

lighting today

JANUARY - MARCH 2015

INSIDE

Show Previews / Reviews
Special Feature: Lau Pa Sat Food Centre

COVER STORY

EMERGENCE

AND

WONDER TREES

FOR HEATHROW AIRPORT

SEAFOOD BAR
CAVIAR HOUSE & RESTAURANT

A17

**International Lighting
Exhibition**

A unique opportunity
for light
for those who make light
and for those who live light

Milan Fairgrounds, Rho

Lighting Exhibition



Salone
del Mobile
Milano

www.salonemilano.it



fieramilano



IWASAKI

LED LIGHTING

LEDiOC LEDiOC High Bay

High Bay (dimmable)

Available to replace the 400W metal halide lamps and recommended to replace like factories, warehouses, and gymnasiums.



LEDiOC

Floodlighting

400W type provides a light output equal to 1000W metal halide lamp. Ideal for sports (golf) grounds and lighting of open spaces.



400W Type

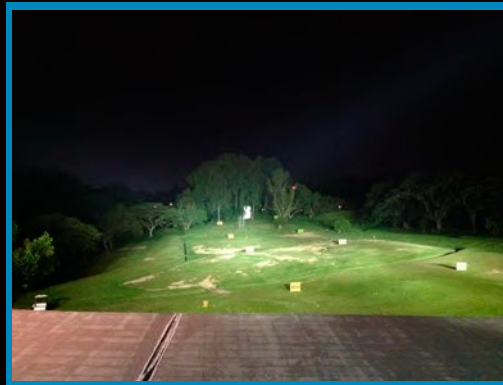


200W Type

Upgrading of CHAMPIONSgolf Driving Range at Bukit Timah



Before



After



EYE LIGHTING ASIA PACIFIC PTE LTD

21 Kaki Bukit Place, Eunos TechPark, Singapore 416199

Tel: 6742 3611 Fax: 6743 5202 Email: support@eyelighting.com.sg

DEAR READERS,

It's 2015! We here at Lighting Today would like to wish all our readers a Happy New Year. I trust that your festive season was spent pleasantly with family and friends.

With each year being more exciting than the last, I truly am looking forward to what this year will bring. New ideas and innovations are being developed at the speed of light (no pun intended) and it can be tough to keep up with the ever-changing trends. I could help with that! As the editor, I will try my best to pack everything into each issue of Lighting Today – the most interesting news stories, inspiring projects, innovative products and the latest trade fairs in the lighting industry.

This issue contains numerous interior and exterior lighting projects and products from across the globe, as well as coverage of different international trade fairs and events. Do also look out for the Show Previews of the LED Expo Thailand, Taiwan International Lighting Show and MAISON&OBJET, which will all be held in the first half of 2015.

I would like to thank all our advertisers, contributors and readers for their support. Let's make 2015 another fruitful and memorable year!



Jo-Ann Elicia Teo
Editor

LIGHT REVEALS THE EXTRAORDINARY PLACE

Sun Wheel, Da Nang, Vietnam
Lighting Design : L&E

L&E is a lighting equipment manufacturer and lighting solution provider based in Bangkok, Thailand. We have been specialist in lighting and involved in many prominent projects in Thailand and Asian countries for more than 20 years.





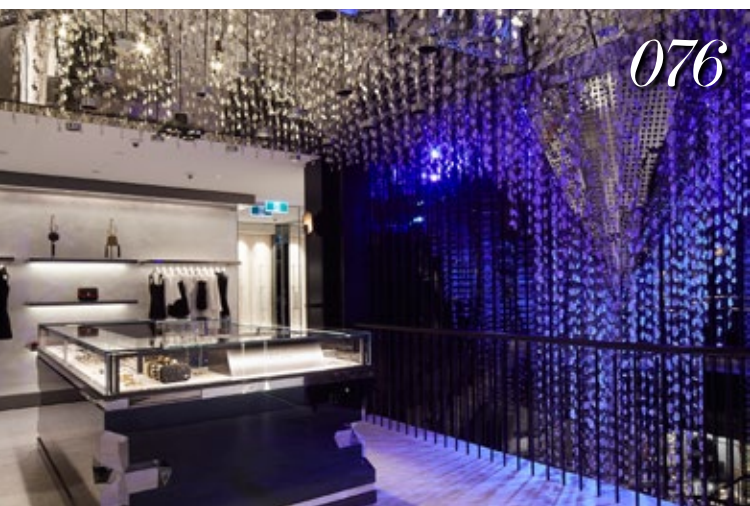
046



058



064



076

Contents

008 Light Talk by Martin Klaasen

010 Lighting in the News

026 Show Preview

- Maison&Objet Asia 2015
- LED Expo Thailand 2015

030 Show Review

- Build Eco XPO (BEX) Asia
- Shanghai International Lighting Fair
- HKTDC Hong Kong International Lighting Fair (Autumn Edition)
 - Light Middle East

046 Special Feature

- A Closer Look: Brent Boekestein
- Lau Pa Sat Food Centre

058 Cover Story

Emergence and Wondertrees for Heathrow Airport

064 Lighting Façades and Landscapes

- Mehas Residential Building
 - Sun Wheel
- The Commonwealth Park

076 Lighting Spatial Envelopes

- Marais Boutique
- Dining Hall, Trinity Hall
- Precision & Poetry in Motion Exhibition
 - Okawa Civic Gymnasium
- Marine Group Head Office Lobby

099 Lighting Controls

- Karl Lagerfeld Retail Store
 - 16th Century Cottage

104 illumina - Product Showcase

- New Products to Replace T5/T8 Lamps
- Lighting to Style Up Commercial Spaces
- Traxon Technologies Introduces Mood Light Motion
 - Lighting Up with Emotion
- Customised Lighting for Modern Office Environments
- Aerelight Design: World's First Consumer-Ready OLED Lamp

118 Product Focus

124 Events & Expositions /
Advertisers Index

Taiwan's Largest Lighting Exposition

TILS LIGHTING SHOW



***Hotel sponsorship
for overseas buyers,
please contact your nearest TAITRA office:
<http://branch.taiwantrade.com.tw>**



Exhibits Profile

- Home/Residential Lighting
- Commercial Lighting
- Intelligent Lighting
- Outdoor Lighting
- Lighting for Kitchen & Furniture
- Plant Factory & Lighting
- Automotive Lighting
- Special Lighting
- Health Care & Institutional Lighting
- Medical, Cosmetic & Beauty Lighting
- Building Material & Lighting Applications
- Lighting Accessories
- Lighting Production Equipment
- Test & Inspection Equipment

**MAR. 25-28
2015**

In conjunction with **LED Taiwan 2015™**

www.TILS.com.tw

TWTC NANGANG Exhibition Hall



Organized by:

Bureau of Foreign Trade, MOEA



Implemented by:

TAITRA

www.taiwantradeshows.com.tw



TLFEA

www.lighting.org.tw



Supported by:

China Economic News Service



On the Cover: Heathrow Airport
Photo Credits: Dominic Harris, the Director of Cinimod Studio
Cover Design by Siti Nur Aishah

OTHER TITLES BY TRADE LINK MEDIA PTE LTD

Southeast Asia Building
Southeast Asia Construction
Security Solutions Today
Bathroom + Kitchen Today
Lighting Audio Visual Asia

www.tradelinkmedia.biz

DISCLAIMER!

All advertisers and contributors must ensure all promotional material and editorial information submitted for all our publications, must be free from any infringement on patent rights, copyrights laws in every jurisdiction. Failure of which, they must be fully liable and accountable for legal consequences (if any) that may arise.

The editor reserves all right to omit, amend or alter press releases submitted for publication. The publisher and editor are unable to accept any liability for errors or omissions that may occur in this process, although every effort has been taken to ensure that all information is correct at the time of going to press. Edited articles or stories are returned to contributors for check on facts at the sole discretion of the editor. No portion of this publication may be reproduced in whole or part without written permission of the publisher. The editor reserves all rights to exclude or refuse submissions at any time without prior written or verbal notice if contributing parties do not provide complete text and supporting images at a minimum of 300 dpi in .jpeg and .tiff format.

PUBLISHER
Steven Ooi steven.ooi@tradelinkmedia.com.sg

EDITOR
Jo-Ann Elicia Teo lighting@tradelinkmedia.com.sg

GROUP MARKETING MANAGER
Eric Ooi eric.ooi@tradelinkmedia.com.sg

MARKETING MANAGER
Felix Ooi felix.ooi@tradelinkmedia.com.sg

SENIOR MARKETING EXECUTIVE
Wong Theng theng@tradelinkmedia.com.sg

GRAPHIC DESIGNER
Siti Nur Aishah siti@tradelinkmedia.com.sg

HEAD OF GRAPHIC DEPT/ADVERTISEMENT COORDINATOR
Fawzeeah Yamin fawzeeah@tradelinkmedia.com.sg

CIRCULATIONS EXECUTIVE
Yvonne Ooi yvonne.ooi@tradelinkmedia.com.sg

INTERNATIONAL MEDIA REPRESENTATIVES

[CHINA/HONG KONG]

Ms. Judy Wang
General Manager
Worldwide Focus Media Co., Ltd
Unit 04, 7/F Brightway Tower
No. 33 Mong Kok Road
Kowloon, Hong Kong
Phone: +852-3078 0826
Mobile : +86-13810325171
judy@worldwidefocus.hk

[KOREA]

MCI
Rm. 103-1011, Brown Stone, 1330,
Baeseok-dong, Goyang-si, Gyunggi-do,
Korea 410-907
t. +82 2 730 1234 f. +82 2 732 8899

CALL FOR SUBMISSIONS

Press releases, proposals for stories, and product development literature should be submitted by email to the editor at:

lighting@tradelinkmedia.com.sg

LIGHTING TODAY IS PUBLISHED BY:

TRADE LINK MEDIA PTE LTD
101 Lorong 23, Geylang #06-04
Prosper House Singapore 388399

For interest in advertising and advertorials, please attention your query via:
fax: +65 6842 2581 / +65 6745 9517 or
direct call: +65 6842 2580

Printed by KHL Printing Co Pte Ltd
MCI (P) 020/05/2014
ISSN 2345-7147 (Print) and ISSN 2345-7155 (E-periodical)

This publication is published four times a year and is available at no charge to subscribers in the professional lighting industry who meet the publication's terms of circulations control. For subscribers who do not qualify for free subscription, copies will be made available subject to acceptance by the publisher, for a subscription fee which varies with the requester's country of residence in the following rate for annual subscription.

ANNUAL SUBSCRIPTION BY AIRMAIL
Europe/America – SGD\$120,
Asia Pacific – SGD\$70,
Brunei/Malaysia – SGD\$55,
Middle East – SGD\$120,
Japan/Australia/New Zealand – SGD\$120

ANNUAL SUBSCRIPTION BY SURFACE MAIL
Singapore – SGD\$28 (Incl 7% GST Reg No.: M2-0108708-2)

Energy-saving light controls for Green facilities



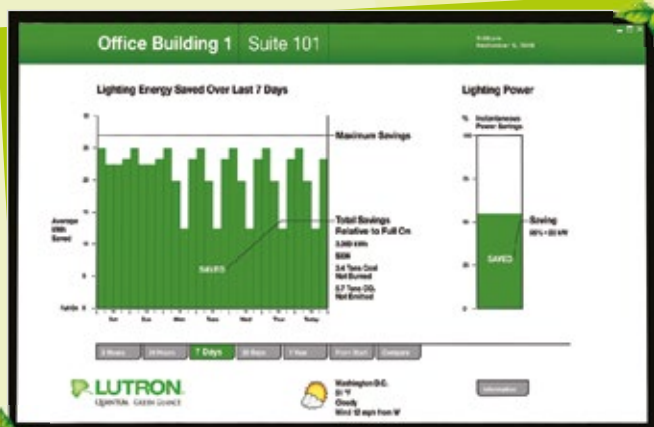
Simple Solution

- Save up to 60% energy by switching off unnecessary light
- Reliable wireless communication between occupancy sensor and switch
- 10-year battery life for sensors



Retrofit Solution

- Sense with wireless occupancy and daylight sensors
- Conserve energy with PowPak™ load controllers
- Adjust with Pico® wireless control
- Require no new wiring. Reduce installation cost



Total Light & Energy Management Solution

- Monitor, control and report lighting energy usage within a building
- Total control of electric light and daylight for maximum comfort and productivity
- Seamless integration with BMS (building management system)



Wireless Occupancy Sensor



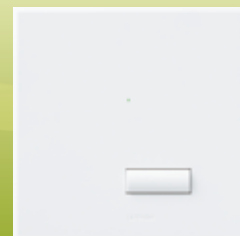
Wireless Daylight Sensor



PowPak™ Dimming Module



Pico® Wireless Control



RF Switch

INSPIRED BY ART AND INNOVATION

or how other professional's creative work can inspire us in the New Year

With 2014 behind us, we reflect back on the year past, which by any standards was certainly not a bad year, on the contrary, and now looking ahead to the New Year we are full of anticipation of what this coming year is going to bring us.

If there is one thing I know is that we always learn from what other people or professionals in their field do. As lighting designers are relatively scarce in the world, there are many others who use light as a medium to express art, architecture and beauty. As a force of habit I always look around how other people have achieved lighting effects, moods and ambiances and time and again I am surprised and inspired when I see someone having a creative idea realised in the public realm. I would go as far as saying that looking around and getting inspired is critical for our own creative development. I am not talking about copying or reproducing ideas, but about interpreting concepts, effects and innovative applications into your own. Design is often, perhaps most of the time, a new interpretation of existing ideas and applications.

When I learned my skills of lighting design, I developed my own design style and creative design concepts by consulting with my senior colleagues about their experiences, their design approaches, their product lighting application know how, their conceptual approaches and practical knowledge to resolving lighting design problems. By adopting what I liked and what I felt was the "right" way from each of them, I gradually developed my own way. Keeping abreast of new technologies, innovations and applications helped to form my knowledge and understanding of what is possible in lighting. Practical experience and project implementation knowledge over the years further helped form my design skills and inspiration.

This is really what keeps us going... inspiration and motivation, combined with passion for our work. I go to lighting fairs, I attend (and present at) lighting seminars, I read up on project reviews, follow social media chat groups on subjects that are of interest (even though these may be linked but not necessarily directly about lighting) to trigger my inspiration for my next projects. Yes, I do re-apply proven concepts from previous projects in my new projects, but wherever possible, I like to improve on it. Standing still, someone famously said once, is like going backwards!

People like James Turrell, Daan Roosegaarde and Olafur Eliason create art and beauty (with lighting) and while you can debate about whether you like it or not, whether it is practical or useful and so on, their creations are often innovative and ground breaking. They are not lighting designers per se, but they inspire other designers to do new things. It is not so much that they use innovative products, but the fact that they use existing or new technologies in a creative and sometimes ground breaking way. Most of all, they have the passion and

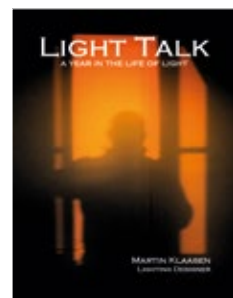
belief to engage people to make it happen. An idea or lighting concept is as good as its final realisation.

So as we march into this New Year with renewed energy and aspirations, we need to fuel our passion for lighting design with inspiration. I encourage people to look around, appreciate other people's work - whether in lighting or in other forms of art and design that use light as a medium to bring out the best of what they created. New material usage, colour combinations, patterns and structures, shapes and forms, artworks, new technologies, innovative applications, architectural and interior concepts... the list is endless when you open yourself up to appreciate other peoples achievements.

I believe it was Picasso who famously said, "good artists copy, great artists steal!" With that he meant that every artist is influenced by what is being done in the world before him. Stealing an idea is to take an artistic idea and make it totally your own through your own interpretation and approach.

In the context of this article, I call that inspiration. You see great ideas, you visualise in your mind how that could be interpreted and converted into your own creative approach to resolve the lighting concept. It is not just copy and paste; it is a reconstitution of ideas into something new which can be innovative again by itself and which may one day inspire others in turn. I wish all my readers another inspired year ahead!

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),
To order a hard copy →
email: lighttalk@kldesign.co
or log into the website at www.kldesign.co/media/lighttalk
To purchase the book → Kinokuniya bookstore →
Ngee Ann City, Singapore

A soft copy of the book is now available for download from Martin's blog site.



LoveWing Series - LED Integrated Luminaire

- Integrated design with LED and driver
- High efficacy up to 100lm/W, uniform light with low glare
- Wide beam angle delivers 8-12% uplight
- Connect in series without dark zones
- Ideal for retail stores, corridors, offices and indoor car parks



Classic-type

Smooth design without dust gathering.



Modern-type

Stylish appearance with an elevated touch.



Integrated design with LED and driver built in.



Eco-Friendly



Easy



Ease



Elegant

NOBEL PRIZE IN PHYSICS 2014 GOES TO INVENTORS OF BLUE LEDs

This year's Nobel Laureates are rewarded for having invented a new energy-efficient and environment-friendly light source – the blue light-emitting diode (LED). In the spirit of Alfred Nobel the Prize rewards an invention of greatest benefit to mankind; using blue LEDs, white light can be created in a new way. With the advent of LED lamps we now have more long-lasting and more efficient alternatives to older light sources.

When *Isamu Akasaki*, *Hiroshi Amano* and *Shuji Nakamura* produced bright blue light beams from their semi-conductors in the early 1990s, they triggered a fundamental transformation of lighting technology. Red and green diodes had been around for a long time but without blue light, white lamps could not be created. Despite considerable efforts, both in the scientific community and in industry, the blue LED had remained a challenge for three decades.

They succeeded where everyone else had failed. Akasaki worked together with Amano at Nagoya University, while Nakamura was employed at Nichia Chemicals, a small company in Tokushima. Their inventions were revolutionary. Incandescent light bulbs lit the 20th century; the 21st century will be lit by LED lamps.

White LED lamps emit a bright white light, are long-lasting and energy-efficient. They are constantly improved, getting more efficient with higher luminous flux (measured in lumen) per unit electrical input power (measured in watt). The most recent record is just over 300 lm/W, which can be compared to 16 for regular light bulbs and close to 70 for fluorescent

lamps. As about one fourth of world electricity consumption is used for lighting purposes, the LEDs contribute to saving the Earth's resources. Materials consumption is also diminished as LEDs last up to 100,000 hours, compared to 1,000 for incandescent bulbs and 10,000 hours for fluorescent lights.

The LED lamp holds great promise for increasing the quality of life for over 1.5 billion people around the world who lack access to electricity grids: due to low power requirements it can be powered by cheap local solar power.

The invention of the efficient blue LED is just twenty years old, but it has already contributed to create white light in an entirely new manner to the benefit of us all.

Isamu Akasaki, Japanese citizen. Born 1929 in Chiran, Japan. Ph.D. 1964 from Nagoya University, Japan. Professor at Meijo University, Nagoya, and Distinguished Professor at Nagoya University, Japan.

Hiroshi Amano, Japanese citizen. Born 1960 in Hamamatsu, Japan. Ph.D. 1989 from Nagoya University, Japan. Professor at Nagoya University, Japan.

Shuji Nakamura, American citizen. Born 1954 in Ikata, Japan. Ph.D. 1994 from University of Tokushima, Japan. Professor at University of California, Santa Barbara, CA, USA.

Prize amount: SEK 8 million, to be shared equally between the Laureates.

ZUMTOBEL GROUP APPOINTS ROGIER VAN DER HEIDE AS CHIEF DESIGN & MARKETING OFFICER

Zumtobel Group AG has announced that Rogier van der Heide has been appointed as Chief Design & Marketing Officer for the Zumtobel Group and its three brands Thorn, Tridonic and Zumtobel. He will begin his new position on December 1, 2014. By creating this new strategic position in the company's leadership, the Austrian Lighting Group recognizes the substantial impact of innovation and design on the further development and performance of all Group brands.

"Design is vital to all brands of the Zumtobel Group, and we have decided to embed design more than ever before in the Group's product creation processes. Consequently, we focus on solutions that take lighting much beyond illumination in every market segment. Rogier's work demonstrates the fusion of technology, design and emotion to create lighting solutions with unique value for customers and end-users. We are very happy to win Rogier for this exciting position within the Zumtobel Group, and are very much looking forward to him joining our company soon", says Ulrich Schumacher, CEO of Zumtobel Group.

Rogier van der Heide brings twenty-five years of experience in design-led innovation in the lighting industry. He is internationally recognized as a leading architectural lighting design specialist, and has been awarded numerous prestigious prizes, including the Lighting Designer of the Year Award, the International Association of Lighting Design Radiance Award and a number of Red Dot and iF Awards for his product designs. Until recently, Rogier van der Heide was Vice President and Chief Design Officer at Philips Lighting.



Photo Credit: Nadja Litau

Before that, as Global Leader of Arup Lighting, Rogier grew and led the world's largest independent lighting design practice. Throughout his career, Rogier van der Heide has also continued his independent work as a specialty designer of art works, entertainment and architectural lighting.



J-Link Smart Lighting System

Features:

- Elegant, solid state smart lighting control solution with customizable high sensitive capacitive touch screen panels.
 - Affordable and reliable performance systems.
 - Control LED floodlights, linear strips, flexible strips, cove lights, downlights and flat panel; Incandescent lights; Fluorescent & CFL.
 - Dimmable, mood tunable, full color (RGB) and programmable scene setting.
 - Choice of Fixed DC, Direct AC and Wireless controller versions to meet wide range of on-site installation. Small in size and inconspicuous when installed.
 - Each J-Link universe supports 16 lighting circuits and expandable up to 64 J-Link universes eco-system or 1024 lighting circuits under single master control.
 - Scalable – incremental installation which safe-guard investment and future-proof.
 - Features variety of touch panels [wired, wireless, Bluetooth connectivity], occupancy sensors, voice sensors, photo sensors, plus easy system setup.
 - Standard electrical fixture form-factor for easy integration with standard tools.
 - Internet access, smart phones application and remote unit for convenient and comfort at finger-tip control.
- Relay outputs option to expand the integration capabilities.
- Integrated into existing décor, easy installation, durable, safe and low maintenance.

Application:

- Perfect solution for a wide range of applications, including retail stores, offices, hotels, homes with array of controls for dimming, color temperature for mood lighting, energy-saving and environment friendliness.



GRAND CANYON LED LIGHTING SYSTEMS (SUZHOU) CO.,LTD.
Phone:+86-512-82868008
Fax :+86-512-82868001
E-mail:global@strongled.com



HISTORIC MILESTONE AS PULSAR FACTORY LED INSTALLATION REACHES 100,000 HOURS OF OPERATION



Photo Credit: Pulsar Light of Cambridge Ltd

Pulsar moved into its present premises in the latter part of 2002. It was also at this point we installed our LED lighting on the front of the building, confident in its reliability, longevity, and durability. 12 ChromaPanels were installed on the South-facing front of the factory building in May 2003 and have been running 24/7 ever since, with an additional 21 metres of ChromaStrip 2 installed the following year.

Fast forward to today and the original ChromaPanels printed with the Pulsar name have clocked an impressive 11 years 5 months of continuous activity - actually surpassing 100,000 hours! This real-world industry first is proof of LED's amazing longevity and also of Pulsar's dedication to making the highest quality LED lighting fixtures on the market.

Braving all that the Great British weather has to throw at them, the fixtures have endured some of the wettest and hottest years in recent history as well as snow, ice, hail, fog, wind, and all weather in between for the past decade.

"This is a real milestone for us at Pulsar," explained Pulsar's CEO Brian Pohl, "It's a real testament to our design and manufacturing teams' guiding principles: Quality, Durability and Reliability. We're also proud to

refer to an installation with over 100,000 hours when our customers ask about Pulsar's product lifetime. As far as we're aware there aren't any similar examples, particularly when many installations would have been stripped out and re-fitted many times over the years."

Company records put the installation in May of 2003, when we hired a cherry picker to install the products on the front of the factory - a date confirmed by a recent serial number check. (Pulsar's outstanding factory team keeps records of serial numbers and product information dating all the way back to the company's founding in the 1970s!)

And what next? Pulsar's Dave Cowan answers: "We're tempted to just keep them up there to see how long they last! But there's also the option of taking them down and comparing their current condition with our published product specification from 2003."

Cowan also added that this example of longevity is a key benefit when demonstrating and explaining Pulsar's products to clients. "Being able to say we have been around since 1970 and that our factory lighting installation has been running without issue for 100,000 hours is really important to our customers - especially those who may have been exposed to lower quality equipment in the past which needed replacing within months. The last thing you need when you're operating a skyscraper is taking lights down so soon after installation - and obviously we're very happy to report we have some extremely satisfied customers in really quite challenging climates.

THE EVOLUTION OF LED LIGHTING CHARGES FORWARD WITH ELLIPZ LIGHTING



Lemnis Lighting Asia Pte Ltd, an innovation company producing next-generation LED lighting, announces that it has adopted Ellipz Lighting Pte Ltd ("Ellipz Lighting") as its new name. Accompanied with fresh corporate branding, Ellipz Lighting has also unveiled its website: www.ellipzlighting.com

The rebranding is a positive outcome of the company's broadening success, year-after-year growth, and increased recognition for creating safe, energy efficient, socially responsible and reliable lighting solutions.

Inspired by the knowledge that humanity uses 20 percent of the Earth's electricity for lighting and that at least half of that is wasted on inefficient lights, the Ellipz brand name and logo - like an ellipse circling the Earth - stand for the company's vision of protecting the planet for future generations through energy and material savings.

Founded by Frans Otten, a great-grandson of Philips founder Anton Philips, Ellipz Lighting has grown in the recent years to establish offices in Singapore, Hong Kong and China.

Ellipz Lighting is also announcing a new North American office in Los Angeles, California, Ellipz Lighting USA, which will focus on introducing Ellipz technology to the American commercial sector. The USA branch is a Public Benefit Corporation and will also be spearheading international marketing and educational campaigns for Ellipz Lighting.

As Ellipz Lighting reinforces its presence worldwide, it continues to invent and produce LEDs based on John Rooymans's patents and insights that achieve superior energy saving standards and deliver vastly better light quality than conventional LED lights. Ellipz Lighting advocates that the quality of nighttime human vision should not be reliant on lux levels, a measurement based on

CLAIR クレア®



S series



TU series

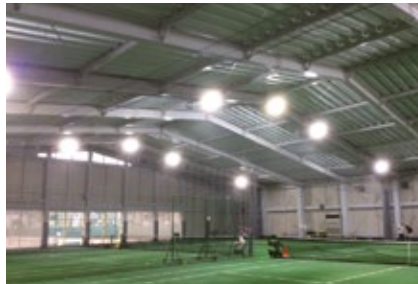
Golf driving range
NA-1000-50ST / NA-700-50VT



Futsal court
NA-700-50HT



Tennis court
NA-1000-50SK



FR series



NA series

Factory
S300-1000-50SK / S300-700-50HK



Sports stadium
FR-700-50HK



Outdoor signage
S180-250-50HK / SR-01



just photopic light. Instead, the company designs and manufactures lighting products based on photopic and scotopic light that mimic the optimal functioning of the human eye's cones and rods. This helps people to see at lower light levels both outdoors and indoors. "Making light without understanding how the human eye works is really outdated. We match biology with lighting technology," says Rooymans.

Chairman Frans Otten emphasizes, "Ellipz Lighting is an innovation company first and a lighting manufacturer second, and is dedicated to staying on the cutting edge of energy-saving technologies currently based on LED. Even as LED is developing into a mature technology, we believe that the real understanding of what can be achieved with LED technology is still to come. Ellipz Lighting wants to play an important role in that development."

