LUMINOUS SPEC

FALL 2013

"THE MOST IMPORTANT ASPECT OF LIGHTING DESIGN IS **THE ARTISTIC VISION.**"

FEATURED PROFILE

Chip Israel–Lighting Design Alliance

As someone who admittedly entered the lighting design field by accident, Chip Israel has built a successful career over the past 27 years – including founding his own architectural lighting design firm in 1992 – Lighting Design Alliance which is headquartered in Los Angeles, CA.

Throughout his career, he was elected as a fellow in the IALD, is Past President of the IALD Education Trust and the Designer Lighting Forum, and has received an Outstanding Engineering Alumnus Award from Pennsylvania State University College of Engineering and the Martin's Professional Lighting Designer of the Year Award (2002). In addition, Chip also recently presided over the Illuminating Engineering Society with the highest honor as their President for the 2012–2013 term.

As a man wearing many hats, Chip gives the word "busy" a new meaning. In our brief time with him, Chip candidly discusses his career and the lighting industry.

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

The artistic vision! Having the initial visualization of what you want the space to look like and feel like, without concentrating on luminance or illuminance. Once you have the vision then you need the commitment and passion to follow it through; there's a lot of coordination in executing your vision, which can be frustrating and challenging at times. When you bring your vision to life, you end up with a beautiful project that meets the owner's requirements at the completion of the job.

How would you characterize your lighting style?

Our style focuses on the appropriateness of design. It's our job is to educate our clients – to offer them options and help mentor them through the decision making process so they can decide what the best solution is for them. We've worked on some of the most energy efficient buildings, as well as very energy intensive buildings, such as casinos. The entire design process is about compromise because it's very rare that you have an unlimited budget and/or unlimited direction to do whatever you want. At the end of the day you have to meet the practical needs of the client, while creating an aesthetically pleasing space. We've been very lucky to have clients who understand that, as well as the benefits of good quality lighting; they respect our knowledge and work to integrate it into the project. You should strive to make every job better than it would've been without you.

Who/what inspires you?

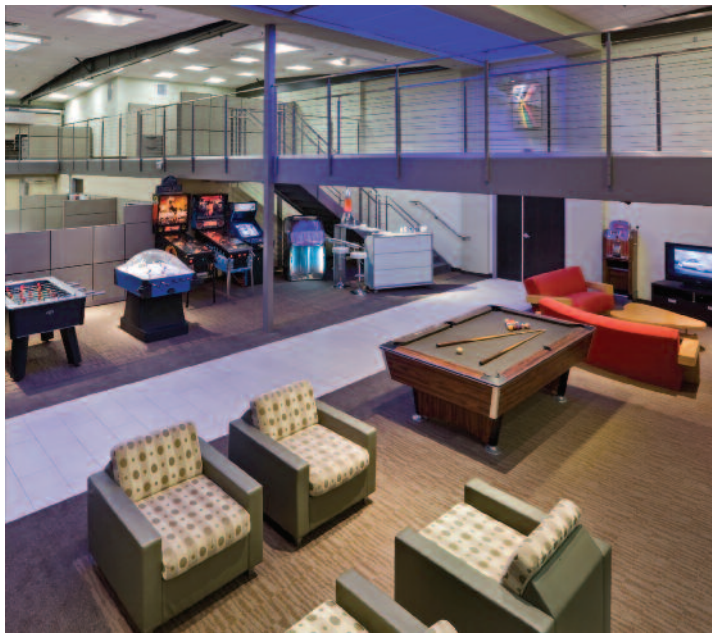
We have a lot of mentors in the lighting industry and, as long time practicing professionals, we entered the marketplace at unique time. It really was the generation before us that fought to create lighting design as a profession and basically laid the ground work for the rest of us. I owe a lot of our success to that previous generation and, as a result, they are a great inspiration to us.

