

LUMINOUS SPEC

SUMMER 2017

“Joe Public doesn't know light levels or energy use; he just knows **how he feels in the space...**”

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FEATURED PROFILE

Peter Hugh

Creating magic through light



Although he's lived in the Chicago, IL area for over 20 years, Peter Hugh of Hugh Lighting Design was born and raised in St. Thomas, Virgin Islands, and is proud to embody the laid back and improvisational nature of his beloved Caribbean homeland. He left St. Thomas to major in theater and psychology at Marquette University in Milwaukee, WI, where he found himself drawn to the craftsmanship behind the scenes as a master electrician on set. Along his career path, he credits Candace Kling at CM Kling + Associates Inc., as an invaluable mentor who enriched his passion for architectural lighting design. "Those were the most valuable years of my professional life," he comments. "To this day, I owe everything I am professionally to Candy; she taught me what to be, and what not to be." After respective career opportunities presented themselves concurrently to Peter and his wife, they moved to Chicago, where Peter was a lighting design leader at an architectural/engineering firm before taking the bold step of opening his own lighting design firm, Hugh Lighting Design, LLC, eighteen years ago.

What makes light magical to you?

I love the idea of magic and creating worlds. When I was a kid and everyone wanted to be cowboys and indians or police officers, I wanted to be a sorcerer. I was really into Dungeons and Dragons. [laughs] When I started getting involved with lighting sets, I thought it was really cool, and at some point, I realized that it was like magic. The concept of making someone like or not like a space, or gravitate towards one side of the room, or enter a store; these aren't absolutes, but I can certainly influence them. It's not measurable, it's intangible; and you're affecting people subconsciously. That's the magic. And now, with all of these versatile lighting tools, technologies and controls, it's like having a total spellbook instead of a few pages of spells. I can make all sorts of magic now.

How do you use or apply what you've learned in theater and psychology to lighting?

I refer to theater a lot. For example, one key theater rule was to have one or two special effects, and let everything else support that. Not everything has to be a 'wow'. I use that same logic on a project, and encourage my clients to prioritize all the elements they

want to play up so we can layer accordingly. Also, it's important to understand the human psyche or motivation when we talk about how clients want people to feel in a space. We use the term "feel" a lot here. We don't use "look" as often as one might think. When we ask a new client that question, we sometimes get a "deer in the headlights" look in response. There are a lot of ways to light a space, but the real take-away is how someone feels when they're in that space. That's what I'm trying to get to. One thing that bugs me is the depersonalization of lighting, when lighting design or lighting in general is reduced to a numerical metric. Many spaces are lit without a lighting designer involved, and let's be honest, designers aren't the only ones who can create a good environment. Lots of people who aren't designers can put together a decent lighting scenario. Depersonalization comes into play when the lighting is technically correct in the space, but it tends to be sterile and flat. The right light levels are there, but it lacks warmth, feeling and personality.

What does "depersonalization of lighting" mean to the person in that space, and how does that affect them?

That's an interesting question. Going back to psychology, one of the exercises we use with clients, and with ourselves, is to ask, "What if the project was a person? What or whom would it be? Are we designing a businessman? An entertainer? An athlete?" We create a personalized profile, and that helps us to think about how the space is different and how we can accommodate it. Sometimes it requires leaving the cookie cutter comfort zone, but the end result influences how someone feels in the space. As I said before, it's a feeling not a noticeable look. Good lighting is for people. Joe Public doesn't know light levels or energy use; he just knows how he feels in the space.

Where do you draw inspiration?