At its very core, Ellipz executives, and the Asian and US Board of Directors, strictly maintain that sustainability

principles and practices be included in all Ellipz Lighting operations, including manufacturing, company culture, philanthropy, and local for local country agent and distributor business models.

Otten, who attended the World Economic Forum when the company was nominated as a Technology Pioneer, orchestrates Ellipz Lighting, orchestrates Ellipz Lighting with the circular economy in mind: "Our past efforts as humans have created quite a mess in the world, from climate change challenges to pollution to diseases to famine and unemployment. An economic system based on more production for more consumption leading to more profit is no longer realistic. The good news is that the steps we take today can create a better and sustainable future. The new circular economy is betting on heightened, cross-sector collaboration."

Find out more about Ellipz Lighting at www.ellipzlighting.com.

BELKIN INTERNATIONAL AND OSRAM SYLVANIA ANNOUNCE PARTNERSHIP FOR WEMO HOME AUTOMATION AND LIGHTIFY SMART CONNECTED LIGHTING ECOSYSTEMS

Belkin International, a leading Internet of Things company, and OSRAM SYLVANIA, a leading global lighting manufacturer, has announced that the two companies have entered into a strategic partnership to collaborate on residential solutions with the OSRAM LIGHTIFY™ smart connected lighting ecosystem and Belkin's WeMo® home automation ecosystem. OSRAM SYLVANIA will first add WeMo compatibility to the SYLVANIA ULTRA iQ™ BR30 LED light bulb, followed by a broader portfolio of connective lighting products for the home shortly after the launch of OSRAM LIGHTIFY in Europe this fall.

The first WeMo-enabled ULTRA iQ LED light bulbs will be available this fall in the United States at ecommerce retailers like Belkin.com. The bulbs will connect to the WeMo ecosystem via the WeMo Link and will work with other WeMo products, including the WeMo Light Switch, WeMo Insight Switch and NetCam HD+. Controlled via the WeMo app, the ULTRA iQ LED bulbs will also work with IFTTT, which connects them to other web-based services and applications such as Facebook, SMS, Gmail, Calendar, etc. to perform custom tasks or trigger events. For example, consumers can program the bulbs to turn on when it rains or receive a text message when the bulbs are turned off.

"We started out with the goal of making WeMo the most approachable entry point to the smart home, and by working with trusted lighting leader OSRAM SYLVANIA, we are able to expand our ecosystem in the Internet of Things with touch points across people's daily lives," said Sunny Choi, vice president of corporate development at Belkin. "The addition of OSRAM LIGHTIFY to our ecosystem enables more devices to communicate with each other to create a smart home easily and affordably, one solution at a time."

"As connected lighting becomes more mainstream, OSRAM SYLVANIA is working with leaders in the Internet of Things

space like Belkin to unleash the full potential of consumers' homes by creating personal lighting experiences that promote comfort, convenience, and joy," said Jes Munk Hansen, president and CEO of OSRAM SYLVANIA. "We are shaping the future of lighting by delivering not only long-life, energy saving LED solutions, but also by creating an experience that changes the way people think about their lighting."

About Belkin International, Inc.

Today the three brands of Belkin International, Belkin, Linksys and WeMo, enhance the technology that connects people to the activities and experiences they love. Across all brands, Belkin's expertise has been proven in wireless home and business networking capabilities, mobile accessories, energy management solutions, plus an extensive range of cables. To learn more about Belkin visit <http://www.belkin.com/aboutus/> or follow us on Facebook and Twitter.

About WeMo

WeMo is Belkin's award-winning home automation ecosystem and the leader in delivering customizable smart home experiences. Designed to be the most approachable entry point to the smart home, WeMo products and partner products empower people to manage, monitor and adjust their electronics, appliances and lighting from anywhere at any time via the free WeMo app. To learn more about WeMo visit www.wemostat.com or follow us on Facebook and Twitter.

About OSRAM SYLVANIA Inc.

OSRAM SYLVANIA is part of OSRAM Americas, a group of OSRAM companies located in North and South America. As a leader in lighting solutions and services, specializing in innovative design and energy saving technology, the company sells products for homes, businesses and vehicles under the brand names OSRAM, Traxon, ENCELIUM and SYLVANIA. The company's portfolio covers

LED Lighting

Total Solutions Professional Provider



Special lighting



Outdoor lighting



Indoor lighting



Landscape lighting



Display

Welcome to JEZETEK

Sichuan Jiuzhou Electric Group Co.,Ltd.

JEZETEK

No., Jiuzhou Road, Mianyang, Sichuan, P.R.China

8/F., Jiuzhou Electric Bldg., No. 12Rd. S, Hi-Tech Industrial Park,

Nanshan District, Shenzhen, P.R.C

Tel:86-755-26947007 Fax:86-755-26947088 Email:tango.liu@scjz-led.com

www.jiuzhou-intl.com www.scjz-led.com

the entire value chain of components, ranging from lamps, control units and optical semiconductors such as light-emitting diodes (LED) to luminaires, light management systems and lighting solutions. The OSRAM SYLVANIA

and OSRAM Americas regional headquarters is located in Danvers, Massachusetts. For more information, visit www.osram-americas.com or follow us on Facebook and Twitter.

ALKILU ANNOUNCES PARTNERSHIP WITH VISIONOX

A LKILU Enterprises, an emerging leader in affordable OLED (Organic Light-Emitting Diodes) Lighting products for consumers, today announced that it has signed a formal partnership with Visionox, a high-tech enterprise specializing in the mass development and manufacturing of OLED technology in China with integration of R&D, as well as marketing and sales. The announcement coincides with ALKILU's attendance and sponsorship of the OLED's World Summit 2014 in Berkeley, California.

"We're still in the early stages of OLED adoption, but our partnership with Visionox will significantly speed up that process – enabling us to get new and existing OLED products into the hands of consumers at an extremely low price point," said ALKILU CEO Alex Khayat. "This is a major step forward for OLED enthusiasts, and we're thrilled to make the announcement here at the OLED's World Summit 2014."

After launching in January 2014 at the Consumer Electronics Show in Las Vegas, ALKILU made its unique line of OLED products available for pre-order in June, with items including all-terrain lights, bookmarks and the Trio OLED light, which is being co-marketed by LG Chem. Khayat believes the partnership with Visionox will enable ALKILU to reach an even wider audience, and will raise awareness of OLED technology in general. In particular, the partnership with Visionox will help ALKILU manufacture, market and sell the All-Terrain light. Whereas LG is focused on providing ALKILU with larger OLEDs, Visionox will focus on providing custom designs and color variations.

OLEDs generate and emit light by passing electricity through thin organic layers. They are both eco-friendly (mercury-free, with no UV emissions) and energy-efficient, with almost no heat generation; qualities that Khayat believes will make ALKILU's products a great fit with early adopters of new technology and everyday consumers.

"Most consumers associate OLED with expensive TVs and other luxury items," said Khayat. "Once they see how easily this technology can be embedded into affordable, everyday products, the market will explode. We're already receiving a large number of orders for our All-Terrain and bookmark lights through our previous partnerships, and we fully expect our relationship with Visionox to significantly increase that number going forward."

About ALKILU

ALKILU's mission is to make OLED technology part of everyday life. Founded by Alex Khayat, a technology expert with over 20 years of experience in OLED industry research and development, the California-based company has developed innovative line of affordable, unique and eco-friendly lighting products for consumers unlike anything on the market today. To learn more, visit www.alkilu.com.

About Visionox

Visionox, based in China and founded in 2001, is dedicated to the development, manufacturing and marketing of OLED displays and lighting products. Visionox has completed a 30,000 sqm production base in Kunshan (Jiangsu Province) to focus on manufacturing of OLED technologies.

SEVEN ART INSTALLATIONS TO LIGHT UP TAMPA DURING LIGHTS ON TAMPA 2015

The City of Tampa announces the seven art installations chosen to be exhibited in Tampa during Lights on Tampa 2015, which will be held in and around Curtis Hixon Waterfront Park in downtown Tampa on February 20-21, 2015.

"Lights on Tampa is a signature festival for Tampa, and the 2015 event is going to be bigger and better. Thank you to all the local businesses who have stepped up to support the effort," said Mayor Bob Buckhorn. "Internationally acclaimed artists are going to light up Tampa and make our city shine that much brighter."

Since its inception in 2006, Lights On Tampa has, through either direct involvement or influence, created an ambiance in downtown Tampa. Over \$2.5 million in private development has been invested into Tampa's downtown for permanent light-based art work.

Artwork chosen for Lights on Tampa 2015 is diverse, engaging, and multi-disciplinary, using new technologies, music, dance, and the literary arts.

Sponsorship

Lights on Tampa 2015 is a public-private partnership, developed by the City of Tampa Art Programs Division

and supported by regional businesses and grant funding, including the National Endowment for the Arts, PNC Bank, Sykes, Shumaker Loop & Kendrick, Casper's Company, Tampa Bay Times, Bighthouse Networks, Clear Channel Outdoor, David A. Straz Center for the Performing Arts and other private sponsors. Lights on Tampa 2015 is currently in the development phase, and seeks additional support.

To find out more about available sponsorship opportunities, please contact Robin Nigh at robin.nigh@tampagov.net or 813-274-8531.

About Lights on Tampa

The Lights On Tampa program was developed by the City of Tampa's Art Programs Division, in conjunction with regional businesses, volunteers, and art supporters. It was an ambitious project that sought to reaffirm Tampa's commitment to arts and technology by presenting highly visible, innovative light installations created by juried artists. It began in January 2006, and has had successful light-based installations and festivals in 2006, 2009, 2011, 2012, and now, 2015. The Program has been nationally recognized as one of the fifty most influential public art programs in the last fifty years by Americans for the Arts. To find out more about the program, please visit www.lightsontampa.org.

ARCHIDEX® **15**

16th International Architecture, Interior Design & Building Exhibition, Malaysia

advancing
architecture
in asia



Co-Located Exhibition



12 - 15 AUG
10AM - 7PM

**KUALA LUMPUR
CONVENTION CENTRE
MALAYSIA**

Held Concurrently With



Concurrent Forums & Conference



www.archidex.com.my

Jointly Organised By



C.I.S NETWORK SDN BHD
(287961W)

Award Winning Exhibition



rAwr 2013 AWARD
for Best Trade Exhibition

Endorsed By



HOLOPHANE JOINS LIA LABORATORIES UNMETERED SUPPLY MEASUREMENT SCHEME – UMSUG

LIA Laboratories Ltd welcomes Holophane to their Unmetered Supply Measurement Certification Scheme, which provides an assurance of the validity of the power data measured by manufacturers when describing the performance of their lighting products for use in unmetered supply (UMS) applications.

Holophane are a globally respected lighting company that produce professional lighting products which are valued by customers for their innovation, lifetime competitive benefits, their engineering quality, cutting edge design and outstanding optical performance.

To become accepted into the LIA Laboratories certification scheme, Holophane were required to undergo a thorough inspection of their Laboratory in order to verify the adequacy of the measurement equipment, documentation and the technical competence of the staff.

Passing the inspection with flying colours, Holophane are now permitted to make measurements of apparent power and true power for their products at their facility and submit these measurements to the LIA Laboratories in lieu of report preparation for submission to ELEXON.

Mark Salt the LIA Laboratories Ltd, General Manager commented "It's great to see the commitment to quality from Holophane, their team has worked long and hard to meet the high requirements of the scheme and they must be congratulated for their efforts".

LIA Laboratories will ensure, by regular inspection, that the integrity of the measurements made by Holophane's Registered Laboratory is maintained to the high standards required.

LIA Laboratories Ltd has an ongoing compliance program to ensure that the highest standards of independence and impartiality are applied to all its activities in accordance with best practice.

As the UK's largest independent test laboratory dedicated to lighting and with over 20 years experience in lighting product testing. Their reputation for reliability, accuracy and affordability illustrates why they are considered the number one centre of knowledge to the lighting industry.

For more information, please visit www.holophane.co.uk.

HESS GMBH: SPECIALIST FOR LUMINAIRES AND SITE FURNISHINGS NOW REPRESENTED IN AUSTRIA WITH ITS OWN DEDICATED SALES TEAM



Christian Schmid

The new contact person for customers throughout Austria is Christian Schmid. Christian is an electrical engineer with years of experience in the project business and the lighting industry. He supports architects, lighting planners, lighting designers, and town councils in all matters relating to outdoor lighting and site furnishings.

Taking over sales' activities will strengthen customer relationships in the Austrian market and will further increase market penetration. Hess strongly believes in personal contact with customers and in fulfilling individual customer needs and project specific requirements.

"With Christian Schmid we have won an extremely qualified colleague, who will be dedicated to advising and supporting our Austrian customers," Hess sales manager Jürgen Duffner is pleased to comment. Christian Schmid has made a successful start as new area representative for Austria. "I very much look forward to developing holistic lighting and design concepts and to presenting Hess in the right light in Austria," says Schmid.

In October 2013, Hess became a member of the Nordeon Group. Through future-oriented investments in human resources, new products, and new technologies, Hess expanded its product portfolio significantly in recent months. At last year's leading lighting trade show Light + Building in Frankfurt for example, the lighting specialist introduced not one, but two new high-quality collections.

Hess GmbH Light + Form, an internationally leading manufacturer of designed outdoor luminaires and site furnishings, refocuses its sales activities for the Austrian market. On 01 July 2014, Hess introduced its own dedicated sales team for Austria. Thus far, a long-term distribution partner undertook the sales activities for the Austrian market.

With VAREDO Hess created a new generation of luminaires and site furnishings that give landscape architects and lighting planners maximum freedom for designing urban spaces. The VAREDO family stands out by its unique expression of design, feel, and workmanship. It comprises outdoor lighting, illuminating and barrier bollards, a bench in diverse variants, bicycle racks and waste receptacles. The new AVANGARDO 2 range is predestined for lighting concepts around the house: These products are characterised by their lasting quality, value retention, durability, and state-of-the-art LED technology. The luminaire families comprise several product groups, for example wall luminaires or illuminating bollards and feature an integrated and holistic design.

guangzhou international lighting exhibition

广州国际照明展览会

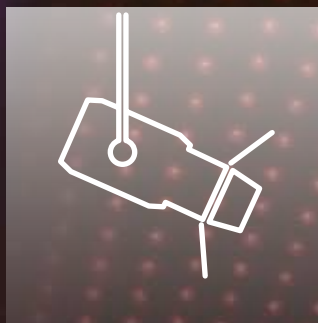
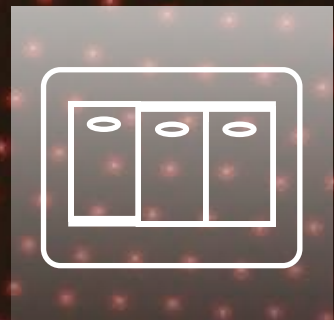
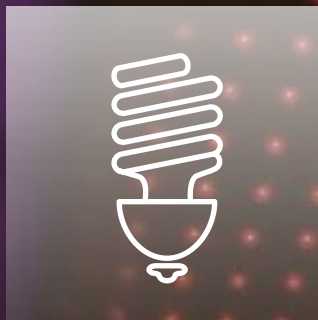
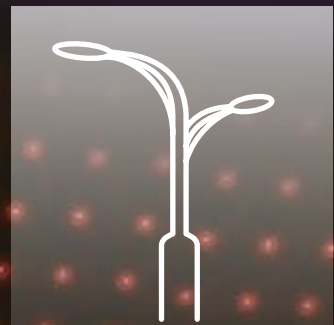


**The most influential and comprehensive lighting
and LED event in Asia**

9 - 12 June 2015

China Import and Export Fair Complex
Guangzhou, China

www.light.messefrankfurt.com.cn



Contact

Messe Frankfurt (HK) Ltd

Tel: +852 2238 9969

Fax: +852 2519 6079

light@china.messefrankfurt.com



光亞 · Guang ya



messe frankfurt

Thus, for realisation of appealing and holistic concepts for urban spaces, customers can take advantage of our extensive range of design-oriented, energy efficient luminaires and matching site furnishings.

About Hess GmbH Licht + Form:

Thanks to an extremely varied range of luminaires, Hess is able to fulfil every lighting design requirement in outdoor public spaces and exterior architectural lighting. Perfectly matching, high-quality site furnishings complete the product portfolio.

Light and form are part of our company name, and thus firmly anchored in our corporate philosophy and our very genes. Hess stands for the very best lighting solutions

and an unparalleled expression of design. The combination of light and form is what makes our products unique. Combining lighting and furnishings to optimum effect allows integrated concepts and customised special solutions to be implemented across urban and outdoor spaces in line with the Hess slogan "We design cities".

Tradition, innovation, and design have made Hess to a leading international brand. Hess supports and accompanies architects, planners, cities, communities, and building owners from the planning stage through to installation – throughout Europe and beyond. With the main factory located in Villingen-Schwenningen (Germany), there is also a manufacturing site in Gaffney, South Carolina (USA). Hess has been a subsidiary of the Nordeon Group since 01 October 2013.

LUMASCAPE ANNOUNCES NEW UK DISTRIBUTOR

Architainment Lighting has been appointed the exclusive distributor of Lumascope's specifier-grade LED lighting solutions, ensuring the availability of Lumascope products across architectural and commercial segments throughout the region.

Architainment is a specialised architectural lighting company with cultivated experience and high levels of expertise among their integrated business team. They work with leading lighting designers, specifiers and architects, offering full service capabilities from conception, through specification to programming and system commissioning. Architainment has provide lighting solutions for such notable projects as The Natural History Museum, Heathrow's Terminal 2 and some of London's most iconic bridges.

"We are delighted about our new partnership with Architainment Lighting," said Ian Gobey, Export Sales Manager. "Their business philosophy aligns very closely with our own; they are a responsive company with a focus on premium technologies. Architainment's commitment to delivering innovative lighting solutions make them the ideal partner to represent Lumascope's wide range of products in the region."

Lumascope is a privately-held, Australian-based manufacturer of high performance architectural, landscape and underwater lighting solutions. Established in 1991, Lumascope is available in more than forty countries around the world. For more information, please visit the company website at www.lumascope.com.au.

XICATO BUILDS ITS EUROPEAN TEAM WITH THE ADDITION OF GIOVANNI MARAFELLI IN ITALY

Renaissance-man brings mathematics, economics and a knack for languages to the world of illumination

Xicato, enablers of the Internet of Lights, announced today the appointment of Giovanni Marafelli as regional sales manager for Southern Europe and Greece. Giovanni spent more than a decade with Cantalupi Lighting in Italy. His experience working with clients, contractors, architects, engineering companies and lighting designers will be of great value to Xicato's customers and end-users as the company continues to build an understanding of the need for more intelligent lighting solutions that deliver quality light.

"The lighting market is starting to awaken from the slumber of the last several years and I see a new and refreshed attitude in designers and end-users alike as they consider both the efficiency and the quality of light that they will select for their projects," said Giovanni. I chose to join Xicato because I think it's best positioned to deliver on both these factors.



Giovanni Marafelli with his wife and daughter enjoyed their visit with Santa Claus in Brazil last Christmas

Giovanni is a bit of a renaissance man. He holds degrees in mathematics and economics, speaks five different languages and has a passion for sailing, tennis and red wine. As much as he enjoys his visits to Xicato's headquarters in California where he can indulge in all three of these passions, his favorite moments are when he's with his family.

THE DÉCOR SHOW

WWW.THEDECORSHOW.COM.SG

13 – 16 MARCH 2015

SINGAPORE EXPO

Co-locating shows:

International Furniture Fair Singapore 2015 | Hospitality 360°

In conjunction with: SingaPlural 2015

The Décor Show is a pivotal trade platform that brings together a spectacular collection of home furnishing and decorative accessories for key professionals with diverse market needs. Discover the finest showcase to complete any residential or commercial space with style.

Book your space now by contacting us at Sales@TheDecorShow.com.sg or pre-register your visit today for the complimentary pass*

*Entrance fee of SG20.00 is applicable after visitor registration closes on 28th Feb 2015.

The
DÉCOR
show

www.TheDecorShow.com.sg | www.IFFS.com.sg | www.Hospitality360.com.sg

The
DÉCOR
show

Co-locating shows:



In conjunction with:

SingaPlural Celebrating Design 2014
12-MAR — 16-MAR

A partner event of:



Organiser:



A subsidiary of:



In association with:



Supported by:



Endorsed by:



Collaborative partner:



Held in:



Official publication:



PM CENTER THAILAND INVESTS IN W-DMX™



W-DMX™ by Wireless Solution Sweden AB is now a hot commodity in Bangkok, Thailand, as one of its premier rental houses, PM Center Co. Ltd. recently invested in 24 units of W-DMX BlackBox F-1, F-2 and R-512 for their rental division.

PM Center has a reputation for offering the most professional equipment in Bangkok and serving premium clients and projects around Thailand. The W-DMX equipment in their stock is used to light up the famous PATTAYA sign on the hill overlooking the Pattaya Bay. Mr. Karin of PM Center said, “On the Pattaya sign, W-DMX works very well without any problem. So “faaaar”, and so good as it worked flawless for over 700 meters with standard antenna.”

Wireless Solution delivered the equipment in late August and on Monday the 1st of September, Wireless Solution representative Ben Darrington was on site at the PM Center office in Bangkok and did in-depth training in using W-DMX technology for longer distances and in situations where the spectrum is heavily used, as in exhibitions, for example.

“One of the reasons for choosing W-DMX as a partner for PM Center was that we offer dual band function,” says Darrington, “In Thailand it is common that the police and military are jamming the 2.4GHz frequency, so W-DMX allows users the possibility to switch to 5.8GHz, which is perfect as the jammers don’t work in this higher band.”

Niclas Arvidsson, CEO of Wireless Solution says, “Bangkok is a thriving city with many possibilities for W-DMX. PM Center is on the pulse of many exciting projects and we’re happy to be teamed up with them.”

Wireless Solution Sweden is the world’s leading manufacturer of Wireless lighting control equipment, now celebrating 300,000 units sold worldwide and over 45 OEM partners. Hailed for its reliability and ease of use, Wireless Solution’s W-DMX range of products is the consistent choice for top professionals in the lighting industry and specified with perfect results in high-profile events and installations around the world. W-DMX is also hailed as the best wireless OEM solution. W-DMX has been used in major lighting applications including the Marina Bay Sands in Singapore, Lady Gaga, Coldplay, Super Bowl XLVI and many more.

For more information about W-DMX, visit www.wirelessdmx.com. Visit PM Center at www.pmcenter.co.th.

ALT TAKES UP EXTREME ICE BUCKET CHALLENGE

Before the “Ice Bucket Challenge” craze, ALT products have already been known to feature products that work in the harshest environments. Remember the PAR38 lamp cooking in boiling water? This time, the challenge is for the lamp to work and operate in ice cold water. (Please see video for the ultimate ice lamp challenge here: <http://youtu.be/gcUizlg2R30>)

The standard ALTLED Lodestar Floodlights are designed to work in minus 40 degrees Celsius temperature, but the industrial plus version may be IP68 and work in minus 65°C (85°F), a feature most (if not all) other manufacturers have not been able to achieve yet. These lights work in extremely cold freezers or other extremely cold environments, such as labs, polar indoor or outdoor regions, etc.

The minus 65°C (85°F) lamps include Metis A55 bulb, Orion T8 tube, Asteria PAR38/30, and the Lodestar floodlight series. ALT provides a full line of indoor and outdoor products for various applications, extreme conditions, stringent requirements, etc.

Note: ALT will make a donation to the local ALS Association.



LED+ LIGHT ASIA 2015

International LED + Lighting Technology Show

A Part of the Architectural & Building Management Series 2015

29 SEPTEMBER ~ 1 OCTOBER 2015
MARINA BAY SANDS, SINGAPORE

LED+Light Asia is the only trade show entirely dedicated to the LED/OLED Industry in Singapore!

VISIT US FROM 29 SEP - 1 OCT 2015!

- View an extensive showcase of new quality technologies and innovative products in the LED/OLED industry!
- Stay updated on the latest industry trends and developments through the Singapore Architectural Lighting + Design Conference!
- Explore two other showcases relating to the architectural and building management industry!

www.ledlightasia.com

EXHIBIT WITH US TODAY:

E: LED@cems.com.sg | T: +65 6278 8666 | F: +65 6278 4077

Organised By



Supporting Organisations



Concurrent Events



XICATO ADDS TO ITS SUPPORT TEAM FOR ASIA PACIFIC

Xicato, a leading manufacturer of intelligent light sources, announced today the appointment of Webster Chu as Applications Support Manager for its customers in Asia. For the last 15 years, Webster has been a field application engineer supporting customers in the semiconductor, LED and power electronics industries across Asia. Prior to joining Xicato, Webster was the Product Development Manager at GRE Alpha where he leads the development of over 200 models of LED drivers and managed the technical support team for the company's global base of customers.

"As the lighting industry continues to more closely integrate light sources, power electronics and controls gear, customers will need increasingly more access to knowledge bases and experienced engineers. I believe that more than ever, the applications role will be key to the successful development and launch of new and more integrated lighting products," said Webster Chu.

Webster is an avid photographer and enjoys travelling the world in search of new experiences, places and people to photograph.



Webster Chu, Application Support Manager for Xicato in Asia was excited to visit the 1st Olympic stadium in Greece.

CREATE LIGHT AND CHARGE SMARTPHONES WITH SALTWATER



The name says it all. SALT (Sustainable Alternative Lighting), a startup company based in the Philippines developed a sustainable and cost effective ecologically designed lamp powered by "TAP WATER" and "TABLE SALT." The team behind the technology aims to bring affordable light to rural areas across the Philippines.

SALT is disruptive because it introduces a new solution to a very old problem and that new solution is something we have in abundance. Just add 2 tablespoons of table salt in 1/3 glass of ordinary water, pour in the electrode compartment and use the lamp for 8 hours! Aside from allowing LED lights glow, SALT lamp can also charge your smartphones using a USB cable, making it both a green electrification technology and a disaster aid.

As SALT's Co-Founder and CEO, Engr. Aisa Mijeno, explained "We want to eliminate the sustaining cost in areas that rely on kerosene/battery powered lamps and candles as their main source of lighting. And to provide a more efficient light source for people who use lamps and candles as an alternative

source of lighting." COST EFFECTIVITY is just one of the advantages of this disruptive innovation. Aside from its cheap sustaining cost, it is also SAFE. The lamp does not contain material and components inside that might cause fire accidents. A risk you cannot remove from fuel-based lighting. SALT lamps are also very ENVIRONMENTALLY FRIENDLY. It does not emit harmful gases and leaves minimal carbon footprint.

Raphael Mijeno, Co-Founder and CFO, and also the younger brother of Aisa, added, "The Philippines is 3rd on disaster risk index. According to a study conducted by the United Nations, The Philippines ranked 3rd as the most disaster prone country in the whole world. And in disaster situations such as super typhoons, earthquakes -- a steady supply of food, drinking water and sustainable light source is very essential." The team have done prototype iterations and currently in the process of optimizing the look of the product before the launch in 2015. SALT had also been selected to compete with 40 other countries at the Startup Nations Summit 2014 in South Korea on the 25th-26th of November 2014.

SRP: \$35.00
DIMENSIONS: 7" x 4" x 3"
LAUNCH DATE: FEBRUARY 2015

To learn more about SALT and their advocacy of giving affordable, safe, green light to the whole Philippines, please visit www.salt.ph.

ASEAN'S LARGEST INTERNATIONAL EXHIBITION ON LED LIGHTING PRODUCTS & TECHNOLOGY

Organizers



Host Organization:



THAILAND LED EXPO 2015

PRODUCTS ON DISPLAY

- LEDs
- LED Signage & Displays
- LED Products
- LED Lighting Products
- LED Applications & Lighting
- LED Decorative Lighting
- LED Drivers & Power Supply
- LED Manufacturing Equipment / Machinery & Allied Products
- LED Components / Accessories & Raw Materials



Scan with your smart phone

Organizers:



IMPACT Exhibition Management Co., Ltd.