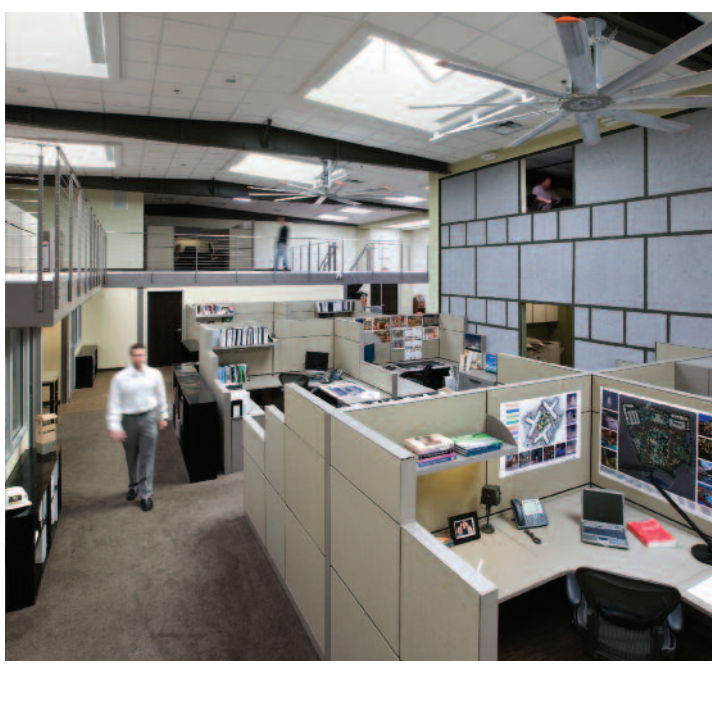
We also get inspiration from other places, especially from nature. Not only does nature provide human health benefits, but it also provides exceptional visual characteristics, such as lightening, the pink light glow in the high sierras and light hitting water.

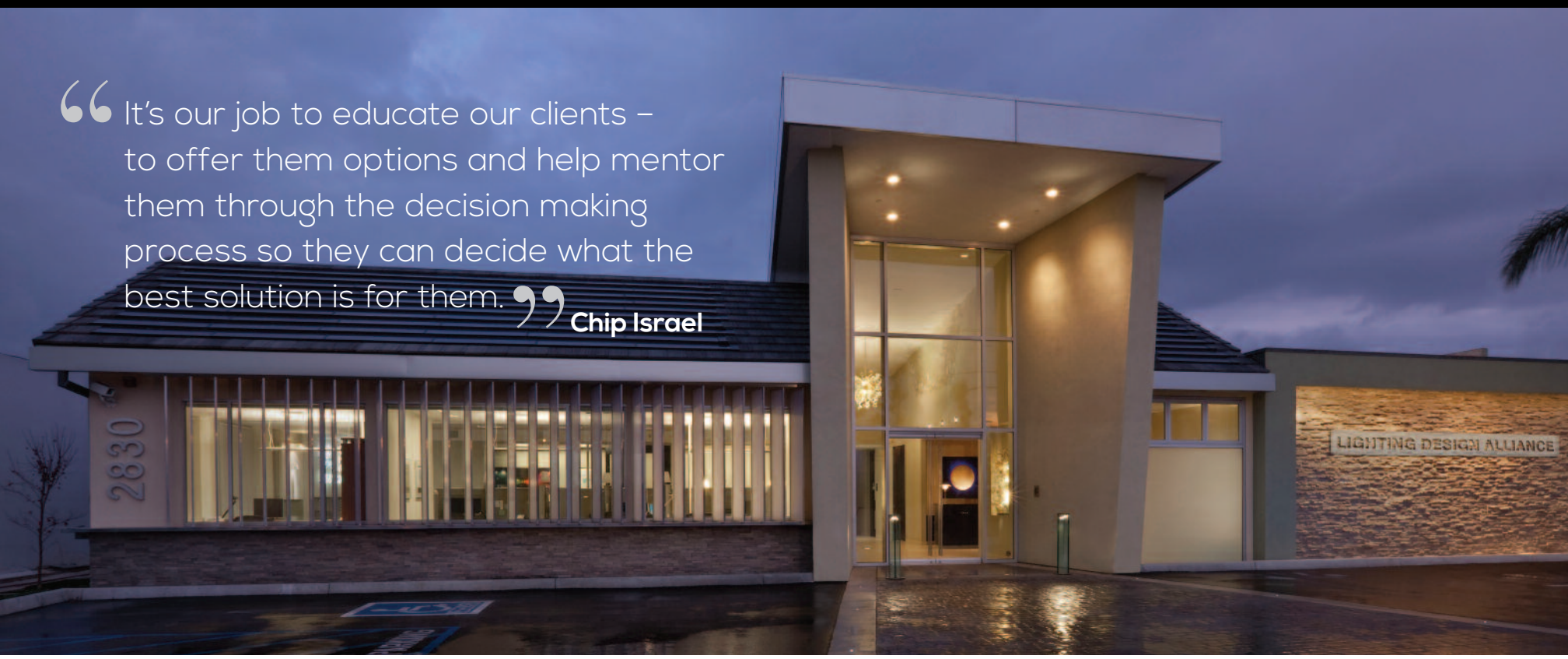
What is your most memorable project?