Life. [laughs] One of the things I say is, "Have a life." Years ago, I was interviewed for a newspaper, and talking about my IES involvement and teaching, and they said, "Oh, lighting is your life." I said, "No! Do not print that; it's not true." It is a tired cliché in my mind. My wife, my family, my friends, a good rum and coke, playing Frisbee on the beach, Jimmy Buffet...that's my life. That's what I live for. I am passionate about lighting design, but I understand that it's a means to support myself to have that life that I love. I draw



The Craftsman lounge by Two Brothers – Naperville, IL

inspiration from life, because it's important to get out, be aware of the surrounding world, and experience life. My client pays me, but my responsibility is to all the people who will engage with this space. We must relate to those people and their experiences to responsibly perform our job. Inspiration-wise, I talked about how we create personalities within a space, or look at what a space has to offer. Some spaces have very little to offer, quite honestly, but we try not to fall back on "safe design"; we look to everyday life for inspiration. It's lying in a hammock and seeing how sunlight filters through the leaves to form a pattern on the side of the hammock. It's being in Downtown Chicago and seeing how shadows play off buildings. It's being out on the beach and realizing that the glare is seriously wicked off the water. Inspiration comes from so many different things. Sometimes it just pops into my head, or certain things catch my eye. It's hard to pin it down.

What typical challenges do you encounter?

We always battle time and money. Strangely, at this point, I think time may have bypassed money; which I never thought I'd ever say. Projects have incredibly tight timeframes, and while technologies like email, CAD and WebEx conferences are convenient, my mind still thinks at the same speed. That's a big issue, honestly, having the time to give the project its well-due thought. Sometimes the first idea isn't the best idea, or maybe you need to bounce it off someone or let it gel for

“ It's not measurable, it's intangible; and you're affecting people subconsciously. That's the magic. ”

a bit, so you need time. On the other hand, in lighting technologies, a big challenge for me is overall coordination. It's about getting along, and in lighting, that's a tricky balance. If I use this fixture, and I want to use that control, will they work the way I want them to? Do I have to compromise on one? Also, there is some vagueness in wording that some lighting manufacturers are trying to address, like defining what one percent dimming is, or the new color metrics. People who work in lighting may understand how to navigate the language of lighting, but it needs to be clear to everyday people as well so they can understand and assess the value.

How have you seen perceptions of sustainability evolve since you've been in the lighting design business?

Sustainability must happen; it's undeniable. Of course, it varies from project to project, but the evolution has gone from non-awareness to a point now of definitive awareness and interest, and now clients are assigning value

to it. Are they willing to pay the extra money for a sustainable technology? And if so, where are they willing to invest in it? We still spend a good deal of time educating clients on the link between lighting and sustainability. Many are aware of it insofar as they know that LEED points and well building standards call out lighting. If not for these checklists, I think awareness and value regarding sustainability would still exist, but it would be less.

I love this profession. I'm extremely fortunate that I wake up every morning and use lighting to fulfill a childhood dream of being a sorcerer and have a good life. I'm fortunate to have met and to know good people, and to have plenty of opportunities for a good laugh. I have zero regrets.

I'll close off by paraphrasing Sinatra, "I'm fortunate to have done it my way."

