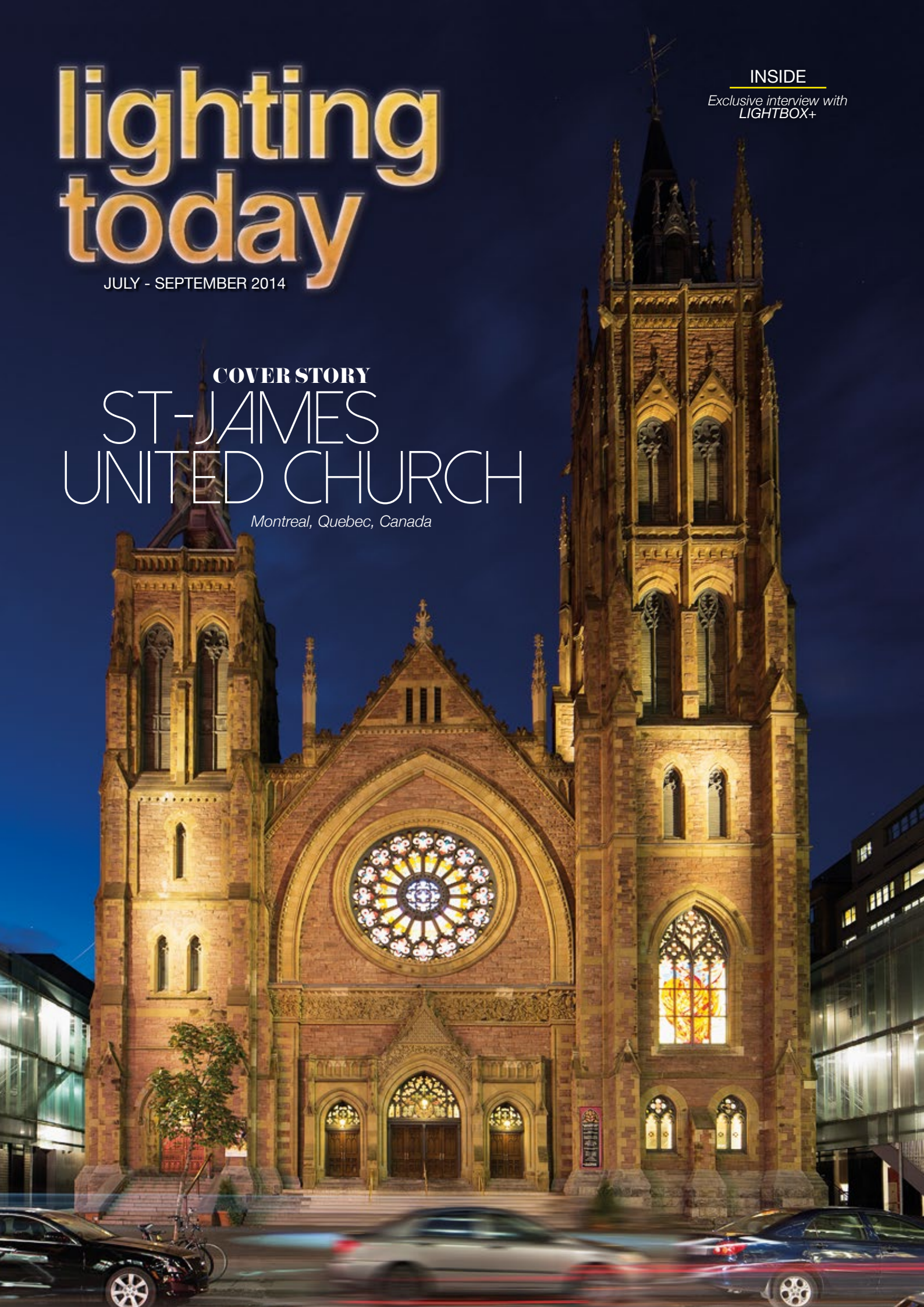
lighting today

JULY - SEPTEMBER 2014

INSIDE

Exclusive interview with LIGHTBOX+



COVER STORY

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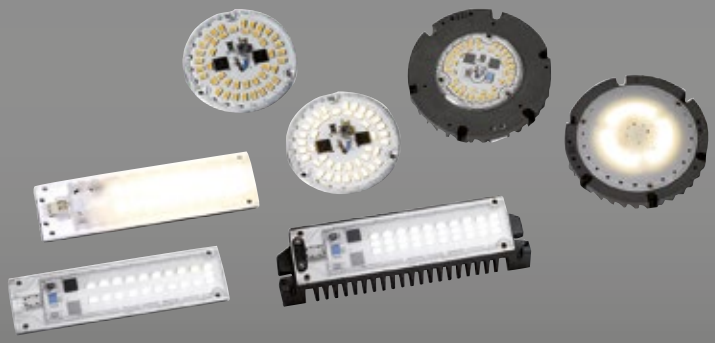

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DEAR READERS,

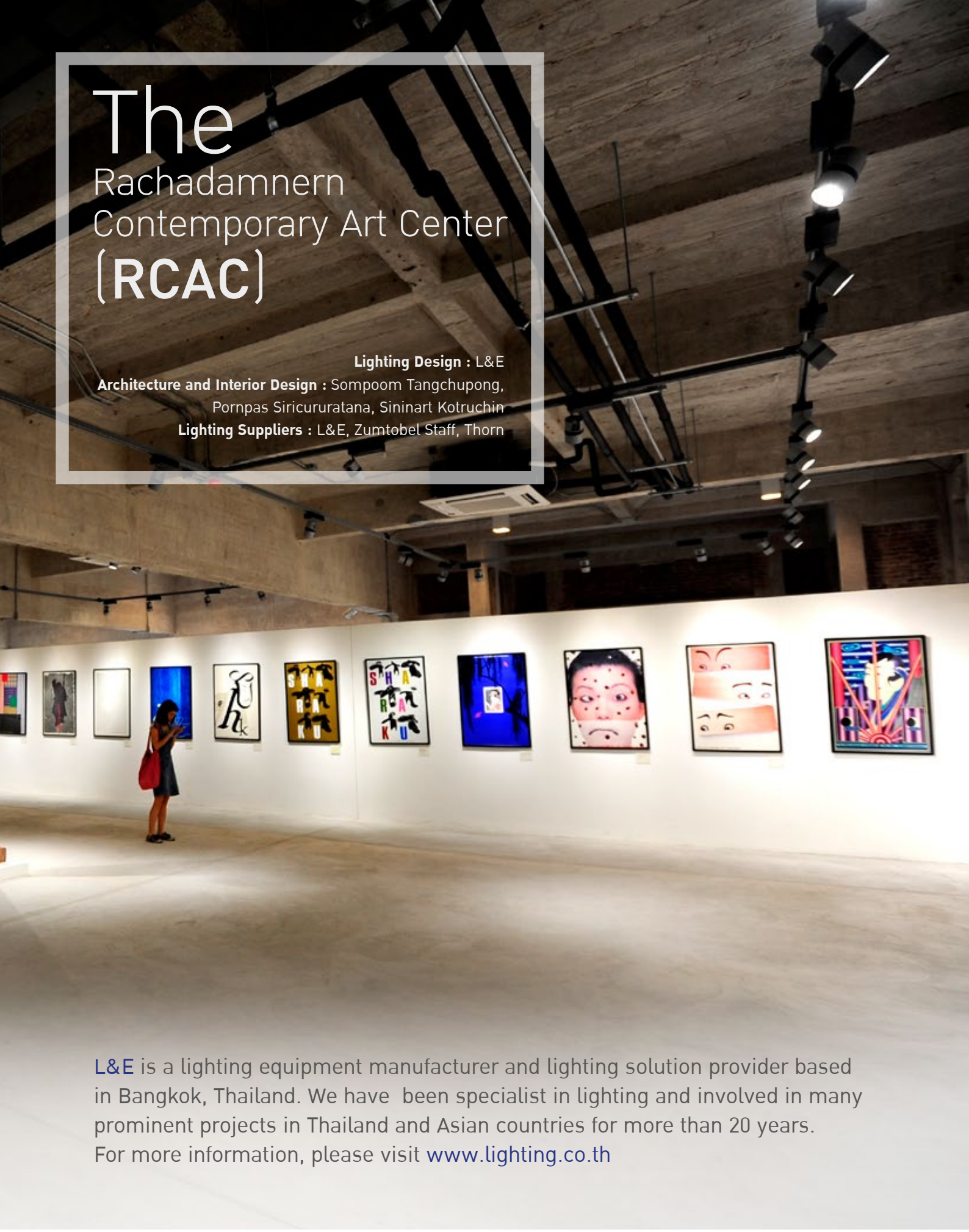
Hello again to another issue of Lighting Today! During my recent trip to Frankfurt for the Light + Building trade fair, I managed to squeeze in some time for a little sightseeing. It was an interesting and refreshing experience to be surrounded by gothic and medieval architecture - and as night fell, the way these buildings lit up was simply magical.

This brought about the inspiration to feature a project of similar architectural style in this issue of Lighting Today - the St-James United Church in Montreal, Canada. I am no lighting expert, but I believe it is no easy task to light up a building such that it looks great both up front and from afar. I hope you enjoy the feature!

In this issue, we bring you some exciting new products that have been launched at the Taiwan International Lighting Show and at Light + Building 2014. Don't forget to check out our recent interview with LIGHTBOX+ to find out more about their team of lighting designers.

Once again, welcome to another issue of Lighting Today filled with various new projects and products from the lighting industry. Happy reading!

Jo-Ann Elicia Teo
Editor



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20th anniversary | L&E

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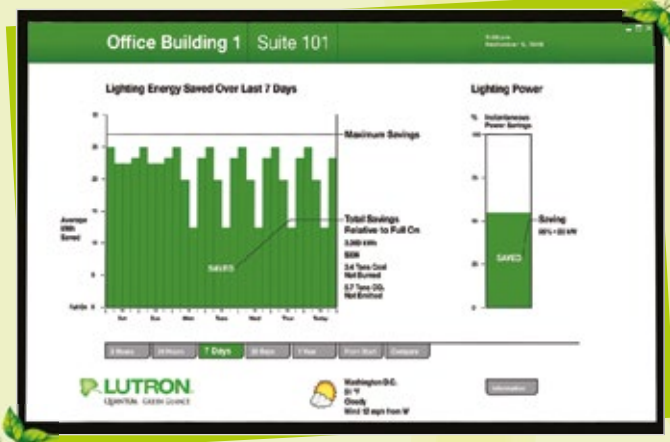

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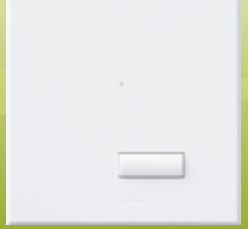
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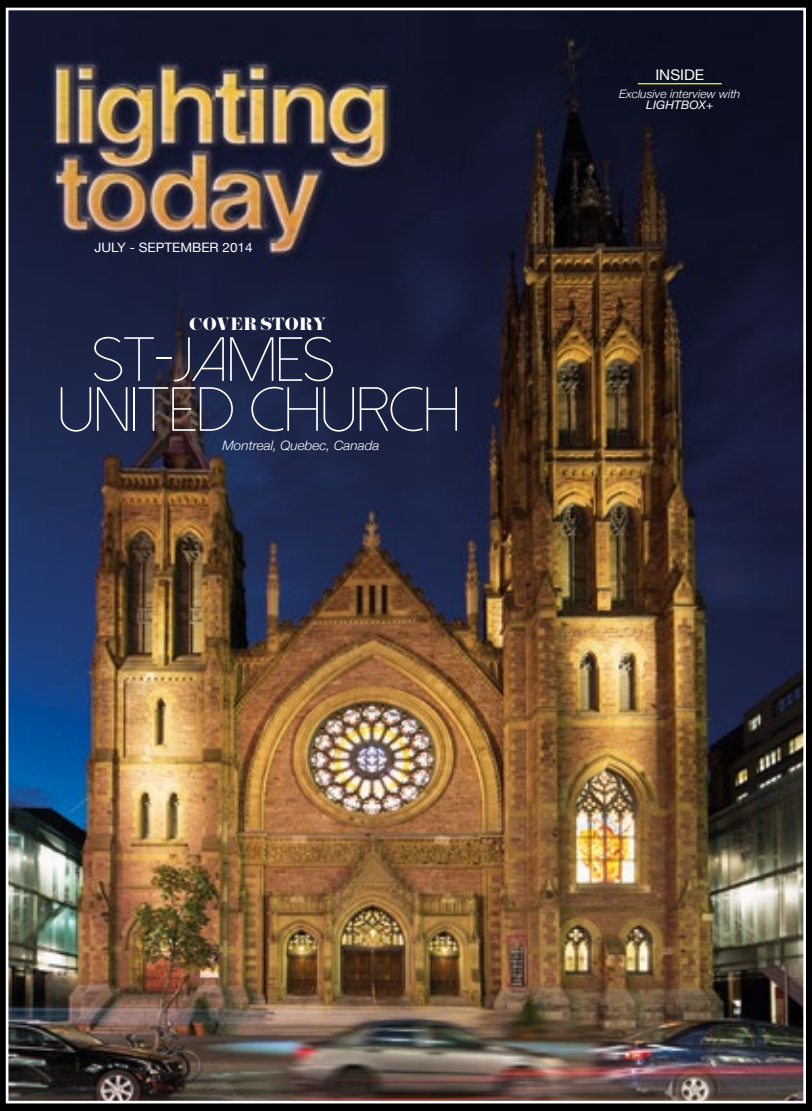

On the Cover: St-James United Church
Photo Credit: Lumenpulse
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Are LEDs high-jacking our profession?

How the complexity of the technology and its fast development pushes the lighting designers to a back seat.

I may surprise you with this statement but the experience I have had over the last few years combined with the unbelievable progress LED technology has made in terms of quality, performance and opportunities have put us lighting designers on the back foot. With more then 30 years of experience in the conventional lighting technologies I have always felt on top of my game, knew the products in and out, and always felt how to give my clients the best value for money.

Now in the age of LED technology things have changed. Everybody, manufacturers included, are struggling to get to grips with the enormous potential of the LEDs, the technology is developing fast with many unresolved or even new childhood issues. Not only that, there is so much money to be made with this technology that it looks like every Tom Dick and Harry is jumping on the LED bandwagon. LEDs that produce the same or better effects are roughly twice as expensive, so why still sell the old technology if we can make double the money with LEDs? During April's Light + Building Fair in Frankfurt, the world's biggest Light Fair, there was not a single booth in sight to promote conventional technologies. For those who did, it was well concealed between an abundance of LED lights. Nobody really wanted to be seen selling or promoting "old" stuff, right? And those who had conventional lighting on display mostly used their most inefficient product range to show off their "much better" LED replacement!

Now here is the thing; there are still heaps of conventional lighting systems, new generation versions that can actually rival LED technology in price and performance. Should we really disregard these in favour of LEDs? Aren't we burning bridges behind us that we may never be able to cross again? I am not saying LEDs are no good, on the contrary, some amazing new things can be done with it, but can't the old and the new technologies not co-exist together?

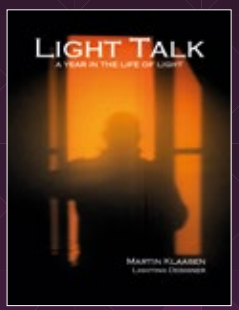
We have entered a phase of the development in lighting technology where it seems LED is the only answer to any of your lighting problems. Why is it that our clients now are the ones telling me that I have to use LEDs? Today when I start a new project, 9 out of 10 times (probably 99 out of 100!), clients are asking me: "Will you be using LEDs?" Where are the times that we are the professional experts advising the client which system is best to use? Diplomatically I steadfastly answer that I will use and specify LEDs wherever it is justified to do so.