A project that stands out is the one I worked on while I was with Grenald Waldron Associates – the Ronald Regan State Office Building, twin towers in downtown Los Angeles. It contained very progressive things for the late 1980s – the integration of daylighting shelves, advanced lighting controls, pendant lighting that acted as baffles to block the clear clearstories, and so much more! It's inspirational that we were a part of something so innovative many years ago.

> "Once you have the vision then you need the commitment and passion to follow it through."







> It's our job to educate our clients – to offer them options and help mentor them through the decision making process so they can decide what the best solution is for them.
> **Chip Israel**

Looking back at your experiences, what is your favorite part of being a lighting designer, business owner, and volunteer?

There are so many things I enjoy, but I would say my favorite part is the people. Every day you're meeting with people and to me that's what is inspirational, fun and sometimes challenging. I've met some of the greatest people in the world and, collectively, the focus is on creating a better industry rather than competition amongst each other. It's extremely rewarding and that's why we keep volunteering and encourage other people to do that too.

My second favorite thing is that every day is different, which is really important. The fact that things keep evolving presents us with new opportunities and makes our job different every day; no two days are the same and that's a great reason to get up in the morning!

What advice would you give young lighting designers to succeed in the industry?

Follow your passion because you really have to be dedicated to succeed in the industry. You need to be prepared to do what it takes and then you'll reap the benefits and get back what you put in! By investing the extra hours up front, you will advance your career a lot faster and get better jobs/commissions.

You need to be an expert when you show up for a job so that you can assess the situation and come up with creative solutions that meet the client's needs. If you enjoy lighting design, you can still be creative, whether you're working on the design side or for a manufacturer. I cherish the time I worked for a manufacturer because I worked very hard but I also learned a lot. In the end it made me a better independent lighting designer.

What is the biggest difference between lighting design in North America versus other areas of the world?

I think internationally, if you look at the whole world versus the US, we have a certain amount of independence. It goes back to the 1960s and 1970s where we strove to be different from the design processes that were associated with the manufacturers, which allowed our industry to mature a little earlier than the other markets. This provides a better quality product for the end user and ultimately saves them money.

Another big difference is the quality of architecture. If you look at Europe they have buildings that are more than 400 years old and in Southern California our oldest building is 50 years. You actually see a lot of these grand old European buildings being continually remodeled and reused, rather than being knocked down and replaced.

In looking at the qualitative aspects of evaluating lighting, what do other regions value as being important versus what North Americans value?