PROJECT SPOTLIGHT

REVITALIZING LITERAL AND SYMBOLIC CONNECTIONS



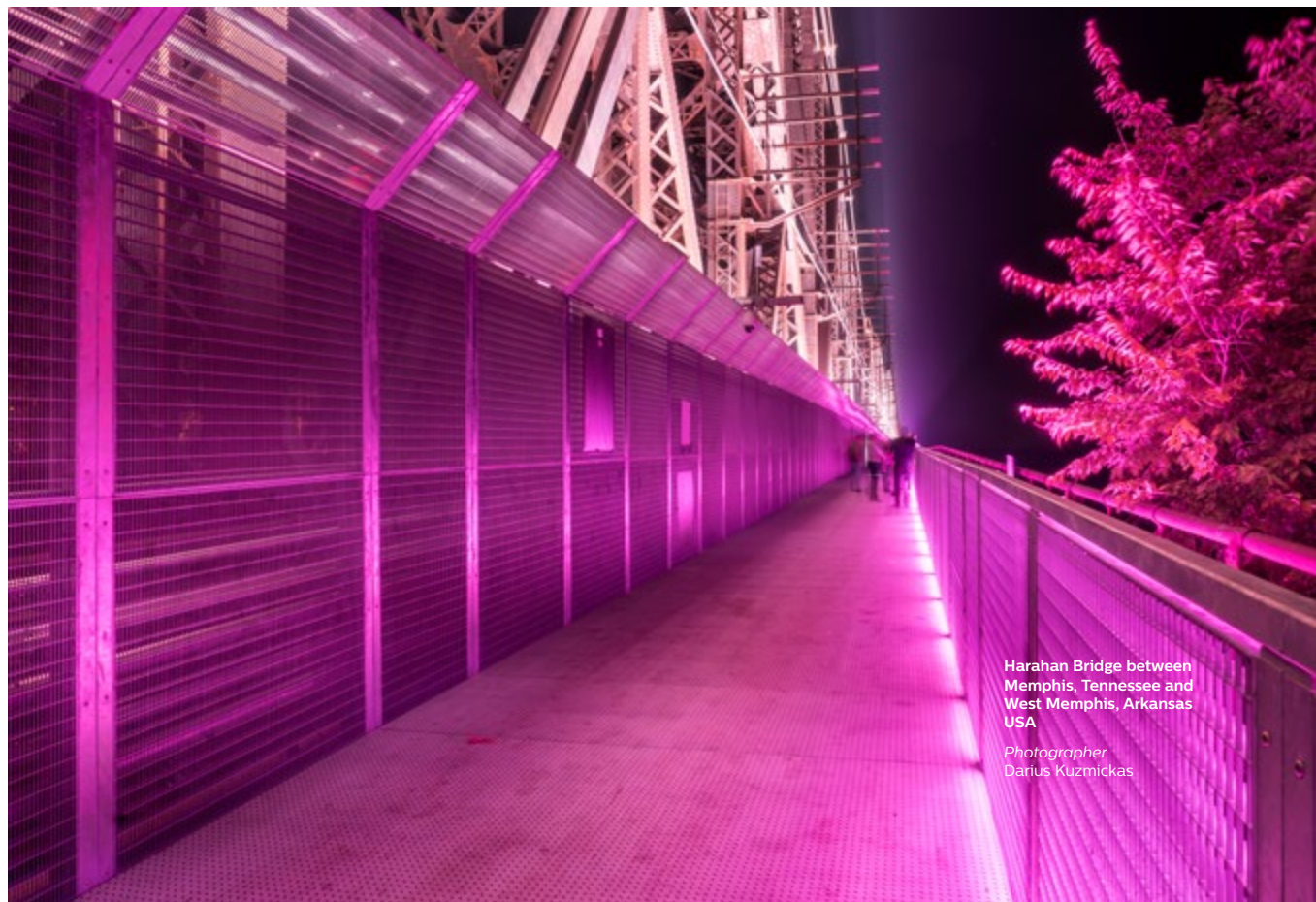
The historic Harahan Bridge and newly adjoined Big River Crossing pedestrian walkway span the Mississippi River between Memphis, Tennessee and West Memphis, Arkansas. To strengthen these unified landmarks as sources of civic pride and iconic destinations, project stakeholders relied on a dynamic LED lighting system from Philips Lighting.

A total of 2,370 dynamic Philips Color Kinetics Colorgraze MX4 Powercore luminaires, with over 100,000 individual light points were used to highlight architectural details and showcase the structures, and all were controlled via the cloud-based Philips ActiveSite connected lighting platform. The lighting system allows illumination with over

16 million colors along with automatic dimming to accommodate rail and maritime requirements. Authorized users can take advantage of remote PC or mobile device management, including diagnostics, reporting, data analytics and flexible lighting control such as scene setting and effects and scheduling.

The bridge and pedestrian walkway are great sources of pride as visitors gather from near and far to witness spectacular light shows with stunning dynamic effects. At the same time, the enhanced, vibrant waterfront encourages further economic activity and development throughout the region.

Visit bit.ly/Harahan to learn more.



Harahan Bridge between
Memphis, Tennessee and
West Memphis, Arkansas
USA

Photographer
Darius Kuzmickas

AROUND THE WORLD

ARTIST IN THE FRAME

Hercules Segers is little known today, but was once considered an ‘artist’s artist’ whose works were distinctly different compared to most artists of the Dutch Golden Age; with mountainous landscapes developed using his imagination rather than observation. So, when the Rijksmuseum in Amsterdam, The Netherlands staged a retrospective of his paintings, they wanted to highlight his artistry and printmaking in a unique manner.