The irony is that when we finally get to the (LED) specifications and we present the related budget costs, most them drop from their chairs… really, that expensive? Because their QS probably calculated the budgets with the old technology figures in mind, it nearly always comes to clash with often disastrous consequences. Not willing to budge on either the use of LEDs or their budget, we often find ourselves in a scramble to find the cheapest possible LEDs and if we don't do it, they just look towards China where you can find LED down lights for less then $5.00 and ignore our advise... LEDs are good isn't it? Yes as long as you are aware of the related quality and performance issues. Value engineering (bringing down the costs) has become even more pressing with the presence of the LED technology, putting us lighting designers in an extremely difficult position. On one hand we are there to safeguard our clients in terms of value for money for the required basic qualities and performances and on the other hand we have the manufacturers and their agent / suppliers (often referred to by me as the LED Cowboys) who only seem to have one mission in life and that is to sell LEDs… at any costs it seems at times…

They are all out to "brainwash" the market that LEDs are the only solution (just listen to and read the advertisements!). Our clients hear nothing else with the result mentioned above. On top of that we lighting designers seem to be deprived from essential information (only the good stuff is being told to us, do you ever hear any downside to the LEDs, maybe except that it is a bit expensive, but even that they can sweet talk?), leaving us to test the hell out of LEDs to make sure we do not specify something that may come back to haunt us, because when everything works the manufacturers are the first to take on the credits, however when things do not work out they are nowhere to be found… it wasn't them!

I am a firm believer in LED technology and specify it in all my projects now, but I ask the manufacturers to be more open and honest, work with us to deliver this great technology in a professional manner properly promoting the benefits AND the disadvantages, not high-jacking this technology for the "greater" good of just more profit, but for making this world a better lighting world to live in!

Follow Martin's daily blog about lighting, Light Talk, at:
http://lighttalk.via-verlag.com



Martin's Book, '***Light Talk, A Year in the Life of Light***'
(ISBN: 978-981-07-0120-8),
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A soft copy of the book is now available for download from Martin's blog site.

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i LIGHT MARINA BAY 2014 CREATES NEW RECORDS

"iSWARM" by the Singapore University of Design and Technology (SUTD)
Photo Credit: Philips Lighting

i Light Marina Bay 2014 , Asia's only sustainable light art festival, closed on 30 March with record energy savings from its 'Switch Off, Turn Up' campaign and drew its largest turnout since its first edition in 2010.

The energy-saving 'Switch Off, Turn Up' campaign ran in tandem with the festival from 7 to 30 March. It rallied Marina Bay stakeholders and building owners to switch off non-essential lighting and turn up air-conditioning temperatures during office hours throughout the festival period. The campaign this year achieved energy savings of 268,890 kWh, a marked 25 per cent increase from the last edition in 2012, and had a record 52 buildings participating. The energy saved is sufficient to power the festival more than 45 times over.

The biennial festival, organised by the Urban Redevelopment Authority (URA) for the third time this year, attracted some 685,000 visitors, a 20 per cent increase from the last edition and the highest number the festival has seen.

Mr Jason Chen, Director for Place Management, URA, said, "The successes this year are very encouraging as they affirm how much we can achieve with our festival partners and Marina Bay stakeholders. We hope that visitors and participants not only enjoyed the installations, but also took away the important message of sustainability and will take steps to help make a positive change for our environment. We hope that the festival will continue to grow and spread the meaningful message to a larger audience."

"Giant Dandelion" by Olivia D'Aboville
Photo Credit: Urban Redevelopment Authority

Over the three-week long festival, visitors were enthralled by 28 interactive and thought-provoking installations curated with the theme "Light+HeART" and placed around the Bay. The installations were designed and created by local and international artists who pushed the boundaries of creativity to incorporate energy saving measures in the design, construction and operation of their works.

Besides the light art installations, visitors also enjoyed an array of complementary events and activities such as free guided tours, boat rides, sporting activities, bazaars and culinary treats. i Light Symposium 2014 and other talks held in conjunction with the festival also kept an active conversation on the topic of sustainability, increasing awareness and inspiring the adoption of sustainable practices. The festival also partnered this year's Earth Hour where all installations were switched off from 8:30pm to 9:30pm on 29 March.

i Light Marina Bay 2014 was supported by:

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"BEAT" by Arup
Photo Credit: Philips Lighting

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PHILIPS HUE WINS PLATINUM AWARD AT INAUGURAL SINGAPORE GOOD DESIGN MARK AWARDS

Singapore – Philips was recognized tonight with five accolades at the first Singapore Good Design Mark Awards in a ceremony which was part of Singapore Design Week. The awarded SG Mark serves as a symbol of design excellence to encourage and champion holistic design practices for global competitiveness. Philips was one of the most-awarded organisations of the night.

Philips hue, the world's leading personal wireless lighting system, won the Platinum SG Mark. It was the only lighting product awarded in the Platinum category. Four Philips Consumer Lifestyle products were recognized with Standard SG Mark awards – the Philips PerfectCare Pure Steam Iron, the Philips Avance Airfryer XL, the Philips VisaPure and the Philips Sonicare DiamondClean.

"We are proud to have been recognized in these inaugural Singapore Good Design Mark awards with our globally created products, in particular those coming from the design team here in Singapore," said Low Cheaw Hwei, Head of Product and Service Design at Philips. "It is a confirmation of how we bring world-class design together with leading technologies and our understanding of socio-cultural trends to deliver innovation that matters to people."

Photo Credit: Philips Lighting

Philips hue is the world's smartest web-enabled LED home lighting system that is controllable using your smartphone or tablet. The intuitive app allows users to remotely control and personalise their home lighting experience with custom settings and program timers to fit daily schedules, all through the convenience of a smart device.

PHAROS APPOINT NEW DISTRIBUTOR FOR AUSTRALIA

Photo Credit: ULA Group

Pharos Architectural Controls are delighted to announce the appointment of the ULA Group as distribution partner for Australia.

Tony Symms, Regional Manager Asia Pacific of Pharos, says; "We are delighted to welcome the ULA Group into the family of distribution partners for Pharos Architectural Controls. Our new relationship with ULA will enable us to further extend the Pharos network and provide service and technical support for Australia. We will be working closely with ULA to promote Pharos in the region to provide quality control systems for any application."

Cuono Biviano, Managing Director of ULA Group commented; "It is with great pleasure to welcome Pharos on board as part of the ULA Group family of world leading lighting solution products. Pharos is a leader in Architectural Lighting and room zone control for both lighting and audio-visual products. Pharos pride themselves in high level customer support and highly reliable turnkey solutions, which is a key protocol of the ULA Group culture. I look forward to working with Tony and all of the team and delivering real solutions and training to our clients."

Founded in 2004, Pharos is independently owned and is part of the Carallon group, a product design company specializing in control systems for the entertainment industry.

Pharos Architectural Controls is committed to providing innovative lighting and audio-visual control solutions for the architectural and entertainment industries. Pharos award-winning products are installed across the globe, running day and night in theme parks, shopping malls, state palaces, art installations, museums, airports and homes.

For further information please contact **asia@pharoscontrols.com**.

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WALMART AND GE TRANSFORMING RETAIL LIGHTING WITH ENERGY-EFFICIENT LEDS GLOBALLY

Walmart exterior lighting – GE Tetra® signage and Evolve™ LED area lights

Walmart announced plans today to purchase energy-efficient LED ceiling lighting fixtures for new supercenters in the United States, stores in Asia and Latin America, and Asda locations in the United Kingdom. The new fixtures will use 40 percent less energy than lighting sources historically used in stores, and will help further the retailer's goal to reduce the kilowatt hour (kWh) per square foot of energy required to power Walmart's buildings globally 20 percent by 2020.This is Walmart's largest purchase of GE LED lighting to date, and the most recent example of leadership from Walmart and GE to find and scale innovative, energy-efficient lighting solutions.

"We have worked to find and scale energy-efficient LED lighting solutions that are cost effective and high quality, and now working with GE, we're paving the way to make this a mainstream solution for the retail industry," said Doug McMillon, president and chief executive officer of Wal-Mart Stores, Inc. "LEDs have become an integral part of our energy efficiency model for our stores and play a key role in achieving our overall sustainability goals. Just as important, the energy cost savings coming from these innovations will help us maintain the low prices our customers depend on us to provide."

With the main sales floor lighting representing approximately 90 percent of the total lighting usage in each building, this implementation will reduce energy use per store by more than 5percent in the U.S. alone. The lights have a longer life span than traditional lighting fixtures and also offer significant savings in maintenance costs.

Installation of the new GE LED ceiling lighting will kick off this month at Asda, Walmart's business in the U.K. In 2014 alone, Walmart and GE project overall new stores and lighting energy savings compared to prior lighting fixtures to total as follows:

- Brazil: 30 store remodels; 41 percent energy savings
- Central America: 10 new stores; 54 - 59 percent energy savings
- China: 24 new stores, 16 store remodels; 42 percent energy savings
- Mexico: 37 new stores; 45 percent energy savings
- U.K.: 10 new stores; 45 - 51 percent energy savings
- U.S.: 30 new stores;15 percent energy savings

"We've had a long and successful relationship with Walmart, increasing our environmental efforts together," said Jeff Immelt, GE Chairman and CEO. "A leader in seeking energy efficiency in the retail industry, Walmart's energy-conscious focus allows the company to attain a substantial cost savings in electricity. We value our longstanding relationship with Walmart and are proud to work with them in reducing their environmental impact.

Walmart and GE have a rich history of collaborating to develop lighting products to meet Walmart's needs. Walmart pioneered the use of LED systems in the retail setting and was an early adopter of LED signage in 2003. In 2005, Walmart worked with GE to install what is believed to be the first major rollout of an LED freezer case. Additionally, Walmart's store parking lots in the U.S. and abroad were among the first in the industry to switch to LED lighting fixtures.

The move to LED ceiling lighting in the U.S. is expected to produce an energy savings of 340,000 kilowatt hours per store – equating to more than $34,000 in savings per year in each store (figured at 10.13 cents per kWh1). With 200 new Walmart stores adopting the new GE LED ceiling lighting over the next two years, this amounts to a total energy savings of 620 million kWh over the next 10 years — savings Walmart expects to pass on to its customers through its everyday low prices.

This expected total energy savings over the next ten years is equal to eliminating 327,360 metric tons of carbon dioxide emissions — or the annual greenhouse gas emissions from more than 68,000 passenger vehicles or the energy use of nearly 30,000 American homes for one year.

The decision to install GE LED lighting results from a pilot program at Walmart's first all-LED supercenter in South Euclid, Ohio, that was launched in October 2013. This pilot allowed the company to gauge the quality and efficiency of the GE lights and determine the return on investment with LEDs. Featured in the stores will be a variety of GE lighting technologies, with the Lumination™ IS Series Luminaires being prominently used in the ceiling application. These fixtures are also part of GE ecomagination, the company's commitment to technology solutions that save money and reduce environmental impact.

This increase in LED lighting installations in Walmart stores throughout the world supports the company's broader energy efficiency goals. As another example, Walmart has undergone a program to replace current T5 fluorescent lights with LEDs throughout its distribution center network. This effort, combined with the installation of more efficient liquid circulation pumps for some refrigeration systems, led to a decrease of more than 30 million kWh and a savings of more than $2 million. The full retrofit of LEDs in the distribution center network is expected to be complete in 2016.

LEDUS LIGHTING AND JADE SKY TECHNOLOGIES SIGN STRATEGIC COOPERATION AGREEMENT

Jade Sky Technologies ("JST"), a clean-tech start-up manufacturer of LED driver ICs with best-in-class dimming at the best value, has announced the signing of a Strategic Cooperation Agreement with LEDUS Lighting Technology Ltd. ("LEDUS"), a subsidiary of Tech Pro Technology Development Limited ("Tech Pro") (StockCode:3823.HK). This cooperation allows LEDUS and JST to collaborate in the creation of a family of LEDUS branded high-quality LED products based on JST's industry leading driver IC with deep dimming and ultra-wide dimmer compatibility. The goal is to make these high-quality LED products available globally in 2014.

"JST shares our goal of accelerating the mass consumer adoption of LED lighting by bringing to market high-quality LED lights that truly dim well" said Tech Pro Chairman, Mr. Amos Li. "While fully utilizing each party's advantages and core competencies, we will work together to advance our industry by offering products focused on the best end user experience."

"We are excited to cooperate with LEDUS and Tech Pro to create high-quality LED lights that delight users by working as expected in the ways of traditional lighting yet offering the tremendous energy savings and reliability associated with solid-state lighting. By focusing on what end consumers want in their lighting and offering them high-value products through forward-thinking manufacturers such as LEDUS, we put forth a means to achieve global energy savings," says Jade Sky Technologies CEO, Mr. David Chen. "We already have the technology to make an awesome LED bulb. By partnering with LEDUS, that technology will be made commercially available, allowing for the global benefits we all deserve."

PHILIPS & GREEN SENSE FARMS USHER IN NEW ERA OF INDOOR FARMING WITH LED 'LIGHT RECIPES' THAT HELP OPTIMIZE CROP YIELD AND QUALITY

Royal Philips has partnered with Green Sense Farms (GSF), a Chicago-area commercial grower, to develop one of the largest indoor commercial farms using LED grow lights tailored to their specific crops. This innovative farming model allows them to harvest 20-25 times a year by using 'light recipes' optimized for their produce, using 85 percent less energy. The result will be an increase in crop yields and reduced operating costs, while providing consumers with locally grown, fresh vegetables throughout the year.

The United Nations (UN) predicts the world's population will grow by some 2.5 billion people by 2050, and 80 percent of the world's population will live in cities. At the same time, 80 percent of the land that is suitable for growing food is already in use. Moreover, extreme weather patterns across the globe have devastated crops, creating higher food prices, and as consumers become more conscious of how their food is produced, it is becoming more difficult for farmers to keep up with urban growth. This is driving innovation of new farming technologies that allow plants to grow without sunlight in indoor environments close to or within cities.

Plants' sensitivity to light is very different from the human eye, so plants use certain wavelengths of light more efficiently and respond in a different way to different sets of wavelengths. Philips has a keen understanding of this phenomenon having been active in horticultural lighting since 1936, but the advent of LED technology has enabled the fine tuning of tailor-made light recipes optimized to the needs of specific crops. Working with research institutes, universities, growers and partners like Hort Americas, who supported the installation of the GSF project, Philips is able to meet a grower's unique needs. Also, because LEDs run at cooler temperatures they can be placed closer to the plants and optimally positioned, ensuring complete uniform illumination of the plant.


Photo Credit: Philips

(Continues on Page 16)

(Continues from Page 15)

"Different plant types have different light needs and working with forward thinking growers like GSF, Philips is building up a database of 'light recipes' for different plant varieties," said Udo van Slooten, Director of horticultural lighting at Philips. "GSF is using vertical hydroponic technology with Philips LED growing lights, enabling them to do what no other grower can do: provide a consistent amount of high quality produce, year round. As the leader in lighting, it is important for us to use lighting in new and innovative ways that better serve the communities in which we live, work, and play."

GSF has invested millions of dollars to renovate and equip a million cubic foot indoor growing area consisting of fourteen 25 foot tall growing towers in two climate-controlled grow rooms, which use Philips energy-efficient LED solutions tailored to their specific crops. This method also eliminates the need for harmful pesticides, fertilizers or preservatives, resulting in produce that is organically grown and virtually chemical free.