In North America, designers work very hard to conceal architectural light fixtures – we want to see the effect of the lighting, but not the hardware because we have a higher sensitivity to glare. If we want to light a wall or a sculpture, most people use recessed fittings, whereas internationally there's a lot of lighting fixtures that extend down below the ceiling plane.

In addition, there are a lot of cultural differences – in hot environments they like cooler color temperatures, while in cold environments they like warmer color temperatures. In working on hospitality spaces in other parts of the world, we've found that they look towards Western design for inspiration, which trends to warmer color temperatures. When designing these spaces we have to work with them and educate them, especially when it comes to future maintenance and making sure they will continue buying the correct lamps down the road.

> Every day you're meeting with people and to me, that's what is inspirational, fun and sometimes challenging.

How do you balance and mix business with pleasure activities?

I don't really do a good job of balancing the two. I've always tried to work hard during the week and hopefully keep the weekends free to have some family time. We travel a lot and miss some of the important family things, which I wish I hadn't at certain points, but it's also important to instill good work ethics in our children so hopefully that rubs off on them.

We also enjoy spending time with our employees away from the office so all our families get together to go skiing or on house boat trips. It's a great way to really get to know the people from the firm outside of work but it's also challenging because we need to learn to live with each other without driving each other crazy. On our last trip, one of the houseboats that was making dinner lost its generator so watching all the employees come together as friends to solve a problem and make sure that everyone ate was very rewarding – not just that we got food, but to see them work together as a team.

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

That we always tried to do what we thought was right, whether it's helping out with university programs, volunteering time, or whatever else. It may not be the most popular decision or always in our best interest, but I think if you treat everyone fairly and you put the effort in then someday you'll get rewarded for it.

PROJECT SPOTLIGHT

LED RETROFIT PROJECT ESTIMATED TO SAVE TWO MILLION KWH ANNUALLY

Philips Day-Brite's High Bay LED 150 watt luminaires were selected for a large retrofit project at the Dot Foods Mount Sterling headquarters and warehouse building. Dot Foods management had been very active in a variety of programs for lighting improvements and upgrades and, as a result, chose this product because it offered significant energy savings, improved quality of light and reduced maintenance costs compared to HID.

More than 841 fixtures were installed in three phases during the 2 month retrofit project. The new system could be dimmed down to 10% compared to 50% with traditional HID sources, offering additional savings. The initial design layouts accounted for 10 footcandles throughout the aisles, and 18.5 footcandles in their cold and climate controlled environments. In testing the new system, Dot Foods management found out that the LEDs provided higher light levels than expected, and workers adapted quickly to the new dimmed modes. The estimated savings for this retrofit project is 2 million kWh annually (1.5M from lighting cost; 0.5M from refrigeration).

- Slim architectural design with 70 CRI
- Substantial energy savings with effacies of 78–92 LPW
- Exceptional optical performance available in four light distributions
- One-to-one replacement of MH and T5HO

> "Dot appreciates the partnership with both Philips & the Ameren Illinois ActOnEnergy® program, to help drive out cost in our business, as well as positively impact our overall carbon footprint. The energy reduction component of this project, from a Sustainable perspective, is good for our business, good for our employees, and good for the community of Mt Sterling."
>
> **John Long**
> Sr. VP Warehousing – Dot Foods, Inc.

AROUND THE WORLD

Brilliantly Transforming an Iconic Symbol with 16 Million Colors

Every New Year's Eve, millions of people gather in Times Square, the heart of New York City, and are joined by millions of TV viewers to watch the count down for the world-famous Times Square Ball drop. Now an iconic symbol, the Times Square Ball represents the beginning of a new year full of endless possibilities.