99 Popular Road, Banmai Subdistrict
Pakkred District, Nonthaburi, 11120, Thailand
Ms. Panvisut Buranakarn

Tel: +66 (0) 2833 5328, Email: panvisutb@impact.co.th



MEX Exhibitions Pvt. Ltd

9, LGF, Sant Nagar, East of Kailash, New Delhi-110065, India
Mobile(India): +91-9810301644, +91-9312285142
E-mail: himani@mexexhibits.com, gaurav@mexexhibits.com

show preview

MAISON&OBJET ASIA

10th – 13th March 2015

Marina Bay Sands Expo and
Convention Centre, Singapore



Images from Maison&Objet Asia 2014 by Greg Savaz

MAISON&OBJET ASIA returns to Singapore for its second edition from 10 to 13 March 2015.

This second edition will feature an expanded selection of the best of high-end decoration and home fashion by prestigious brands and designers in the interior design and home decoration sectors. The very same spirit of creativity and sophistication that characterises its Parisian event and which distinguished the first Asia edition, will continue to be evident in MAISON&OBJET ASIA 2015. The salon will bring together the arts of living, gather together players in the sector, decipher new trends, offer new sources of inspiration, unveil new talents, stimulate the market, promote creativity and provide a springboard for brand enhancement all under one roof.

To reinforce their commitment to the region, the MAISON&OBJET ASIA team embarked on its second pre-salon tour, the first was in 2013. This time, the team visited the cities of Jakarta, Seoul, Taipei, Shanghai and Beijing promoting MAISON&OBJET ASIA to cultivate a strong Asian visitor base to the salon and to attract even more Asian brands to showcase their works.

“At MAISON&OBJET ASIA, we are committed to being a unique platform that brings together a wide offering of brands together with a large diversity of visitors. These visitors range from retailers to buyers, from interior designers to architects, and from property developers to hotel and restaurant owners. In 2014, we had more than 13,700 visitors, with Asian visitors making up 51%. As for the total number of brands in 2014, we had



272 altogether, with 30% of them from Asia. We are working towards increasing both the number of exhibiting brands as well as visitors to the show. As at October 2014, more than 180 brands have signed up and we expect more to participate in the coming months leading up to the salon," says Philippe Brocart, Managing Director, MAISON&OBJET.

The year 2015 also marks an important milestone for MAISON&OBJET as it celebrates its 20th anniversary in Paris in January and will launch the first MAISON&OBJET AMERICAS in Miami Beach, which will take place from 12 to 15 May.

Highlights for 2015 in the Asia edition include the staples, which make up salon's distinctive traits; *Designer of the Year* and *Rising Asian Talents*, as well as the *Interior Design & Lifestyle Summit* which will feature keynote addresses by renowned industry personalities and presentations on market trends.

Keynote speakers include MAISON&OBJET PARIS 2015 Designer of the Year - Oki Sato for Nendo



Studio, MAISON&OBJET ASIA 2015 Designer of the Year - Neri & Hu and Singapore's own President's Design Awards winner of Designer of the Year 2013, Patrick Chia. To celebrate SG50, the last day of the Summit will be dedicated to everything in design that is Singapore.

MAISON&OBJET ASIA is organised by SAFI and will be held from 10 to 13 March 2015 at the Marina Bay Sands Expo and Convention Centre. MAISON&OBJET ASIA 2015 will be part of SINGAPORE DESIGN WEEK 2015, a week that celebrates the very best in design. SAFI is a subsidiary of Ateliers d'Art de France and Reed Expositions France.

For more information about MAISON&OBJET ASIA, please visit <http://www.maison-objet.com/en/asia>.

show preview

LED Expo Thailand 2015

21st – 24th May 2015

IMPACT Exhibition & Convention Centre
Bangkok, Thailand

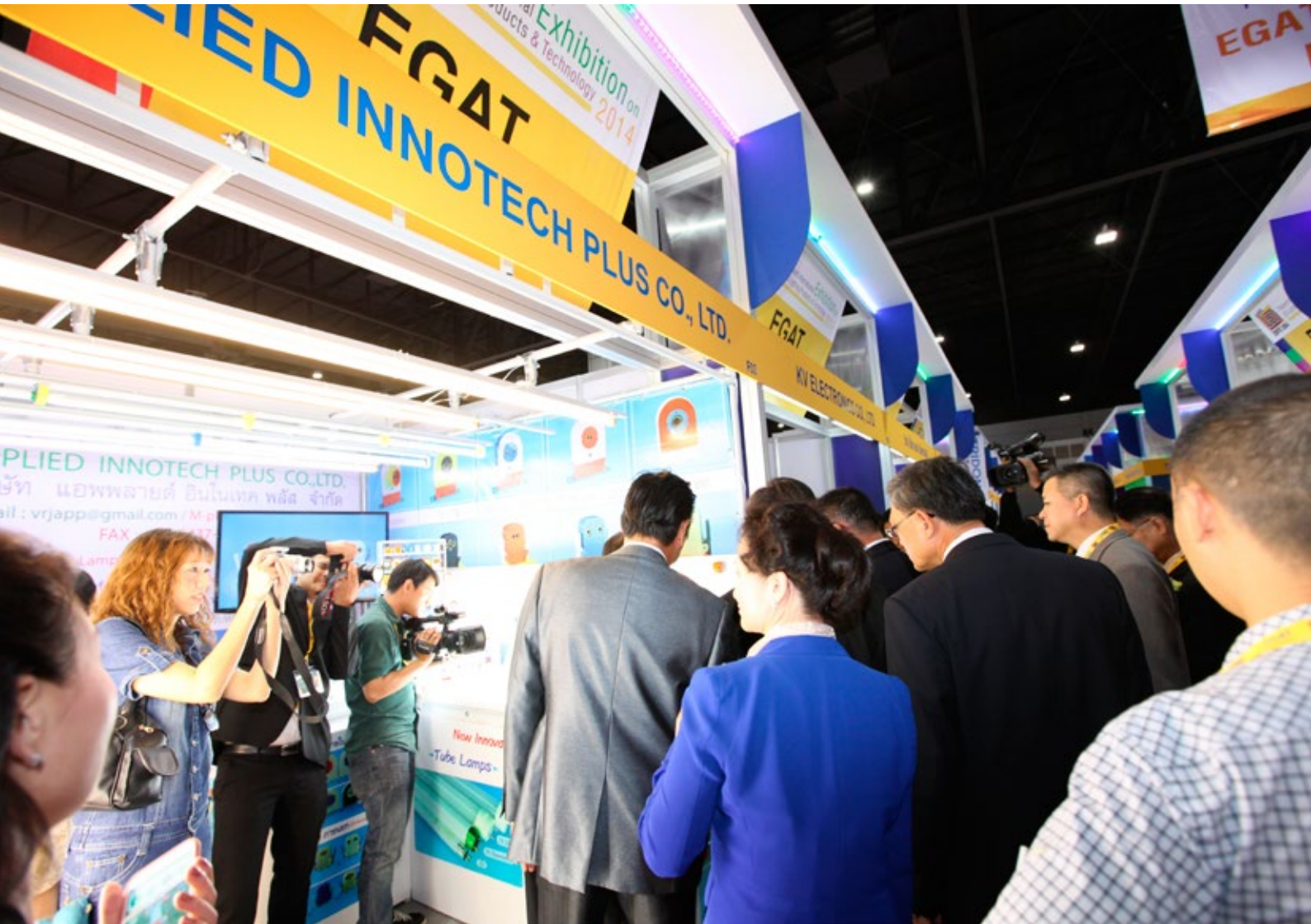


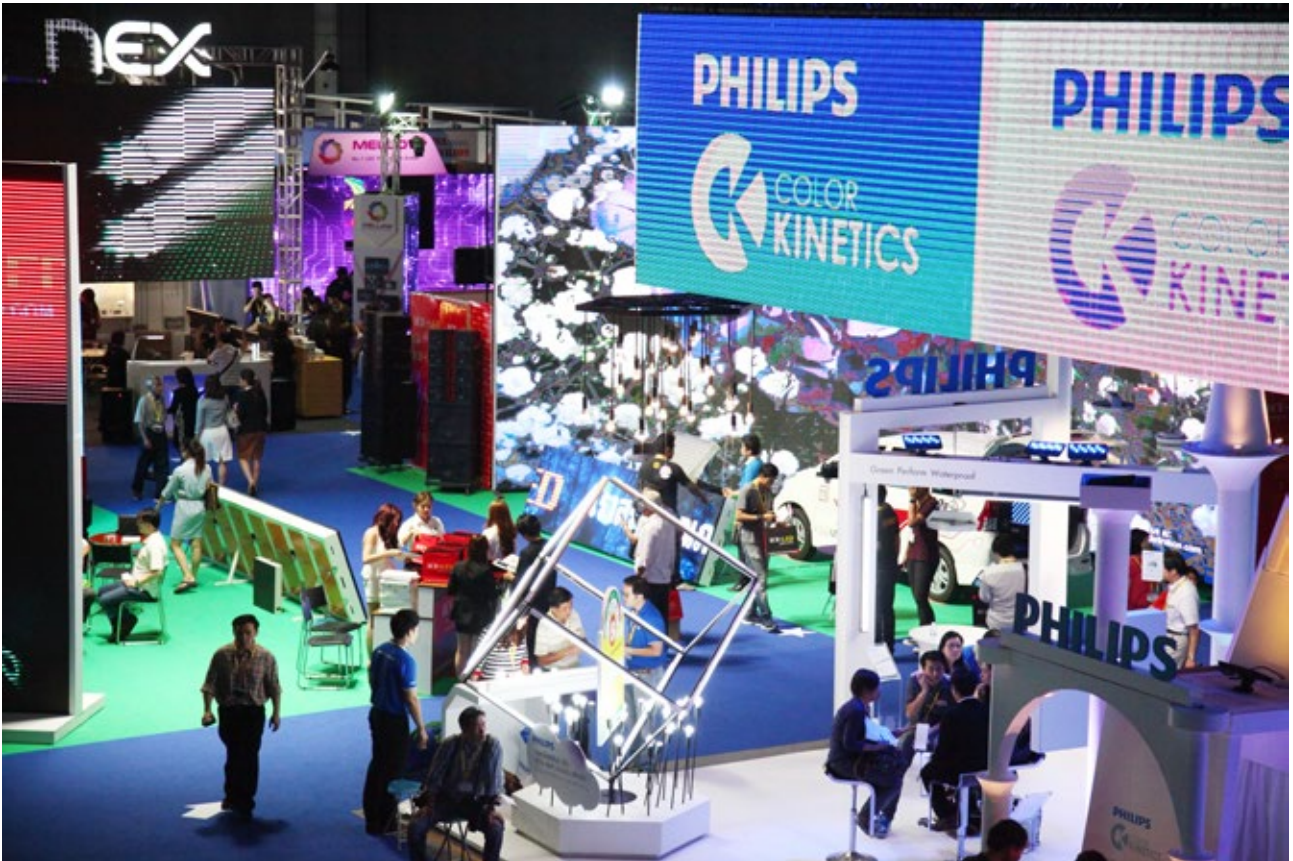
Photo Credits: LED Expo Thailand

The Electricity Generating Authority of Thailand (EGAT) rejoins hands with IMPACT Exhibition Management Co., Ltd. & MEX Exhibitions Pvt. Ltd. to hold the third edition of LED Expo Thailand 2015 from 21-24 May in Bangkok, Thailand.

The much-awaited event is expected to receive a record-breaking footfall of 18,000 trade visitors from over 57 countries such as Singapore, Indonesia, Malaysia, China, India, Korea, Egypt, Canada, and Germany as the show expands in terms of show floor area and exhibitors; more than 350 exhibitors are anticipated to take part in the show.

The International Exhibition on LED Products and Technology sees participation from some of the best LED companies and promising start-ups from around the world which give an extraordinary showcase of new and innovative products and technology as never witnessed before.

Now deemed as one of the most important lighting events on LED technology in the ASEAN region, LED Expo Thailand has earned the respect and firm support from government ministries, lighting associations and the LED industry in Thailand.



Owing to the tremendous interest shown by LED companies especially in the ASEAN region to participate in the 2015 show, the exhibit area has been increased to 15,000 sqm. The excitement can be already felt as only 20% of stalls are left for booking.

Some of the highlights of the 2015 show include: Thailand LED Summit, LED Application Zones (new), Modern Lamp Design Contest and LED Decorative Lighting (new).

LED Expo Thailand 2015 will once again host Country Pavilions: Singapore Pavilion, Malaysia Pavilion, Taiwan Pavilion, Indonesia Pavilion, Hong Kong Pavilion and China Pavilion besides other exhibiting companies encouraging entrepreneurs to make a collaborative showcase of products & technology from their respective regional LED markets and foster better business ties with other foreign companies.

Be a part of ASEAN's Largest Lighting Event and join us next year from 21-24 May 2015 at Hall 2-4, IMPACT Exhibition & Convention Center, Bangkok, Thailand. For more information, please visit www.ledexpothailand.com.

show review

Build Eco XPO (BEX) Asia

1st – 3rd September 2014

Marina Bay Sands Expo & Convention Centre
Singapore



Photo Credits: BEX Asia 2014

Build Eco Xpo (BEX) Asia, Southeast Asia's premier business event for the exchange of global expertise and technologies for sustainable building, concluded with more than US\$110m expected in green building business transactions.

Themed "Building Today, Sustaining Tomorrow", BEX Asia 2014 saw more than 400 exhibiting companies from 35 countries, including Australia, Canada, China, Hong Kong, Korea, Malaysia, United States and United Kingdom. A total of 7 featured pavilions were featured this year, with continued support from the Japan External Trade Organization (JETRO) and Taiwan Plastics Industry Association (TPIA).

Held from the 1 to 3 September 2014 at Marina Bay Sands Expo & Convention Centre, the seventh edition of BEX Asia remains as one of the leading business platforms to network and exchange insights. More than 200 business meetings were set up over the three-day event to facilitate the exploration of partnerships between exhibitors and visitors during and beyond BEX Asia.

This year, BEX Asia also continued to record positive exhibitor sentiments across new and returning exhibitors.

Mr. Eugene Quek, Director of AGC Asia Pacific, said: "BEX Asia is an ideal platform for sourcing and networking across the Asia Pacific region. It has the right attributes towards the green movement and a strong focus on the latest in building energy-efficient technologies that is available in the market."

Sharing similar sentiments is Ms. Claire Cunliff, Marketing Manager of Knauf Insulation, an international producer of insulation materials in the US and Europe. "BEX Asia is a good platform for us to extend our reach into the region. We have received positive interest from visitors and gained strong networking and business opportunities. As Knauf Insulation strives towards innovative products and sustainable manufacturing processes, it is great to be alongside a wide range of exhibitors with a firm belief on the same agenda," she said.

At the 'Green View', a platform for experts to share their insights on the industry, overwhelming response was recorded with more than double the expected participation rate. The 'Green View' featured green building topics that range from façade optimization to the Internet of Things and intelligent buildings. Speakers included Mr Hiroshi Kojima, Director, GIPV Group System Solution BU, AGC Asia Pacific, Mr. Brent Boekestein, Director, Global Markets for Redwood, Commscope, Mr. Veera Sekaran, Managing Director, Greenology, and Mr Oon Wee Chin, President, UTC Building and Industrial Systems, Southeast Asia.

"The build green industry in Southeast Asia is expected to reach USD 40 billion and there is a huge potential for growth. I am happy that BEX Asia has provided a platform for companies and visitors to be equipped with the dynamics to capitalize on the green evolution and embrace sustainable communities for a better future," said Louise Chua, Business Development Director and Project Director, Reed Exhibitions, organizer of BEX Asia 2014.



Building on the green momentum, a newly launched Mostra Convegno Expocomfort (MCE) Asia 2015 will be co-located with BEX Asia 2015 in Singapore. MCE is Europe's largest trade event dedicated to the cooling, water, renewable energy and heating sectors of the green building community. The biannual exhibition attracted over 156,000 professionals from 146 countries across Europe. To be held from the 2 to 4 September 2015, MCE Asia will be the answer to the industry's demands for more green technologies in the HVAC environment.

BEX Asia 2014 was held in conjunction with the International Green Building Conference organized by Building and Construction Authority (BCA). It was also co-located with DesignInteriors 2014.

For more information, please visit <http://bex-asia.com/>.

show review

Shanghai International
Lighting Fair

3rd – 5th September 2014
Shanghai New International Expo Centre
Shanghai, China



Photo Credits: Shanghai International Lighting Fair / Messe Frankfurt

The inaugural edition of the Shanghai International Lighting Fair made its highly anticipated debut from 3 – 5 September. The show concentrated on project-based and green lighting opportunities across Central and Eastern China. Occupying 15,000 sqm of the Shanghai New International Expo Centre, the fair hosted 296 exhibitors showcasing energy-saving and intelligent lighting technologies through residential, commercial and outdoor lighting applications.

Prominent brands in attendance included APT, Toplite, Yajiang, Jingtai, Midea Lighting, HC SemiTek, Foshan Electrical and Lighting, Honglitrionic, Tiwin Opto-

Electronics, AD Lighting and many others. Mr Li Jian Shun, CEO of Shanghai Toplite Technology Co Ltd, stated: "Eastern China is a well-developed market with significant potential in middle and high-end markets. The fair is an effective platform for us to tap the Eastern China market and serves as a great marketing channel for the acquisition of new customers."

The fair attracted over 11,100 visitors, representing a diverse pool of trade- and project-based experts, from 40 countries and regions in three days. A visiting Chinese building contractor, Mr Zhao Fan from Haiso Technology Co Ltd, achieved his goal of discovering

new products and technologies, as well as gaining valuable insights from exhibitors. He regarded the fair as “a solid platform for understanding the movements and trends of the industry.”

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, commented: “We are pleased to witness the launch of the fair and the gathering of lighting manufacturers, trade- and project-based visitors, leading industry associations, and the media in one location to explore the green lighting market and project-based businesses. By utilising our extensive experience and network in the lighting industry, we will continue to cultivate the fair to become an effective platform that caters to the vast business potential across Central and Eastern China.”

Energy-Saving and Intelligent Lighting Technologies were Fair Highlights

Energy efficiency has become mainstream in the lighting market. This year, exhibitors showcased diverse technologies in control, LED light source and thermal management for enhancing energy efficiency, luminosity and utilisation environment impact for lighting applications.

Intelligent lighting solutions have become one of the major driving forces behind lighting industry growth. Increasingly, property and infrastructure developers and lighting designers are incorporating intelligent lighting solutions into project planning and designs. Held simultaneously with a series of event programmes, the 2014 fair highlighted both technological and design aspects of intelligent lighting such as wireless motion controls, on/off dimming switches, centralised monitoring, integrated control interfaces for lighting and building management, and much more.

Mr Liu Xiaoguang, keynote seminar speaker and General Manager at Shenzhen LiteMagic Technologies Co Ltd, remarked: “When industry leaders like Google, Apple and Millet explore the smart home market, an inevitable boost in demand for intelligent lighting solutions will generate new inspiration in lighting design.”

Informative Seminars and Concurrent Technical Fairs Added Value for Participants

The show added an extra dimension of value to attendees’ overall experience by offering more than 30 seminars and forums, drawing attention to channel innovations, e-channel business models, wireless connectivity and intelligent elements in lighting design. Informative sessions included “e-channel Distribution Symposium”, “Alighting Forum: Distribution Innovation”, “Intelligent lighting and LED Control Technology Symposium” and “Alighting Forum: Smart Lighting.”

The show was held concurrently with three other technical events: ISH Shanghai and CIHE, Shanghai Intelligent Building Technology, and Building Solar China – Conference and Exhibition. Collectively known as the “Intelligent Green Building – IGB” exhibition platform, the four events spanned 40,000 sqm in four exhibition halls. The integration of technologies optimised synergies between industries and a diverse group of professionals in the lighting solution, HVAC, smart home and integrated solar building businesses.



Additionally, lighting companies were able to build strategic partnerships and explore greater opportunities.

The next edition of the Shanghai International Lighting Fair will be held from 23 – 25 September 2015. The Shanghai International Lighting Fair and Guangzhou International Lighting Exhibition, two comprehensive lighting and LED events in Asia, are headed by the biennial Light + Building event that takes place from 13 – 18 March 2016 in Frankfurt, Germany. To find out more information about the shows, please visit www.light.messefrankfurt.com.cn or email to light@china.messefrankfurt.com.

show review

HKTDC Hong Kong
International Lighting Fair
(Autumn Edition)

27th – 30th October 2014
Hong Kong Convention and
Exhibition Centre, Hong Kong, China



Photo Credits: Hong Kong Trade Development Council

The 16th HKTDC Hong Kong International Lighting Fair (Autumn Edition), organised by the Hong Kong Trade Development Council (HKTDC), drew to a close with participants expressing optimism about the year ahead.

During the fair, the HKTDC commissioned an independent survey, which interviewed 613 buyers and exhibitors about their views on market prospects for the year ahead. According to the preliminary results, over 90 per cent of buyers and exhibitors interviewed expect the overall sales to improve or remain about the same next year. The markets with the most promising

growth prospects are the Chinese mainland, followed by Western Europe and North America. The survey also found that the industry is bullish about the market for LED lighting products.

HKTDC Deputy Executive Director, Benjamin Chau, said: "The overall business atmosphere in the fairground was positive. Buyers have shown keen interest in environmentally-friendly, energy-saving lighting products and smart lighting solutions. The survey results also indicate that the industry players are optimistic about next year's sales."



Spotlight on LED

One of the latest trends in the lighting industry is the development of new LED products. The energy efficiency and affordability of LED products appeals to industry professionals around the world. Exhibitor Lee Wing-tak, CEO of MEGAMAN®, said his company is committed to the continuous innovation of LED lighting products and solutions. At the fair, MEGAMAN® showcased its new INGENIUM® Smart Lighting Solutions, which allow residential and commercial clients to control and adjust lighting with a smart device. "Buyers have shown great interest in our Smart Lighting Solutions after watching our live demonstrations," Mr Lee said. "Some of our existing distributors have even verbally confirmed their orders. Business atmosphere at the show has been very good. We saw a 20 per cent increase in buyer attendance at our booth."

Making its debut at the Lighting Fair, Hong Kong exhibitor Nanogrid Limited showcased its latest invention, Nanoleaf Bloom, which is the world's first light bulb that dims without

the need for a dimmer switch. The company's Co-Founder, Christian Yan, said: "We specialise in the research and development, design and marketing of LED lighting products that feature high energy efficiency, good design and high quality. This is our first time exhibiting at the Lighting Fair, and we are keen to meet international distributors and wholesalers. We are glad to have met a lot of quality and professional buyers here, who have responded very positively to our products. We have decided to come back to the fair next year."

Tsinghua Tongfang Company from the Chinese mainland – which earlier this year acquired Taiwan's renowned lighting brand Neo-Neon – was exhibiting under its own name for the first time. Marketing Manager Emma Chien said the company joined the fair to highlight their latest LED and festive lighting products. She said the company received around 600 buyer enquiries during the first three days of the fair. She said Hong Kong's convenient central location in Asia had attracted international buyers to the fair.



Stamp of Approval

REWE Far East Limited, the German supermarket chain's Hong Kong buying office, attends both the autumn and spring editions of the Lighting Fair every year to source LED bulbs. The company's Division Manager of Electronics / Lighting, John Li, said three buyers from their headquarters had joined their Hong Kong buying team this year to source both products and new suppliers. He said the product quality and exhibitor attendance of Lighting Fair had been rising continuously.

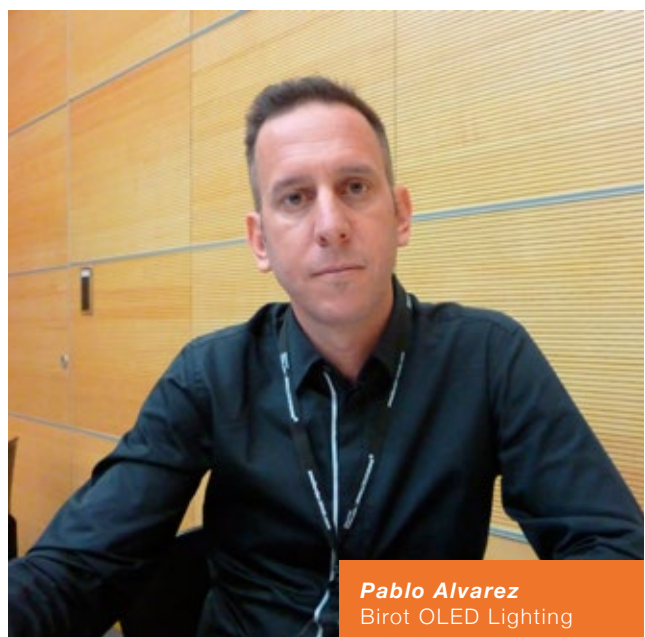
Qi Long, GELighting's Technology Program Manager in the Chinese mainland, said: "This is my first visit to the Hong Kong Lighting Fair. I have come to find OEM partners and component suppliers, and to collect market intelligence. So far I have already met around six potential OEM partners and over 10 potential component suppliers."

Ghanaian buyer Paul Amfo, Global Lighting Centre Ltd's General Manager (Sales, Marketing & Operations), said this was his second visit to the Lighting Fair. He said he was particularly interested in high-quality products and new LED lighting designs, adding that he was impressed by the fair during which he met many high-quality suppliers.

The four-day Lighting Fair welcomed nearly 37,000 buyers from 135 countries and regions. Although overall attendance is slightly lower compared to the previous year, buyer attendance from some individual countries and regions has grown, including from traditional markets such as Italy, the UK, and the US, and emerging markets including India, Mexico and Turkey.

For more information, please visit www.hktcdc.com/hklightingfairae.

FACE 2 FACE at





Marcos Andrade
Account Manager of
Ford Home Solutions



The team from **JEZETEK**



Crystal Tan
Marketing Manager of
Neko Lighting



The team from **RAAT**



Eunice Park
Manager of Reel Tech Co., Ltd



From left to right
Patrik Danz, Global Sales & Marketing Director
Mr S.H. Cho, General Manager (Asia) of
Vossloh Schwabe

..... HKTDC 2014

PRODUCT SPOTLIGHT

485 Watts LED Street Lamp

By Aeon Lighting Technology Inc.
www.aeonlighting.com



ALT has developed an LED street light that is capable of lighting on a 40m light pole, producing up to 80,000 lumens with only 485 watts. It can replace 2.5 conventional high-pressured sodium lights, enhance its R.O.I. .With a CRI of 90, this 485 Watts LED Street light provides high brightness and at the same time a much improved night vision to increase pedestrian and vehicle safety, making it the ideal choice for freeways, gymnasiums, airports, and other applications that need really high brightness and safety.

AZPOSE XL2 LED Microwave Sensor Floodlight

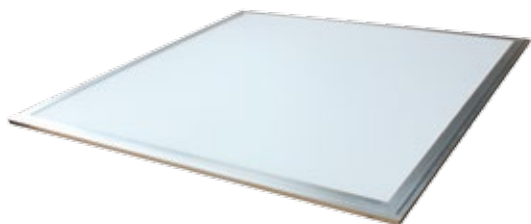
By AZ e-lite
www.azelite.com

AZPOSE XL2 LED Floodlight features built-in microwave sensors and daylight sensors to light up the premises when motion is detected. This eco-friendly LED floodlight saves up to 60% energy compared to conventional floodlights and lasts up to 50,000 hours. With the microwave sensor, AZPOSE XL2 can toggle between 100% and 0% brightness which further reduces the power consumption. The adjustable daylight sensor determines when the floodlight should be activated and can be programmed to operate during low light levels.