"Through our joint R&D efforts with Philips, we continue to innovate and perfect LED lighting for indoor growing systems that can maximize plant photosynthesis, while minimizing energy use for the most delicious and nutritious vegetables grown in a sustainable manner," said Robert Colangelo, founding farmer/president of Green Sense Farms. "By growing our crops vertically, we are able to pack more plants per acre than we would have in a field farm, which results in more harvests per year. We produce little waste, no agricultural runoff and minimal greenhouse gasses because the food is grown where it is consumed."

GSF's vision is to build farms at institutions, such as college campuses, hospital complexes and military bases that can serve large worker populations, reducing the miles their food travels and improving freshness.

LIGHTING RESEARCH CENTER LAUNCHES LIGHTING ENERGY ALLIANCE

The Lighting Research Center (LRC) at Rensselaer Polytechnic Institute has launched a new collaborative initiative, the Lighting Energy Alliance, to increase the benefits of lighting while reducing its environmental and monetary costs. Member utilities and efficiency agencies will direct the work of the Alliance in order to produce the information needed to effectively reduce lighting energy use. The charter members are Efficiency Vermont, National Grid and Energize Connecticut.

"There has never been a greater need for research on how to improve lighting efficiency without sacrificing quality," said Dan Mellinger of Efficiency Vermont. Lighting accounts for approximately 18% of electricity use in the U.S., and therefore has a significant role to play in energy efficiency efforts.

"Traditionally, efficiency programs have focused on light source efficacy improvements. However, with recent legislative and market changes, efforts will need to be redirected to more advanced efficiency measures to continue making gains," said Edward Bartholomew of National Grid.

"More than ever, efficiency programs need to have a clear understanding of what lighting options are the most effective and will provide high quality lighting for users. Consumers are feeling overwhelmed by the wide range of new lighting options," said Sam Fankhauser of Energize Connecticut.

The Lighting Energy Alliance will meet the needs of its members through product testing, field evaluations, laboratory research, education, and other methods. The Alliance's work will span a wide range of topics, likely to include lighting controls, efficient light sources, daylighting, lighting design, and human factors. The Alliance is uniquely positioned by being at the LRC because it can tie into the leading research being conducted in light and health, transportation lighting and safety, solid-state lighting, and other areas.

"The Lighting Energy Alliance has the ability to perform the original lighting research that is critically needed right now," said LRC Director of Energy Programs Jeremy Snyder, who is leading the Alliance. Snyder is currently seeking organizations interested in joining the Lighting Energy Alliance; for details please visit **http://www.lrc.rpi.edu/programs/LightingEnergyAlliance/LEA.pdf**.

EYE LIGHTING AND CIMCON LIGHTING AGREE TO SELL OUTDOOR LIGHTING CONTROL SYSTEMS

Exclusive Retail Interiors (ERI), an award-winning international firm that designs, manufactures and installs creative retail store interiors, has announced its next bold move: becoming a licensed distributor of Enlighten Illumination Systems' cutting-edge LED product lighting. This strong, strategic alliance further pushes ERI to the forefront of the retail interior design marketplace.

EYE Lighting International and CIMCON Lighting announced today they have signed a sales and marketing agreement in which both companies will cooperate to promote and sell outdoor lighting wireless control systems that feature the latest technology in luminaire design and wireless lighting management. EYE Lighting is known for its highly regarded kiaroLED® and Aphos™ LED brands, both of which deliver exceptional light

(Continues on Page 17)

(Continues from Page 16)

coverage and color quality. CIMCON pioneered "Just in Time Lighting™" which reduces energy, maintenance and repair costs while improving total ROI through the use of wireless lighting controls. Customers can expect to save 30% on energy and 50% on maintenance in new or retrofit systems provided by EYE and CIMCON.

With its 20+ year history in manufacturing high performance lamps and luminaires, EYE has strength in the utility, commercial and institutional markets. "The ultimate winner in our partnership with CIMCON Lighting is the customer," said Tom Salpietra, president and COO of EYE Lighting. "We are pleased to have a formal agreement with one of the world's leading suppliers of intelligent lighting controls, and now believe we offer the finest total system components to lighting specifiers and professionals."

Anil Agrawal, Director at CIMCON Lighting, agreed, "CIMCON is pleased to join forces with EYE Lighting and work with products that are highly compatible and enhance our lighting controls. EYE Lighting's excellent products and experience in key markets will result in accelerated growth for both companies." LightingGale™, CIMCON's new intelligent wireless control system, offers dimming, On/Off, metering, diagnostics and web-based real-time management and reporting. Users report that the uniquely designed graphical interface is highly intuitive and easy to learn and use.

With lighting costs accounting for 30%-40% of most non-residential electric bills, the trend toward sophisticated lighting management is growing rapidly. Utilities, municipalities, campuses, parking facilities, industrial and commercial complexes, and government buildings are all seeking upgraded lighting with rapid payback on their investment. Salpietra concluded, "The combined appeal of two strong product lines will find traction with utility managers, ESCOs, contractors, facility managers and lighting professionals. EYE and CIMCON lighting systems will become the standard for lighting delivery and control."

EXCLUSIVE RETAIL INTERIORS' PARTNERSHIP WITH ENLIGHTEN ILLUMINATION SYSTEMS BRIGHTENS THE SHOPPING EXPERIENCE AND RETAILER PROFITS


Photo Credit: Alexis Gandelman

Exclusive Retail Interiors (ERI), an award-winning international firm that designs, manufactures and installs creative retail store interiors, has announced its next bold move: becoming a licensed distributor of Enlighten Illumination Systems' cutting-edge LED product lighting. This strong, strategic alliance further pushes ERI to the forefront of the retail interior design marketplace.

Joseph Demeri, Chief Executive Officer of Exclusive Retail Interiors, believes ERI's association with Enlighten dramatically alters the competitive landscape. Says Demeri, "After careful consideration and thorough evaluation of different products and vendors, we chose to partner with Enlighten Illumination Systems. Their products, unique solutions and customer support proved to be far superior to those of its competitors. We feel certain that Enlighten's creative, out-of-the-box solutions will help us take our clients' shopper experience and sales to a whole new level."

By using Enlighten's LED (light-emitting diode) illumination systems, Exclusive Retail Interiors will offer enhanced benefits to its retail clients, including:

- Brighter, more evenly-lit graphic presentations to prevent areas from being too dark or bright
- Ability to add lighting to displays, thereby enhancing products' visual appeal
- Use of lit graphics and glorifiers to showcase new products or special in-store promotions
- Creation of flexible, scalable backlit signage components that may be easily powered, installed and relocated throughout the store
- Scalability – ability to create graphics of any size, with very few restrictions

According to Demeri, LED systems are the wave of the future and the perfect solution for smart retailers. In addition to being environmentally friendly (LED lighting is electric, thereby absent of mercury, lead and glass), it is also durable, dimmable, resilient and powerful.

In the long-run, cost savings for retailers can be as high as 80 percent, achieved through:

- Longer lifespan – high quality LED bulbs last up to 50,000 hours, or roughly 5-1/2 years
- Reduced maintenance costs – no bulbs or ballasts to replace
- Significantly lower energy costs - uses low voltage DC current (only 24 volts)
- Low installation costs – Enlighten's technology is "plug and play," precluding the need for electricians or specially trained personnel

MORE THAN 12,000 EATON LED PRODUCTS INCLUDED IN 2014 DESIGNLIGHTS CONSORTIUM'S QUALIFIED PRODUCTS LIST

Power management company Eaton has announced that more than 12,000 of the light-emitting diode (LED) luminaires from its Cooper Lighting Division have been listed on the DesignLights Consortium® (DLC) Qualified Product List (QPL). The QPL is a leading resource that distinguishes quality, high-performing LED products for commercial and industrial projects from more than 500 manufacturers. Eaton's LED products represent the broadest portfolio available, with greater than 3.5 times more models listed than any other manufacturer.

"The DLC Qualified Products List saves time and brings confidence to lighting specifiers and property owners that are selecting efficient and reliable products to support sustainable design practices," said Mark Eubanks, president, Cooper Lighting Division. "We are committed to providing our customers with high performance, energy-saving products that meet the strict standards of the DesignLights Consortium."

Eaton's Cooper Lighting business accounts for greater than 25 percent of the 42,801 products on the QPL. The products listed include indoor and outdoor fixtures from the Halo, Metalux, Corelite, McGraw-Edison, Lumark, Invue and Streetworks product lines. LED products include outdoor area and roadway luminaires; parking garage and canopy luminaires; outdoor wall-mount, floodlight and bollard luminaires; high bay and low bay fixtures; track lighting fixtures and troffer-type fixtures, among others.

Over its 14-year history, the DLC program has driven the lighting market toward innovation by providing information, education, tools and technical expertise for cutting-edge technologies. Products on the QPL meet established minimum performance criteria defined by a third party organization. The QPL, which today sets the bar for utility efficiency program incentives across the U.S. and Canada, helps utilities stay on top of the latest manufacturer product developments.

"DLC is a very useful and effective tool for us utilities in that it carries out the due diligence of performance qualification for LED luminaires," said Dan Mellinger, lighting strategy manager, Efficiency Vermont. "In addition, it provides us with a forum to actively participate in shaping energy efficiency policy on a national level. Finally, DLC constantly challenges existing standards and raises the bar higher for quality and innovation in the LED lighting space."

Each of the products listed on the QPL must be a high-performing commercial LED product that meets the DLC's minimum performance requirements. The DLC helps builders, architects, designers and commercial property owners from across the nation implement improved design practices in all areas of the commercial lighting market. By providing supporting members with resources and information on reliable LED solutions, the DLC hopes to ensure that high-quality, energy-efficient lighting design becomes commonplace in all lighting installations.

"Having a DLC listing gives piece of mind to engineers and lighting designers in knowing that their specified lighting is a product that meets strict guidelines on energy efficient lighting," said David L. Gaertner, P.E., Firsching, Marstiller, Rusbarsky and Wolf Engineering Inc. "In addition, building owners can now have the confidence that the light fixtures being installed in their facility are both energy efficient and quality products. It is also a prerequisite for receiving local rebates on purchasing and installing energy efficient lighting."

To learn more about Eaton's Cooper Lighting business, please visit **www.cooperlighting.com**.

EPHESUS LIGHTING SIGNS MULTI-FACETED INGREDIENT BRANDING AND TRADEMARK LICENSE AGREEMENT WITH CREE

Ephesus Lighting Inc., an innovative LED lighting company that designs and manufactures LED lighting solutions for challenging applications into the sports and industrial markets, has entered into an Ingredient Branding and Trademark License Agreement with Cree, Inc. to co-brand the Ephesus Lighting LED Arena, Stadium and industrial lighting products as "Ephesus Lighting Powered by Cree® LEDs."

The agreement offers Ephesus Lighting customers the confidence of knowing that the Ephesus LED products are powered by the industry's highest-quality LEDs. Customers also receive the assurance that Ephesus Lighting LED lighting products have undergone comprehensive luminaire testing at Cree's testing and certification facility in Durham, NC.

Cree, a market-leading innovator of lighting-class LEDs, is the only LED manufacturer that offers a comprehensive suite of thermal, electrical, mechanical, photometric and optical (TEMPO) tests for LED luminaires to help LED lighting manufacturers like Ephesus Lighting overcome design challenges, improve product quality and give confidence to customers.

"Powering our lighting solutions with the highest quality LEDs is a very important aspect of developing the right solution for our customers," explained Amy Casper, Chief Executive Officer and owner of Ephesus. "This partnership with Cree ensures that all Ephesus Lighting LED lighting products are backed up with the best LEDs available."

"LED performance and reliability are critical to delivering cost-effective, no-compromise lighting solutions to athletic and industrial lighting applications," said Paul Thieken, director of marketing, LED Components, Cree, Inc. "We're proud to provide Ephesus with high-quality LEDs that help them meet the needs of their customers and accelerate the adoption of LED lighting technology."

VCC'S FLEXFIRE(TM) FLEXIBLE LIGHT PIPE SERIES PROVIDES RAPID PROOF OF CONCEPT PROTOTYPING

Power management company Eaton has announced that more than 12,000 of the light-emitting diode (LED) luminaires from its Cooper Lighting Division have been listed on the DesignLights Consortium® (DLC) Qualified Product List (QPL). The QPL is a leading resource that distinguishes quality, high-performing LED products for commercial and industrial projects from more than 500 manufacturers. Eaton's LED products represent the broadest portfolio available, with greater than 3.5 times more models listed than any other manufacturer.


Photo Credit: VCC

VCC, the global leader in indication and specialty illumination solutions, provides rapid prototyping with its Flexfire(TM) Series of flexible light pipes. The light pipes quickly enable engineers to prove-out design concepts for indicator applications that require light to be extended from the board to the desired surface via a series of bends and turns.

The Flexfire Series light pipes are well suited for use in the prototyping process prior to committing to a custom part that would require a tooling investment. The flexible light pipe series can shorten development time by as much as two to three weeks, offering design engineers significant cost and time savings. In addition, VCC's advanced design engineering services can help customers bridge the gap between the PCB mounted LED and the panel without the need for a redesign.

"If an engineer needs to bring light from a printed circuit board to the panel, it often cannot be achieved in a straight line. The light pipe has to flex and manipulate around other components. Our Flexfire light pipes provide an easy method for transmitting light from the PCB to the front panel," said Mark Baker, director of business development at VCC.

The Flexfire Series light pipes work with surface mount, 3mm and 5mm LEDs, and have optional lens configurations that can be IP67 / NEMA 6P rated for harsh environment and industrial applications that require bends and turns of indirect LED placement within a moisture sealed enclosure.

Standard fiber lengths range from 2" (50.8mm) to 12" (304.8mm), with custom sizes available. With a 160-degree viewing angle, the surface mount or thru-hole LED light pipes easily extend light from the board to the desired surface. VCC light pipes can be ordered in square, round or rectangular panel connections to meet practically any design need.

For more information about VCC light pipe products, please visit **www.vcclite.com/lightpipes.php**.

LIGHTING INDUSTRY VETERAN GEORGE C. BOSSON JOINS TECH LIGHTING

George C. Bosson, a veteran architectural lighting executive, has joined Tech Lighting, an award-winning, industry leader offering a full complement of modern and innovative luminaires for residential and commercial applications.

In the newly created role of Director of Architectural Lighting, Bosson will be responsible for working with Tech Lighting's sales team and rep agencies to help educate key specifiers on the brand's growing portfolio of specifier-grade products. He'll also collaborate with the sales and marketing teams to develop best-in-class training and sales tools along with Tech Lighting designers and engineers to pioneer innovative products that meet the stringent demands of an ever-changing and complex industry.

According to Tech Lighting president Josh Weiss, Bosson's addition to the company is a "remarkable" fit. "As we've evolved our company over the past

(Continues on Page 20)

(Continues from Page 19)

several years, we've gained a tremendous appreciation for the performance of light. George has a deep and passionate understanding for the interplay between light and space and will help us write our next chapter. We also have a shared vision for the unique opportunities that lie ahead." In 2001, Bosson founded a.light architectural lighting and became Director of a.light and VP of Sales and Marketing for parent company Amerillum. There, he directed luminaire designs and managed the sales organization. He and his team were recognized with multiple honors including three "Good Design" Awards and "Best Product of the Year" by *Interior Design* magazine.

Bosson's professional background began in 1989 as the controller of Lighting Quotient's elliptipar Architectural Lighting where he had originally planned to apply his MA in Organization Development. There, he was influenced by founder Sylvan Shemitz, a legendary pioneer of asymmetric lighting. Bosson was promoted to Chief of Operations at elliptipar, and later joined LAM Lighting as General Manager. According to Bosson, at LAM he found another mentor in Bill Lam, who solidified his absolute dedication to beautiful lighting design and his decision to alter his professional path.