As we near the end 2013 and enter into 2014, Philips will be celebrating their 15th consecutive year as the official lighting partner for the Times Square Ball. The LED lights used on the Times Square Ball demonstrate the latest in innovative LED technology and represent a new era of lighting, providing increased energy savings, greater light quality, longer bulb life, and dimmability to existing lighting fixtures. 32,256 Philips LUXEON LEDs light the glittering Times Square Ball and each LED module contains 48 Philips Luxeon Rebel LEDs – 12 red, 12 blue, 12 green and 12 white – for a total of 8,064 of each color. The Times Square Ball is capable of creating a palette of more than 16 million vibrant colors and billions of patterns, producing a spectacular kaleidoscope effect atop One Times Square.

PRODUCT NEWS

Philips Lightolier Alcyon LED Vertical Track and Recessed Multiple Accent Lighting

Alcyon LED Vertical Track is a single-optic LED platform designed with a balance of form, function and performance. The sleek, cylinder design offers unprecedented efficiency, visual comfort, diverse beam spreads and industry leading "candlepower punch" to provide designers with the creative license to design with light.

The Alcyon Recessed Multiple fixtures offer increased customization and seamless ceiling integration with full-recessed and semi-recessed options ranging from 1 to 4 heads, which can be individually positioned within one recessed multiple luminaire. For onsite flexibility, the recessed units are designed with a tool-less, field adjustable aiming and pull down feature, allowing customers to choose for either a clutter-free look or targeted beam of light on the merchandise or display.

These Energy Star certified luminaires provide a cost effective solution for areas that require a cohesive look. In addition, optional dimming is available for the Alcyon LED Vertical Track.

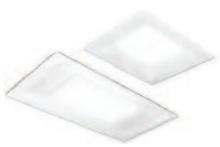
Philips Antumbra Series Controls

The Philips Antumbra User Interfaces offer a refreshing change to traditional wall switches used in most buildings, offering unparalleled aesthetics and customization to best meet your dimming and switching needs. Elegantly simple and clean, Antumbra is available in two styles (PATPA and PABPA) with individually configurable buttons to perform a vast range of functions from simple local lighting control to facility-wide functions that can affect all network devices.

The contemporary design incorporates multiple hidden sensory inputs to automatically control the local environment. Utilizing the latest in field effect technology, the indicators are hidden into each button and light up the wall when a user approaches, welcoming the user to interact with the device, then fades away as the user leaves. An internal light level sensor ensures that this wall wash effect is adjusted to the appropriate level and a built-in temperature sensor allows room based integration with building EMS and HVAC systems.

Philips Day-Brite / Philips CFI DuaLED Recessed LED with SpaceWise Technology

Created specifically for large open office spaces, DuaLED with SpaceWise Technology is a stand-alone LED lighting system with integrated occupancy sensing and daylight harvesting – providing the benefits of lighting controls without the hassle. Designed with a minimalistic strategy to achieve sustainable objectives it delivers an estimated 50-70% combined system savings from wattage and controls. In addition, DuaLED with SpaceWise Technology serves as a great option to replace traditional office lighting in retrofit projects, as it doesn't require any re-circuiting or new control wires.



Philips Day-Brite / Philips CFI DayLineLED Troffer

DayLine is an energy efficient shallow depth (2¾") troffer designed specifically around LEDs and is compatible with virtually any plenum. Developed utilizing a minimalistic strategy to achieve sustainable objectives, DayLine LED offers a clean appearance for a fresh variation from traditional lensed troffers. Its soft opal diffuser with a large luminous area minimizes apparent brightness and provides general lighting with greater visual comfort for a wide variety of applications such as offices, schools, retail, or healthcare. In addition, 0–10V dimming, daylight sensors, occupancy sensors, and integral emergency options can be added.

Philips Captivation Phase Dimming and Relay Controls

The Philips Captivation family of controls products is designed for flexibility with easy setup and installation, helping to alleviate the often complex and cost-prohibitive hurdle of adding lighting controls to a facility. All Captivation controllers can be used as standalone circuit controllers with off-the-shelf sensors and switches, or they can be networked with the Philips Dynalite family of products into an area, building, or campus wide lighting system using the Philips DyNet protocol.