LED Panel Light

By Jiuzhou Optoelectronics Technology Co., Ltd
www.scjz-led.com



This panel light is a super energy-saving LED lighting source with Greeble original innovated patent circuit. This product's power consumption is only a thirds of a fluorescent lamp's. With a smooth appearance, easy installation and long life, maintenance is not needed. It is most ideal for office buildings, factories, shopping malls, schools, government buildings, banks, garages and so on.

..... HKTDC 2014

PRODUCT SPOTLIGHT



Roy LED Track Lights

By Ligman Lighting Co., Ltd
www.ligmanlighting.com

The Roy LED track light range enhances soft, comfortable and accent lighting. Ideal applications include hotel lobbies lounges, office lobbies / reception areas, and other interior spaces that highlight goods, special areas and commercial items.

Designed with precision, designed with high-grade materials, the Roy LED track lights have the following benefits:

- Comfortable glare
- System power options from 6W to 39W
- Highly efficient LED CRI 80+ from 2700K, 3000K, 4000K up to 5000K
- Dimmer compatibility 0-10V, Trailing Edge and DALI
- LED module changeable lens from Narrow, Medium to Wide beam
- Well designed heat sink management to prolong LED life, highly efficient lumen output and CRI stability which ensures no color shifting

NEKO EF150 Downlights

By NEKO Lighting AG
www.nekolighting.com

NEKO EF150 Downlights deliver 2800LM at 26W and 1900LM at 18W, outperforming 2X13W, 2X18W, 2X26W CFL downlights – while achieving over 65% savings on energy costs. A high-efficiency light mixing chamber and darklight reflector creates even lighting distribution for general purposes. Each beautifully detailed fixture delivers efficient light distribution and has a unique interior design look. The razor-thin, non-reflective trim design leaves no gap between the reflector and trim, making it virtually invisible on the ceiling. Special trimless design models are available, and dual-slot adjusting blades allow for variations in ceiling thickness.



Light Lifting System

By Reeltech
www.reeltech.co.kr

Remote controlled light lifting system is an wireless system which can automatically control the lifting and descending of lighting units which is an epoch-making substitute of maintenance and repairing. Our remote controlled light lifting system was appointed as Clean Biz subsidy product and contributed to the industrial safety prevention.

ELECTRIC, POWER & RENEWABLE ENERGY MALAYSIA 2015

The Region's Flagship Event for Power Generation, Transmission and Renewable Technologies

Organiser:



MALAYSIAN EXHIBITION SERVICES SDN BHD
(58243-X)



Incorporating:



The Essence of Energy

25-27 MARCH 2015
Kuala Lumpur Convention Centre, Malaysia



www.epremalaysia.com
www.aseanelenex.com

Hosted By:



Endorsed By:



Supported By:



REPLY COUPON | Fax back to : +603 4043 7241 or Email: ezwan@mesallworld.com

I am interested in : Please send me more information on Exhibiting at **EPRE 2015**
 Please send me more information on Visiting **EPRE 2015**

Name : _____ Designation : _____

Company : _____

Address : _____ OR ATTACH YOUR BUSINESS CARD HERE

Tel : _____ Fax : _____ Mobile: _____

Email : _____ Website : _____

Organiser:

MALAYSIAN EXHIBITION SERVICES SDN BHD (58243-X)
Suite 1401, 14th Floor, Plaza Permata,
Jalan Kampar, Off Jalan Tun Razak,
50400 Kuala Lumpur, Malaysia.
Tel : +603 4041 0311
Fax : +603 4043 7241
Email : ezwan@mesallworld.com

Asian Co-ordinator:

INTERNATIONAL EXPO MANAGEMENT PTE LTD
10 Kallang Avenue,
#09-15 Aperia Tower 2,
Singapore 339510
Tel : +65 6233 6777
Fax : +65 6233 6768
Email : fiona@iemallworld.com

Worldwide Co-ordinator:

OVERSEAS EXHIBITION SERVICES LTD
12th Floor, Westminster Tower,
3 Albert Embankment
London SE1 7SP, United Kingdom
Tel : +44 20 7840 2130
Fax : +44 20 7840 2119
Email : swhite@oesallworld.com

Ref: Lighting Today

show review

Light Middle East

3rd – 5th November 2014
Dubai International Convention and
Exhibition Centre, Dubai, UAE



Photo Credits: Messe Frankfurt

The curtains came down on Light Middle East 2014 with a glittering awards ceremony in what was a fitting finale to the most successful edition ever of the region's dedicated lighting industry showcase.

The 9th edition of Light Middle East wrapped up with a 29 per cent year-on-year increase in exhibitors - 326 from 27 countries in 2014 - duly matched by an impressive 26 per cent increase in visitors - 6,300 from more than 65 countries.

The growth of the three-day event, which took place from 3-5 November 2014 at the Dubai International Convention and Exhibition Centre, is indicative of an

industry that is making massive strides in the Middle East.

That is further underlined by the rousing response to Light Middle East's three special features, the Future Zone, the Light Middle East Conference, and the Light Middle East Awards.

In only its second year, the Future Zone - a dedicated section of innovative technology shaping the future of the industry - has tripled in size, with more than 30 of the world's leading manufacturers introducing their latest products for the first time in the Middle East.



Among these were regular global heavyweights such as Osram, LG, Linea Light, acdc, and Trilux, while newcomers included Martin by Harman, Targetti, Artemide, Holophane, XAL, Regiolux, and Rovasi.

Dario Fumagalli, CEO of Italian manufacturer Artemide, said, although the company was exhibiting at Light Middle East for the first time, he was surprised to see the big response to its brand and products.

"It's been a real pleasure to see that so many people are aware of Artemide in the Middle East, not only designers and consultants but, end-users and consumers as well," said Fumagalli.

"We are well-known in Europe, having been in the market for more than 50 years, but there is a lot of interest in what we are showcasing at Light Middle East. There's plenty of development going on in the region now, and this is a very exciting time for the lighting industry.

Added Fumagalli; "Lighting can really change how good architectural solutions are which is hugely important for the development of regional construction sector and we see our participation at Light Middle East as an important part of this process."

Standing alongside Fumagalli was Chris Rimmer, Head of International Sales at British-based exhibitor acdc, who chimed in: "We are regular exhibitors at Light Middle East, as we really want to support the regional lighting industry as a whole, and this show has been a key factor to do that.

"It's a great opportunity for acdc to showcase some of the new products that we have and to capture some of the key figures in the industry. We've had some high quality visitors to our stand, including municipality representatives from Abu Dhabi and Oman."

While the exhibition floor was buzzing throughout the three days at Light Middle East, the co-located Light Middle East Conference was a hive of activity as lighting designers, consultants, and government officials engaged in lively debate about the key issues impacting the regional lighting design industry.

The most high-profile line-up of expert speakers the conference has ever seen was punctuated with presentations from government representatives, including Salim Hussein Al Rimawi, Head of road lighting at Dubai's Roads and Transport Authority (RTA), who spoke about the RTA's initiatives towards LED street lighting.

"In February 2014 we began a pilot project in Al Barsha South installing 2000 LEDs as part of the Dubai Outdoor Lighting Programme, and this project will finish very soon," said Al Rimawi.

"Once the pilot project is successful, the second phase of our strategy will have two parts; the first is to replace existing streetlights with LEDs across the Emirate, while at the same time we will expand installations of LEDs with higher wattages to main highways."

"By 2030, we will reach our target, replacing 75 per cent of existing streetlights with LEDs, reducing energy usage by at least 30 per cent.

Added Al Rimawi: "It's important for the RTA to speak at the Light Middle East Conference, because we want to spread the message that we envision a green and sustainable road lighting future in Dubai. We need the industry's support to fulfil our requirements to achieve this and the response we've received has been very helpful."

Laura Phillips, Associate Director for Lighting at BuroHappold Engineering was another speaker at the Light Middle East Conference full of praise about the regional lighting design industry.

Speaking on the sidelines of the conference, Phillips said: "I've worked on a number of different projects in Dubai and the wider Middle East region for the last 10-12 years and so it's lovely to see the lighting design industry develop during this time.

"Certainly where we are now in Dubai, the sophistication and knowledge is being passed on to outlying regions with work that is developing in Abu Dhabi, Doha, and Bahrain, so it's a very exciting time. I understand why there is so much interest here at the moment because it really is a big industry." Held under the patronage of Dubai Municipality, and organised by Epoc Messe Frankfurt, Light Middle East's strong international flavour was led by the commanding presence of government-backed country pavilions from the UK and Malaysia.

The Middle East's dedicated event



for the lighting design and technology industry provided an interactive networking platform for manufacturers, architects, designers, consultants, engineers, construction companies, government officials and more.

Ahmed Pauwels, CEO of Epoc Messe Frankfurt, said: "Light Middle East has developed from a conference with a few exhibitors on the side into what is now a full-fledged exhibition with value-added features that is growing stronger every year."

"This reflects a regional industry that continues to grow from strength to strength, and it was fitting to end such a successful edition in 2014 with the Light Middle East Awards, celebrating the region's most outstanding lighting projects and products that are taking the industry to the next level."

And a fitting finale it was; with more than 350 industry professionals in attendance, the Light Middle East Awards celebrated the winners of 12 categories from a shortlist of 39 finalists at a glittering gala dinner.

Among those who finished on top in their respective categories were the Abu Dhabi Municipality, which won plaudits for its Sustainable Lighting Policy in the Sustainable Lighting Project category; and The Beach in Dubai's Jumeirah Beach Residence (JBR) by CD+M Lighting Design Group, which shone brightest in both the Public Lighting and Exterior Lighting project categories.

The 10th anniversary of Light Middle East, which coincides with UNESCO's International Year of Light, will take place in November 2015. More information about Light Middle East is available at: www.lightme.net.



5-7 Nov 2015

Singapore EXPO
Convention & Exhibition Centre



Your Launchpad into Asia's Rapidly Expanding Greenery, Landscape & Urban Design Industry

As Asia rapidly urbanises, there's a strong demand for urban design, landscaping and greenery to create spaces that are conducive for work, life and play.

Against this dynamic backdrop, GreenUrbanScape Asia, an international exhibition and conference on landscape, greenery design, construction and technology, returns for the second edition in 2015 at the Singapore Expo Convention & Exhibition Centre.

GreenUrbanScape Asia serves as a platform for policy makers, facility owners & managers, landscape architects, architects and service providers to exchange knowledge on latest greenery and urban design methods and evaluate current cutting edge solutions and technology.

GreenUrbanScape Asia will be held alongside with the International Skyrise Greenery Conference.

Mark your calendar for GreenUrbanScape Asia!

*Secure your booth with Melissa Goh at
melissa.goh@singex.com / (65) 6403 2517*

ORGANISED BY

www.greenurbanscapeasia.com



Held alongside





*Our world is becoming more connected with the help of technology - but at the same time, energy consumption levels are soaring. The constant and daily use of air-conditioning, lighting and other electronics has caused energy consumption levels to be higher than ever before. In an effort to reduce energy wastage, green buildings are becoming a trend in our built environment. Green buildings are designed with environmentally friendly features such as energy saving lighting products, occupancy sensors, solar panels, etc – but how about taking things a step further to save energy in the most efficient way? LIGHTING TODAY had the opportunity to conduct an Email Interview with **Brent Boekestein, Director of Global Markets for Redwood Intelligent Lighting Network Solution at Commscope**, to find out more about lighting and resource management.*

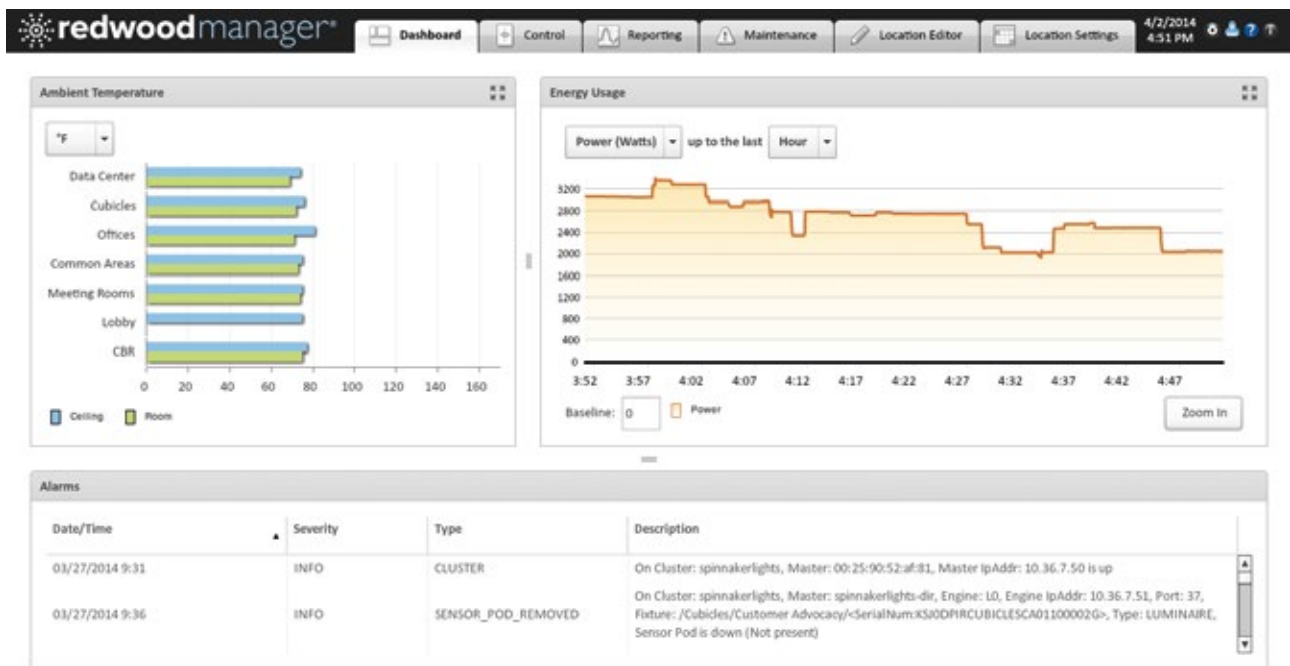
A Closer Look

Firstly, tell us more about Commscope's Redwood intelligent lighting network. What exactly is it and what does it do?

Brent Boekestein (BB): The Redwood intelligent lighting network solution has all the benefits of cost-effective, high-efficiency LED lighting combined with an integrated sensor network that reports motion, occupancy, light level (daylight harvesting) and temperature. For the first time ever, the lighting network is being used as a trojan horse to install a high-density, cost-effective, sensor network everywhere in the building. The data from this sensor network is used to deliver industry-best energy savings across lighting and cooling systems while also providing data about when, where, and how the space is being used in order to optimize real estate utilisation.

I believe that many "green" buildings are already using LED lighting products and occupancy sensors to save energy. How do intelligent lighting networks take energy-saving one step further?

BB: Intelligent lighting networks take energy-saving one step further by combining the long-term cost savings of LED lighting with an intelligent, open API software-based platform. Using sensor technologies that provide insights into systems operation, building usage and location of occupants, building managers can make use of this data to help them make informed decisions on energy optimisation, operational efficiency and space utilisation. Through an open API, intelligent lighting networks can integrate with other building systems making it agile, customizable and secure. Data from the sensor network can be used to leverage efficiency opportunities across the building – including data, HVAC, conference room booking systems, and security systems.



The Redwood Manager is a web-based platform that tracks lighting usage, motion and environmental temperatures to provide greater insight about how your building uses energy and space

For example, building managers could know how much energy is being used and how to cut down on energy usage when they have a more holistic picture for them to make sure all work spaces are productive and efficiently utilised. In some instances, meeting rooms could be left with air conditioning and lighting running; with intelligent lighting networks, building managers can be prompted to ensure that these spaces are properly closed off or maintained for future use. Space planners can also use Redwood's fine grain occupancy data to look for areas of the building that are under-utilized and could be filled with more desks.

And how will this benefit businesses and consumers?

BB: This will definitely benefit businesses and consumers as buildings of today move towards becoming greener.

Businesses looking to reduce energy consumption in the long-term can look to the adoption of building automation and in particular implementing an intelligent lighting network solution that can provide building owners with a low voltage LED lights throughout a facility, each with a sensor affixed to it. These sensors collect data on variables such as light levels and occupancy, which is then processed through a web-based software programme



Redwood data can be visualized to provide key insights into the operation of the building. Here, we see Redwood occupancy data giving a floor plan view of real-time room occupancy. Image credit: Data Techniques

which controls lights, sets lighting policies and enables daylight harvesting, amongst other functions. Lighting accounts for 20 per cent of the total energy consumption in buildings, so a lighting that is designed to reduce overall energy consumption can improve the total energy efficiency of buildings.

Studies have also shown that incorporating passive design strategies to harness daylight can have a positive psychological effect on occupants.

With the annual cost of an average employee workspace now exceeding \$13,000 USD in many parts of the world, it is critical for building managers to deploy technologies that help them understand when, where, and how their spaces are being used. The Redwood sensor network provides real-time, 24x7 data on how the building is being utilized, which is a critical element in helping to address this challenge. When spaces are shown to be underutilized, they can be removed from the lease portfolio as the opportunities arrive to rationalize the actual space needs of the business with the supply of the real estate.



Redwood intelligent lighting network solution is deployed in this office space

Is this a rising trend in the Asia Pacific regions? What is the current response to intelligent lighting networks?

BB: It is a rising trend in the Asia Pacific region and we are seeing a diverse adoption of Intelligent Buildings. IDC has reported that the demand for intelligence in buildings are tripling in growth numbers across the region, particularly in thought leadership markets including Singapore, Australia and Hong Kong that are looking at specific technologies such as building controls and sensor technologies.

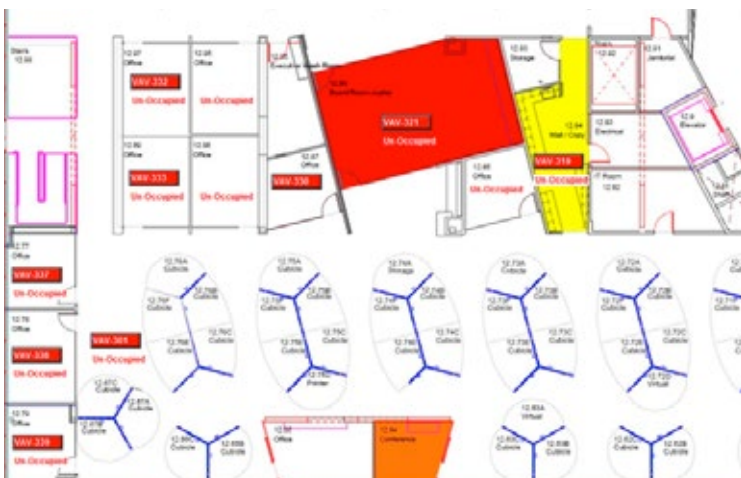
We are seeing leading Fortune 500 type customers deploy the solution across whole buildings now. Redwood has installations across APAC and, in fact, a major bank in APAC has just awarded Redwood a preferred vendor status and will be looking to deploy the solution in all of its new office construction.



A notification alert for unauthorized occupancy sent out by the Redwood solution

These intelligent lighting networks will continue to get smarter and more beneficial. True or false? What are your visions for the near future?

BB: True. The future of real estate is connected, contextual and open. By connected, what is meant is that the data from systems like Redwood's will be shared with everything from the cooling system, to security to conference room management. It makes no sense to keep a room booked in your corporate system when the lighting system can tell you that no one is occupying the room. By contextual, what is meant is that many data streams will be analyzed together to understand how to best operate the building for the individuals in the building. For example, if a travel schedule shows an executive landing at the airport at 10 AM and their connected car then shows the executive en route at 11 AM, the systems in their office should be ready for use at 11:30 AM...not at 8 AM like the rest of the building. Context is key. Lastly, the future will be open. Vendors that charge to share their data or try to lock customers in to proprietary or complicated formats will lose market share over time. Customers want plug and play solutions like that of Redwood's intelligent sensor network.



Redwood's dense sensor network can inform the cooling system on when to slow down or turn off based on actual occupancy. This can save up to 20% off cooling costs depending on the location of the building.

MEGABUILD

INDONESIA

19th – 22nd March 2015 | Jakarta Convention Center – Indonesia

Don't miss the opportunity to be a part of the most comprehensive building & construction event of the year

BOOK YOUR SPACE NOW!

More info please contact:

Mr Nicky Marsab

T : +62 21 2556 5027
M : +62 857 1019 7676

E : tjhuanicky@reedpanorama.com

Mr Ricky Chandra

T : +62 21 2556 5028
M : +62 818 418 483

E : ricky.chandra@reedpanorama.com

Ms Silviana

T : +62 21 2556 5026
M : +62 878 8522 2880

E : silviana.mulicawan@reedpanorama.com

Ms Chintya Yen

T : +62 21 2556 5025
M : +62 818 0709 5950

E : chintya@reedpanorama.com

Ms Ranny Wijaya

T : +62 21 2556 5024
M : +62 857 1948 7194

E : ranny.wijaya@reedpanorama.com

For international enquiries:

Ms Meen Yi Phua

T : +65 8789 8800 ext. 4537
M : +65 8726 3196/ +62 812 9416 1979
Email : meenyi.phua@reedpanorama.com

THE 14th INDONESIAN
DEDICATED ARCHITECTURE,
INTERIOR DESIGN & BUILDING
EXHIBITION & CONFERENCE

Incorporating :



RENOVATION & CONSTRUCTION



DESIGN LIGHTING



DOORS & WINDOWS



ROOF & FLOORING



BATHROOM & KITCHEN



HVAC + M&E

An event you cannot afford to miss!

www.megabuild.co.id



MegaBuildExpo



megabuildID



megabuild expo-indonesia

In-conjunction With :



Supported by :



Organised by :



Co-located With :

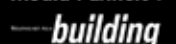


for KERAMIKA

Co-organised with :



Media Partners :



Lau Pa Sat Food Centre

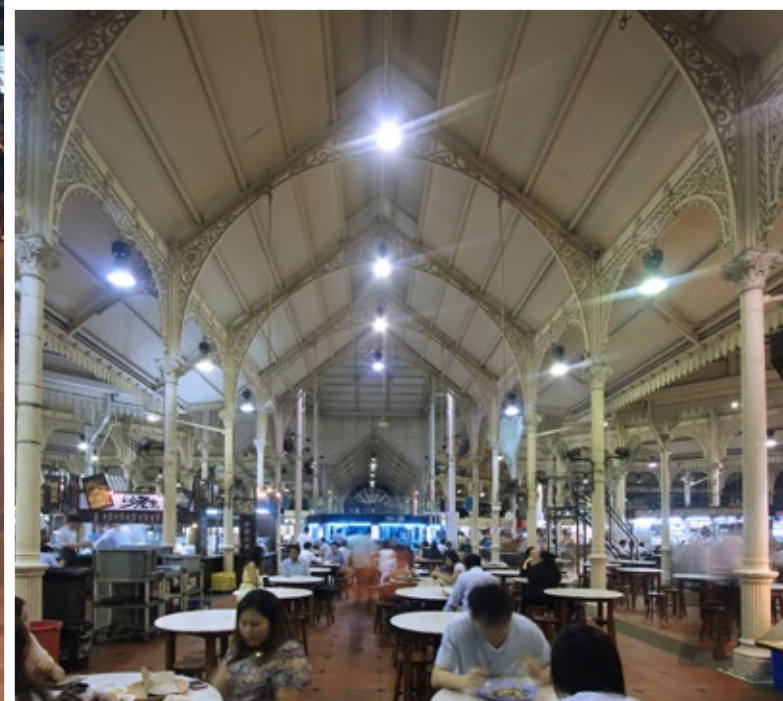
in Singapore

Client: **Renaissance Properties**
Lighting Designer: **Nipek**
Lighting Suppliers: **LightCraft**
Photographer: **Masano Kawana**

Built in the 19th century and located in the heart of the Singapore's central business district, Lau Pa Sat is a national monument which houses a bustling food court popular with office workers as well as tourists. It has completed a major renovation including a dramatic transformation of lighting.

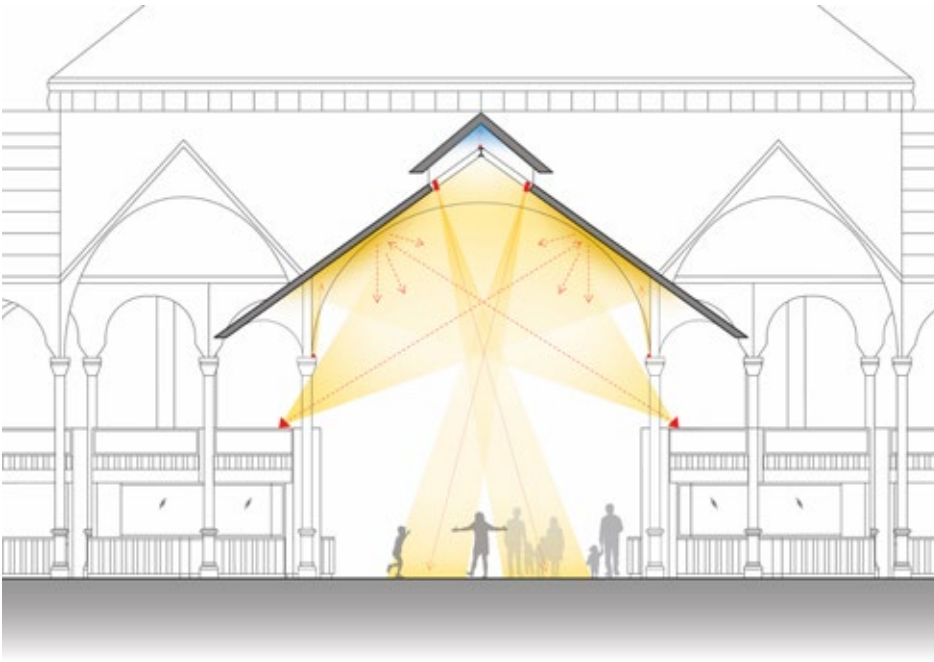
The lighting concept was to unveil the unseen beauty of the original architecture by turning the octagonal roof into a large lighting reflector, providing a soft ambient lighting and enhancing the building's identity. The scope includes lighting of the façade and interior of the building, excluding the food stalls.

The warm glow of the food court makes an intriguing contrast against the cooler office lighting of the surrounding skyscrapers, emphasizing the fascinating coexistence of old and new.



The photograph on the right is before the renovation. The space used to be lit with the high bay lights providing uniform 200lux 4500K without any intent to enhance the architecture. The lighting designer's design process started with talking with the owner about the importance of the lighting for public space where people gather, eat and enjoy themselves.

The main photograph is after the renovation. The quality of the space has been dramatically transformed by eliminating the glare and by using more appropriate warmer color of 3000K.



The main light source is an LED flood light mounted on top of the food stall to light up the roof above. With the large amount of upward lighting, the white roof becomes a large reflector bouncing light back to the space. Narrow beam LED spotlights are mounted at the upper edge of the roof to supplement directional lighting to the floor. The combination of indirect and direct lighting provides 200 lux on tables without causing glare. All light fixtures used are efficient LED fixtures.



As the uplighter is concealed in the ceiling of food stalls and it purely needs to throw up light to the large surface of the roof, a simple, inexpensive and locally available light fixture was selected. By integrating and concealing it in the architectural details and turning the architecture into a light fixture, the cost of lighting equipment was kept successfully low to meet the tight budget.



The presence of the lighting fixtures is kept as little as possible.