Bosson lives in Dana Point, California with his wife Rosemarie Allaire who is a lighting designer, an award winning member of IALD and who shares George's fervor for the power of light.

ARCHITAINMENT SIGN UP TO NEW LIGHT RECYCLING INITIATIVE; RE:LIT

A fresh charitable initiative aspires to give last season's lights a new lease of life, donating outdated models of lighting fixtures to deserving community projects.

Architainment Lighting has signed up to a new light recycling initiative, contributing old and ex-demo lighting that may be outdated in current specification but still has tremendous use. These fixtures are lined up to be re-used in deserving community projects; a proposal Architainment couldn't ignore as light is our passion and the opportunity to bring this passion to others is a concept we were both wowed and excited by. The Re:Lit project has identified the wastage of fully functioning lighting equipment, determining this needed to be tackled, Re:Lit are now working with the lighting industry to make the most of the technology, investing in community projects progressing closer to their overall objective; to bring people and groups together.

Architainment are delighted to be able to support such a forward thinking project to improve environments and create a better place for others to be a part of.

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INAUGURAL MAISON&OBJET ASIA CLOSES ON A HIGH NOTE


Photo Credits: Greg Sevaz

MAISON&OBJET ASIA closed its first edition after four days of successfully bringing together all home lifestyle components, gathering together players in the sector, revealing talents, stimulating the market and promoting creativity at the Marina Bay Sands Convention Centre in Singapore from 10 to 13 March 2014. MAISON&OBJET ASIA was a major event of the Singapore Design Week.

The inaugural edition saw a total of 13,709 visitors of which 10,364 were unique visitors. International visitors to the show made up 51 percent of total visitorship. In addition to Singapore, the top countries from which visitors hailed included Indonesia, Japan, the Philippines, Australia, Thailand, Malaysia, China, Hong Kong and Republic of Korea. MAISON&OBJET ASIA also welcomed over 300 international journalists over the four days.

"MAISON&OBJET ASIA was conceived to become a unique platform for bringing together a wide offering of brands together with a large diversity of visitors ranging from retailers to buyers, from interior designers to architects, from property developers and hotel-restaurant owners. Today, this has become a reality with the success of the first MAISON&OBJET ASIA. We are indeed grateful for the warm welcome we have received in Singapore and the region. Participating in the

Singapore Design Week has firmly anchored the show in Singapore, making MAISON&OBJET ASIA part of the design community here. We appreciate the synergy and are fully committed to contribute to the vibrant and dynamic design scene in the region," says Mr Philippe Brocart, Managing Director, MAISON&OBJET.

The Interior Design & Lifestyle Summit, which featured some 20 conferences, covering five different themes, was also well received with a total attendance of 3,500 people. The Summit had included keynote speakers Mr Tom Dixon from the United Kingdom (Designer of the Year 2014, MAISON&OBJET PARIS), Mr Kenneth Cobonpue from the Philippines (Designer of the Year 2014, MAISON&OBJET ASIA), Ms Paola Navone from Italy as well as Ms Kelley Cheng from Singapore.

The MAISON&OBJET ASIA 2014 Designer of the Year was also awarded by Mr Robert Tomlin, Chairman of the DesignSingapore Council, to Mr Kenneth Cobonpue. He was selected from among top Asian designers who have made a strong impression in their field of design. Mr Cobonpue was presented with the Designer of the Year award at the official opening ceremony of MAISON&OBJET ASIA on Monday, 10 March, which welcomed more than 750 guests. The Rising Asian Talents awards were also presented to six emerging designers: Denny Rasyid Priyatna (Indonesia), Lilianna Christina Manahan (Philippines), Lo Yu-Fen (Taiwan), Melvin Ong (Singapore), Mike Mak (Hong Kong), and Sittichai Ngamhongtong (Thailand), at the ceremony.

"The difference between MAISON&OBJET ASIA and other shows is the mix between European and Asian, Eastern and Western visitors and exhibitors. It is not just about the commercial aspect, but the cultural exchange that happens. That, to me, is invaluable. MAISON&OBJET ASIA has helped me in terms of providing opportunities. I hope that next year, we can have an even greater mix of talents and visitors and that the show will grow even larger," says Denny Rasyid Priyatna, Rising Asian Talent, from Indonesia.

The Designer of the Year and the six Rising Asian Talents further augmented the strong Asian identity of the show. Thirty percent of MAISON&OBJET ASIA's exhibitors were from the Asian region, reflecting a strong Asian presence at the show and presenting greater diversity of offerings to trade visitors.

(Continues on Page 23)

(Continues from Page 22)

For its first edition, MAISON&OBJET ASIA had established a partnership with iconic department store Robinsons to be its Official Retailer. Robinsons showcased selected pieces from MAISON&OBJET ASIA at its new flagship store, Robinsons Orchard where it also exhibited works by Kenneth Cobonpue as well as by some of the Rising Asian Talents, such as Denny Rasyid Priyatna, Liliana Christina Manahan, Lo Yu-Fen and Melvin Ong.

Feedback from exhibitors on this first edition of the show was positive.

Mr Vincent Destailleur, CEO of Habitat declared: « Mission accomplished for Habitat during this first edition of MAISON&OBJET ASIA in Singapore! Not only have we signed a master franchise for the Asia-Pacific region, but we also established numerous international contacts for the opening of new stores. As the high profile of the visitors was exactly in line with our brand and matched our expectations, we are extremely satisfied with the exposure given to Habitat during the show. »

Seasoned MAISON&OBJET PARIS exhibitor Bernardaud exhibiting at the first MAISON&OBJET ASIA had this to say: "This has been a successful first edition of MAISON&OBJET ASIA. There was a large crowd of quality professionals with great potential projects ahead. We will be back next year, hoping to have the same booth positioning at the fair," said Mr Thibault Pointe, Bernardaud VP APAC-India.

"The first step to our apaiser global expansion strategy has been timing our participation with MAISON&OBJET ASIA 2014 together with launching our signature apaiser Singapore showroom. We have been delighted by not only the high calibre of attendees and new developments that it has created to strengthen the apaiser brand in this region, but we also found ourselves in good stead with

successful luxury brands that have similar brand values evoking prestige and design excellence. We will be sure to return in 2015," said Ms Helen Williams, Global Marketing Manager for Australian brand apaiser, a first-time exhibitor at MAISON&OBJET.

MAISON&OBJET ASIA was also the perfect platform for the launch of a new luxury brand such as Akar de Nissim. "Taking part in MAISON&OBJET ASIA was a fantastic way not only to launch but also to test our first collection, and it proved to be very encouraging for a newly born brand. We had a lot of inquiries and established a large number of contacts in Southeast Asia and beyond. MAISON&OBJET ASIA is definitely a great communication platform," said Mr Richard Le Sand, CEO and Founder, Akar de Nissim.

With the closing of its inaugural edition, plans for MAISON&OBJET ASIA 2015 are already underway. The show will return to Singapore from 10 to 13 March 2015, expanding its presence over two floors of the Marina Bay Sands Convention Centre.

PHILIPS LED LIGHTS AND LUMINAIRES DELIVERED RIGHT TO YOUR HOME WITH LAUNCH OF PHILIPS' FIRST ONLINE LIGHTING STORE IN SINGAPORE

The next time you're shopping for home lights, there's no need to pop down to the hardware store to get a replacement. With just a few simple clicks on your PC, smart phone or tablet, you can have the latest and best LED lights and luminaires from Philips, delivered right to your doorstep anywhere in Singapore, free of delivery charges! Not only that, you'll have utmost peace of mind thanks to the assurance of great customer service and a 7-day guaranteed return policy.

Philips, the global leader in LED lighting, and Singapore Post (SingPost), the trusted delivery service provider and e-commerce enabler, marked a milestone today with the launch of the first dedicated,direct-to-consumer online LED lighting store in Singapore.

The new online store features the latest and most innovative Philips LED lighting products, including Philips hue, the world's smartest web-enabled LED home lighting system. A perk for online store consumers is the availability of selected new LED products, which will be launched on the online store first, before rolling out in stores. The Philips Lighting LED e-shop gives consumers a shopping experience that is easy to navigate, fun to browse, and optimized to offer on-the-go convenience on mobile devices.

"We are very excited to launch our very first e-shop for Philips LED lighting in this region. With Singapore's savvy e-commerce consumer base and a proven order fulfilment partner in SingPost, we know that this is the best market to pilot such an initiative," said Mieke De Schepper, General Manager of Philips Lighting Singapore.

Philips also plans to expand its e-commerce program by launching up to four more online LED lighting stores in other markets across Asia Pacific in 2014. Philips' entry into the Asia Pacific online retail market comes as market watchers are making strong predictions for growth in LED lights and e-commerce, the latter of which is expected to grow 29% in 2014, outpacing growth North America and Europe1. Sales of LED lighting systems are projected to increase rapidly over the next 10 years, and shipments of LED lamps and luminaires are expected to rise to 542 million in 2021, an increase of more than 700%2. With the LED lighting market valueset to grow 47.8% to US$35.3 billion this year, compared to 20133, both companies are well positioned to capitalize on this increased consumer demand for LED lighting products.

"We are pleased to partner Philips to deliver a brand

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new shopping experience to Singapore consumers even as we step up our investment into 24/7 services to enhance customer convenience. What's more, online consumers get the opportunity to be more environment-friendly and own innovative LED products ahead of others, delivered to their homes. With the growing demand for LED lighting solutions in the region, we look forward to rolling out more online stores together with Philips," said Dr Wolfgang Baier, Group CEO of SingPost.

In addition, online shoppers can utilize Philips Lighting's innovative augmented reality application for Apple iPhones and iPads to understand how Philips' LED lights would look in their home by visualizing the lights in their home as 3D images. The app helps shoppers see howa lighting product will look like before they purchase it from Philips stores. As some of these lighting products can be purchased from the Philips LED lighting online store, this offers a seamless and integrated consumer journey right from the get-go.

CRESTRON SIMPLIFIES SWITCHING FOR SMALL LIGHTING SYSTEMS

Crestron Asia Limited ("Crestron Asia"), the Asia headquarters of Crestron Electronics, Inc. ("Crestron") which is the world's leading manufacturer of advanced control and automation systems, announced the launch of their new Green Light Integrated Switching Panel (GL-IPAC-SW8), which is designed to provide cost effective way and reliable performance for smaller lighting systems. GL-IPAC-SW8 supports up to 8 circuits of lighting loads, including inputs for keypads, occupancy sensors and photo sensors, plus an LCD display for easy system setup.

GL-IPAC-SW8 is the perfect solution for a wide range of applications, including retail stores, small office spaces, parking garages and service stations, these locations typically require only ON/OFF switching. It delivers the simple switching function needed by smaller systems and eliminates the expense of larger switching panels.

GL-IPAC-SW8 easily integrates with Crestron automation solutions, assists system managers to centrally monitor and control lights in multiple locations remotely. Additional remote keypads and the Crestron control system provide optimal performance, efficiency and functionality that saves money long-term without breaking the budget today.

Out-of-the-Box Lighting Control
Preconfigured for use as the central control system for the Crestron Green Light® Power Switching system, or as a secondary processor when being part of a larger system, the GL-IPAC-SW8 is easy to install, configure and use.

GL-IPAC-SW8 can support up to 64 switched loads, 16 locals and 2 remote keypads, 24 occupancy and 24 photo sensors, 8 contact enclosures,

Photo Credit Crestron Asia Ltd

1 override input, and 100 time clock events. Designed to work with Crestron keypads with as many as 12 buttons each, it can easily be programmed to control lighting loads and other functions.

Green Light for Energy Savings
Built-in support for occupancy and photocell sensors helps you strike a perfect balance between daylight harvesting and comfort, lower energy costs. Automatically turn lights ON/ OFF by using the built-in astronomical time clock feature or based on specific events, room occupancy, and ambient light levels. Crestron Green Light® Series sensors can be placed strategically in each space to maximize the benefits of energy management.

No Programming Required
Settings, such as time clock events, ON/OFF timeouts, and occupancy triggers, may be adjusted directly from the front panel LCD display and push-buttons. There's no need for special programming. End-users can easily make changes when necessary.

Packaged in one UL-listed metal enclosure, the GL-IPAC-SW8 can be deployed in small areas such as the plenum space above dropped ceilings. The surface-mount GL-IPAC-SW8 can be affixed to a wall or ceiling rafter, cleanly out of sight, standard wire-entry knockouts are provided.

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show preview

Lighting Asia

1st – 3rd September 2014

Marina Bay Sands,
Singapore

Photos Courtesy of BEX Asia 2013

The future is bright for the LED industry - LED bulbs efficiency is expected to continue improving as cost declines. The US Energy Information Administration projects LEDs to produce more than 150 lumens per Watt compared with present performance of about 83 lumens, and predicts bulb prices will halve by 2020.

Amidst declining cost, and government support for building owners and users to go green by switching to LEDs for energy efficiency and indoor comfort, the receptiveness and adoption of LEDs have not been as rampant as expected. A due reason could be the development of colour rendering in LED where the existing colour range of LED bulbs is not as wide; hence, customers either make do with existing technology or use halogen bulbs which are less efficient but are excellent at colour rendering. The colour rendering index (CRI) measures how well a light source reveals the true colour of an object to the human eye while colour temperature (from warm to cool) describes the colour appearance of the light emitted from the source.

To address this challenge, ***Solluminaire, an eco-friendly and socially driven company***, has integrated a series of US LED chips into their products to provide excellent CRI figures which increases the level of comfort of their clients' interiors. For example, their AEON series of lamps are meticulously designed to complement individual interior works by being aesthetically unobtrusive. In short, the occupant does not 'see' the bulbs that illuminate the space. This state-of-the-art technology will be an excellent solution for developments on track for green building certification, yet desiring a specific indoor lighting experience.

LED lighting is a much more efficient lighting choice, but suppose your LED lighting system could show you where you are wasting energy, space and money. Finding efficiencies depends on a deep understanding of where your resources are going. The key is found in ***Intelligent Building Solutions*** - using integrated smart lighting solutions that help organisations pursue internationally recognised green building certification, meet sustainability targets and slash budgets.

According to ***CommScope®, a company providing intelligent building solutions***, the future of the industry lies in intelligent lighting solutions which will encompass ubiquitous, fine-grained sensors that gather data from "everywhere and everything" to increase the level of actionable intelligence delivered to building owners and operators. Sensors are also expected to get smaller, more powerful and more cost-effective and will take over the built environment and pull more devices online in the coming years.

Through Redwood® intelligent lighting network solution from CommScope, leading enterprise software maker SAP adopted intelligent lighting solution in their comprehensive energy retrofit at Palo Alto, California. Redwood sensors attached to each fixture allow SAP to program its LED lights to operate according to specific schedules, to dim according to individual preference, or at certain times of high natural daylight, as well as to switch on and off in response to motion and occupancy. The smooth dimming capabilities also help SAP preserve and extend lifetimes for the LED fixtures by reducing their operating temperatures.

SAP saw instant and ongoing energy savings, reduced operational costs, and an improved workplace environment that they use as a showcase to highlight energy efficiency measures with their customers.

The facility management team at SAP also used the Redwood solution's web-based reports to better understand lighting energy consumption, occupancy levels and temperature throughout the building. By examining the relationship between occupancy and lighting energy consumption, SAP discovered that occupancy-based time-outs for lighting were set far too long during evening hours. Lights would stay on for up to 25 minutes after janitorial or security staff left a room. This insight enabled SAP to reduce the time-outs

to a more aggressive setting, thereby saving additional energy and money.

"This intelligent lighting network solution is essential to helping us execute on our energy-efficiency efforts, while contributing to a state-of-the-art work environment at SAP Palo Alto." Peter Graf, Chief Sustainability Officer, SAP

Find these solutions at ***Lighting Asia***, on the show grounds of Marina Bay Sands in Singapore, from the 1 - 3 of September 2014, during the Singapore Green Building Week (SGBW)!