In addition to constructing an abstract landscape within the exhibition rooms for visitors to explore, Beersnielsen lighting design agency and Part of a Bigger Plan creative studio used light to frame the paintings against a dark background. Given the small size and delicate nature of the original works, the light levels could not exceed 50 lux, and in the case of loaned pieces, this requirement dropped to 40 lux.

Sjoerd van Beers of Beersnielsen explained, “The challenge was to find the right framing projector as the throwing distance was almost 7 meters. This meant that with a lens of 20 degrees, a distance of 7 meters and an object smaller than A5, the framed opening in the fixture had to be less than 1mm by 1mm. Other challenges were that the rooms were as dark as possible while still allowing visitors to walk around safely and read text, and the passe-partout [mat] around the drawings was a light color.

The framing had to be done very precisely. Also there was the fear that the light could be trembling due to the building’s proximity to transit stations.”

A number of fixtures were evaluated before StyliD PerfectBeam Framing Projector was selected. The product was customized to suit the challenging requirements of this exhibition, with increased light output, straight knives instead of curved knives, and a lens with a moveable focus. Additionally, measures were taken to secure the light to the tracks, and the tracks to the ceiling to reduce any trembling.

Hercules Segers may still be a mysterious artist, but he is less unknown thanks to this exhibition – and to its lighting. The project was challenging, but created the appropriate atmosphere to allow visitors to truly immerse themselves in the experience within the tiny pictures. In turn, visitors showed their appreciation through many five-star reviews and numerous repeat visits.

See more examples of how lighting transforms museums into masterpieces at philips.com/museumlighting



TECHNICALLY SPEAKING



BIMobject – The new and improved way to obtain BIM content?

A continued dialog with Donna Gafford, LC, MIES, CM-BIM

BIM is a different type of project methodology. Overall project design and management used to take a silo-ed approach, where teams, like construction crews, lighting designers, window installers and more, worked in parallel, and with limited visibility beyond their respective domain expertise. Today, BIM integrates all of the diverse teams during design and construction to facilitate design, communication, management and more. This collaborative process also extends into facilities monitoring and management after construction. The recent acquisition of Autodesk® Seek by BIMobject® brings positive change to this BIM project methodology in the form of a “one-stop shop” for users. In many ways, BIMobject will function like Autodesk Seek, and users can access information from multiple manufacturers in one convenient location. Likewise, users can access the BIM library through the web or via the search tool in Autodesk software. The tools are now more inclusive, with access to more than 960 manufacturers; and Vectorworks software users now have access a BIMobject app within their platform. Users can create accounts to download free content and access enhanced features such as following a product to stay abreast of any product updates, contacting the manufacturer directly with questions or for additional information, and contacting a sales rep via email, message or phone.

EVENT NEWS



IALD Enlighten Americas 2017 Conference

Philips Lighting is proud to sponsor the IALD Enlighten Americas 2017 Conference and is looking forward to welcoming over 400 attendees this year. The 17th annual IALD Enlighten Americas conference will take place in downtown Denver at the Grand Hyatt Denver on 1750 Welton Street on October 12-14. This is one of the premier industry venues for architectural lighting designers to network and learn from prominent professionals who will lead various seminars and workshops designed under dedicated tracks to facilitate attendee's interests. As part of their sponsorship, Philips will host the evening reception on the Conference closing night, Saturday, October 14th.

For more information, visit: www.iald.org/Events/IALD-Enlighten



2017 IES Annual Conference

The 2017 Annual IES Conference will take place on August 10-12, 2017 at the Portland Marriott Downtown Waterfront, where professionals from diverse disciplines will come together from all sectors of the lighting industry, fostering personal and career growth through educational and networking opportunities. This year's theme is “My Light”, bringing focus to the impact of light on our personal health and well-being.

Philips Lighting is a proud sponsor of this year's conference. As part of their Platinum sponsorship, they will be hosting a Portland Boat Cruise Reception on Friday, August 11th featuring an engaging “Lighting Network Event” welcoming new Conference attendees and Emerging Professionals.