The colored lighting radiates from the center of the octagonal building and flows through the ridge lines to the eight entrance canopies around the building. The canopy lit up in subtle color invites people to the festive food market.



The dynamic lighting synchronizes with the clock tower and plays faster and more colourful lighting when the clock tower chimes.



The octagonal roof appears to be floating with internal lighting softly spilling out to the surrounding streets.

The clock tower is highlighted with wall grazers and narrow spotlights to become the focal point while keeping the rest of the roof unlit to create the composition of light and shadow.





SEAFO

CAVIAR HOUSE & BAR

EMERGENCE

AND

WONDERTREES

FOR HEATHROW AIRPORT

Emergence Team:

Concept, Design & Production: **Cinimod Studio**
 Client: **Caviar House & Prunier**
 Structural Engineering: **Tall Engineers**
 Electrical Engineering: **White Wing Logic**
 Carbon Fibre Production: **Polar Manufacturing**
 Main Contractor: **Powells Group**
 Caviar House Architect: **Design Square**

Wondertrees Team:

Concept, Design & Production: **Cinimod Studio**
 Manufactured by **Litestructures**
 Client: **The Restaurant Group PLC**
 Restaurant Architect: **Fusion DNA**
 Onsite contractors: **Synecore, Interiors UK,**
Crossley Associates and CMC Projects

Photo Credits:
Dominic Harris, the Director of Cinimod Studio

Her Majesty the Queen officially opened the new £2.5 billion Terminal 2 this year at Heathrow airport where Cinimod Studio are delighted to be responsible for two key lighting installations.

The new terminal was completed in November 2013 and the last 6 months have been spent meticulously planning a soft opening. The building is notable for its outstanding functionality and efficiency and will employ 24,000 people working for 160 different companies – including Heathrow Airport Holdings, airlines, baggage handlers and retailers. In 1955, as Heathrow's first ever Terminal, it catered for 82,840 passengers a year. The new Queen's Terminal has been built with a maximum capacity of 20m passengers in mind!

As a direct result of Cinimod's commercial success with "Butterfly in Flight" at Heathrow's Terminal 5, the team was commissioned to produce stunning, impactful pieces for two new clients.







EMERGENCE

The larger project “Emergence”, for Caviar House & Prunier, is a lighting sculpture that heralds their arrival to the heart of the International Departure Lounge. Designed in close collaboration with the client, Cinimod Studio has designed a unique, innovative and eye-catching landmark.

“Emergence” captures the re-imagined movement of a school of fish underwater, a playful reference to Caviar House. It is a sculptural expression of the shimmering light patterns created as a shoal moves in harmony within the water.

The structure comprises LED arcs spiralling thirteen metres up to the ceiling, constructed from engineered carbon fibre composites as found in the newest airplanes, these manifest as a kinetic moment frozen and reanimated through cutting edge interactive digital lighting.

The resulting sculpture is unique for its form and is a triumph of British design, engineering and production.

Key Statistics

Overall Height: **13 meters**

Maximum Width: **8 meters**

Diameter of Main Mast: **15 cm**

Weight: **1.5 tons**

Number of LEDs: **350,000 individually controllable white LEDs**

Primary Structural Material: **Carbon Fibre**

WONDER TREES



The second installation is for the Wondertree Restaurant (part of The Restaurant Group), situated on the mezzanine level. It comprises two elegant feature trees to bring a fresh and fluid addition to the backdrop of the restaurant – bringing the outside in - and thus highlighting a natural environment to discover and taste the exciting food and drink on offer.

The captivating design frames and encloses the seating area and is visible from throughout the terminal building (airside). Each leaf of the sculpture is individually illuminated, allowing seasonal hues of colour and light to appear softly across the leaf canopy. The branches with internally illuminated leaves are constantly changing colours to reflect the time of day and year, or even to highlight special occasions. As each season passes, a greater colour shift is created - from the pinks and yellows of summer to the browns and reds of autumn.

For the Wondertrees, an ensemble of metal curved tubes form the four and five meter tree trunks from where the branches and leaves extend. This distinctive sculpture is intended to create an iconic landmark for the Queen's Terminal.

Dominic Harris, Director of Cinimod Studio comments:

"We are truly honoured and delighted to be involved in the creation of such a symbolic building in the British aviation industry.



The retail and leisure landscape has changed dramatically in the last 60/70 years. The customer experience has come to the foreground and thoughtful, appropriate lighting interventions are the perfect way to enhance this, generating a 'feel-good factor' that also impacts upon the bottom line for businesses."

Unveil **NEW POSSIBILITIES** Ignite **DYNAMIC SYNERGIES**

19th - 22th Aug 2015

China International Exhibition
Centre (Old CIEC)
Beijing, China

The Leading Pro Audio, Light, Music
& Technology Exhibition
on China's most prestigious stage



24th Edition
palm
EXPO 2015
China

Now Open for RESERVATION!

PALM Expo

is back once again for
its 2015 edition from **19 - 22**

Aug 2015. Prompted by overwhelming response of over **62,000**
visitors as well as positive visitors' feedback and word-of-mouth
from the last edition of the show in 2014, PALM Expo 2015 is
definitely a **not-to-be-missed international stage**. Exhibitors
can leverage on PALM Expo 2015 to garner for more attention and
branding exposure for their company and products that eventually
lead to more potential business propositions in near future.

Why you should be part of PALM Expo 2015

- China's **Largest & Most Established** International Exhibition of its kind.
- **23 highly successful** past editions' track records.
- Impressive visitors number of over **62,000** in the 2014 edition, an **increase of 20%** from 2013 edition.
- Highly focused tradeshow that bring in very **targeted visitors**.
- High profile industry tradeshow that command plenty of **media attention**.
- Excellent international platform to **gauge market sentiments** and **competitors' latest offerings**.

Make your priority reservation today!

For booking and more information, please contact the following
representatives from PALM Expo 2015:

Ms Juri Tan
Exhibitions Director
Tel: **+65 6411 7708**
Fax: **+65 6411 7778**
Email: **juri.tan@informa.com**

Sword Li
Exhibitions Sales Assistant
Tel: **+86 (0)10 6562 3321**
Fax: **+86 (0)10 6562 3322**
Email: **sword.li@informa.com**

Organised by:

informa
exhibitions
Formerly IRI Exhibitions Pte Ltd

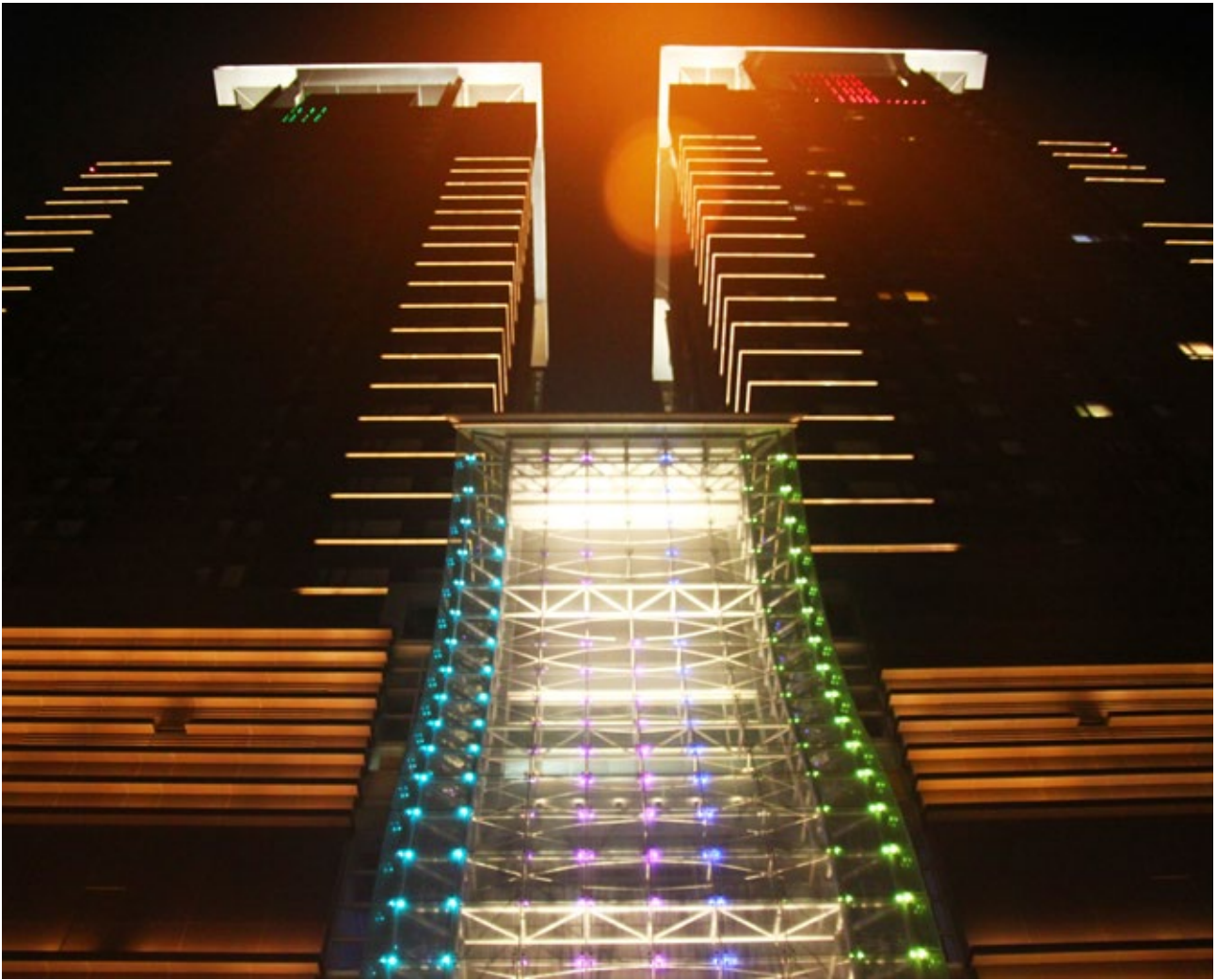


Mehas Residential Building

Taipei, Taiwan

Category: Residential
System & Lighting Design: ARC SSL
Photo Credits: ARC SSL





Mehas, residential building in Xindian, located near by Xiaobitan MRT Station, is a combination of residential and shopping building, which covers an area of 28,000 square feet, a total of 16 buildings, including 13 residential buildings, 2 commercial buildings and 1 shopping mall. It adds the prosperity and convenience for the local residents and and meet the needs of local residents shopping and entertainment.

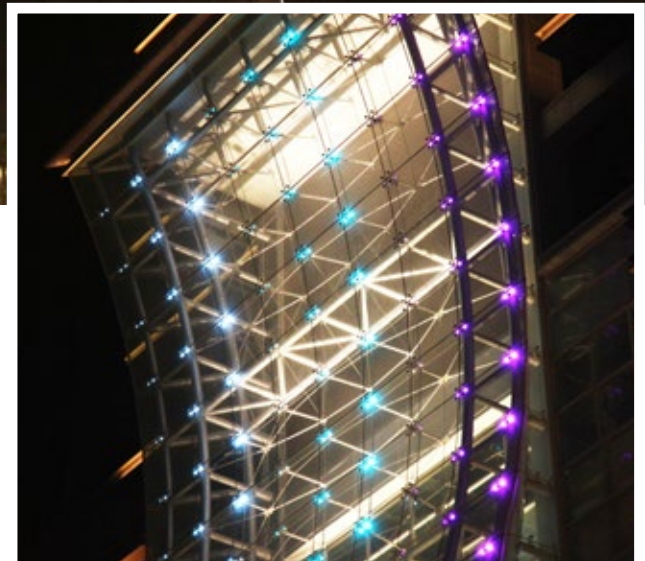
Dynamic Lighting Installation

Controlled by ARC lighting system, the building is illuminated with the RGB LED cluster of saturated color, high grey scale and no flickering. With unique and flexible customized lighting effect software, ARC LED cluster were installed to highlight the facade, particularly in various colors changing gradually on regular days and flashing result on the holiday to make the lighting effects change more smooth and splendor, and becomes the landmark of Xindian.

LED High Brightness Full Color Cluster

It is installed with high brightness LED full color cluster along the buildings via ARC control system. Flexible string design can therefore accommodate a variety of irregular shape lighting applications. IP66-rated is applied to withstand the demand of outdoor environment to save the maintenance cost.





Main Characteristics

1. Interference Resistance: The systems structure for signal communication is implemented in series, which is less susceptible to interference compared to the parallel structure typically used. This is an advantage especially when the device is installed outdoors the signal transmission might fail when interfered with by the weather or noise, causing system instability or transmission loss.

2. Easy Installation (patented polarity-insensitive connection): Taking the convenience of installation, testing and commissioning into consideration, there is no need to worry about the positive or negative terminals for the DMX signal; the correct polarity of the terminals are automatically corrected when inverted.

3. Easy Installation (patented auto addressing function): It does not require any software or hardware settings and will automatically determine the ID, eliminating the process of software and hardware setting during installation and reduce the trouble of wrong ID sequence connections which take a lot of time to rectify and cause delays to project completion.

4. Long Transmission Distance: The DMX signal can reach 100m; SPI signal can reach 2m.

5. Large Data Transmission: Exclusive DMX+ communication protocol; using DMX512 as a basis, when compared to DMX512, the number of nodes for the same port can reach 3.072 channels, which is 6 times the transmission capacity compared to traditional DMX512; its transmission bandwidth of 1M bps is also 4 times that of the DMX512.

6. High Resolution: 16 bits Gamma Correction, with 65,536 grayscale for every channel, makes color gradation and transition effects suitable for demanding applications. ■

Lighting Control System Equipment List for the Integrated System

- DMX 4096 Lighting Controller (ARC5001-B0)
- LED 5Φ Cluster (ARC1301-C0)

Sun Wheel

Da Nang, Vietnam

Lighting Design and Solution: Lighting & Equipment Public Company Limited (L&E)

Operation and Contractor: Sun Group Corporation

Writer: Chayanis Ungnungseesopon





The position of lighting installed on the wheel

A fresh stunning wheel named “Sun Wheel”, one of the tallest in the world, has just been launched at Asia Park in the central coastal city of Da Nang, operated by a Vietnam-based company, Sun Group.

The first mode of entertainment in the Asia Park project, including a culture park, an amusement park and a multi-functional centre, is the Ferris Wheel. It is expected to become an attractive destination to both residents and tourists in Da Nang city.

With an altitude of 115m, 64 cabins are capable of carrying up to 384 passengers with the velocity of 15 minutes per round. It offers a beautiful waterfront panoramic view.

Construction of the wheel designed by famous American architect Bill Bensley, started in May 2013 and was managed by 4 participants from Germany, Japan, Vietnam and Thailand.

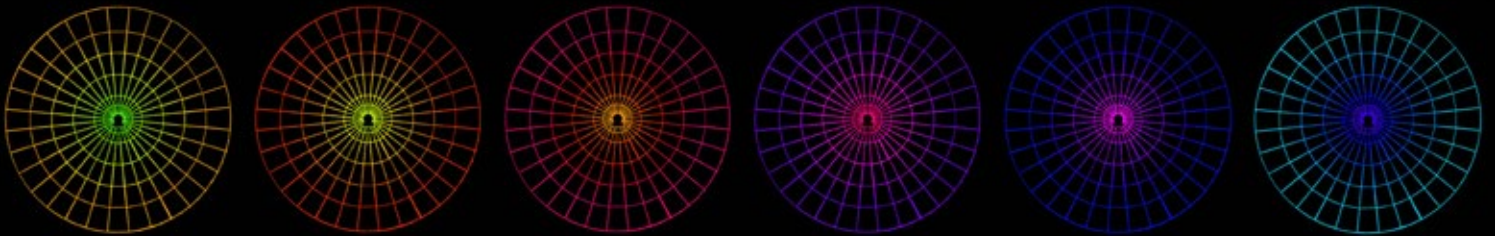
In approaching the lighting design for Sun wheel, L&E design team was conscious of the need for the notable design that can make the wheel be outstanding from the dynamic and colorful city surroundings.

The design is divided into 2 parts. Firstly, for the wheel, lighting has to concern strictly with the limitation of the wheel's structure. 13 760 color changeable LED nodes, which can create a brilliant 16.7 million colors, were mounted to all spokes. 6 LED nodes are made as a rectangle panel, arraying 25 centimeters distance for easily installation. There are 32 spokes on the Ferris wheel and each spoke has a wire connected to the lighting control box. Then, it shows a brightened sunray pattern.

The illumination can display various dynamic scenes by computer generated lighting entertainment in the evening. The scenes come up with 2 main ideas; general scene and special scene. For the general scene, the colors of LED nodes imitate the color of the sky during the sunset to the starry night. Every hour, to draw attention, the wheel will show fascinating graphics such as national flags, flowers or fireworks. On the other hand, the special scene, depending on the seasons and special occasions, might illuminate a Valentine's heart or snow on Christmas Day.

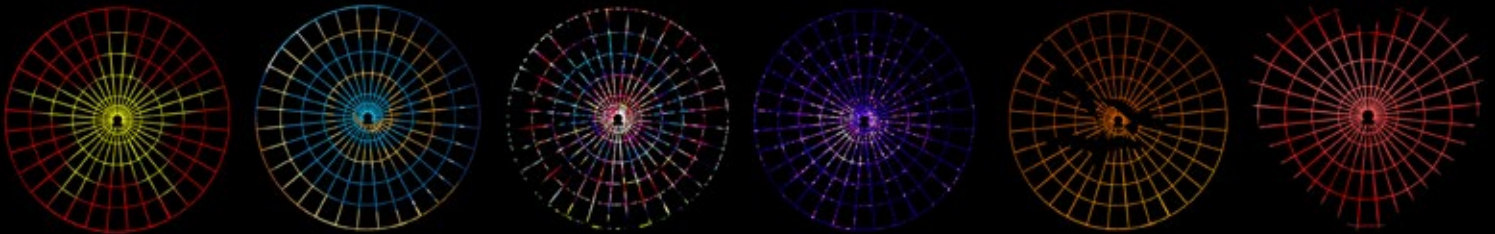
GENERAL SCENE : SUNSET > STARRY NIGHT

THE COLOR CHANGING BY PERIOD OF TIME



SPECIAL SCENE : NATIONAL SYMBOL/ CELEBRATION

A SYMBOLIC ATTRACTION



NATION

LOLLIPOP

FIREWORK

STARRY NIGHT

BIRD

VALENTINE'S



Secondly, for the cabins, to make them glow in the sky with the color contrasting between lively red cabins and dark blue sky, 6 meters of red flexible linear LED are integrated around the cabin rings - both upper and lower parts. This creates smooth and continuous fading effect on the cabin.

Sun Wheel will be a new attraction and become the landmark of Da Nang. It stands prominently and can be seen from everywhere and offers a gorgeous view of the city. Sun Wheel can bring vivacity to people and the city, providing an opportunity for residents to earn higher income from tourists in Da Nang.

About L&E

L&E is a lighting equipment manufacturer and lighting solution provider based in Bangkok, Thailand. We have been specialist in lighting and involved in many prominent projects in Thailand and Asian countries for more than 20 years. For more information, please visit www.lighting.co.th. ■

The Commonwealth Park

Gibraltar

Client: Government of Gibraltar

Location: The Commonwealth Park, Gibraltar

Landscape Architects: Landform

Lighting Consultant: David Atkinson Lighting Design (DALD)

Senior Designer: David Atkinson

Assistant Designer: Pedro Pinto

Lighting Management: Lighting Assist

Lighting Suppliers: Aldabra, Ares, Hunza, iGuzzini, MJ Lighting,
Metamont, Teclumen, Lightworks, Pharos

Photo Credits: David Parody & Moses Anahory



The Commonwealth Park in Gibraltar, a former car park site has been transformed into a sustainable park, boasting traditional British values whilst in a Mediterranean 'cutting edge' style. The park has 135 different trees, as well as lakes, grass mounds and decking areas, with the dramatic historic backdrop of the King's Bastion and City walls.

DALD worked closely alongside the Landscape architects to create an exciting but subtle lighting scheme for the park as well as adhering to conservation requirements, security, energy efficiency and sustainability.

The historic perimeter walls consist of the curved King's Bastion Wall and City Wall. The curved King's Bastion Wall to the north end of the site is up lit by a series of buried fixtures fitted with a tiltable medium & narrow beam optic, which helps to accentuate the contours of the stone and form. A 4000Kelvin LED light source was chosen to enhance the colour of the grey stone.

The angular City Wall linking with the curved King's Bastion wall to north, east and south elevation is lit by a series of surface mounted high output narrow optic spots which graze the wall with shafts of light. The LED spots are positioned directly below the city wall and lined up with the wall piers.

The upper terrace above the City wall is linked to the park via a listed link tunnel, contemporary staircase and lift. To limit any visual impact within the tunnel two internally illuminated handrails allow sufficient light to the floor. The illuminated handrails continue from the tunnel to the external staircase that encompasses the lift shaft.

To help give the lift shaft a dynamic appearance a series of RGBW LED sources up light the internal glass shaft with pre programmed hues of colour.



The park has a perimeter roadway/walkway, which is illuminated by compact LED fixtures fitted with 3000Kelvin sources, which are mounted off 3.5m vertical columns. Some of the vertical columns increase in height 5.5m to accommodate high output LED accent fixtures to illuminate sculptural pieces. A link walkway from the west side of the park is illuminated by semi recessed marker lights, which helps to set up an interesting view into the park.

As a part of the intrinsic landscape design internal tertiary paths weave through the park. Illumination of the tertiary paths is by minimalistic tubular bollards fitted with T5 lamps, with a colour temperature of 4000kelvin. Each bollard is offset along the length of the path which helps define the flowing landscape design.

To the north & south of the park there are decking areas that incorporate adjustable recessed LED fixtures. The fixtures up light Magnolia grandiflora shrubs from one side and are fitted with warm white LED (3000K), which help to offset the shrubs against the city wall.

Throughout the park seating benches are under lit by recessed LED strips, which project a soft diffused glow under the benches.

The central area within the park consists of perimeter planting, benches and monolithic water feature columns. Each monolithic column is fitted with a recessed custom IP68 LED ring that accentuate the water flow by piping the water through the centre of each fixture. In addition to the integral lighting, recessed IP68 fixtures up light each monolithic column and are positioned within the catchment pool reflecting & refracting light across the column faces.





An artificial lake is subtly illuminated by submerged IP68 fixtures, which pick out rock and water features. A link bridge across the lake is lit by miniature recessed decking lights, which help to accentuate the form of the bridge.

A contemporary bandstand is built out into the lake and features a tensile roof, which is up lit by RGBW LED sources and programmed in with the lift shaft to reflect dynamic hues of colour across the bandstand and lake.

Large expanses of grass are lit by projecting dappled light, which effectively mimics the effect of moonlight through trees. The dappled effect is created by a series of Metal Halide projectors attached to the top of the perimeter lighting columns.

The general lighting to planting, shrubs and trees was achieved by a variety of lighting methods. DALI chose a limited number of sources in picking out key areas within the park, with the planting subtly modelled by single point sources. Large trees & shrubs were either up lit by buried LED sources or externally lit from a distance by ground spike mounted projector fittings positioned within the planting. A warm 3000Kelvin colour temperature was chosen to enhance the greenery and off set the planting and trees from the coolness of the King's Bastion & City wall.

Control of the lighting within the park is triggered via photocells that in turn activate lighting scenes from the control system. A basic lighting state with limited sources is activated at midnight for access and security.

Through the combination of creative lighting methods the park is an exciting, dynamic, safe space after dusk. ■

Marais Boutique

Melbourne, Australia

Lighting Designers: The Flaming Beacon (Andrew Jaques IALD, Leslie Labonne & Elisa Sbrogio)

Client: MARAIS (Hiromi Yu)

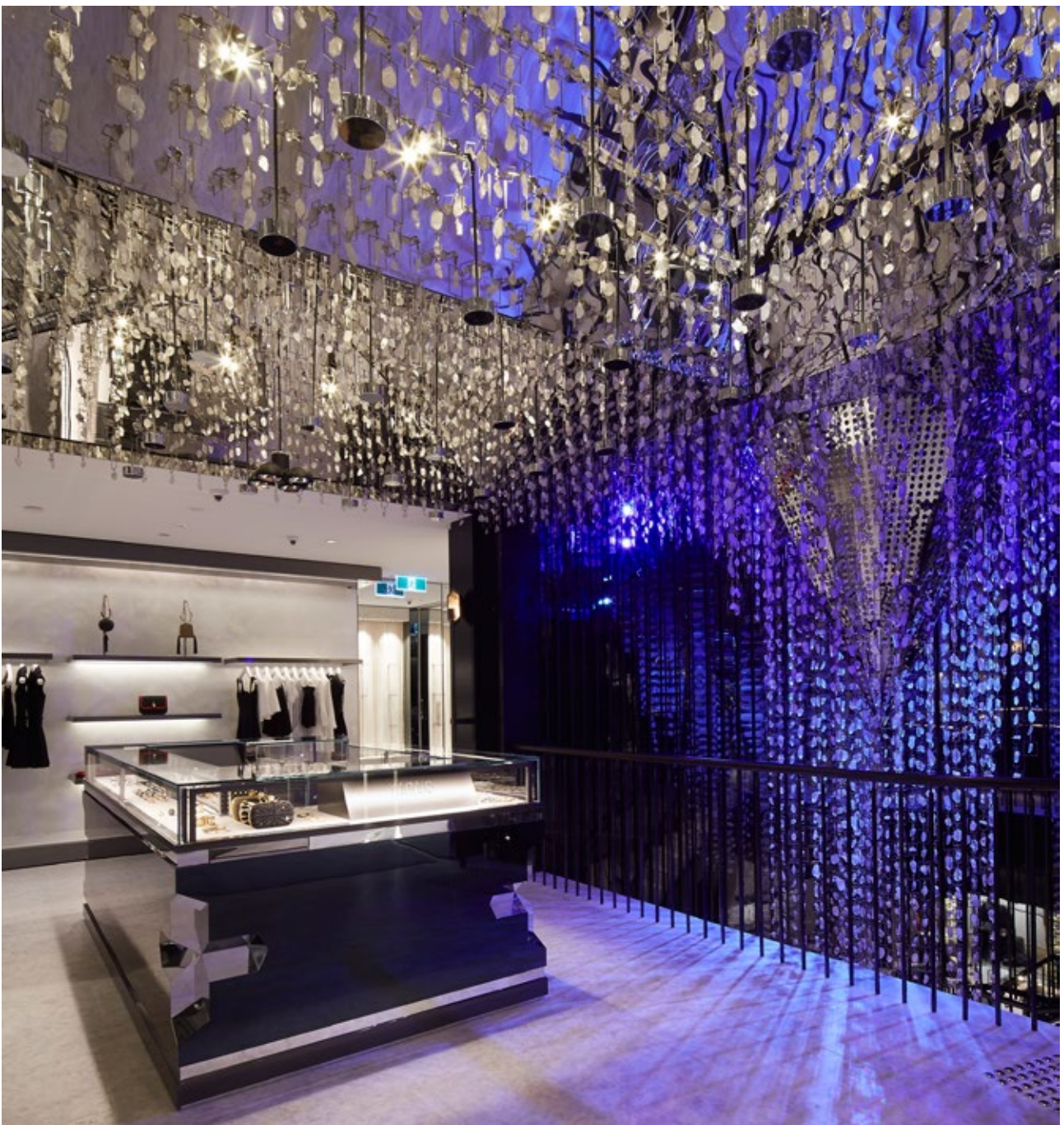
Architect: F2 Architecture (Frank Marioli, Matthew Montgomery, Matt Sime)

Custom Fixture Manufacturer: DCG design (Darryl Cowie)

Lighting Manufacturers: Artemide, Deltalight, Dynalite, ERCO, KKDC, Inlite, Meyer,

Osram, Spacecannon, 3S Lighting, TM lighting, XAL, Xicato

Photo Credits: Tyrone Branigan



Marais store is a multi-brands boutique showcasing leading luxury fashion labels, and has established itself over the last decade as one of Melbourne's luxury fashion stores. With their new store dedicated solely to women's couture, the owners wanted to invite their customers to experience something unique. The main objective being to meet the high expectation of the discerning luxury shopper while giving an unexpectedly dramatic experience.