This international showcase of energy efficient, innovative lighting solutions for the Southeast Asian marketplace, will be an exciting business platform that will bring together lighting consultants/designers, and other green building professionals from the region to source and to network with key industry experts. The complete galleria of companies will encompass energy efficient lighting solutions from lighting fixtures, architectural lighting and lighting applications to lighting control systems – making it the specialist show, defining and enhancing the lighting trade for Southeast Asia.

Brightening the halls this September, will be exhibitors - ***Costsavers Lighting, CommScope Solutions, Dr. LED, DSP, Eco Green LVD, Enovatek Energy, EP Lite, Solluminaire, Waldmann Lighting*** amongst many others, making the event the apt sourcing ground for lighting designers, specialists and the like.

Lighting Asia will also be co-located with ***BEX Asia, designinteriors*** and the ***International Green Building Conference (IGBC)***. Synergistically, the all-encompassing green event is set to welcome some 10,000 building professionals from the entire Southeast Asian region.

Join this vessel of global expertise, knowledge, technologies and solutions for the future of Southeast Asia's Sustainable Built Environment!

For more information, visit **www.bex-asia.com** or email **bexasia@reedexpo.com.sg.**

show review

Taiwan International Lighting Show 2014

20th – 23rd March 2014

Taipei World Trade Centre, Nangang Exhibition Hall,
Taipei, Taiwan

As LED lighting solutions erode the market share of conventional fixtures, a thriving smart lighting sector suggests not only a technological leap but also a fierce battlefield for lighting manufacturers. For the first time, the TAIWAN INT'L LIGHTING SHOW(TILS), an annual extravaganza for industry insiders, was held alongside LED Taiwan, the country's only trade show dedicated to LED manufacturers, from March 20 to 23, 2014 at the Nangang Exhibition Hall of Taipei World Trade Center (TWTC).

Organized by the Bureau of Foreign Trade, Ministry of Economic Affairs (MOEA) and jointly implemented by Taiwan External Trade Development Council (TAITRA) and Taiwan Lighting Fixture Export Association, TILS 2014 shared the location with the annual LED Taiwan, co-organized by SEMI Taiwan and TAITRA. With a combined number of 327 exhibitors showcasing their latest developments in LED component technologies, LED manufacturing processes and display lighting applications in 847 booths, the two-in-one, industry-specific event attracted a total of 16,310 visitors over the four day event.

While lighting market leaders such as Everlight, Delta, Epistar, Edison, Amko Solara and NYPI Lighting were on the TILS 2014 exhibitor list, this year's LED Taiwan also featured Hitachi Chemical, Matsuda Sangyo, Veeco, C Sun, SCHMID, Chang Wah, Advanced System, Aixtron and other industry heavyweights. Also, the updated specifications for LED light engines already published by Zhaga Consortium—a leading international organization for LED module standardization slated to make its LED Taiwan debut this year—was demonstrated

alongside moldings or lighting fixtures developed in line with specifications by Philips, among other global giants, to underscore the significance of TILS as perceived by non-Taiwanese companies.

Yet another highlight of the two-in-one show was the fruitful R&D efforts in LED lighting technologies, displayed in six different themed pavilions dedicated respectively to Zhaga, groundbreaking LED Lighting Innovative Applications, innovative products, LED street lighting solutions, ITRI's Electronics and Optoelectronics Research Laboratories and Center for Measurement Standards. The arrangement impressed visitors with the growth and production capabilities of the Taiwanese LED lighting sector.

Innovative Product Award

In a bid to bolster the entire lighting industry by encouraging product R&D efforts, the TILS organizer announced 14 finalists and five winners of the 2014 edition of the renowned Innovative Product Award. The award is offered as part of the TILS and consists of the "Lighting Fixtures & Systems" and "Lighting Components" categories. All the finalists graced TILS 2014's Innovation Products Pavilion to draw global attention to high-quality Taiwanese lighting products.

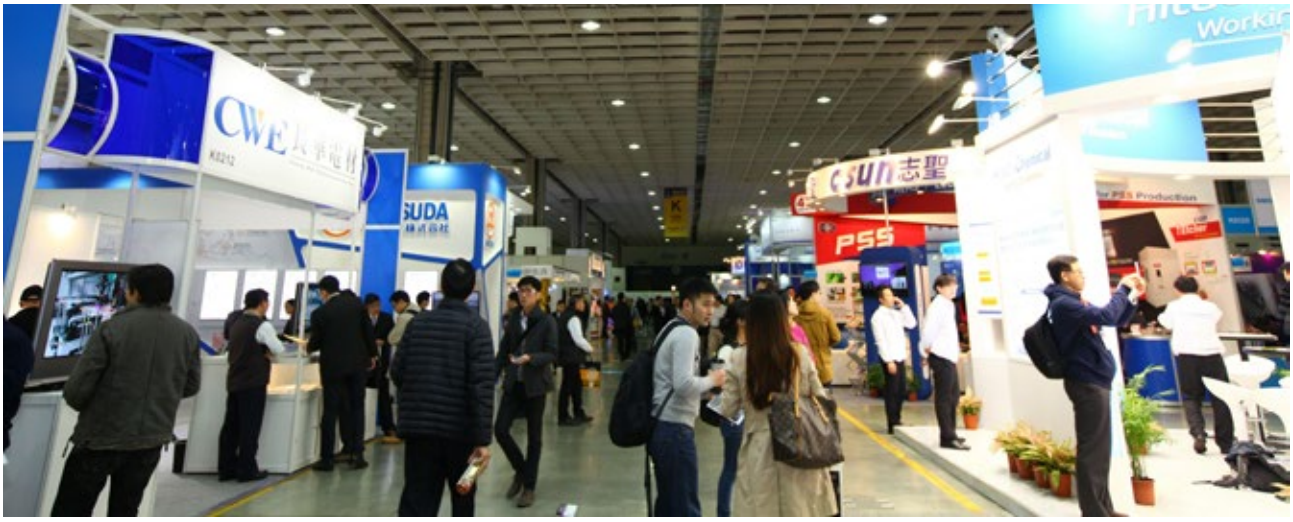
Workshops, Seminars and Forums

To facilitate technical exchanges and dialogue among the participating companies, a series of workshops and seminars were scheduled to coincide with this year's TILS and LED Taiwan. For instance, distinguished professionals from around the world addressed crucial trends about smart lighting and relevant applications at the 2014 Taiwan Solid State Lighting (tSSL), with experts exploring the opportunities and challenges engendered by advanced LED technologies or applications at the LED Executive Summit. Also available on the sidelines was the Zhaga Seminar, Taiwan & Japan Lighting Industry Forum and Cross-Strait Lighting Industry Forum, focused respectively on the standards for interchangeable LED light sources, Japan's technological progress in the LED/OLED area, and Taiwanese lighting companies' potential partnerships with their Mainland Chinese counterparts.

One-on-one Procurement Meetings Luring Prominent International Buyers

The buyers who pre-registered for TILS and LED Taiwan 2014 were from 7 countries—with U.S., Japan and Hong Kong accounting for the largest percentage—and include 3 Indonesian giants with over US$100 million in annual sales each, namely CV International Trading, Ace Hardware Indonesia Tbk PT and PT Tixpro Informatika Megah. An estimated 70 one-on-one procurement meetings was held on March 21 to create sizable business opportunities for 15 high-profile buyers from Indonesia, Spain, Israel, India, the U.S. and Germany.

The four-day-long TILS and LED Taiwan 2014—along with intriguing workshops and various other events—was held on March 20 at TWTC Nangang Exhibition Hall with a free-admission policy for delegates from local companies. For further information about the co-located shows, visit **www.TILS.com.tw** or **www.ledtaiwan.org**.



FACE 2 FACE at TAIWAN INT'L LIGHTING SHOW

Mr. Baly Luo, General Manager,
ALT- AEON Lighting Technology Inc

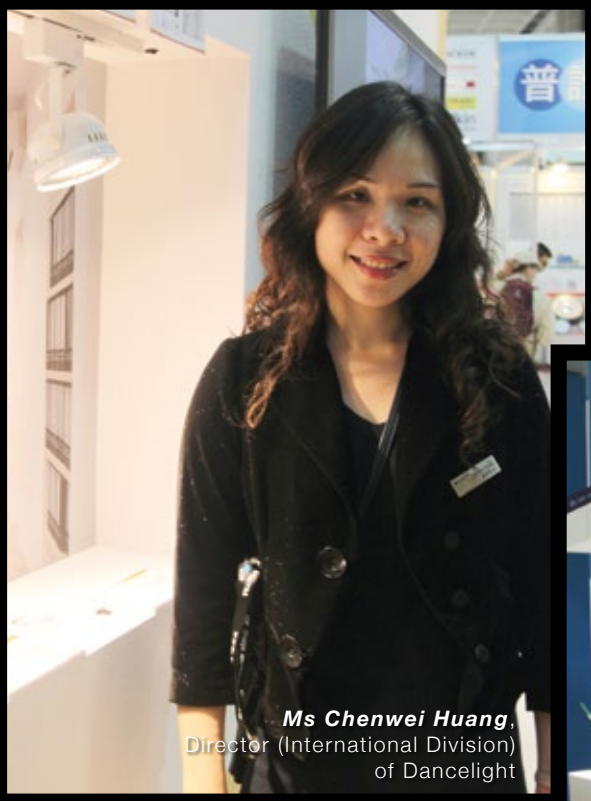
From left to right
Ms. Amily Chi, Sales Division II Assistant Manager,
Edison Opto Corporation;
Ms. Judy Wang, General Manager of
Worldwide Focus Media - the sole media rep for
Lighting Today and LAVA in China and Hong Kong

Mr Ken Liu,
Sales & Marketing Administration Div.
Marketing Planning Dept. Chief.

Mr James Chang, CEO/President of StrongLED

Ms Janice Chen,
LED Lighting Business Director
of Ablecom Technology, Inc.

From left to right
Mr Jack Wu, LGP Manufacture Division Deputy Director and
Mr Albert Huang, President, Chi Lin Optoelectronics Co., Ltd.



Ms Chenwei Huang,
Director (International Division)
of Dancelight

Mr Kent Lin, Managing Director of
Golden Way Electronics Corp, Ltd.

Mr Roger Chan,
Special Assistant to Chairman,
Tons Lightology, Inc

ALTLED® Orion Series Uniqube

BY AEON LIGHTING TECHNOLOGY CO., LTD.
www.aeonlighting.com

Features and Specifications

- 46W, AC 100V ~ 240V
- Brightest 6-inch downlight
- High density aluminum increases heat dissipation which stabilizes product performance and product life
- Unique square shaped design for modernity
- Sleek design with high quality polished chrome finish with a frame that 'glows' in different colors (available in chrome white) to resemble a nebula-effect around a bright star (main light source)
- Color temperature ranges from golden-toned 2200K to bright true white at 5600K
- Especially designed for boutique lighting and luxury home settings
- Available in high CRI
- 2-inch, 4-inch, 6-inch series
- Applications: Luxury homes, ferries, boutique lighting, designer brand shops, modern art galleries/museums, etc.

LED-25087 10W Spotlight

BY DanceLight
www.dancelight.com.tw/en/

High Luminous flux and high CRI spotlight(LED-25087)--DanceLight's 10W spotlight has 500LM of luminous flux and integrated design, using CREE chip and aluminum as light body. As its installation size is 7.5 cm and 3.9 cm high, it saves a lot of space and is easy to install. It has 2060 flux in one-meter height space, which is the brightest spotlight in terms of luminance comparing to similar products in the market. Therefore, the spotlight could easily replace traditional 50w halogen.

GaoPower GP 1C – High Power Floodlight: 75lux @ 150m

BY StrongLED
www.strongled.com

- Field-proven; using the latest LED ranges from Cree, Lumiled with advanced optics, beam angles and efficient heat-dissipation design for flood lights and wall-washers
- Up to 300W in choices of colour temperatures and RGB
- Choices of models with other power outputs, projection distances, sizes and form factors to meet wide application within a project
- Rugged high-grade aluminium construction with installation-friendly mounting
- IP66 with protective vent for durability, low maintenance and long lifespan
- DMX control with enhanced capabilities or Real-time StrongLED controller offers rich, saturated colour and seamless transitions

OL-SOHO 8 Inch Downlight Series

BY EVERLIGHT
www.everlight.com

Combined with the European design, EVERLIGHT OL-SOHO is a real energy-saving and creative LED downlight. With excellent design and high quality, the optical design has been installed with a lens, which gives a bigger room to achieve anti-glare. OL-SOHO has no UV and IR radiation and the CRI performance is over 80. Besides, OL-SOHO series has passed many certifications including CE, ENEC, and EMC. EVERLIGHT OL-SOHO is perfectly suitable for indoor lighting.

- Taiwan Excellence Awards 2013
- Stylish Design
- Anti-glare
- Watt: 30W
- CCT: 3000K / 5700K
- Lumen: 1200lm / 1500lm
- CRI > 80
- Application: Indoor Light

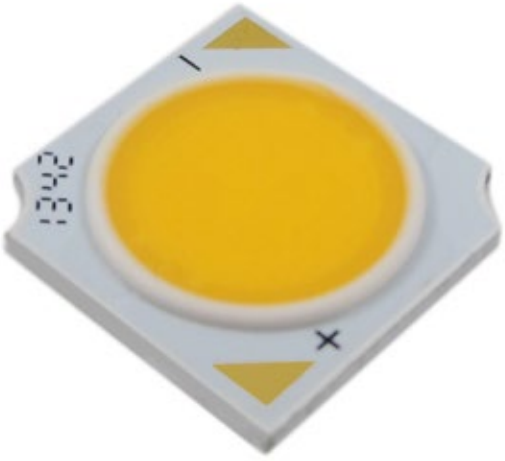
EdiPower HM CRI95 Series

BY EDISON OPTO CORPORATION
www.edison-opto.com

- Different operating powers (5W~40W) and different colors
- Provides a better solution for high wattage products
- High CRI (> 95 in warm white) which meets the CEC specifications (CRI≥90 and R9 > 50) for high quality LED lamps
- High Efficacy (lm/W - up to 115)
- Reduces the variation in chromaticity range and compliant with 3-step MacAdam ellipse which demonstrates Edison Opto's capability of color consistency
- The HM09 and HM 30 products have already passed LM-80 certification, and are one of the few high power COB products on the market that meet LM-80 standards
- With Edison Opto's brilliant optical products, EdiPower HM CRI95 Series can offer excellent light patterns
- COB package has the advantages of low thermal resistance, low assembly costs and excellent light uniformity

Applications

- The best choice for museum and hospital lighting where high CRI light sources to present the actual color of objects is required
- They can serve as the light source of bulbs, MR16, GU10, PAR, down lights, track lights, high / low bay lights
- Ideal to be used in residential lighting, indoor lighting and commercial lighting



show review

Light+Building 2014

30th March – 4th April 2014
Frankfurt am Main, Germany

Jens Liebchen

Light + Building once again provided an impressive demonstration of its role as the world's leading trade fair for lighting and building-services technology. The world's biggest exhibition of lighting, electrical engineering, house and building automation and software for the building industry ended today with a new record on the visitor side: during the six days of the fair, 211,500 trade visitors (2012: 195,5821) from 161 countries came to Frankfurt to find out about the latest innovations and solutions of the manufacturers taking part, an increase of eight percentage points. At the same time, the level of visitor internationality rose by three percentage points to 47 percent meaning that almost one in two visitors came from abroad. The best represented visitor nations after Germany were Italy, the Netherlands, France, China and Austria. There were also significant increases from numerous expanding

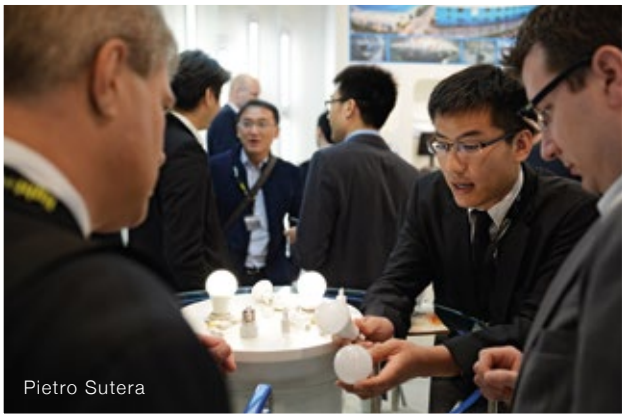

Jens Liebchen


Jens Liebchen

markets, such as Russia, South Africa, Mexico, Turkey and Indonesia. Particularly striking was the return of visitors from South Europe with high double-digit rates of growth characterising visitor numbers not only from Spain and Portugal but also Greece.