The Captivation Phase Dimming Controller (DPD) offers unprecedented flexibility by eliminating the common concern of 'if' you have the right dimmer for the fixture. It allows 600W forward or reverse phase dimming control of any 120V or 277V lighting circuit.

The Captivation 0–10V Relay Controller (DRD) offers simplicity and expandability in any type of facility. It allows 16A switching and/or 0–10V dimming control of any 120V or 277V lighting circuit.

Dimming Controller

Relay Controller

Philips Ledalite Jump LED Luminaire

Jump's breakthrough advancements in LED optical performance and controls integration – combined with unparalleled design flexibility – take sustainable architectural lighting design to new heights. This fan favorite and award winning LED luminaire has been reinvented to capitalize on rapid LED technology development. Jump now offers even better performance, improved energy-savings, more design options and fantastic value. Wherever you need a high quality lighting system, next generation Jump LED Luminaire has numerous configurations, with efficacies reaching 86 lumens per watt. Jump offers better performance in a direct narrow-aperture luminaire, using 25–30% less energy, at a price point rivaling fluorescent dimming.

PHILIPS OLEDs TAKE CENTER STAGE AS PART OF HEADQUARTERS INSTALLATION IN THE CHICAGOLAND AREA

Whitney Architects Inc. is a multidisciplinary design firm that strives to make people's work lives better by designing environments that inspire creativity, facilitate collaboration, and promote unity throughout the space.

Project Managers Nici Nilles and Kate Hagelow of Whitney Architects were brought on board to complete a challenging pharmaceutical benefits management company headquarters project in Chicago, IL. Their innovative ideas, coupled with the use of unique lighting solutions, produced a space for their client that they are truly proud of.

How does the headquarters project stand out from your other projects?

NICI: We've been working with this client since 2006 and through acquisitions and mergers they've grown to be a significant size. With their most recent merger almost doubling their employee size, they needed a new headquarters building in the Chicagoland Area that could not only house all its employees, but also represent their new name, brand, and the future of the company. This project in itself was quite different than what we were used to with this client so we had to be mindful as to how to design the space and be flexible for their evolving corporate culture. The final product is an eclectic space with a variety of amenities including a full service cafeteria, fitness center, dry-cleaning services, and a full floor of conference spaces. The goal was to create a one stop shop for employees.

KATE: When we started the project we sent out an employee survey to get their feedback about what they preferred to see in the new space. In merging people into one building our client wanted to provide several amenities for their employees and will be adding additional ones in the future, such as a car wash service. Combining two corporate cultures into one large facility was a huge undertaking for our client, so there was a driving goal to do it the right way. Providing such perks for their employees facilitated change management and created an excitement about the upcoming move.

What is the importance of lighting in this project?

NICI: These days we're trying to find ways to reinvent our designs and differentiate them from previous projects we've done, as well as from other corporate spaces, and a distinct way to do that is through the thoughtful use of lighting. By adding unique light fixtures into different spaces, it elevates design throughout the facility. As people tour through our client's new headquarters, we get a lot of feedback on the lighting package regarding the different types of illumination, how it breaks the space up, and how it helps promote and augment the design in key areas.

Part of the driving force for our client's culture is innovation and technology. We proposed a variety of options for a reception concept with staircases, sculptures, and oversized art pieces, but the OLED concept captured the vision of the executives. While the fixture itself is stunning to look at, it's also innovative, cutting-edge technology, which fits our client's model of partnering with other forward thinking companies. The OLEDs add dramatically to the space and it is an understatement to say that they're an important design element, as they are the signature piece of the lobby area, eliciting a "wow" first impression when you walk in.