The new store has two marketing approaches. On the ground floor, luxury labels provide a shop in shop experience (with their own in-house lighting). Marais' open brands collection shares this ground floor and occupies most of the second floor. The main challenge for Melbourne based lighting designers, The Flaming Beacon (TFB) was to create a coherent lighting atmosphere that expressed Marais' identity over both floors.

The new Marais Boutique was conceived mainly through design workshops driven by F2 Architects and The Flaming Beacon, with the active participation of Marais owner who invited all the consultants to share her vision. A Grimm's fairytale of Snow White was suggested as the inspirational theme but with a Parisian touch. The design team interpreted this aspiration in a refined, contemporary and luxurious way; a beautifully crafted quartz cave-like ambience with subtle reference to a medieval castle theme.





With consideration to the theatrical lighting approach, TFB designed all the decorative light fixtures and coordinated many unique features to enhance the interior design. This was achieved by managing the contrast balances and supporting the fairy tale immersion.

A guiding concept for the design was transformation. "Transformation as a journey" occurs as the customer is enticed from the ground floor to the full Marais experience upstairs. "Transformation as magical effect" surprises and delights the customers using lighting techniques to reveal another feature or effect. "Transformation for flexibility" expresses the various ways the merchandise could be displayed.

The journey begins at the front display windows with the appearance of a rear-lit quartz wall. This quartz is discovered by the customer throughout the boutique, in different incarnations, to evoke the feeling of being within a precious and magnificent cave. The lighting was crucial to highlight these crystals and express their reflective and refractive qualities. This was achieved through careful integration of light sources within the walls, floors, and special lighting features so that the light is visible only as it lands on or is dispersed by the crystals.

The giant crystal chandelier inside the feature stair piques visitor's curiosity to explore the upper level. Warm white uplights express the milkiness of the bottom quartz while at the top, RGB spotlights light through the clearer quartz to create an icy blue and lavender blue ambiance. This majestic quartz chandelier joins a crystal-vaulted ceiling and the mass of crystals is now able to be understood as a waterfall cascading down the stairs. The lighting designers suspended a grid of hanging cups reminiscent of medieval studs, housing both a warm white mini spotlight, and for a moodier scene, a flame-light flickering LED candle.







The quartz story continues in the “infinity lift”, a magical effect created by the lighting designers. When the lift is stationary, the mirrored walls reflect a warm white glowing Marais cross logo in the ceiling. When the lift is moving, the full effect is revealed. Behind the one way-mirror, an infinity of crystals appear and expand the space, creating the feeling of floating in a magical dream. Following the same fairy tale theme, the lighting designers created “magic mirrors”. Thanks to a hidden remote control, an ordinary mirror can transform into a glowing frame representative of an elegant Parisian mirror.

Custom torcheres mounted to the main area columns and wall lamps in the changing rooms reference a medieval style, but their shapes belong to the quartz.

The flexibility challenge influenced the overall lighting concept at different scales. At the larger scale the consideration of the interchangeable and very bright concession shops lighting (predetermined by the brands) drove TFB to conclude that the ground floor had to have less contrast than the upper floor. There needed to be careful consideration of lamp wattages and location to allow the base Marais lighting and ground floor open brand lighting to sit comfortably alongside the shop in shops. This strategy allowed the upper floor to represent the full Marais experience.



On a smaller scale flexibility was also considered in relation to the ever-changing merchandise in the shelves, racks and cabinets, which sometimes included distinguishing between several shades of “black” garments alongside each other. This was achieved through the selection of high quality light sources, their beam angles and techniques developed to integrate and hide the fixtures within the joinery. LED fittings with the highest possible CRI were chosen to provide the best colour rendition on the garments. LED strips evenly light entire shelves for maximum flexibility and in the more prestigious glass enclosed displays, concealed mini narrow beam spotlights, re-enact a small stage set.

Referring to a dark fairy tale without being too literal was a daring brief. A successful background in high-end luxury fitouts from all the design team meant hand crafted solutions of outstanding quality. The elegant concepts avoid clichés thanks to innovative and smart ideas, clever architectural details, materials choices, and memorable lighting effects.

The final results reflect the dedication of the entire design team and manages the complex navigation of creating a Marais style environment that sits comfortably with and adjacent the luxury brands. In contrast the full creative expression of Marais is seen in the high contrast, dramatically lit upstairs space, interspersed with occasional lighting magic to allow every woman to find her inner princess. ■



prolight+sound

GUANGZHOU

China (Guangzhou) International Professional
Light and Sound Exhibition
中国（广州）国际专业灯光、音响展览会

5 – 8.4.2015

Area A, B China Import & Export Fair Complex

Put your business centre stage

- Source from 1,300 suppliers in 130,000 sqm of exhibition space
- Expanded Audio Brand Name Halls return with more renowned brands
- Develop business partnerships at the exhibition and fringe programme
- Experience a wide variety of outdoor line array systems

Contact

Messe Frankfurt (HK) Ltd
plsgz@hongkong.messefrankfurt.com

Guangdong International Science and
Technology Exhibition Company (STE)
sound@ste.com

www.prolightsound-guangzhou.com



messe frankfurt

Dining Hall, Trinity Hall

Cambridge, England

Client: Trinity Hall, Cambridge
Lighting Design: Hoare Lea Lighting
Photo Credits: Redshift Photography





Suppliers

Atrium – Flos (LED downlights / Track systems / LED strips / Mini LED projectors /fluorescent)

Mackwell – Emergency Lighting

MODE Lighting – Controls

TM Lighting – Picture Lights

Hoare Lea Lighting has successfully designed and implemented the lighting of the Dining Hall at Trinity Hall, Cambridge. Founded in 1350, Trinity Hall is one of the oldest Colleges of Cambridge University. The Dining Hall dates back to the 14th century and is structured in traditional medieval hall style, with a High Table on the dais at the far end of the room, where the Master and Fellows still sit for functions today.

Brief

With stained glass crests, gold-leaf coated friezes and pillars and historical portraits depicting past Masters, Deans and distinguished members of the College, the Dining Hall is a perfect setting for a meal for up to 150 guests. The Dining Hall is used by the College on a daily basis for cafeteria as well as twice a week for 'Formal Hall' dining, and for events, such as conferences and wedding ceremonies.

The brief from the College was to restore the Hall, remaining faithful to the original architecture and finishes, while creating a contemporary lighting layout, suitable for various functions.

Challenges

A great deal of effort was put into understanding the architectural features of the space, while also creating the desired visual impression and the ability to accommodate a number of functions.

Juan Ferrari explains: 'Working on listed buildings is always a challenge, as, of course, you must be mindful of the architectural heritage of the space, enhancing it at night and complementing it during daytime hours. At each step, you must consider the implications of introducing new light fittings, working to the current needs of the space, but always bearing in mind the function for which it was originally designed.'

Solution

Hoare Lea Lighting considered every treatment individually, as if each was an adjective to the architectural narrative. This narrative and the movement of lighting design is difficult to communicate and Hoare Lea used a variety of tools, such as lighting renders, integration details and mock-ups to discuss the brief and translate concepts into images and words.

Ferrari comments, 'We looked at all the lighting opportunities the space had to offer, and then showed each treatment to the client individually, in conjunction with other treatments, and in relation to the function required of the Hall.'

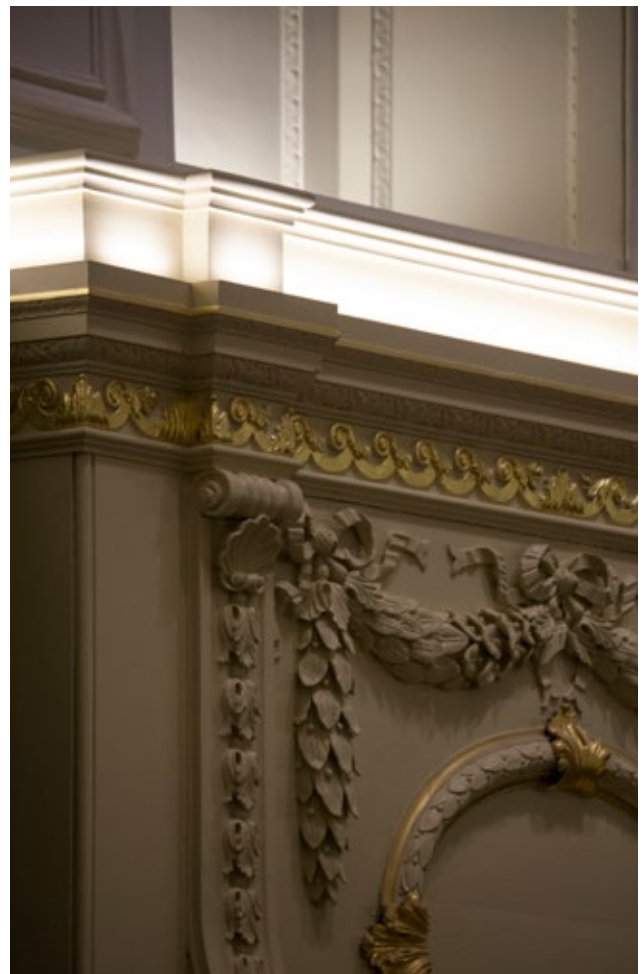
The approved scheme was based on the concept of a highly controlled ambient/task lighting backdrop, which allowed Hoare Lea Lighting to have a 'dark canvas' on which to highlight architectural elements individually, and with the lowest levels of power consumption possible.



For this purpose, an arrangement of six LED track-mounted adjustable downlights – the Flos Solid Pure Spot were positioned at high-level (on the apex of the trusses) to provide general illumination. This provides flexibility and control, allowing the fittings to be focused only onto the tables or the floor, without spilling light on walls or paintings. Due to the use of the space as a dining hall, it was important that the colour rendering of these LED fixtures was more than CRI90, in order to do justice to the food served.

Once the task/ambient light was resolved, work started on the volume and feature lighting. The architecture seemed designed to accommodate artificial lighting treatments, allowing fittings to be concealed and preventing the appearance of jarring elements. The mouldings dividing the architectural line between the low- and high-level windows and balcony helped contain a Flos LED Squad profile that uplights the walls at high level. The timber structure at the ceiling perimeter acts as containment for the Squad LED profile, which grazes the vaulted ceiling.

All feature elements and artwork are independently illuminated. Paintings have a dedicated LED system, tailored to the dimensions of each artwork. The distribution and angle at which the light hits the canvas was carefully designed by Hoare Lea Lighting, alongside TM Lighting (manufacturer and artwork lighting specialist) and a high, full-colour spectrum 95+ CRI LED was used to achieve the correct quality of light, emphasising the true colour of the artworks on display. Picture lights also bring vertical brightness to the space at a humanscale.



The fireplace and reredos are illuminated by projectors attached to the track system at high-level, with fittings visually matching the downlights used for general lighting. The columns, either side of the main portrait of Sir Nathanael Lloyd, Master of Trinity Hall from 1710-1735, whose generosity was fundamental in improving the fabric of the College, including the extending of the Hall to its current size, are highlighted by mini-projectors, attached seamlessly to the Flos Squad LED system. Other details, such as the window alcoves and balcony window reveals, are uplighted by a continuous linear fluorescent system, carefully embedded into the windowsills.

At review stages, it was imperative to narrow the performance specification of products to be able to cost it, while ensuring that the visual impression of each treatment met the aspiration. A great deal of effort was made to ensure the quality and quantity of fittings needed fell within budget.

Ferrari explains: 'Defending the designer specification and avoiding a flawed value engineering process is key to the success of any project. At Trinity Hall, our efforts on this front were supported by both the client and the manufacturers and suppliers of the fittings we specified.'

Once concept and costs were approved, the design was detailed and every treatment mocked up, before moving to the installation. Trinity Hall had an in-house project manager, who was extremely thorough, carefully overseeing the incorporation of the wiring and controls necessary for the contemporary light installation, making them disappear, seemingly effortlessly, into the architecture.

Last, but by no means least, commissioning was undertaken using a Hoare Lea Lighting CGI product, the LightSIM. This allowed Hoare Lea to create a virtual reproduction of the space, which in the case of the

Trinity Hall Dining Hall, included a control breakdown, to enable the client to manipulate scenes remotely. Once the function scenes were selected by the client, these were programmed on site.

Energy Efficiency

Energy use was a central consideration throughout the design process.

The performance of all specified fittings is more than 85 lumens per circuit watt. This gives a total load of 5 W/m² for ambient lighting, and a total of 2415W to run all feature lighting at full output.

The energy used to light all 16 paintings is 90.8W, giving an average of 5.6W for each artwork. All fittings are linked to a MODE architectural control lighting system. This manages the different scene settings programmed, making the best use of the lighting and avoiding unnecessary energy use.

Ferrari says, 'It is fascinating to bring a listed building back to life by tailoring the latest technology, but to have that new technology available as a tool at the service of the designer is a unique experience.'

Glen Sharp, Junior Bursar, Trinity Hall, comments: 'We knew how we wanted the space to appear, but articulating this vision was challenging. Hoare Lea Lighting's 3D capability was very important – by modelling the space and showing us what it would look like, they provided vital reassurance to the team.'

'This type of project is revisited only every 25 years or so, therefore getting it right is crucial. Hoare Lea Lighting's attention to detail and the sensitivity shown to this beautiful graded building has resulted in a glorious space, which is both easy to control and easy to use. Everyone loves it!' ■



Precision & Poetry in Motion Exhibition

Victoria and Albert Museum
London, United Kingdom

Lighting Designer: **Amarasri Songcharoen**
Lighting Fixtures: **ETC, Hawthorns**
Photo Credits: **Ed Reeve**





When lighting designer Amarasri Songcharoen (aka Marci Song) of Seam Design was looking for the best lighting fixtures to light the 500 year old Raphael Cartoons – a series of large artworks by Rafael on display in London’s Victoria & Albert Museum – she knew she needed something special. It had to be something which would output minimal or no ultraviolet light, as well as provide a perfectly lit atmosphere for a giant mirrored sculpture which was to be installed as part of the London Design Festival.

As part of the month long *Precision & Poetry in Motion* exhibition, design agency Barber Osgerby developed a system of two giant mirrored aeronautical ‘wings,’ which were suspended in the room and would slowly rotate on motors, altering the reflections of the Raphael Cartoons as they did. To light the artworks, she used 16 ETC Source Four LED Series 2 Lustr® fixtures, controlled by an ETC Ion® control desk.

“We were asked to provide a lighting strategy and design for the room and of the sculpture to reveal the Barber Osgerby sculpture in its best light,” says Song. “We also had to pay careful consideration to providing appropriate light sources and light levels for priceless art pieces, which are on loan from Her Majesty Queen Elizabeth II.”

The sculpture’s wings were clad with a highly polished mirror finish. Song says that the best lit effect was to light the elements surrounding it, rather than lighting the piece itself – but since the floating objects occupied most of the view to the ceiling, the existing high level lights for the artworks would be blocked periodically, making them unsuitable for this installation.

Seam Design’s proposal therefore involved a completely new system for lighting the room, using striking illumination to the Raphael Cartoons and a dramatic wash to the floor.





The Cartoons are then reflected on the wings above them, so that they can be seen by the people standing underneath.

"Through its slow rotations," describes Song, "the sculpture is disorientating and mesmerising, emerging from high level in an uncanny way. The dramatic light enhances these experiences."

Each of the cartoons, which were commissioned by Pope Leo X in 1515 and were intended to hang below Michelangelo's famous ceiling in the Vatican Palace, are up to 3.5m high by 5.3m wide (11.4ft x 17.4ft), which meant that even in the very large 46m long x 25m wide (151ft x 82ft) gallery, Seam had just 70cm (2.3ft) of clearance between the wings and the face of the artworks' surfaces. They therefore needed a product capable of very wide beam throw that still allowed for an ability to control light spill to the walls – plus, with ultraviolet light being a danger to artwork, they needed a low or zero UV fixture, making LED the obvious choice.

"ETC's Source Four LED Series 2 Lustr with a 90 degree lens tethered to an ETC Ion desk met all of our requirements," explains Song. "We were able to shutter and frame the light to enhance the artwork. The success of the lighting scheme is that the polished wings rely heavily on the illumination of the cartoons and the floor to be perceived. In the intimate darkness of the room with focused light taking your attention to the artwork, the sculpture becomes very mysterious – almost imperceptible until they catch the light and reflections illuminate their surfaces. This is an incredible dimension to add to the

experience of the installation, which is an epic feat of engineering in its own right and exhibits attributes entirely beyond its impressiveness as a machine."

Seam worked closely with ETC and Hawthorns, who installed the lighting and helped to program the colour tuning and settings. The fixtures were set to a very warm 2600° colour temperature – the colour of candlelight – helping the Cartoons appear almost like tapestries as they may have looked in the 16th Century.

Attending the launch event, ETC's regional manager for the UK and Ireland, Mark White, was asked a number of times if the lighting on the cartoons was really LED and not tungsten. "LEDs are usually associated with the blue-white cold light fitted these days to bathrooms and the like," he says, "so to see apparent candlelight coming from the Source Four LEDs was an eye-opener."

"ETC and Hawthorns were very responsive, particularly on a fast track install of two weeks with schedules changing day to day as we were getting near the opening," concludes Song. "They were amazing teams to work with. And we heard that the museum likes it so much that there was talk to make the fixtures part of a permanent installation for the gallery."

The Double Space for BMW - Precision & Poetry in Motion exhibition was on display at London's Victoria & Albert Museum from 13 September-24 October 2014.

For more information on ETC and its products, please visit www.etconnect.com. ■

Okawa Civic Gymnasium

Okawa City, Fukuoka Prefecture, Japan

Lighting Supplier / Manufacturer: Iwasaki Electric Co Ltd Japan



The view of the exterior during the day



Okawa Civic Gymnasium reopened in Fukuoka Prefecture's Okawa City in March this year after renovation work was carried out due to the aging of the facility. The floors and walls in the large and small gymnasiums were re-done, and basketball hoops were installed in the big gymnasium. An upgrade to LED lighting was included in the overall renovation plan.

In the first gymnasium, which has space for three volleyball courts, LED high-ceiling lighting fixtures (LEDioc HB200) were installed in place of the existing 700W metal-halide and 700W high-pressure sodium high bays. The lighting in the small gymnasium was similarly upgraded from 400W metal-

The installed LED high ceiling lighting fixtures (LEDioc HB200)



The LED high ceiling lighting fixtures (LEDioc HB Series) installed in the high ceiling have long operating lives of 60,000 hours that should result in reduced maintenance costs.





LED high-ceiling lighting fixtures (LEDioc HB200) light the small gymnasium in safety and comfort.

halide high bays to LEDioc HB Series. The gymnasium has shown a reduction in power consumption and so has been able to keep electricity charges down.

The previously install lighting fixtures were without a raising/lowering device so changing the lamps resulted in high service charges. However, the upgraded LED lighting has an operating life of 60,000 hours, so the expectations are high that maintenance costs can be kept very low. Another benefit of the new fixtures is that LEDs can be turned on and off instantaneously. Therefore, further savings can be achieved by turning on or off the lighting by each zone based on the situational needs. ■

THE 20TH PHILIPPINE WORLD
BUILDING & CONSTRUCTION EXPOSITION



WORLD BEX



MARCH 11-15

Building

Visions

in the Realm of ASEAN Integration

2015

**World Trade Center Metro Manila | WTCMM East Wing A & B
Philippine Trade Training Center**

SHOW HOURS : 10:00AM - 8:00PM

ORGANIZED BY

WORLD BEX SERVICES INTERNATIONAL

#WORLD BEX20

+632 656 9239 info.worldbex@gmail.com www.worldbex.com

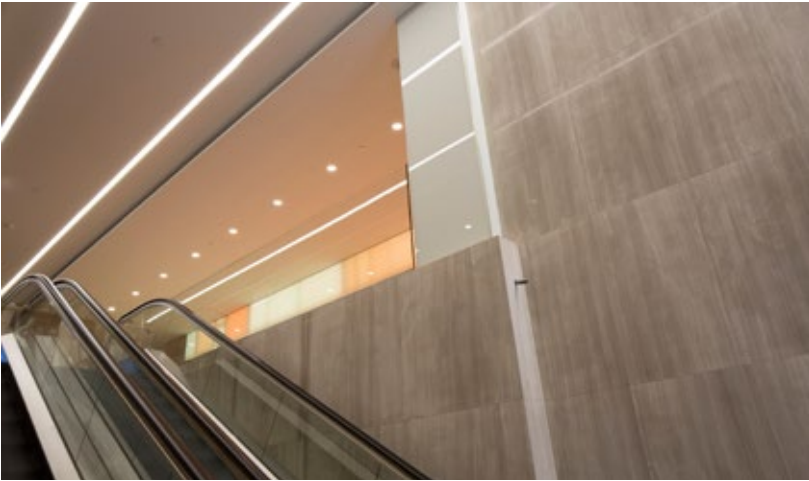
Marine Group Head Office Lobby Renovation

Montreal, Canada

Lighting Design Consultants: **Lightemotion**

Photo Credits: **Luxtec**





Working directly with the building owners, the Marine Group, our mandate included the lighting design for the lobby, exterior entrance and the creation of a dynamic light feature wall.

The lighting concept was based on a few key principles:

- Integration into the architectural and design details resulting in a minimalist design approach
- Minimization of the use of overhead lighting by utilizing cove lighting integrated with soft grazers to highlight the rich palette materials used on the walls
- Cool white and warm white color temperatures were used on the different materials to make sure that their characteristics were perfectly highlighted
- By creating two continuous lines of light on the ceiling, we were able to direct the visitors from the main floor entrance up the escalators to the 2nd floor lobby. The lines of light also extend beyond the front entrance to the outside of the building to highlight the entrance and give it a strong presence on the street
- To ensure the correct lighting levels at all times, some light fixtures were equipped with luminosity detectors

Special Feature: Dynamic Light Feature Wall

The dynamic light wall was created with 1820 RGB pixels spread in a matrix on a 50 x 12 foot span, creating an immersive lighting effect which modulates the ambiance of the space. It can be customized to animate the lobby and to create different effects based on the activity in the lobby, time of day and/or time of year. We used video clips of different activities found in daily life and translated it into a custom lighting video based on movement, light and colour. The LED light wall is located behind two sheets of glass with a special film applied to the front of the glass to completely eliminate any glare or reflection. ■



KARL LAGERFELD RETAIL STORE



Client: **Karl Lagerfeld Retail B.V.**

Opening: **14 March 2014**

Area: **250m²**

Architecture: **Plajer & Franz Studio, Berlin**

Lighting Design: **Ansorg GmbH, Mülheim**

Lighting Technology: **LED**

Luminaires: **Bop BKL, Lightstripe LCL**

Photos: **Karl Lagerfeld Retail B.V., Amsterdam**

After the successful launch of the first European concept store in St.Germain (Paris) and the opening of stores in Amsterdam, Antwerp, Berlin, Munich, Beijing and Shanghai and other locations, the award-winning retail concept for the KARL LAGERFELD brand has been just revealed in London.

Ansorg's LED lighting conception with an innovative and whole-area lighting control system is a key instrument in the scene setting of the brand. The latest addition to an international rollout of KARL LAGERFELD stores is located in the heart of one of Europe's most prestigious shopping areas - Regent Street - home to numerous well-known brand stores and fashion boutiques and a destination for 70 million visitors a year from all over the world. Marked by simplicity, contrasts in shapes and surfaces as well as interplay between black & white, the store design was created and implemented by plajer & franz studio under the artistic direction of Karl Lagerfeld. Spanning over 250



sqm and two floors, the overall store design concept combines the brand's accessible luxury collections with cutting-edge digital technology as well as Lagerfeld's iconic design aesthetic thus blending edgy modern and classic elements.

Materials and their surfaces play a vital role in the shop design, often creating multidimensionality. Reflecting surfaces such as mirror glass or other glossy surfaces contrasted with matted materials such as white laminate paneling on the walls allow to play with perspectives and thus the creation of subtle visual illusions – a creative wink and a detail becoming visible only on second sight. Beyond fashion and accessories collections, the concept store also embraces KARL LAGERFELD'S affinity and connection to the digital world, doubling as a virtual window to the designer himself. iPads are integrated into display racks, enabling visitors to explore the entire collection online. Further, a digital guestbook on the iPads serves for viewing of the latest collections and news, watching videos, surfing the KARL webpage, and taking photos of their favorite items. Customers can also leave a personal note for Karl Lagerfeld and in this way communicate directly with

Karl Lagerfeld. Built-in touchscreens are placed in the fitting rooms encouraging consumers to capture their looks and share the pictures with friends via Twitter, Facebook or email. Ansorg's elaborate lighting concept based on LED-lighting is intercoordinated with the overall store design and integrated into the product display system. At the center is a newly developed lighting control system, which makes it possible digitally by app to dim every individual luminaire in the whole store with regard to their light intensity. That means pure flexibility in store design. By the push of a button new lighting moods can be produced immediately, depending on the time of day, exhibition or occasion. A direct response can be provided for every little change in the merchandising, contrasts can be intensified or softened, and areas can be delimited from each other.

Bright and high-contrast lighting of the store is a KARL LAGERFELD signature feature. All of the LED luminaires are equipped with cold white light colour temperature of 4000K, which gives the unique black-and-white look an additional brilliance and reinforces contrasts in the product presentation. That promotes the customer's activity



and attention. The accentuation of the perimeter areas is carried out by spotlights of the BOP family, which are fitted in black lighting channels. Product carriers at the center of the room are mostly fitted with accessories or highlights that are for which the scene is individually set by separate luminaires equipped with narrow-beam spot reflectors. In the areas between the lighting channels or individual areas recessed spotlights of the Lightstripe lighting system are used. In the basement the recessed

modules harmonise perfectly with a decorative luminous ceiling. The lighting concept makes a decisive contribution to an impressive KARL LAGERFELD experience and is designed, with an energy consumption of 12 watts per square metre (during normal store operation), also as a very economical solution. KARL LAGERFELD succeeds in London's Regent Street not only with a unique presentation of goods and brands; it is, rather, the case that the store conveys interactivity and enjoyment of fashion.

16th CENTURY COTTAGE

Surrey, England



Client: **Owners of 16th Century Cottage, Surrey**

Lighting Project: **VBK Lighting Consultants Ltd**

Photography: **Lutron**

Lutron Products: **Lutron's HomeWorks QS**

whole-home light control solution

Photo Credits: **Lutron**

Background

Built at the time when Sir Francis Drake was still sailing the world, the owners of this Grade-II listed, seven-bedroomed, timber framed cottage wanted to retain all the charm of their family home, yet bring the building's lighting technology into the 21st Century. The limitations of the cottage in the form of wattle and daub walls, surface mounted wires, floorboards straight onto soil and complex layout meant that a wired-in light control solution was not an option.

The Challenge

The property was originally built as a 16th Century Hall House. It was split into two cottages and subsequently re-joined together with four staircases. A separate barn conversion was added, that is now the owner's office. The initial brief was to eradicate all surface mounted wiring, reduce the number of light switches, automate all of the interior and exterior lighting and include remote iPhone and iPad control*.