The visitor structure underscored the significance of Light + Building as the world's leading trade fair for lighting and building-services technology. For the industry, the large proportion of foreign visitors is an important factor for a positive assessment of the fair. "Hardly any other fair in the world is distinguished by as many innovations as Light + Building. Complex and highly efficient systems are developed in next to no time in the fields of lighting and building-services technology. In this respect, Light + Building 2014 exceeded all expectations by far and left no doubt about its position as the world's leading trade fair for the sector", said Dr Klaus Mittelbach, Chairman of the Board of the German Association of the Electrical and Electronics Industry (Zentralverband Elektrotechnik- und Elektronikindustrie e.V. – ZVEI).

Pietro Sutera


Pietro Sutera

With 2,458 exhibitors (2012: 2,3021), an increase of seven percent over the previous event, as well as an increase of four percent in the area occupied by the fair to 245,000 square metres (2012: 235,0001), Light + Building 2014 set new records in all relevant areas. Hence, the conclusions drawn by Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, are correspondingly positive: "Light+Building is in a class of its own when it comes to lighting, light design and the future-oriented field of building and energy management. Over the last six days, manufacturers have demonstrated the great energy-saving potential offered by the use of innovative, market-ready technologies." The spotlight of this year's Light+Building was on energy efficiency, a vital aspect of the shift away from nuclear energy, which is frequently neglected in the public debate.

As in previous years, one of the biggest groups of visitors comprised the German installation trade. Ingolf Jakobi, Director General of the Central Association of the German Electrical and Information Technology Trades (Zentralverband der Deutschen Elektro- und Informationstechnischen Handwerke – ZVEH), emphasised the importance of Light + Building for the trade: "We achieved a great success with the focus on energy efficiency. The E-House and the Energy Efficiency Award given in cooperation with the ZVEI were super visitor magnets. For the electrical-installation trade, Light + Building is becoming an increasingly valuable platform for the exchange of ideas and information with politicians and our contacts in the ministries."

The responses of German exhibitors to questions about the current economic situation in the sector were extremely good. 85 percent of exhibitors interviewed in a survey conducted by Messe Frankfurt said the economic climate was satisfactory to good. Both exhibitors and visitors gave the fair top overall ratings. On the exhibitor side, it reached around 90 percent; on the visitor side, it remained at the extraordinarily high level of 98 percent.

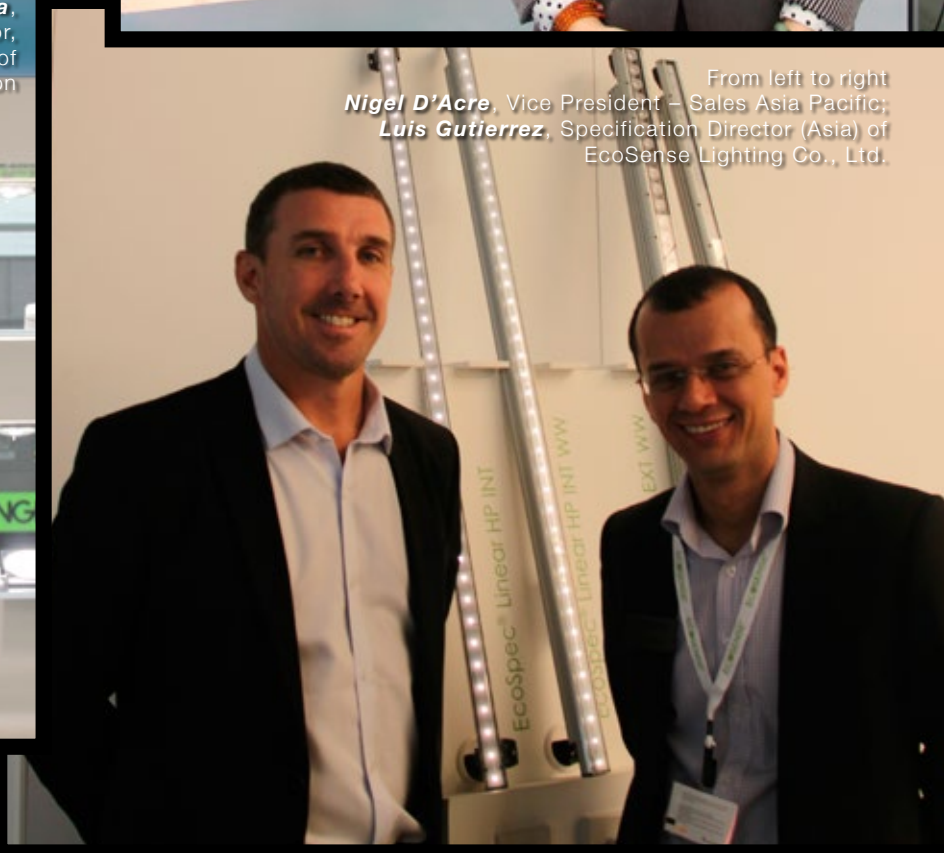
The next Light + Building will be held from 13 to 18 March 2016.

FACE 2 FACE at light+building

Grace Yu, Account Manager, LED Sales Div.1 of ADATA Technology Co., Ltd.

Claire Yu, Director, Business Development of Aeon Lighting Technology Inc.

Kaz Maruyama, Global Industry Director, Lighting Solutions of Dow Corning Corporation



From left to right
Nigel D'Acre, Vice President – Sales Asia Pacific;
Luis Gutierrez, Specification Director (Asia) of EcoSense Lighting Co., Ltd.

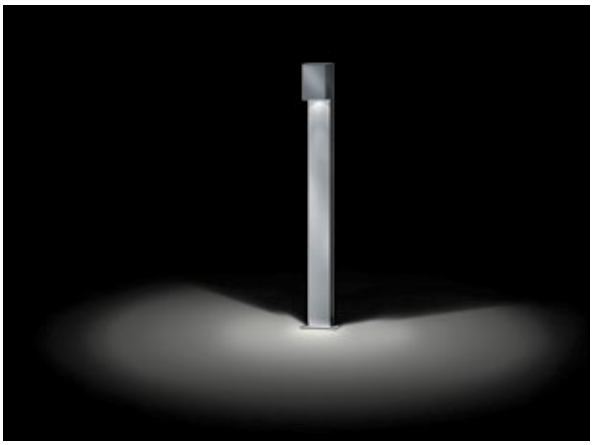
From left to right
Richard Whitbread, Sales Manager - International Energy Solutions;
Jennifer Suarez, Marketing Representative - Europe, Middle East & Africa;
Brent Protzman, Manager - Energy Information & Analytics; and
Michael W. Pessina, President, Lutron Electronics Co., Inc.

Julian A. Carey,
Senior Director of Marketing,
LED Phosphors, INTEMATIX

From left to right
Isao Kawano, Manager, Business Planning & Managing Section, Overseas Business Planning Department, International Business Division of IWASAKI Electric Co., Ltd;
Bernard Tan, Senior Sales Engineer &
Andrew Koh, Managing Director, of EYE LIGHTING Asia Pacific Pte Ltd.;
Tatsuyuki Kawajiri, Chairman and CEO of EYE LIGHTING International; and
Agnes Kwek, General Manager of EYE LIGHTING Asia Pacific Pte Ltd.

QUANT POLLER IVYLIGHT

BY IP44.DE
www.IP44.de



Features and Specifications

- Ideal addition to the proven quantum Ivylight series
- The sophisticated workmanship is epitomized in all variations by the clear contours of the cube-shaped luminaire
- Made of stainless steel that has been meticulously edged and brushed by hand
- Equipped with the IvyLight-technology specially developed by IP44. de
- Can be fitted with LED lamps with immediate effect
- Designed as thermal, technological and functional systems
- Achieves a system output of 7.5 watt / 610 lumens (energy efficiency class A+)
- With an expected lighting period of 50,000 h (L70), they will work for more than two decades without needing to change the lamps

COSMOS BY LIEVORE ALTHERR MOLINA

BY VIBIA
www.vibia.com

COSMOS is the new collection of lights designed by Lievore Altherr Molina. With the incorporation of LED technology, the light remains completely integrated in the interior of every piece, creating a perfect symbiosis between design and light source. The largest disk turns on drawing a half moon on its surface and an effect of indirect illumination that supports an aesthetic and compositional quality in the environment. With level volumes, some auto-illuminating, others projecting light, the pieces of the COSMOS collection create the optical illusion of spheres in composition.

PHILIPS HUE 3D-PRINTED LUMINAIRE

BY PHILIPS LIGHTING
www.meethue.com

The world's first 3D-printed connected luminaires are a new design addition to the expanding Philips Hue range. Fusing the worlds of light, art and technology, these luminaires allow limitless light effects, bringing a piece of art to your living room. The innovative Philips Hue 3D-printed table & pendant luminaires were co-created with globally-renowned design teams WertelOberfell and Strand+Hvass.

Cree Edge High Output

BY CREE, INC
www.cree.com

The Cree Edge High Output is the new LED street luminaire range that provides remarkable illumination redefining output performances; models featuring the TrueWhite Technology provide up to 90 CRI color quality. The Cree Edge HO is designed to illuminate large areas; delivering up to 75.000 lumens, representing the perfect choice for lighting tower applications and outdoor applications, such as big retailers, sport facilities and infrastructures like harbors and airports. Thanks to its superior color rendering and unprecedented high-output illumination, the Cree Edge HO is the ideal replacement for the outdated discharge luminaires up to 2000 watts.

Pantrac Spotlight Range

BY ERCO
www.erco.com

With the new Pantrac spotlight range ERCO now offers the ideal lighting tool to achieve superbly uniform, easy and efficient wallwashing and ceiling washlighting. Pantrac stands for highly efficient LED packages that enable homogeneous floodlighting of walls and ceilings using only a small number of luminaires. With its archetypal cubic design, the luminaire integrates itself inconspicuously into its surroundings and becomes a minimalist architectural feature.

Lutron Daylight Autonomy Solution

BY LUTRON ELECTRONICS CO., INC.
www.lutron.com/daylightautonomy

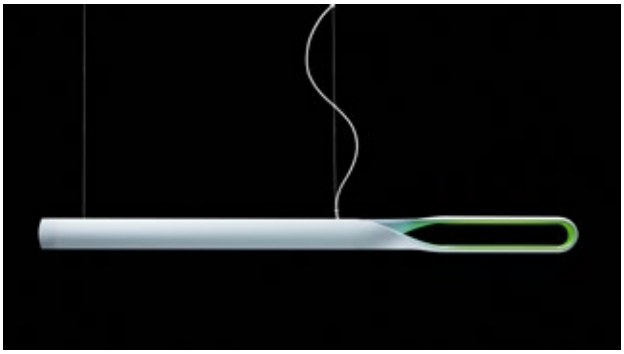
Combining Lutron Sivoia® QS automated shades, Hyperion™ solar adaptive technology, Radio Window™ Sensors, and Lutron daylight dimming technology provides the ideal solution for increasing energy savings while reducing glare and enhancing comfort.

Hyperion solar adaptive shading automatically adjusts Lutron Sivoia QS roller shades throughout the day based on the position of the sun. Automated shading helps to maintain ideal light levels, and may also lower demand on a building's HVAC system.

Radio Window Sensors maximize views and available daylight by overriding Hyperion to keep shades open under cloudy conditions. They also provide brightness override and close shades to limit glare.

Infinito

BY QisDESIGN
www.qisdesign.com



Inspired by the infinity symbol, Infinito perfectly embodies QisDesign's brand philosophy "Imagine Another Possibility", exemplifying the highest degree of devotion to deliver a unique and inspiring experience that satisfies the modern mind, body and soul.

Designed especially for the dining space, Infinito appeals to contemporary appetites with situational lighting combinations of brightness and color controlled by simple hand gestures.

eNet Smart Bidirectional Radio System

BY JUNG
www.jung.de/en/

The JUNG eNet is a smart bidirectional radio system to control lighting, blinds and shutters. Ideally suited for upgrading, it provides intelligent networking and central control of the building functions. The process is characterised by quick installation and retrofitting, simple operation, high flexibility and future-proofing. With eNet, it is easy to network and control electrical installation within a building, and integrate lights and blinds into scenes. This allows convenient operation by means of various controllers from mobile devices such as smartphone or tablet, or using the eNet Server via a PC monitor. Setting up and planning of the eNet can also be done quickly and easily with push-button technology that is known from JUNG's Radio Management system.

Multi-zone Human Occupancy Sensor

BY VOSSLOH SCHWABE
www.vossloh-schwabe.com

This optical sensor is not only capable of differentiating between humans and machinery, but also features a field of detection that is easily large enough to cover an area that would usually require five or six conventional devices. One field of application for the new VS sensor is logistics and warehousing: by modelling the new system on optical recognition technology, a sensor was created that is capable of recognising when a person or a group of people enters a warehouse. Depending on the respective settings, lighting will then be switched on for several minutes in the respective detection zone. A multiple zone detection of up to five zones is possible. In addition, the sensor is capable of measuring incident daylight in every zone and then dimming down the artificial lighting to suit, lowering both energy and investment costs.

A Closer Look

An interview with Ms Warinya Pintongkam, Founder and Managing Director of LIGHTBOX+

Since its conception in 2004, and eventually blazing into one of the prime boutique providers of lighting design in the Asia Pacific; The LIGHTBOX shines bright and bold with it's integrated approach to an accomplished design service from conception, incubation, development and production.

The results are multi-faceted designs instilled with The LIGHTBOX's believes that for lighting to integrate life, it ought to raise awareness and perceptions, while breaking physical boundaries and adding dimensions.

Every individual project is approached with a strategy befitting of the project's uniqueness to produce the most creative, innovative and novel solution. This is possible through The LIGHTBOX's experience and skills in crafting well-tuned customised lighting design solutions, right down to tailored product design consultancy and production for a cohesive project. Whatever the task, through close working relationships with clients, no compromise is made in aesthetics while maintaining the most attention to the environment and international standards.

Lighting Today had the opportunity to find out more about Lightbox+ through an email interview with Warinya Pintongkam, Founder and Managing Director. Read on to find out more!

Carlton City

Tell me about LIGHTBOX+. When and where was the company founded?

Warinya Pintongkam: LIGHTBOX+ was founded ten years ago, it started with this feeling in my gut, and a lot of drives to create new things that make difference to the industry and design industry. First I started in Singapore in the year 2004 and eventually we expanded to open offices in Bangkok, Thailand and Jakarta, Indonesia.

This year marks the tenth year that LIGHTBOX+ has been in operation. What are some key milestones and achievements that have played a part in the company's success?