KATE: When we first saw the OLED sample we identified it as being a statement piece and immediately knew we had to have it. We began to brainstorm a way that we could incorporate this dramatic element into our design because we felt strongly that this was a way to make an architectural statement for our client, and for our project. We conducted several design meetings and presented various iterations to convey the OLED concept. Although our client is a pharmaceutical company, their brand pays tribute to navigating the rough seas of healthcare. We carefully took this into consideration and instead of representing their brand literally through imagery we used the OLEDs to tie in the theme of water. We were able to program the lights to give the effect of the lightness and quality of water as a subtle reminder of their brand and their logo.

NICI: One of the unique things about this project that made it such a success is that it wasn't just our in-house team working with our client's facilities team. We worked in conjunction, as a close knit team, with our general contractor and numerous vendors from start to finish. All of us were on site repeatedly as a team throughout the course of the project. When the OLED concept first got brought up, the electricians were terrified because it was something new and different than anything they had worked on before. We remember the day when all the OLEDs were installed and they were turned on for the first time. We all stopped, looked up and stared. We had a moment where everyone realized "wow this really works and it looks so cool!" It was an exciting thing for us to be a part of and everyone who worked on the project has a special place in their heart for this product – how amazing it turned out and the impact it has on people when they walk into the space.

CONFERENCE & EVENT NEWS

IALD Enlighten Americas 2013

IALDLIRC

The 13th annual Enlighten Americas conference, hosted by the International Association of Lighting Designers (IALD) was recently held at the Hyatt Regency Montréal in Montréal, QC. A record breaking 400 lighting design professionals attended the three-day conference engaging in networking, association business and world-class lighting education in three tracks: Art, Science and Professional Tools.

After each day of education, attendees were able to unwind at the evening sponsored receptions and network with their peers. A highlight of the conference was the Saturday night closing gala, sponsored by Philips. Held in the heart of downtown Montréal at the Cavalli Ristorante, guests enjoyed energetic conversations over dinner and drinks while listening to the tunes of the Blush quartet. This elegant evening was a perfect way to wrap-up the conference, providing a lasting memory for everyone who attended.




EDUCATION

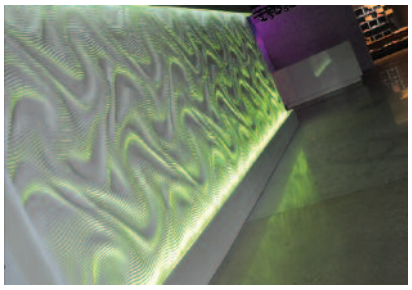
Philips Lighting Application Center, Somerset NJ

Located at the Philips Lighting North American headquarters in Somerset, NJ, the Lighting Application Center (LAC) presents more than 20,000 square feet of demonstration and applications space that allows visitors to experience lighting from a fully integrated perspective. Interactive, walk-in spaces engage you with the latest in technology: LED, advanced fluorescent and HID systems, high performance luminaires, daylight control, and much more. Full-scale demonstration environments show lighting in retail, office, education, and hospitality application revealing how lighting affects selling, working, and leisure spaces.

Philips Lighting Concept Centre, Toronto ON

Located in downtown Toronto, the Lighting Concept Centre is a state-of-the-art 8,000 sq. ft.- facility that includes demonstration areas of the most current and innovative lighting solutions. This space is the perfect learning environment for extensive lighting training and custom programs.

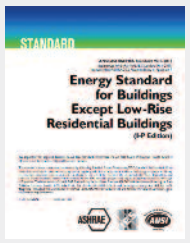
For more information on the educational opportunities available in the US and Canada, visit **www.philips.com/lightingapplicationcenter**



REGULATIONS & STANDARDS

ANSI/ASHRAE/IES Standard 90.1-2013



ASHRAE and IES recently published the new energy standards for all buildings, with the exception of low-rise residential buildings. The new ANSI/ASHRAE/IES Standard 90.1–2013 incorporates 110 addenda with significant changes to lighting requirements within its lighting, building envelope and energy cost budget sections with the long-term goal of reducing building energy use and cost.