The Solution

To link all of the areas of the property with minimum wiring, VBK Lighting chose to use Lutron's HomeWorks® QS solution. A processor was situated on the ground floor of the cottage and another on the second. The ground floor processor was wired to one repeater and the other three Lutron repeaters were connected wirelessly throughout the cottage and the barn conversion. By linking the processors wirelessly on the home network and using wireless access points, there was no damage to walls or need for Cat5 cabling runs.

Eleven Lutron GRAFIK Eye® QS wireless controllers were then connected throughout the cottage and barn, creating eleven different control points from which to wirelessly manage the 66 circuits. In addition, a range of Lutron's seeTouch® keypads and wireless Pico® remote controls were used throughout, to enable a wide range of pre-programmed scenes to be accessed. By using multiple HomeWorks QS processors, wireless repeaters and wireless keypads where necessary, the wiring within the cottage and barn was kept to a minimum.





The Results

Lutron's HomeWorks QS goes beyond the scope of light and blind control by adding control of temperature and audio/visual components and brings powerful features to users and installers alike. It includes expanded control functionality, wireless state-of-the-art technology to operate Lutron Radio Powr Savr™ occupancy/vacancy sensors and window coverings via Lutron's latest robust, wireless Clear Connect™ Radio Frequency (RF) technology and the ability to dim high-efficacy light sources, such as LED and fluorescent, with ultimate confidence.

Max von Barnholt of VBK Lighting Consultants Ltd concludes: "The end result is stunning. The lighting within this 16th Century Grade II cottage has been brought into 21st Century thanks to the versatility and wireless capabilities of Lutron's HomeWorks QS whole-home system. From the remote controlled lighting in the cottage's conservatory, to the wirelessly controlled blinds in the barn conversion, everything has been integrated, giving the user ultimate control of moods and light levels wherever they are."

New Products to Replace T5/T8 Lamps

By Vossloh-Schwabe
www.vossloh-schwabe.com

LED Light Panel SMD

Vossloh-Schwabe's new LED Light Panels are a highly effective and low-cost solution for wide-area lighting. A long service life and low maintenance needs make VS' LED Light Panels the perfect replacement for conventional T5 and T8 lamps. These LED Light Panels are available in various shades of white along with matching VS drivers and are an optimum solution for office lighting. Highly effective and low-cost SMD solution for homogeneous, wide-area lighting. Particularly suitable for integration in louvered luminaires (600 x 600 mm).

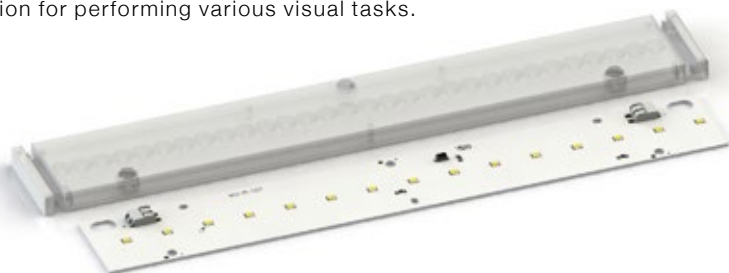
- High efficiency (up to 152 lm/W)
- Narrow colour tolerance (3 MacAdam)
- L80/B10 (after 50,000 h)



LEDLine SMD Kit

An optimised combination consisting of SMD modules (in two different lengths) and matching optics attachments. Ideal for office, industrial and shop lighting (e.g. supermarkets). Using optics attachments, light is directed to provide targeted illumination for performing various visual tasks.

- 2 lengths: 280 mm / 560 mm
- High efficiency (up to 151 lm/W)
- Various optics attachments



Matching Drivers

Linear LED Drivers

2x350 mA / 2x20 W,
 2x500 mA / 2x40 W, 2x70 W,
 2x700 mA / 2x40 W, 2x70 W

- Protection class I, SELV < 60 V
- Degree of protection: IP20
- Operating service life: 50,000 h

Photo Credits: Vossloh-Schwabe

Lighting to Style Up Commercial Spaces

By Epoch Chemtronics Corp.

www.lighting-epoch.com/en

IP64 Waterproof 3-in-1

Epoch Lighting latest IP64 Waterproof 3-in-1 LED Panel Light uses edge-lit technology to deliver uniform lighting and low glare for high humidity environments. With CRI>80, this panel replaces traditional fluorescent lighting well and reduces the need for cleaning & maintenance. The panel is designed with a neat high quality aluminium frame and special corners to recess, mount or suspend. The best feature of this panel is its high resistance against dust and water without any damage to the luminaire.



- Dimension: 595 x 595 x 10.5mm
- Power Rating: 33.8W or 55.1W
- Application: Industrial Kitchens, Factories, Steam rooms, Outdoor Corridors



Frameless Square Down Light

The newest of its kind – Epoch Square Down Light offers a different perspective on light source. Designed with a frameless surface and adopting edge-lit technology, this 11W down light is a square feature light that glows. Interestingly, its slim profile makes it suitable for use in narrow spaces and is the ideal replacement for traditional 26W CFL Down Lights. Looking for square down light with class? Meet Epoch Square Down Light.

- Application Areas: Commercial Spaces, Retail Stores





LoveWing Classic

Epoch LoveWing Classic is an integrated luminaire designed with an external driver. Using the latest reflective-lit technology, its light source is bright, uniform with low glare, delivering high efficacy of up to 100lm/W. Its full flush aluminium base when installed on ceilings or walls provides a wide beam angle with 8-12% of light reflecting against and off the surface to enhance overall spatial brightness. The LoveWing Classic is designed for streamline elegance where connection of 2 or more in series is possible to give endless lighting without any dark areas in between.



Available in:

- 1 ft (13W)
- 2 ft (27.1W)
- 4 ft (54.8W)

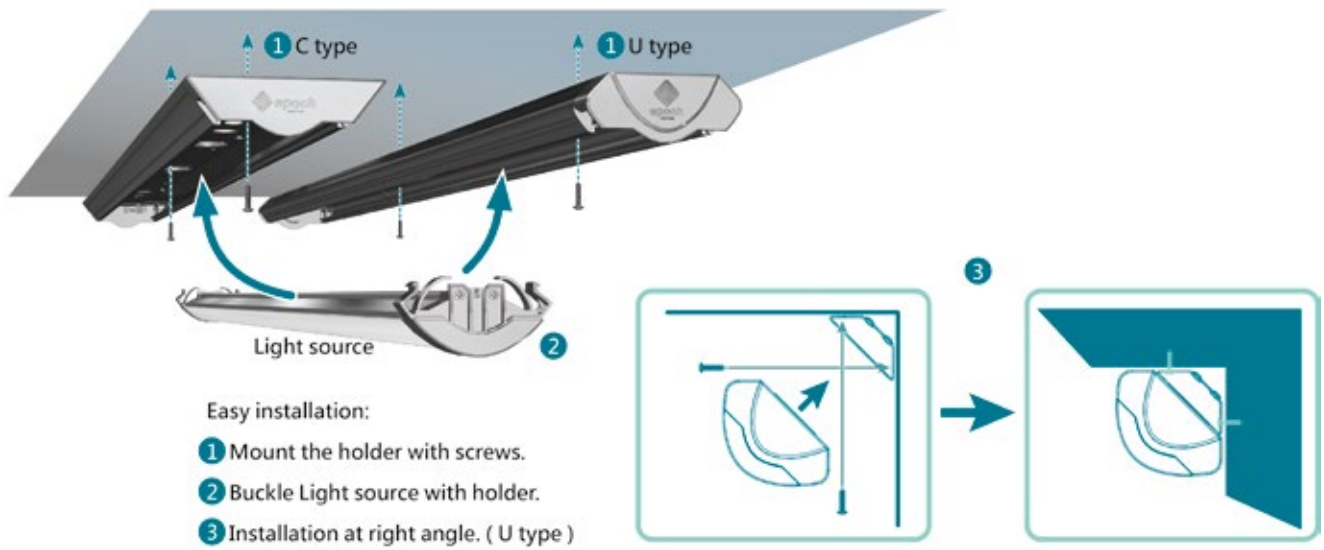
- Application Areas: Corridors, Retail Stores, Supermarkets, Indoor Car Parks



8" Economic LED Down Light

With a large emitting area, the Epoch 8" Economic LED Down Light provides bright and uniform illumination for high ceiling & wide commercial spaces. At 23.1W, its luminous flux is 2050lm with efficacy of 89lm/W. Unlike thick and heavy down light, the thickness of ED080 is only 3.1 cm, which has a slim and simple appearance, matching well with building interiors. Its aluminium base is designed with anti-dripping sheets to prevent moisture and water droplets from entering the light, ensuring its quality and long life under harsh commercial line conditions i.e. water & air conditioning piping. The 8" Economic is a good & high quality replacement for traditional 35W CFL down light and is value-for-money to replace old fixtures with this model in existing premises.

- Application Areas: Departmental Stores, Shopping Malls, Commercial Office, Factories & Warehouses



(C-Type)



(U-Type)

C-type/U-type Integrated Light – Smiley

Epoch C-type/U-type Integrated Luminaire comprises of a light source, holder and driver, a 3-in-1 integrated design. Both the C-type & U-type are easy to mount on walls or ceilings with the U-type having an enhanced feature of installation at right angle corners. Designed at 100lm/W, this highly efficient luminaire provides great energy savings and flexibility in application. At IP40, this luminaire is ideal for indoor usage with no dust or insect accumulation and future replacement is hassle-free with any of its 3 components replaceable.

- C-type Dimension: 1230 x 100 x 41.2mm
- U-type Dimension: 1234 x 85 x 48mm
- Power Rating: 28W @ 2800lm
- Application: Retail Stores, Supermarkets, Corridors



SOUTHEAST ASIA **building**
SUSTAINABLE ARCHITECTURE • INTERIOR DESIGN • LANDSCAPING

Asia-Pacific's leading source of information for professionals interested in the technique and technology of quality architectural, interior and landscaping design.

bathroom + kitchen today

A regional trade magazine designed to reach a progressive, diverse and dynamic audience of the bathroom, kitchen and ceramic industries.

• S O U T H E A S T • A S I A •
CONSTRUCTION

Features civil and structural projects in the region and all over the world, the latest in construction equipment, materials, technology and industry news.



With a solid network of designers, installers, specifiers and rental specialists in the lighting, audio, and visual solutions industries, LAVA has what it takes to place your brand in the spotlight.

Security Solutions Today

Showcasing products in categories that include access control, CCTV/surveillance systems, integrated security systems, detection and alarm systems, fire extinguishing systems and passive fire protection.

lighting today

A publication that aims to promote lighting's purpose as an integral part of realising a quality built environment, emphasising the importance of the role of professional lighting designers in the total design process.



'Like' us on facebook!



TRADE LINK MEDIA PTE LTD

101 Lorong 23, Geylang, #06-04, Prosper House Singapore 388399 T: (65) 6842 2580 F: (65) 6745 9517
W: www.tradelinkmedia.com.sg E: info@tradelinkmedia.com.sg

Traxon Technologies introduces Mood Light™ Motion – an innovative and interactive lighting system

By Traxon Technologies
www.traxontechnologies.com



Image credit: Traxon Technologies

Traxon Technologies, a global leader in solid state lighting and control systems, introduces Mood Light™ Motion, an innovative and interactive lighting panel. Combining LED lighting with motion sensing technology, Mood Light™ Motion creates stunning interactive lighting solutions.

Intuitive and innovative, each Mood Light™ Motion panel contains its own interactive lighting control engine functioning as a complete standalone system. Easy to install and setup, up to 255 modular panels can be connected and automatically addressed. There is no need for external sensors, controllers or complex configuration. Compatible with various surface materials, Mood Light™ Motion adds a new creative dimension for modern interior designs.

Mood Light™ Motion interactive lighting panels combine LED lighting with motion sensing technology to create stunning interactive lighting solutions. Each modular

30cm square panel contains its own interactive lighting control engine that functions as a complete stand alone system. Simply add more modular panels to build any size or shape. Combine designer surface materials with custom video and interactive behaviors to fully define unique experience. Mood Light™ Motion is a truly interactive solution without the need of complex external sensors, controllers, and time consuming installation and configuration. Up to 255 modules can be connected and automatically addressed. Ideal for indoor use and compatible with various surface materials, Mood Light™ Motion is an attractive solution that provides an interactive experience and adds a creative element for interior designs.

Easy to configure

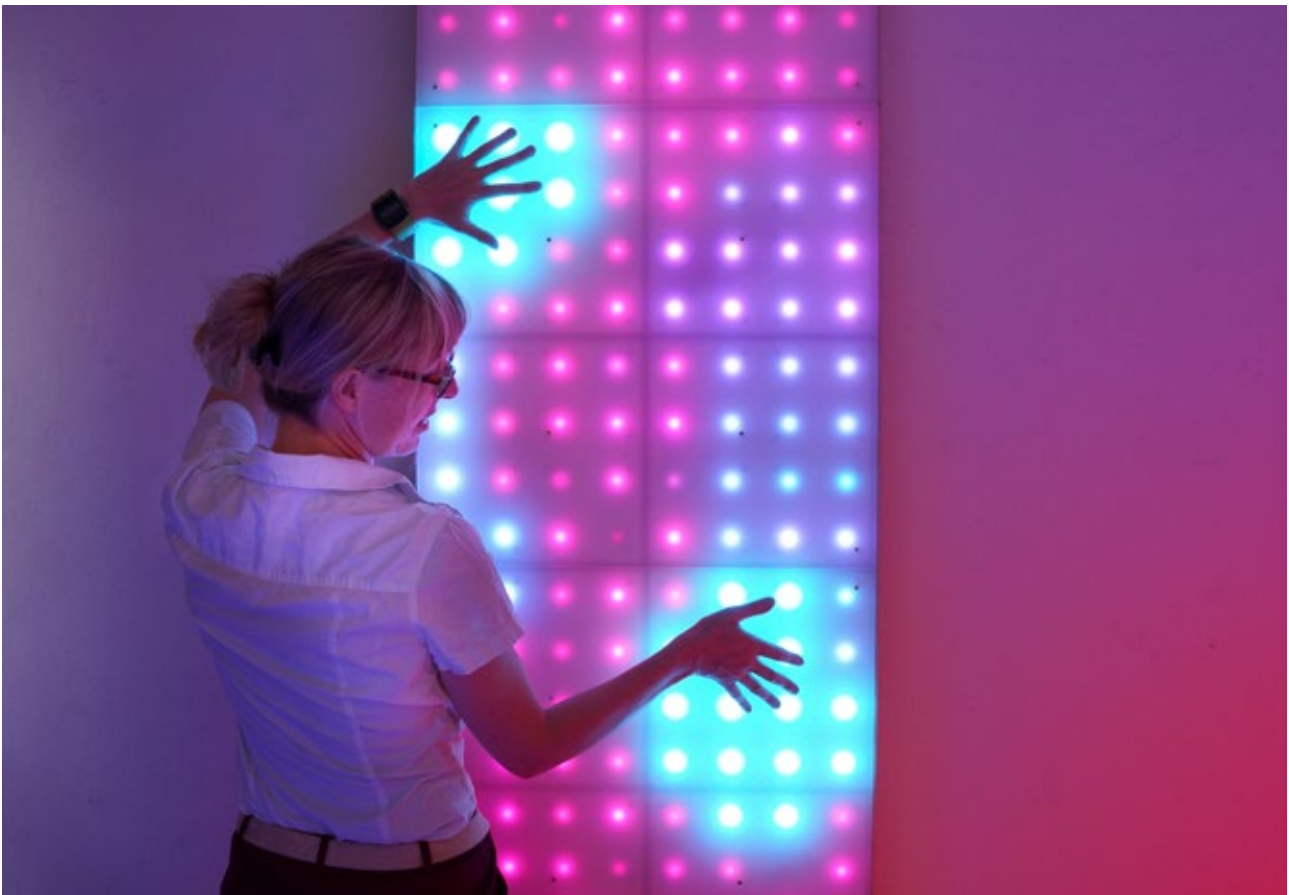
The Mood Light™ Motion and its configuration software are designed to make developing sophisticated interactive lighting effects a snap. Simply upload video and presets, develop and explore the interactive concept live on the panel, then disconnect computer for standalone operation.

Easy to install

Installing and connecting the interactive modules is quick and painless using the snap-in mounting plate system. Surface materials are installed to the front of each panel, the finished panel unit then snaps into the mounting plate, providing a clean finished look with all wiring and fasteners neatly concealed. The Mood Light™ Motion system is simple and totally self contained. All that is

required for operation is a 24 volt DC power supply. No external controller is necessary. It's as simple to deploy as any other lighting fixture but with infinitely greater possibilities.

For more information on Mood Light™ Motion, please visit http://www.traxontechnologies.com/products/product_details/10369.



Lighting Up with Emotion

By Axo Light
www.axolight.it

Axo Light presents the MINDLED range, high-tech lighting with a special feature: emotion

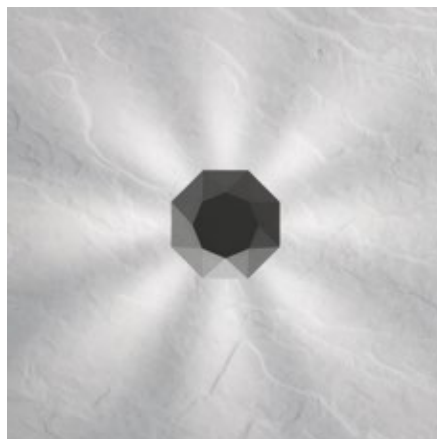
Axo Light presents MINDLED, the new high-tech, emotional range dedicated to the architecture sector, which enriches and completes the two existing ranges: the original decorative range named after the company, Axo Light, and the Lightecture range, aimed expressly at the contract sector and, principally, at large-scale projects.

The names of the Mindled collection were inspired by the history of philosophy and Italian humanism, in order to underline the Italian component of creativity that is at the base of this global project.

MOMUS (a minor divinity beloved by Humanist Leon Battista Alberti) is a wall light available in two versions, with an original oeil-de-boeuf shape, created in aluminium alloy with a wrinkled, white painted finish. It uses High Power LED bulbs (6 x 1.5W or 14 x 0.2W). Design: Manuel Vivian.



ADAMAS (indomitable, diamond) is an outdoor wall light (IP54 protection rating) featuring the typical shape of the most precious stone. Created in aluminium alloy with a wrinkled, grey painted finish, it uses High Power LED bulbs (4 x 1W or 8 x 1W) and can also be installed indoors. Its star-shaped emission evokes the reflections of a diamond. Design: Manuel Vivian.





FAVILLA (small flame, spark) includes a 360° directional wall/ceiling light and a suspension light with a rigid stand and a directional head. They are made of aluminium alloy with an opaque black or opaque white painted finish and use a High Power LED bulb (1 x 9W). Both the suspension and ceiling versions are available built-in or with a central rose and can also be installed on runners. Design: Manuel Vivian.



VOLUPTAS (desire); because lights in this collection can change and adapt to the desire for light in any direction. The voluptas series includes modular ceiling lights, wall lights and table lights, in white opaque varnished aluminium with a flexible white rubber-coated stand and a High Power LED bulb (4 x 1W). The ceiling version is available with a single stand or in a combination of four stands. Wall lights have a classic rose, integrated 'on' switch or are built-in. Design: Lorenzo Truant.

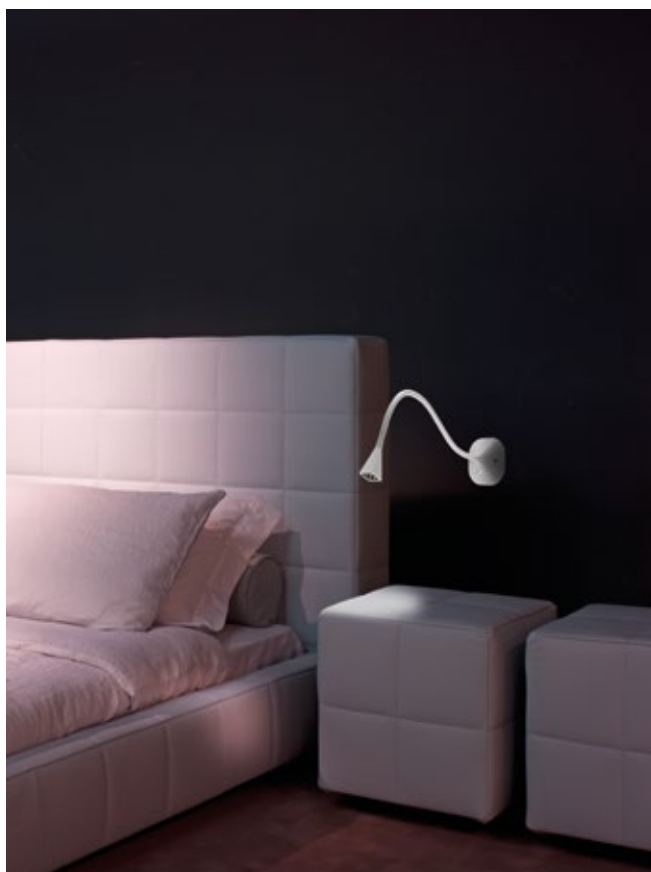


Photo Credits: AXO Light

Customised lighting for modern office environments

By Zumtobel
www.zumtobel.com

LIGHT FIELDS evolution LED luminaire range featuring Tunable White technology

The LIGHT FIELDS evolution Tunable White LED luminaires comply with the clear and uniform stylistic idiom of the award-winning product range, steering it towards a user-friendly future thanks to profound application know-how and technological innovations. LIGHT FIELDS evolution with Tunable White technology is Zumtobel's answer to the users' need for adaptive light that can be customised. With a colour rendering index of Ra 80, the LED luminaire range can be dimmed continuously between 3000 K and 6000 K.

Contemporary office environments feature flexible workstation design and are based on the individual needs of office users. Team workstations, conference islands, tablet or PC work: for a wide range of applications, users need not only ideal lighting conditions but also a lighting system that can be adjusted to meet their specific needs. Tunable White stands for intelligent adjustment of colour temperature to changing room situations and room utilisation. The whole luminaire range can be continuously dimmed by the user between warm white (3000 K) and cool (6000 K) colour temperatures, allowing to implement a perfect lighting situation at the workstation. This is made possible by integrating special Tridonic Tunable White LED modules together with a matching converter.

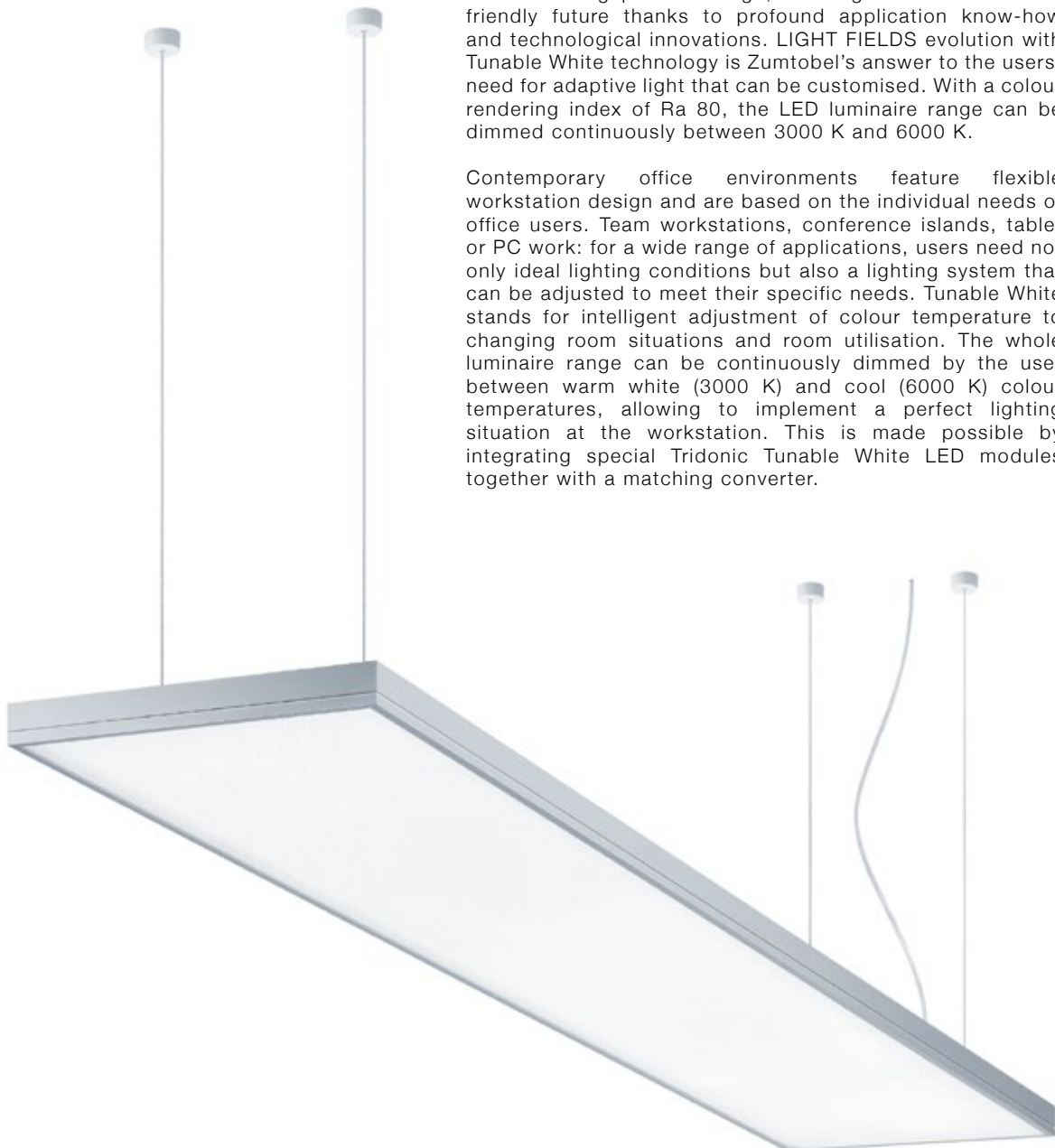


Image credit: Zumtobel

Tunable White also allows for adjustment to changes based on the time of day and the season: depending on requirements, the luminaire can be adjusted to match the currently prevailing conditions. By adding Tunable White technology to the luminaire range, Zumtobel now offers a customisable lighting solution that can be adjusted to personal preferences and tasks and at the same time reduces complexity for the designers.

Innovative technology providing perfect lighting quality

No matter whether you work at a computer, use a tablet, attend a meeting or hold a presentation: the LED luminaire range will always provide perfect lighting quality without producing any glare. This is made possible by the patented micro-pyramidal optic (MPO+). The diffuser layer of the optic uniformly resolves the LED points, preventing annoying reflections on displays. Even at high luminous flux levels, luminance is consistently reduced, providing pleasantly distributed light even at steep radiation angles.

In addition, innovative technologies have been incorporated in the various luminaire models. For the recessed, surface-mounted and wall-mounted luminaires, Zumtobel has developed the 3Dprotect® reflector. Its 3D structure protects the LED modules during installation, preventing damage from electrostatic discharge. At the same time, the structure's reflection factor ensures an increase in the luminaire efficiency level. In the free-standing and pendant luminaires, the dot matrix based on litePrint® light guide technology ensures uniform light distribution.

Award-winning design

The Light Fields evolution LED luminaire range combines a clear stylistic idiom with technological innovation. Thanks to their uniformly slim-line design, low mounting height and high-grade, light-weight materials, the luminaires blend perfectly into contemporary office interiors. For these features, the LED luminaire range has won the iF product design award 2014.