WP: I reckon what's crucial to our achievements so far, is that we always approach every project differently by recognizing its unique requirements and working as a team in each project - both within our firm with our fellow investigators of light and other elements of the design process (i.e. the architects, clients, contractors). I guess it is through this attention to the design process, details and a shared vision that eventually leads to good work, and also, a pleasant atmosphere for work to develop.

We believe also that one of the key successes is our ability to go the extra mile to understand the project and architecture beyond just lighting in order to give creative viable lighting solutions to the project team. Being constantly hungry and in pursuit for enlightenment with our discipline keeps us churning novel ideas and staying creative. We also look to make positive differences to our projects, adding value and thought into the project by enhancing identity, creating ambience and comfort.

What are some of the most memorable projects that have been completed by the LIGHTBOX+ team?

WP: All projects are memorable in it's own way; all are different in need of design solutions or demanding timelines. The memorable projects recently are The Carlton City Hotel in Tanjong Pagar, Singapore, which is another project of ours that has us a bit bashful from the compliments we have received for it. Standing prominently in the area, the structure seems to transform at night and its presence just reaches out into the precinct. Another one is G Land Tower in Bangkok where the project design manager seems to push the limit beyond lighting. We were asked to create 2-dimensional lighting to create a 3-dimensional effect on the building facade. We eventually gave the design solution to the client, however the price needed to achieve the desired effect were costly and out of the project's budget. So the study of those design options are kept in our research file for the next opportunity to propose these ideas again.

The team at LIGHTBOX+ includes some of the youngest lighting designers. What is different about their ideas and concepts and how are they important to the company?

WP: As we mentioned earlier, we stay ahead by keeping our creative minds active and in constant conversation with architecture industry and society. We may not possibly be that young (after all, we are already in our tenth year of LIGHTBOX+), but we definitely keep our minds youthful and energetic.

The youthful team at LIGHTBOX+ came from various design backgrounds that add value to the perception of lighting and design. Our team growing up in a world where life is lived at night and in an ever changing environment, tends to envision a more unique approach to lighting, while we understand and appreciate our craft, we try to keep few steps ahead of technology, and lighting as a commodity.

As lighting designers, what are some trends that you have observed in lighting design?

WP: Other than the zeitgeist-esque shift to LED technologies, people will want more control over their environment. Lighting will be smarter, more intuitive; a lifestyle possibly. As we move into a more aesthetic state of living, we can't just rely on the numbers and figures of lighting specifications and energy consumption. For example, 'Green' measures have to be met with careful thought on green sentiments and ideals.

We are encountering more projects where we are more actively involved in the product design and development since the LED emerged. Lightings can be easily customised in its consumption, colour temperature and efficacies. LED sources can be simply integrated with objects which makes our design more interesting, which is involved in visual aesthetic impact other than general perception of ambience.

What kinds of challenges do lighting designers face and how does the LIGHTBOX+ team overcome them?

WP: Challenges come in all shapes and sizes, but the most constant task is that we are willing to help people understand lighting the way we do and get the end product to be fully understood and appreciated. Lighting that makes you see (Interior lighting) and lighting that make others see you (Exterior facade lighting) it's a very acrobatic balancing act; maintenance, energy consumption, and function. After ten years, we dare say we have gathered lots of experience in approaching these issues cohesively.

Are there any goals or visions that LIGHTBOX+ is looking to achieve within the next ten years?

WP: We want to be a leading design company in lighting, being an example for creative thinking and designing lifestyle through lights. We are looking to explore applications of light to cultural institutions and master planning in the bigger scale and we are also interested in identifying ways to use light to enhance daily lives. Designing objects of light like the European designers where we are still lacking in Asia.


Rohde & Schwarz


Atrium Plaza Singapura

Lighting Giants

Shipyard cranes *Lighting Giants* shining in Pula's harbour

Skira's lighting design project finally realized after 15 years from inception of the idea

Lighting Design: Skira
Photo Credits: Goran Sebelic

In addition to its plethora of historic monuments ranging from the classical antiquity to the remnants of the Austro-Hungarian Empire, the Mediterranean city of Pula is known by its shipyard Uljanik, one of the oldest working in the world. Uljanik, built in 1856, is again the focal point of the city: its majestic cranes are bathed in lights designed and devised by the internationally renowned lighting designer Dean Skira.

Shipyard cranes Lighting Giants project was originally conceived in 2000 in Skira's architectural lighting design practice and last year finally supported by the Tourist Board of Pula, shipyard Uljanik and sponsored by several private companies. The Croatian Ministry of Tourism selected Lighting Giants among the 85 development projects from last year's 'Innovative Tourism 2013' programme, awarding it a 300,000 kn grant. Apart from this purpose-allotted incentive, the project was fully privately funded.

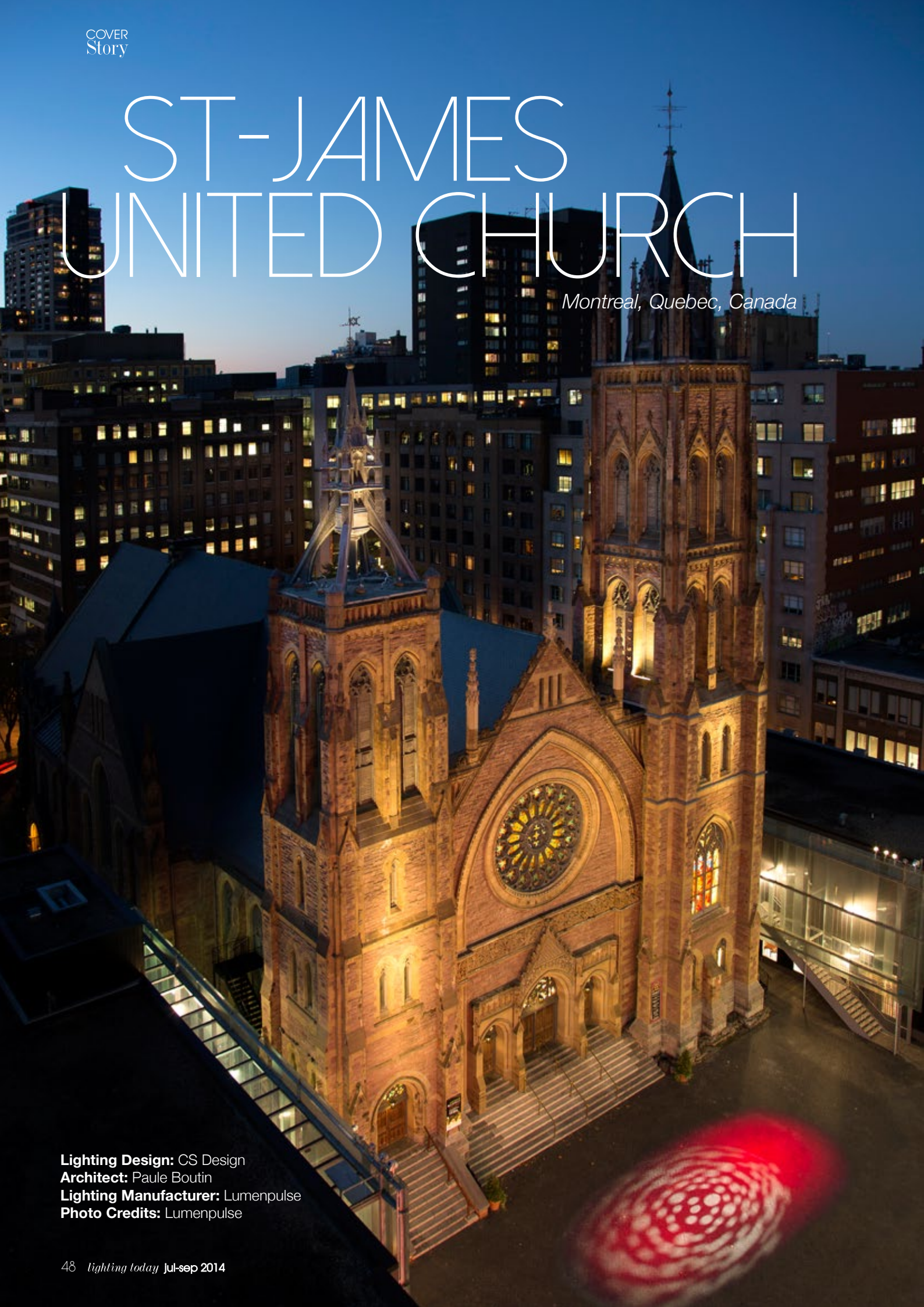
‘The industrial revolution in the early 19 century has brought us some new “monuments” which still stand and move every day in the gentle dance of steel, helping to create some of the greatest commercial ships ever built. This dance is going on for almost 200 years and I wanted to create a colorful stage in which they perform. Becoming key players in this theatre, among tons of raw steel, light and color, we created a different role for those cranes as they move in slow motion for decades without ever being tired,’ described Skira his latest project. The large-scale light feature adds the vertical axis to the luminous sea horizon, creating dynamic sculpture in the night landscape. This blend of technology and history is sensitive to the city’s past as the shipyard harbour, celebrating the generations of workmen that constituted the heart of Pula: ‘The idea is partly related to the time of my youth spent practicing rowing in the rowing club situated opposite Uljanik. Every day I looked at the cranes that dominate the skyline of Pula bay. When the town authorities started considering relocating the shipyard, I came up with the idea of highlighting them instead. I think the project managed to emphasize this distinctive symbol of the city and celebrate its industrial heritage,’ explained Dean Skira.

The eight cranes – with the capacity of 200, 150 and 45 tonnes, respectively – are functional as well as monumental. The shipyard is active and continues to build ships, which makes this project unique in the world and the scenery quotidianly different. Uljanik and Skira technicians illuminated the cranes with 73 Philips RGB LED spotlights, weighing 40 kg each. Each light consists of 64 pieces of LED chips that can be programmed to 16 thousand different variations of colour and intensity. Choosing 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. The cranes continue to shine for fifteen minutes on every hour from 9pm till midnight, giving the city of Pula the living sculpture to be proud of. ■

ST-JAMES UNITED CHURCH

Montreal, Quebec, Canada



Lighting Design: CS Design
Architect: Paule Boutin
Lighting Manufacturer: Lumenpulse
Photo Credits: Lumenpulse

A new lighting design for the St-James United Church in Montreal has accentuated a once forgotten façade and helped the church adapt to its vibrant new setting.

Built between 1887 and 1889, the St-James United Church in Montreal is a designated national historic site of Canada. Despite its architectural significance, however, the church had for decades been partially hidden: commercial buildings were built in front of its façade in 1927.

An $8 million restoration in 2005 demolished part of these storefronts, revealing the "lost" façade. To emphasize this rediscovered beauty and modernize the structure, the church turned to lighting designers CS Design.

"They wanted to highlight the architectural heritage of the building. It's extremely ornate, so we didn't want to light it face on, as that would flatten all the details. Our intention was to attack it obliquely, to frame it and bring out some of the contrast," said Conor Sampson, Principal at CS Design.

The church, however, had to also be integrated into the surrounding Quartier des Spectacles, Montreal's burgeoning entertainment district.

"The city wanted to include the church in its program of cultural events and performance venues. So it had to form part of the larger context, where everything is networked," Sampson said. This meant that control protocols and flexible, interactive fixtures were a necessity.

"Metal halide obviously wouldn't work, since we couldn't dim on or off. LED was the product of choice," Sampson said, explaining why Lumenpulse was chosen for the project. "We've had good experiences with Lumenpulse in the past, especially when it comes to support. Lumenpulse was the right fit," he said.

Working with conservation architect Paule Boutin, CS Design chose Lumenfacade fixtures to graze the sides of the building, accentuating textures and enhancing the juxtaposition between the church and its urban surroundings. To preserve the heritage stone, the firm chose not to attach the fixtures directly to the church, installing them instead on brackets.

To illuminate the façade, the firm opted for Lumenbeam Large luminaires, which were installed on buildings flanking the church. The 3000K color temperature brings out the warmth in the stone, giving the church a friendly, inviting air, without drawing attention to the lighting design.

"We wanted to light the church without showing the equipment. The idea was to really hide it, so that it felt like the building was just radiating light by itself," Sampson said.

Lighting Stained Glass Windows
This self-radiating principle extended to the church's large stained glass windows, which in the past had proven difficult to light. CS Design opted for a backlighting technique – using Lumenfaçade Interior luminaires to light automated Lutron screens, which drop behind the windows when needed.

"Instead of lighting the windows directly, we light the screens, which are two of the largest Lutron screens in North America. The light then comes back out through the windows evenly," Sampson said.

The end result has brought the church to life at night, spotlighting its rediscovered heritage façade, while managing to give it a sense of place amid the modern, urban environment.

"The activity within the church is now reflected on the outside plaza and the façade, which really ties it into its surroundings," Sampson said.

"It offers a feeling of transparency, to both the street and what's going on inside." ■

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Lighting Design Awards 2014

LIGHTING DESIGNER OF THE YEAR – SPONSORED BY OSRAM

MARK RIDLER, Lighting Director, BDP

After graduating from Cambridge University with a degree in engineering, it was the bright lights of theatre design that lured Mark Ridler to London.

After designing the lighting for more than 100 shows in the fields of theatre, dance and opera for the likes of the RSC, Sadler's Wells and Sir Peter Hall Company, he joined Maurice Bill Lighting Design. There his work on the geometric in-ground scheme at Finsbury Avenue Square, London, won him a Lighting Design Award and an IALD Award of Excellence.

He joined BDP in 2003 and, five years later, was made lighting director. Notable schemes that he has overseen this year include the Trinity Leeds retail development and Edinburgh International Conference Centre.

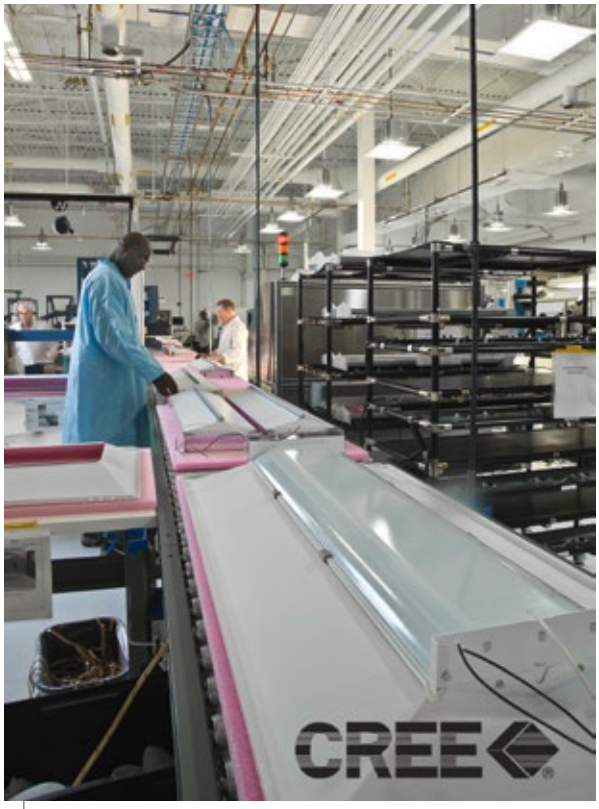
In 2013, Mark co-authored the BCO Guide to Lighting and he is responsible for the Professional Lighting Designers' Association ethics policy. He is the first ever chartered lighting designer through the Institution of Lighting Professionals, for whom he serves as vice-president with special responsibility for architectural lighting.

