@philips.com.

TECHNICALLY SPEAKING

Power over Ethernet (PoE)

By building on the digital nature of LED technology, connected lighting brings illumination and the building network together.

Connected lighting creates a two-way communication between a lighting system and illuminated environment. It is part of the Internet of Things (IoT) trend and plays an important role in making a building smart and sustainable. One of the emerging technologies enabling connected lighting is Power over Ethernet (PoE) where both power and data are delivered over a standard Ethernet cable.

A PoE lighting system provides:

Total building efficiency – An integrated granular network of sensors registers how the space is being used. The data that is collected is plugged into a building network and provides real time as well as historical information on how the building is being used. This “real” information adds intelligence to smart building decisions.

Connected PoE lighting is in use around the world.

At **The Edge**, a state-of-the-art Philips connected lighting system helps create a more comfortable, productive, and sustainable environment. The Edge is an innovative, 40,000 m², multi-tenant office building in Amsterdam. The main design goal was to create an intuitive, comfortable, and productive environment for employees that could serve as inspiration for sustainable building designs around the world.

Learn more about connected lighting at philips.com/connectedofficelighting.



WaterPark Place III in Toronto, Canada RBC Waterpark Place III is home to Cisco's Canadian headquarters in Toronto. A connected lighting system from Philips Lighting creates a cutting-edge workspace for employees, and clear visibility on operations for facilities managers. The connected luminaires are a portal to data, energy savings, sustainability, and personal comfort. .

With proliferation of IoT in all aspects of modern life, the professional connected lighting market is expected to grow rapidly, playing a vital role in smart and sustainable buildings.

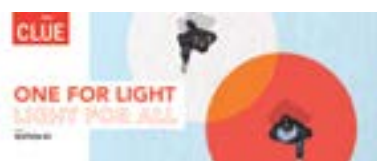
EVENT NEWS



An experience with Aura

At the recent IES Annual Conference, Philips created a colorful, interactive video wall with Philips Color Kinetics fixtures which sculpt lighting effects in virtually any shape or form. Attendees were also able to play with and experience Philips Aura, an interactive musical instrument that responds to presence, becoming a tangible experience that allows people to connect with light and sound. Part of a series of generative and interactive concepts by Philips Lighting Design, Aura has only been made possible by the emergence of digitally controlled LED, and is a continuation of Philips' tradition of experimenting with light and sound in ways that affect people at an emotional level. Aura allows people to control its musical pace and pitch, but unlike most traditional musical instruments, it can generate multiple personalities by itself.

Learn more at philips.to/Aura



CLUE launches its third competition under the theme “ONE FOR LIGHT, LIGHT FOR ALL”

The CLUE competition, an annual celebration of the best in lighting, launches its third edition under the theme One for Light, Light for All. CLUE invites new and emerging members of the industry to reflect on the possibilities for extending the personalization of private spaces to the personalization of public spaces. Candidates are given carte blanche to propose innovative lighting solutions relating to this theme by January 31, 2017, the deadline for submissions.

Winners will be selected by a jury of professionals representing various positions within the international lighting and design community. In addition to a global platform, winners will receive one of three grants totaling \$8,500, as well as one trip to Philadelphia for LIGHTFAIR® International 2017 (for the 1st prize winner).

If you're fascinated and passionate about the marriage between lighting and design, CLUE's annual competition is your chance to showcase your creativity and talent!

Make sure to have a look at this edition's theme: One for Light, light for all at cluecompetition.com

EVENT NEWS



IES Progress Report

The annual inclusion in the IES Progress Report is based on innovation and significance to the lighting industry.

Philips has 10 product entries recognized this year:

- #1: Philips connected lighting system with **PoE**
- #4: Philips Lumec **HighFocus** LED highmast
- #9: Philips Day-Brite / CFI linear **LBX**
- #10: Philips Color Kinectics **PureGlow IntelliHue Powercore** luminaire
- #14: Philips **Luminous carpets**
- #22: Philips Gardco **PowerForm** area luminaire
- #53: Philips Bodine **BSL17C-C2ST emergency** LED driver
- #140: Philips Advance **Xitanium 190W dual channel** LED driver
- #141: Philips Advance **Xitanium Class P indoor 1%** LED driver
- #152: Philips **EasySense** fixture mount sensor

Learn more at: www.ies.org

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

Workshops

Lighting Trends & Technology Update*

SYNOPSIS: These 2 and a half-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, attendees are able to earn over 7.5 hours of Continuing Educational Units (CEU) and AIA Learning Units. Program includes a private viewing of the Times Square Ball in New York City where Philips has been a sponsor for over 15 years.

LOCATION: Somerset, New Jersey

DATES: December 6-8, 2016
March 29-31, 2017

Specifier seminar

Lighting Excellence

SYNOPSIS: This two-day advanced workshop provides an up-close and hands-on approach to the design and manufacturing Philips Indoor General Area (IGA) Luminaires, with the focus on key "LED products for commercial and industrial applications within the Philips Day-Brite brand.

LOCATION: Tupelo, Mississippi

DATES: February 22-23, 2017

Lighting Academy



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.

Webinars



Learning the art of lighting design

DATE:

LIVE December 15, 10 am EST, 2016

REGISTER:

philips.com/lightingwebinars

How do you become a lighting designer? Join this webinar on

December 15 and find out which education and training options are open to you, which professional settings you can expect to work in, and how to start your own design journey.

PRODUCT NEWS



Clear-cut progress

Your customer will immediately recognize the meaningful differences with Philips Day-Brite/Philips CFI **FluxGrid** troffer luminaires. We start with familiar installation methods, add high-quality, energy-saving LED technology, and wrap it all up in a universally-appealing style that complements any environment.

Visit philips.com/fluxgrid to learn more.



Reliable lighting for ever-changing spaces

The Philips Day-Brite / Philips CFI **LED high bay RBX** allows your customers to experience full, comfortable illumination that evenly fills a space. It has the familiar look and feel of traditional high bay luminaires using acrylic and aluminum reflectors, but with innovative LED technology which includes multiple lumen packages and color temperatures.

Visit bit.ly/RBX-LED to learn more.



Experience the change, see the difference

The Philips Lightolier **Calculite** LED downlight generation 3 provides you with a subtle, yet robust downlight to create visual appeal and interest.

Calculite blends into the environment and casts a soft, soothing cone of illumination free of distractions, which leaves occupants feeling comfortable and ready to enjoy your space.

Visit philips.com/calculiteled to learn more.



More opportunities in higher ceiling applications

The Philips Lightolier **LyteCaster** LED downlight has been updated to help bring more specifying opportunities your way. The 4" offers 650 and 1000 lumens; the 5" offers 1000 and 1500 lumens; and the 6" offers 1500 and 2000 lumens, making this line a perfect option for high-ceiling projects. Our full offering of remodelers provides your customer with an easier maintenance alternative over frame-in-kits, and are offered with both IC and non-IC ratings.

Visit bit.ly/LyteCaster-LED-Downlight to learn more.

The new Philips ProLuminaire catalog guides are in stock.

Please contact your local Philips sales representative for the latest copy or email your request to luminous.spec@philips.com



Remotely monitor and manage dynamic architectural LED lighting systems

Philips **ActiveSite** is a cloud-hosted software as a service (SaaS) system that enables remote monitoring, management, and maintenance of Philips Color Kinetics LED lighting installations. The site protects your brand and lighting system investments by ensuring optimal lighting system performance with very little downtime.

Visit colorkinetics.com/ActiveSite to learn more.