Aerelight Design Launches the World's First Consumer-ready OLED Lamp

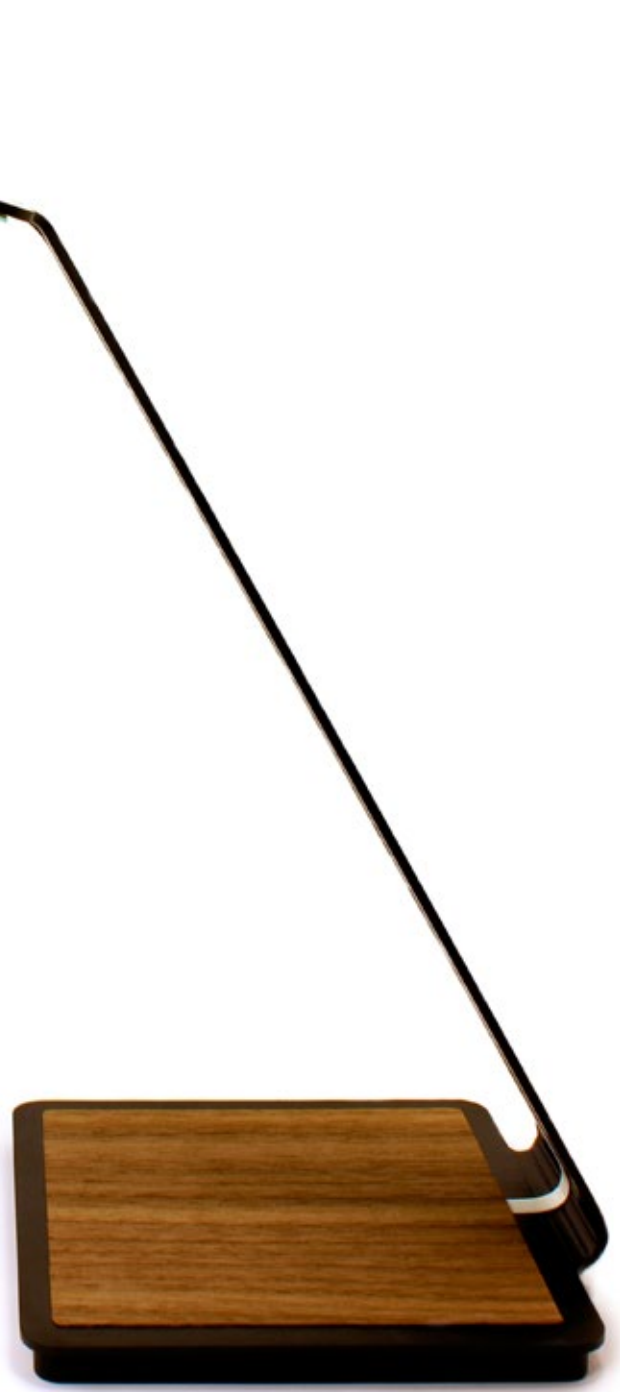
By Aerelight Design
<http://aerelight.com>

The aerelight desk lamp is powered by an advanced OLED light panel, providing a warm, natural light source of task lighting

Aerelight Design, a product design studio focused on developing innovative OLED-enabled lighting, has announced the aerelight™ desk lamp. Powered by an advanced energy-efficient OLED light panel, the aerelight lamp provides a warm, natural light source unlike that of a traditional lamp or overhead light.

Organic light emitting diode (OLED) is the next-generation of energy-efficient lighting, generating natural light by passing electricity through a thin layer of carbon-based organic dyes. OTI Lumionics started Aerelight Design with an exclusive focus on OLED light to demonstrate that the technology is finally ready for the consumer market. While the technology has been successfully implemented into high-end smartphone displays in the last few years, the launch of the aerelight desk lamp marks the first consumer-ready OLED lamp at an affordable price.

“OLED technology has been limited to only high-end smart-phone displays and TVs. OLED has many unique characteristics that make it the ideal light source of the future, but potential growth has been stifled by the high manufacturing cost barrier,” said Michael G. Helander, Co-Founder and President, OTI Lumionics. “For the last few years, we have been working on making OLED technology more accessible to new markets and product applications. The aerelight desk lamp is built to accentuate the unique and ultra-thin profile of OLED lighting, and is the first of many applications of this technology from our team.”



PRODUCT FEATURES:

- **OLED Light Panel** – Powered by an energy-efficient OLED light panel that uses only a fraction of the energy of traditional light sources, the aereight desk lamp delivers natural full-spectrum warm light suitable for home or office use.
- **Dimmable** – The aereight desk lamp is suitable for the most demanding tasks, but can also be fully dimmed for more intimate use.
- **Touch Control** – Simple to use with no buttons, both power and dimming capabilities for the aereight desk lamp can be controlled by touching anywhere on the anodized aluminum frame.
- **Wireless Charging** – The aereight desk lamp includes a wireless charging pad integrated into the base to conveniently charge any Qi-compatible mobile devices.
- **Unique Design** – Built from a single piece of anodized aluminum that accentuates the ultra-thin form of the OLED light panel, the aereight desk lamp is available in three finishes – red, silver and black.

“Our hope is that the aereight desk lamp will inspire people to rethink the possibilities of lighting design by implementing the unique characteristics of OLED technology with a sleek design,” said Ray Kwa, Lead Industrial Designer behind the aereight desk lamp.

The aereight desk lamp can be shipped to the US, Canada and UK. Be one of the first to touch the future of lighting and pre-order today at <http://aereight.com>.





ARCTURUS GL-BL60 GIMBAL MOUNT BAY LIGHT

By **GlacialLight**
www.GlacialLight.com

The GL-BL60 is a fully adjustable Bay Light for both indoor and outdoor applications. With an adjustable gimbal bracket, The GL-BL60 has 360 degrees of adjustment on the horizontal axis and 180 degrees on the vertical axis. It achieves 6250 lumens of white LED light at an energy-efficient 116 lumens per watt. A robust IP66 rating means it's waterproof and rugged enough for outdoor use.

The gimbal mounting bracket allows the GL-BL60 to be adjusted to project light 360 degrees horizontally or 180 degrees vertically, giving it flexibility rarely found in the powerful Bay Light format. The GL-BL60 can not only be mounted the traditional way to a ceiling, but also works well mounted on a wall, such as the exterior of a building where it can be angled downwards or upwards, adding even more lighting options for commercial lighting applications. The GL-BL60 also functions well as traditional bay lighting, or can be mounted on ground surfaces to project onto walls or fences, and comes available with a chain mount option for factory settings.

STAXMAX SERIES - LED FLOOD LIGHTS

By **MaxLite**
www.maxlite.com

MaxLite brings greater power and versatility to the outdoor lighting market with the newest generation of StaxMAX LED flood lights.

MaxLite has increased the base wattage to 180W in the StaxMAX, the unique line of high-output, energy-efficient lighting that allows consumers to create custom distribution packages by mixing modules on a single fixture. The StaxMAX can be specified as a 180-, 360- or 540-watt fixture that can replace up to a 1500-watt metal halide. Each of the three modules can have a narrow, medium or wide beam angle, allowing users to have all three optics in one luminaire.

StaxMAX LED Flood Lights are designed and engineered for use in a multitude of general area, architectural and security lighting applications, including parking lots, car dealerships, sports parks, facades and marine harbors. The fixture is constructed with a die cast aluminum body that acts as a heat sink, enabling a long, L70-rated LED lifetime between 75,000 and 90,000 hours, depending on the wattage selected. A tempered glass lens seals the module to protect against dirt, dust and water ingress to an IP65 rating.



TRAXON WASHER ALLEGRO AC XB

By **Osram**
www.traxontechnologies.com

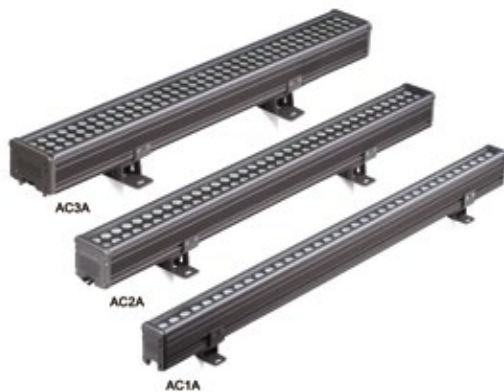
Traxon Washer Allegro AC XB is a high output, energy efficient, compact lighting solution for outdoor environments. Powered directly with AC line voltage, the Washer Allegro AC XB is ideal for many types of exterior architectural, retail, and hospitality applications. Available in RGB and Dynamic White with various beam spreads, Washer Allegro AC XB is suitable for a wide range of flood, direct and indirect illumination where a cost-effective solution is required. Washer Allegro AC XB's simple cabling and connection make installation quick and easy.



NEW COLOURS FOR OUTDOOR LUMINAIRES

By IP44.DE
www.ip44.de

IP44.de, one of the leading companies for innovative outside lighting, presents two new colours as effective contrasts in its expanding luminaire collection. As from September 2014, for the first time six classic luminaires are now also being offered in anthracite and cool brown. IP44.de's extended colour range follows on from the "black & white Edition" successfully introduced in 2011/2012. In addition to the classic stainless steel or aluminium version, luminaire models como, intro, lumen, mox, quantum and scap are now also available in either black, white, cool brown or anthracite.



A-CHI SERIES AC3A HIGH POWER OUTDOOR LINEAR LUMINAIRE

By StrongLED
www.strongled.com

The A-Chi series by StrongLED are high power outdoor linear LED luminaires for floodlighting, wall washing and grazing applications. An advanced design with 5 led types (R.G.B.W.WW) enables a wide and dynamic colour range. You can choose between Cree or Lumileds LEDs and beam angles to suit applications, and projection distance is greater than 10m.

DMX control with dynamic current regulation achieves consistent and smooth colour transition. Brightness level: 256 and Contrast levels: mono colour – 65536, RGBW - 4 x 65536.

The product has a thermal efficient design, corrosion-resistant aluminium case and a clear tempered glass diffuser. The built in cable stow compartment, patented waterproof quick-click connectors and adjustable mounting makes it easy to install and maintain. It is also weatherproof sealed, IP66 and comes with a protective vent. Customization of colour and length is also available.

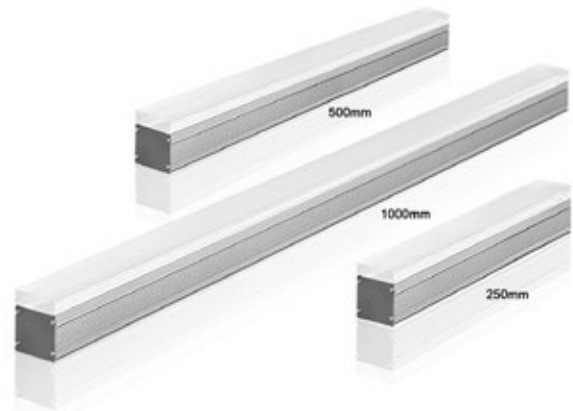
- Power input AC110~230V or 36VDC
- Ai-Chi Series includes other models: AC1A and AC2A

I-LINE VISION CV9C LINEAR LUMINAIRE

By StrongLED
www.strongled.com

This high brightness, slim profile outdoor linear LED luminaire for architectural and decorative lighting has an elegant design that guarantees perfect integration with architectural intent even when switched off. Using CREE, OSRAM or Lumileds LED in whites, blue, amber and RGB choices ensures good color stability and excellent lumen maintenance. Seamless luminous lines are formed through cascading several luminaires for a pleasing aesthetic line light effect. This luminaire has a high corrosion resistance anodized aluminum housing with clear or frosted UV-resist PMMA or glass diffuser in 1,½, ¼ meter lengths. Surface, recess and floor-mount options are available.

- Voltage Input 24VDC, Weatherproof sealed to IP65 rated
- DMX control with auto-addressing function





LED TUBE

By Jiuzhou Greeble
www.scjz-led.com

Jiuzhou Greeble LED tube has energy-saving characteristics and a long-term lifespan. Its 2/3/4/5 feet tube adopts medium-power and low-power LED as its illuminant. It has excellent thermal and optical performance. It can be used for wide voltage range and is ideal for normal lighting, entertainment lighting, sitting rooms, offices, factories, etc.

LED CANDLE LAMP

By Jiuzhou Greeble
www.scjz-led.com

Jiuzhou Greeble's candle lamp adopts high-performance LED. With excellent thermal and optical performance, you can expect high quality illumination for various applications. It can be used for wide voltage range and is ideal for homes, hotels, offices, exhibition halls, shopping malls, etc.



VISION/UFO LED HIGH-BAY

By AdvanLED – brand of LED Vision Sdn. Bhd.
www.ledvision.com.my

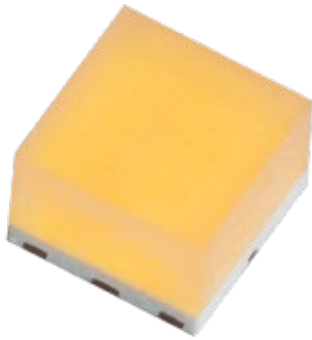
The AdvanLED Vision|UFO - LED High-bay is the latest LED Lighting solution suitable for industrial, warehouse applications and so on. The Vision|UFO is a LED High-bay luminaire which consumes power at 150W, and can directly replace HID high-bays of up to 400W. The Vision|UFO offers excellent quality performance with COB LEDs light source (providing luminous efficiency at least 100lm/W) and LED Driver (Xitanium series; providing optimized Power Factor & Total Harmonic Distortion) powered by PHILIPS. The Vision|UFO is designed with the IP65 fitting which able to operate at the temperatures as of up to 60°C, regardless of indoor or outdoor applications. Therefore, it is durable, waterproof and dust-proof. It is also built with a hybrid optical system which contains reflector cones & glass lenses to maximize lumen efficiency of more than 100lm/W.

FRESH LIGHT LED TUBE

By Lextar
www.lextar.com

Thanks to Lextar's vertical integration in LED, this tube was designed from designated LED chip to package. By incorporating the selected spectrum of LED chips and LED package material, Lextar's Fresh LED Tube enhances the appearance of meat freshness and appeal, and can avoid discoloration that may cause food waste. The tube is designed with a special rotatable end cap, which provides optimal light distribution on shelves; this helps in reducing yellowish looks and enhancing red and green colours to display the food item's real freshness.

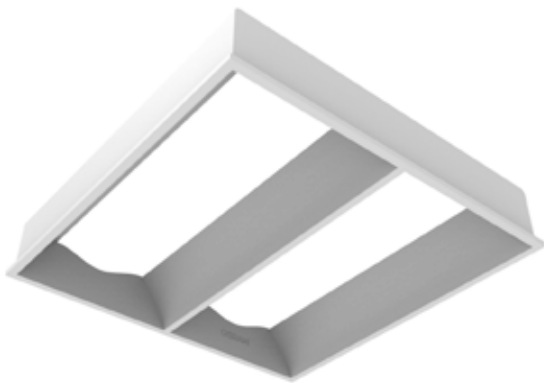




XNOVA CUBE™ *TINY 1W SMD LED*

By Luminus Devices, Inc
www.luminus.com

The XNOVA Cube is an innovative 1 watt SMD LED with a 170 degree viewing angle, which provides designers with the ability to improve system efficacy, reduce cost, and simplify omnidirectional products. Unlike traditional mid-power LEDs, which were originally designed for LCD backlighting, the XNOVA cube is engineered specifically for illumination applications with high quality of light requirements, has the industry's widest viewing angle, emits more light than any midpower LED, and delivers all this from a compact 1.9 by 1.9mm package.



OSRAM LEDTOUCH™ *LOUVER SERIES*

By Osram
www.osram.asia

Incorporating an attractive and unique louver and lens design, OSRAM LEDTOUCH™ Louver series provides a symmetrical pattern of pleasing illumination. It is the perfect recessed ceiling lighting to create energy-efficient offices and buildings. The highly efficient optical design and "wave like" diffuser which covers the light source creates a soft, glare-free and pleasant illumination. OSRAM LEDTOUCH™ Louvers provide up to 30% in energy savings when compared to conventional fluorescent lamps, and also provides up to 4,000 lumen optical efficiency. It's an ideal replacement fixture for either 3x14W or 2x28W T5 lamps.

PICO® *WIRELESS* *CONTROLLERS*

By Lutron Electronics
www.lutron.com/asia

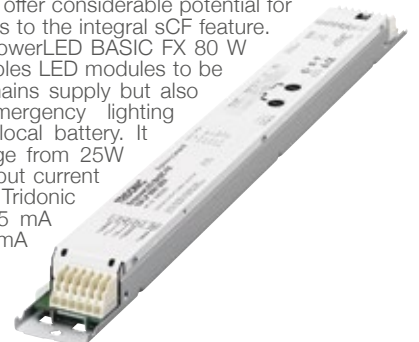
Lutron's Pico wireless controllers give you light and shade control at your fingertips. Pico utilises Lutron's reliable Clear Connect® RF technology with 9m range through wall. The same controller can be configured easily as a handheld control, wall-mount control, or table top control with use of the optional pedestal. With Pico, you can add a new and/or additional point of control in your space without the need for new wires. Its unique design allows ultra-long battery life of 10 years. Pico is available in multiple button configurations and finishes including the brand new faceplate in glass finish.

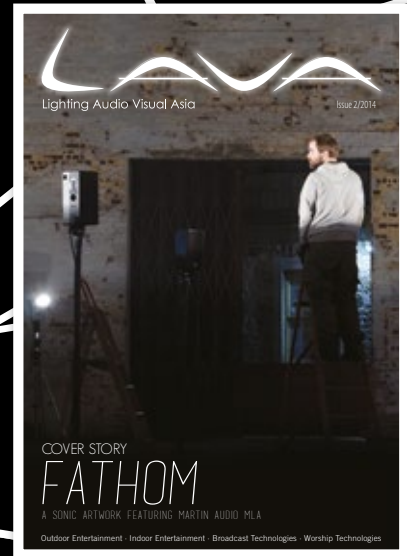


EM powerLED *BASIC/CPS FX 80W*

By Tridonic
www.tridonic.com

The EM powerLED BASIC FX 80W and the EM powerLED CPS FX 80W units combine basic emergency lighting functions and mains operation with an integrated simple CORRIDOR FUNCTION (sCF) in a compact low-profile casing. With a cross-section of 21 mm x 30 mm they are designed for installation in slim LED luminaires. Each unit covers a wide range of LED applications with output power of up to 80 W and both offer considerable potential for energy savings thanks to the integral sCF feature. The combined EM powerLED BASIC FX 80 W module not only enables LED modules to be operated from the mains supply but also provides simple emergency lighting functionality from a local battery. It covers a power range from 25W to 80 W and the output current can be set via the Tridonic i-Select system in 25 mA steps between 150 mA and 500 mA.



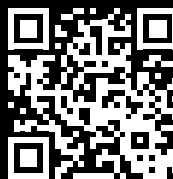


LAVA is a one-stop entertainment technologies publication that covers the Asia-Pacific region, bringing you the latest news and information from the lighting, audio and visual solutions industries.

With a wide readership made up of designers, installers, specifiers and rental specialists, LAVA has what it takes to put your brand in the spotlight.



'Like' us on facebook!



WE ALSO PUBLISH

**bathroom
+kitchen**
today

SOUTHEAST ASIA **building**
SUSTAINABLE ARCHITECTURE - INTERIOR DESIGN - LANDSCAPE

• S O U T H E A S T • A S I A •
CONSTRUCTION

**lighting
today**

**Security
Solutions Today**

TRADE LINK MEDIA PTE LTD

101 Lorong 23, Geylang, #06-04, Prosper House Singapore 388399 T: (65) 6842 2580 F: (65) 6745 9517

W: www.tradelinkmedia.com.sg E: info@tradelinkmedia.com.sg



Subscription Form

Fax your order today
+65 6842 2581

(Please tick in the boxes)

Southeast Asia Building




SINCE 1974

1 year (6 issues)

Singapore	S\$45.00
Malaysia / Brunei	S\$90.00
Asia	S\$140.00
America, Europe	S\$170.00
Japan, Australia, New Zealand	S\$170.00
Middle East	S\$170.00

Bathroom + Kitchen Today



SINCE 2001

1 year (4 issues)

Singapore	S\$32.00
Malaysia / Brunei	S\$65.00
Asia	S\$80.00
America, Europe	S\$130.00
Japan, Australia, New Zealand	S\$130.00
Middle East	S\$130.00

Southeast Asia Construction



SINCE 1994

1 year (6 issues)

Singapore	S\$45.00
Malaysia / Brunei	S\$90.00
Asia	S\$140.00
America, Europe	S\$170.00
Japan, Australia, New Zealand	S\$170.00
Middle East	S\$170.00

Lighting Today



SINCE 2002

1 year (4 issues)

Singapore	S\$32.00
Malaysia / Brunei	S\$65.00
Asia	S\$80.00
America, Europe	S\$130.00
Japan, Australia, New Zealand	S\$130.00
Middle East	S\$130.00

Security Solutions Today



SINCE 1992

1 year (6 issues)

Singapore	S\$45.00
Malaysia / Brunei	S\$90.00
Asia	S\$140.00
America, Europe	S\$170.00
Japan, Australia, New Zealand	S\$170.00
Middle East	S\$170.00

Lighting Audio Visual Asia



SINCE 2013

1 year (4 issues)

Singapore	S\$32.00
Malaysia / Brunei	S\$65.00
Asia	S\$80.00
America, Europe	S\$130.00
Japan, Australia, New Zealand	S\$130.00
Middle East	S\$130.00

IMPORTANT Please commence my subscription in _____ (month/year)

Personal Particulars

NAME: _____

POSITION: _____

COMPANY: _____

ADDRESS: _____

TEL: _____ FAX: _____

E-MAIL: _____

Professionals (choose one):

Architect Landscape Architect Interior Designer Developer/Owner

Property Manager Manufacturer/Supplier Engineer Others

I am sending a cheque/bank draft payable to:
Trade Link Media Pte Ltd, 101 Lorong 23, Geylang, #06-04, Prosper House, Singapore 388399
 RCB Registration no: 199204277K * GST inclusive (GST Reg. No: M2-0108708-2)

Please charge my credit card (circle one): Amex / Diner's Club

Card Number: _____ Expiry Date: _____

Name of Card Holder: _____ Signature: _____

January

LIGHTING JAPAN 2015, JANUARY 14-16
Tokyo Big Sight, Japan
Tel: +81-3-3349-8519
Fax: +81-3-3349-8530
Email: visitor-eng.light@reedexpo.co.jp
www.light-technology.jp/en/

February

NORTHERN LIGHT FAIR, FEBRUARY 3-7
Stockholmsmässan,
Stockholm, Sweden
Tel: +46 8 749 41 00
Fax: +46 8 99 20 44
Email: info@stockholmsmassan.se
www.stockholmfurniturelightfair.se/

STRATEGIES IN LIGHT, FEBRUARY 24-26
Sands Expo & Convention Centre,
Las Vegas, USA
www.strategiesinlight.com/index.html

March

MAISON & OBJET ASIA, MARCH 10-13
Marina Bay Sands Expo and Convention Centre, Singapore
Tel: +65 6780 4601
Email: visit.maison-objet-asia@safisalons.fr
www.maison-objet.com/en/asia

SHANGHAI INTERNATIONAL LIGHTING EXPO, MARCH 11-14
National (Shanghai) Centre for Exhibition and Convention,
Shanghai, China
Tel: 86-21-63288899
Fax: 86-21-63749188

WORLDBEX 2015, MARCH 11-15
World Trade Centre Metro Manila, Philippines

INTERNATIONAL FURNITURE FAIR SINGAPORE 2015, MARCH 13-16
Singapore Expo, Singapore
Tel: +65 65696988
Fax: +65 65699939
Email: enquiry@iffs.com.sg
www.iffs.com.sg

Events & Expositions 2015

MEGABUILD 2015, MARCH 19-22
Jakarta Convention Centre, Indonesia
www.megabuild.co.id

ELECTRIC, POWER & RENEWABLE ENERGY MALAYSIA 2015, MARCH 25-27
Kuala Lumpur Convention Centre, Malaysia
Tel: +603 4041 0311
Fax: +603 4043 7241
Email: ezwan@mesallworld.com

April

PROLIGHT + SOUND GUANGZHOU 2015, APRIL 5-8
Area A, China Import & Export Fair Complex,
Guangzhou, China
Tel: +852 2238 9931
Fax: +852 2519 6079
Email: plsgz@hongkong.messefrankfurt.com
www.prolight-sound-guangzhou.hk.messefrankfurt.com/guangzhou/en/visitors/welcome.html

May

LED EXPO THAILAND 2015, MAY 21-24
IMPACT Exhibition and Convention Centre,
Bangkok, Thailand
www.ledexpo-thailand.com

June

GUANGZHOU INTERNATIONAL LIGHTING FAIR, JUNE 9-12
China Import & Export Fair Complex, Guangzhou, China
www.guangzhou-international-lighting-exhibition.hk.messefrankfurt.com

Index Of Advertisers

ARCHIDEX 2015	17
EPOCH	9
EPRE 2015	41
EUROLUCE	IFC
EYE LIGHTING	1
GILE 2015	19
GRAND CANYON	11
GREEN URBANSCAPE 2015	45
IFFS - DÉCOR SHOW 2015	21
LED + LIGHT ASIA 2015	23
LED EXPO 2015	25
LIGHTING & EQUIPMENT PUBLIC	3
LUTRON	7
MAISON & OBJET ASIA 2015	IBC
MEGABUILD 2015	49
NIINUMA	13
PALM EXPO CHINA 2015	63
PROLIGHT + SOUND GUANGZHOU 2015	83
SICHUAN JIUZHOU	15
TAIWAN EXTERNAL TRADE DEVELOPMENT COUNCIL	5
VOSSLOH-SCHWABE	IBC
WORLDBEX 2015	95

SINGAPORE / MARCH 10-13, 2015

SANDS EXPO AND CONVENTION CENTER
MARINA BAY SANDS SINGAPORE

LET YOUR
INSPIRATION
GROW
IN ASIA

WWW.MAISON-OBJET.COM

MAISON
&OBJET
ASIA

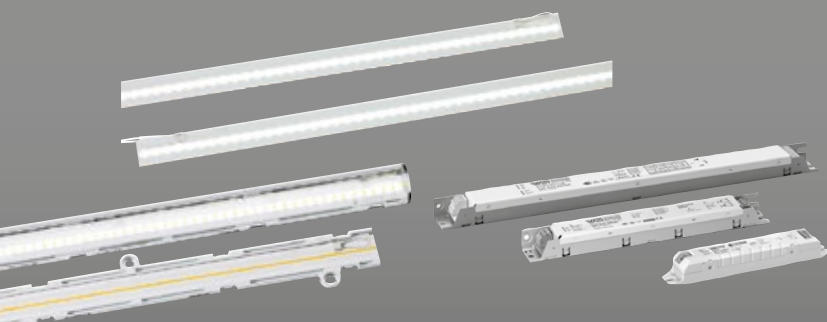


LUGA Line 2015 – LED Modules COB for Linear Lighting

LED modules for office, industrial and retail lighting offered by Vossloh-Schwabe provide excellent performance in terms of efficiency and quality of light.

LED technology enables energy and cost efficient lighting systems, especially when long lifetime and low maintenance costs are combined with environmentally friendly light sources. Compatible with matching linear drivers and accessories like holders.

For more information, please call +65 6275 7533.



- **Long service lifetime**
50,000 H (L90, B10)
- **Narrow colour tolerance**
3 MACADAM
- **COB technology**
Homogeneous light field
- **Typical applications**
 - Office and Retail lighting
 - T5/T8 replacement as built-in module
 - Furniture lighting

www.vossloh-schwabe.com