Our judges said: "Mark's work consistently excels year in, year out. His guiding hand has driven the success of some outstanding BDP projects this year. He preaches a common-sense approach to lighting in the numerous presentations he has delivered at industry events and his contributions to some significant guidance documents in 2013 are also worth acknowledging. Lastly, his work with the ILP has really helped bring the industry together."

www.lightingawards.com

Product Category

Interior Luminaires
OLED Moon Chandelier By Cinimod Studio



Manufacturer of the year – sponsored by Corrigan Bentley
Cree Europe

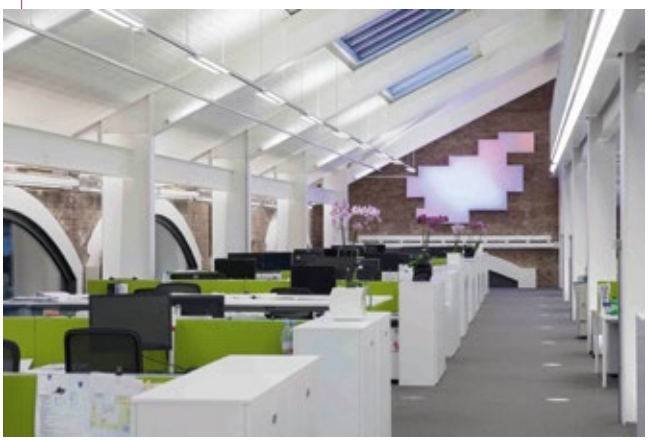
Light Sources
LuxiTune dimmable and colour tunable LED light engine By LED Engin

Exterior Luminaires
Metronomis LED By Philips

Lighting Controls – sponsored by Helvar
Concord Officelyte LED incorporating Organic Response From Havells Sylvania

Project Category

Low Carbon – Sponsored by Lutron
Winner: Western Transit Shed, London By Hoare Lea Lighting
Photo: Redshift Photography



Heritage – sponsored by Precision Lighting
Winner: Guildhall London Crypts
By DPA Lighting Design
Photo: Tommaso Gimigliano

Small Retail
Winner: Durham Cathedral Shop
By Sutton Vane Associates
Photo: Purcell

Large Retail
Winner: Trinity Leeds By BDP
Photo: Sanna Fisher-Payne

Exterior – sponsored by NJO
Winner: Snow Hill, Birmingham
By Maurice Brill Lighting Design
Photo: Redshift Photography

Lighting for Leisure
Winner: Edinburgh International Conference Centre, Edinburgh By BDP
Photo: David Barbour

Hotels and Restaurants
Winner: Hutong, The Shard, London By Into Lighting and David Yeo
Photo: Richard Southall

Public Buildings
Winner: Mary Rose Museum, Portsmouth By DHA Designs
Photo: Hufton and Crow

Workplace
Winner: Western Transit Shed, London By Hoare Lea Lighting
Photo: Redshift Photography

International Interiors – sponsored by Oldham Lighting
Winner: Heydar Aliyev Cultural Centre, Baku
By Maurice Brill Lighting Design
Photo: Iwan Baan

International Exteriors
Winner: In Lumine Tuo, Utrecht
By Speirs + Major
Photo: James Newton

Daylight – sponsored by The Architects' Journal
Winner: Tate Britain Millbank Project, Phase 1, London By Max Fordham
Photo: Helene Binet

Special Projects
Winner: Lost Light, Arts by the Sea Festival
By Michael Grubb Studio
Photo: Michael Grubb Studio

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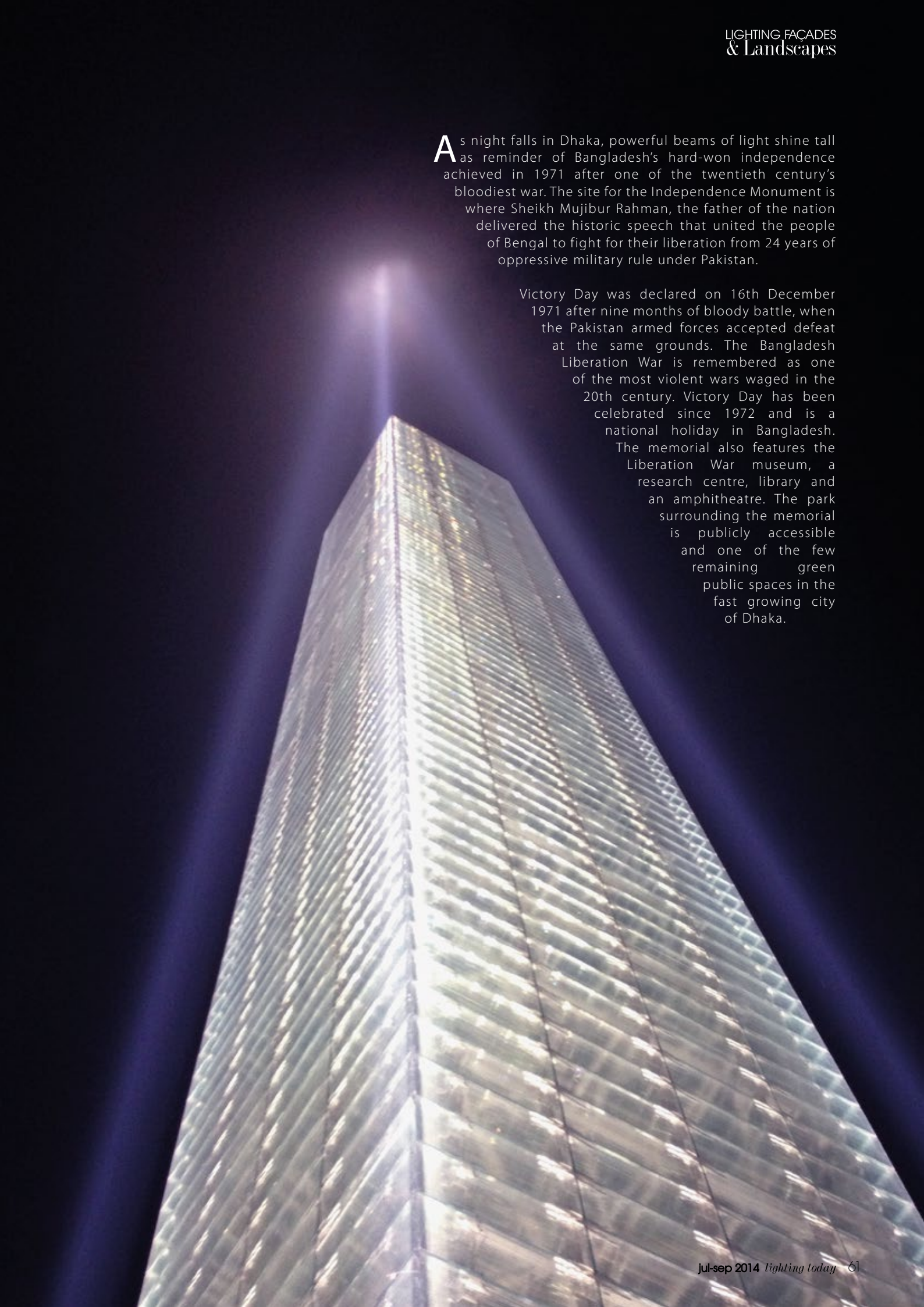
messe frankfurt

Tower of Light

Dhaka, Bangladesh

Project: Tower of Light (Glass Tower) as part of Liberation War Museum and Independence Monument
Client: Ministry of Liberation war's affairs, Government of Bangladesh
Execution: Public Works Department, Government of Bangladesh
Architects: Urbana - Marina Tabassum, Kashef Mahboob Chowdhury
Lighting Designer: Light Collab, Singapore
Contractor for Tower: NDE-NOVUM Consortium
Photo Credits: Light Collab, Singapore



As night falls in Dhaka, powerful beams of light shine tall as reminder of Bangladesh's hard-won independence achieved in 1971 after one of the twentieth century's bloodiest war. The site for the Independence Monument is where Sheikh Mujibur Rahman, the father of the nation delivered the historic speech that united the people of Bengal to fight for their liberation from 24 years of oppressive military rule under Pakistan.

Victory Day was declared on 16th December 1971 after nine months of bloody battle, when the Pakistan armed forces accepted defeat at the same grounds. The Bangladesh Liberation War is remembered as one of the most violent wars waged in the 20th century. Victory Day has been celebrated since 1972 and is a national holiday in Bangladesh. The memorial also features the Liberation War museum, a research centre, library and an amphitheatre. The park surrounding the memorial is publicly accessible and one of the few remaining green public spaces in the fast growing city of Dhaka.

The light beams are anchored to the recently completed Tower of Light, focal point of the Independence Monument designed by architects Marina Tabassum and Kashef Mahboob Chowdhury from Urbana, winners of the national design competition held by the Ministry of War Liberation Affairs, Public Works Department in 1997. The illumination of the Tower of Light (otherwise, also known as the Glass Tower) is orchestrated by Singapore-based lighting design studio, Light Collab. Light Collab's designer says "Light is a powerful symbol of hope and selfless sacrifice of the freedom fighters."

To achieve the architects' vision of a glowing tower, special attention was given to angling the many narrow beam ERCO spotlights for them to graze the surface of the stacked glass panels, achieving a prismatic glow without highlighting the skeletal structure within. Griven Kolorjet 7000 Searchlights at each corner of the 150 feet high structure are used to heighten the glowing effect of the Tower of Light, rendering it visible from afar.

As light passes through clear glass, thus, it is a challenge for the lighting designers of Light Collab to make the 150-feet tower which is made up of clear stacked glass glow. Prior to the final execution of the lighting effect, mock-ups were done to test how light will react with the façade of the glass tower, which is made up of clear glass panels which are stacked horizontally. With careful angling of the narrow beam spotlights, it is possible to show other properties of light such as internal reflections and refractions which cause it to have a prismatic glow. The prismatic glow also varies in relation to the distance of the viewer.

One commentator on social media network Facebook wrote, "It looks like a pathway to the sky." Some of them also commented that they have seen the tower of light with the extended beams even from far, while they were cycling around the outskirts of the city of Dhaka.

Light Collab also received Section Award presented by International Section of Illuminating Engineering Society of North America (IESNA) in section recognition of commendable achievement in lighting design, 2014. ■

Madame Tussauds

London, United Kingdom

Lighting Solutions: A.C Special Projects
Lighting Supplier: Pulsar Light of Cambridge
Photos and Text: A.C Special Projects and Pulsar Light of Cambridge

Pulsar Light of Cambridge (Pulsar) supplied A.C. Special Projects (ACSP) with an energy-efficient, bespoke colour-changing LED lighting solution for the exterior façade of Madame Tussauds London - one of the capital's most iconic visitor attractions.

An international brand, with 154 locations including New York, Sydney, Hollywood and Hong Kong as well as London, Madame Tussauds gives guests the chance to get up close to some of the world's most famous stars - combining glitz and glamour with incredible history.

ACSP were tasked with creating an energy friendly, flexible architectural lighting solution to help bring the exterior of the attraction to life at night, making it the focal point of its location.

Led by ACSP Project Manager, Lance Bromhead, he comments: "Up until now Madame Tussauds London had minimal exterior lighting. The attraction was looking for a versatile solution where lighting could be set to suit different events in its calendar – for instance washing the building in red, blue and white to mark the birth of the Royal Baby."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Lance had met with Madame Tussauds London at The Arc Show, which led to a demo at the attraction. "We used a selection of Pulsar exterior LED products," continues Lance. "The attraction was impressed with the demo and, following the scheduled refurbishment of the building's exterior, ACSP were employed to supply, install and commission the lighting solution."

To achieve the desired results, nine Pulsar ChromaFlood 200 IP66 TriColour floodlights were specified by ACSP. These are used to dramatically uplight the column features of the building's façade. In addition, eight ChromaBatten 200 IP66 TriColour battens are used to uplight the flat rendered panels in between. The result is a scheme that can bring dynamic colour changing or fixed colour looks to the facia of the building as required.

"Each fixture is individually controllable via a Pharos system with a built-in astronomical clock," explains Lance. "The fixtures and cabling are installed on a hard canopy which runs the length of the now illuminated building façade. The Pulsar fixtures were specifically chosen for their outdoor IP66 rating, high output levels and spread - they have to evenly light the façade to a height of 10-12m - as well as their colour-mixing capabilities and energy-efficient low power consumption."

Using their specialist knowledge and in-house cable manufacturing facility expertise, ACSP worked to develop a bespoke cabling solution employing Pulsar's QuickLink system. Power and DMX is supplied to groups of fixtures via single cables, which link back to a central 240v power and data distribution box. This eliminates the need to install separate 240v power sockets along the roof canopy to bring power to the fixtures. In addition, the fixtures were produced in a custom RAL colour finish to ensure they effectively blend in with the exterior colour of the façade. At set up, the Pharos system was pre-programmed with some popular colour presets to service Madame Tussauds London's special events. For example the attraction has a green for St Patrick's Day, red for Chinese New Year, as well as the day-to-day plain white and a unique colour scheme for one-off special events.

The Pharos system presets can be selected via an intuitive, eight-button panel inside the building. This means that the system can easily be operated by Madame Tussauds staff. The colour presets automatically default back to pre-set program the next day, so staff don't need to switch it back themselves.

ACSP also supplied Pulsar's ChromaStrip X3 LED strips to deliver lighting from inside the refurbished sphere on top of the building's famous domed roof, and a 6000K cool white Pulsar ChromaFlood 200 to illuminate the Madame Tussauds London signage on the side of the building façade.

Dave Joy, Project Manager, Madame Tussauds London, commented: "ACSP's approach from the design stage to completion was excellent. We had a dedicated ACSP project manager who spent many evenings on site trialling various fittings and their location, to achieve the best results. They also liaised with our approved contractor to ensure the installation was carried out to ACSP's specification and saw the project through to the programming stage, to ensure the project brief was met. The after-sales support has also been excellent and Madame Tussauds London would not hesitate to use ACSP on any future projects." ■

Shinminato Bridge

Imizu, Toyama Prefecture, Japan

Lighting Supplier / Manufacturer: Iwasaki Electric Co Ltd Japan

A panoramic view of Shinminato Bridge from Kaiwomaru Park in the west district. Together with the Kaiwomaru, a sailing ship also called "The Lady of the Sea," the lit-up Shinminato Bridge makes for some charming night-time scenery.

The view from within the city. The elegant form of this now-open, largest cable-stayed bridge on the Sea of Japan cost is illuminated by power conserving and environmentally-friendly LED lighting, producing a very pleasant scene.

Shinminato Bridge is located in Imizu, Toyama Prefecture, and was recently opened in September 2012. It is the largest cable-stayed bridge on the Sea of Japan coast and links the east and west districts around the Toyama Shinminato Harbor entrance.

It boasts an enormous scale with an overall length (including the arch sections) of 3.6km, a 600m main bridge section above the water, and main bridge-support tower 127m high. The bridge girders are suspended 47m above the surface of the ocean, allowing even large vessels smooth passage underneath. One of its spectacular design features is its twin-level structure, which features a 2-lane road roughly 50 meters above sea level and a road for bicycles and pedestrians beneath them (the bicycle/pedestrian road opened in the spring of 2013).

The bridge is lit up in a uniform white, and seems to float magically – with a sharp and elegant profile that is still in harmony with its surroundings. The initial lighting design contemplated the use of HID lamps, but the introduction of LED lighting was investigated in order to aim for a lesser burden on the environment through reduced CO2 emissions and reduced maintenance/management costs from long operative lives and low power consumption.

The bridge piers on the approach to Shinminato Bridge are illuminated by LEDioc FLOOD BLITZ 200W LED floodlights.

A decision was made to use high-output LED floodlights and they were installed after some on-site testing. The bridge is popular as a new symbol of Imizu, and is hoped to see much use by many in the future. ■