Building envelope standards now require double glazed fenestration in many climates, minimum visible transmittance/solar heat gain coefficient (VT/SHGC) and simplification of the skylighting criteria. Changes to lighting standards include improvements to daylighting and daylighting controls, space-by-space lighting power density limits, thresholds for toplighting and revised controls requirements and format. Energy cost budget and modeling sections have also been revised to enhance capturing daylighting when doing modeling calculations.

For more information, visit **www.ashrae.org.**

INDUSTRY NEWS

Philips Wins Three Product Innovation Awards from Architectural Products

Architectural Products has selected Philips as a multiple winner in the lighting category for their Product Innovation Awards. BoldPlay, Antumbra and Philips hue will be featured as this year's most innovative product introductions in the November issue of Architectural Products Magazine.

The Architectural Products Product Innovation Awards (PIAs) determine and honor innovation in the development and refinement of buildings-related products. Judged by a group of 50 independent industry professionals, the program represents a mechanism to impartially review product and present to readers items their peers found innovative and worth investigating.

To read the latest edition of Architectural Products, visit **www.arch-products.com.**

14 Industry-Leading Philips Lighting Solutions Included in Illuminating Engineering Society's Annual Progress Report

Philips has been recognized by the Illuminating Engineering Society's 2013 Progress Committee for 14 innovative lighting solutions introduced over the past year, including 12 products and 2 technologies. 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 achievements for the Illuminating Engineering Society. Important new products, research, publications and activities of the past year are submitted annually to undergo a selection process and be included in the IES Progress Report.

The following Philips products were recognized at the IES Annual Conference held in Huntington Beach, CA on October 27–29, as part of 2013 IES Progress Report:

- Calculite Evolution 3" LED
- BoldPlay
- DuaLED with SpaceWise Technology
- Philips Hue
- LightFlood LED
- MasterColor CDM Evolution T4 and T6 Lamps
- DimTone BR30 Dimmable LED Lamp
- EvoKit LED Retrofit
- LED T8 System with Optifuse Technology
- Captivation Load Controller
- 54 Watt Xitanium LED Driver
- 24 and 39 Watt T5HO Mark 10 Dimmable Ballasts

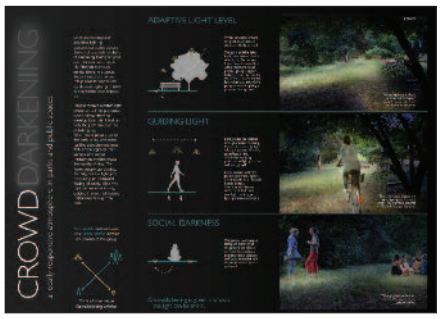
For more information on IES initiatives, visit **www.ies.org**.

The CLU Foundation Announces the 2013 International Design Contest Winners

The CLU Foundation encourages the industry's next generation to question issues that require more than developing a product as a solution, but rather the development of global lighting solutions that link humans to their environment. As a way of inspiring young designers, the Foundation holds an annual international competition which challenges them to think in innovative ways relating to the theme of the current year. This year's theme, Socialight, required participants to ponder the role of lighting in the urban areas of tomorrow in order to determine how lighting can create a sociality between various individuals and meet their different needs.

The CLU Foundation received 119 projects from 44 countries and selected 20 submissions as finalists. After much debate, the following projects were selected as the winners of the 2013 International Design Contest:

For more information, visit the Philips Lighting Blog at **www.lumec.com/blog.**



First prize ($2,500): Crowd Darkening submitted by Mrs. Sabine De Schutter and her team (Florian Peter Strenge, Sebastian Krapp, Thuy Chinh Duong, Birte Schaper, Alina Schauf, Hanna Martus) from Germany.

Second prize ($1,500): Light Fall submitted by Mr. David Sasaki and his team (Huynh, Son Van Mudiappahpillai, Chris) from Canada.

Third prize ($1,000): 10577 Rays in Helsinki submitted by Mr. Roque Pena Pidal from Spain.