For more information, visit: www.ies.org/ac

EDUCATION

Lighting Academy



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

Register for the webinar below or see what other training options are available at philips.com/lightingacademy

Webinars



Working to live

DATE:

LIVE June 22, 10 am EDT, 2017

REGISTER:

philips.com/lightingwebinars

Attend this webinar to learn the lighting designer's critical role as the “curator of the visual image”. The powerful ways light can be used to influence how viewers experience and remember spaces; by guiding the viewer's eye, forming first impressions, and stirring emotional connections.

EDUCATION

Lighting Application Center



Located at the Philips Lighting Company North American headquarters in Somerset, New Jersey, the Lighting Application Center is the hub for cutting-edge lighting technology with distance learning via elearning and webinars. See us at www.education.lighting.philips.com for onsite class schedule and online courses/elearning/e-videos.

Onsite, more than 20,000 square feet of demonstrations and applications show you how lighting affects working, selling, and leisure spaces. Interactive and walk-in spaces allows you to experience the latest in lighting technology – solid state, lighting systems and services, daylight control, and energy-efficient display sources. Outdoor demonstration areas are now available as well at the facility.

Your guides to what lighting does – and what it costs – are experienced, independent lighting professionals who provide practical information and application techniques and support a wide-ranging interchange of ideas.

Continuing education credits

Upon completion of each workshop, participants receive a certificate for professional development hours that may be self-reported to professional organizations for possible Continuing Education credit. Some programs have AIA Learning Units associated with them- Please see program agendas or announcements for specifics.

Experience light first hand

Light is a visual experience . . . perhaps the most powerful of all because it shapes what we see, do, and feel. The best way to learn about light and lighting is to experience it: in three-dimensions, in full scale, and with dynamic, hands-on engagement. That is what you do at The Philips Lighting Application Center. You experience how lighting can improve your life and your enterprise.

For more information: www.education.lighting.philips.com

Workshops

Lighting Indoor Lighting and Systems

SYNOPSIS: Luminaires, controls, and interior applications. Will include AIA credits.

LOCATION: Somerset, New Jersey, USA

DATES: June 28 - 29, 2017

Dynalite System Design

SYNOPSIS: This one-day workshop provides a full introduction to selling systems for the lighting industry, centered on Philips Lighting North American Products. This class strives to comprehensively train a sales or sales support person to assemble practical and sellable solutions including fixtures, controls, and services.

LOCATION: Markham, Ontario, Canada

DATES: July 11, 2017

Philips Lighting – Lighting, Energy and Beyond

SYNOPSIS: Overview of Philips Lighting Portfolio and focus on trending lighting options. Content will change according to new product introductions and innovations added throughout.

LOCATION: Somerset, New Jersey, USA

DATES: July 13 - 14, 2017

Lighting Fundamentals

SYNOPSIS: Introduction to lighting for those beginning in our industry, including light and vision, light sources, luminaires, controls, and basic applications.

LOCATION: Somerset, New Jersey, USA

DATES: July 17 - 20, 2017

Specifier seminar

Lighting Trends & Technology Update*

SYNOPSIS: These one and two and a half day seminars will be held at the Philips Lighting Application Center in Somerset, NJ and focus on lighting trends, as well as the latest technologies for both outdoor and indoor applications. With a variety of topics, attendees are able to earn over 5 hours of Continuing Educational Units (CEU) and AIA Learning Units. Program in December will include a private viewing of the Times Square Ball in New York City where Philips has been a sponsor for over 18 years.

LOCATION: Somerset, New Jersey

DATES: September 12 - 13, 2017 (one and a half day program)
December 5 - 7, 2017

Lighting Excellence*

SYNOPSIS: Factory-based workshop focused on specific products and applications for lighting professionals.

LOCATION: Langley, British Columbia, Canada

DATES: July 26 - 27, 2017

**NOTE: By invitation only. Participants must register by contacting your sales representative or inquiring at bit.ly/PhilipsUniversity*

PRODUCT NEWS



See the difference all over again

Finish out your entire lighting design with the Philips Lightolier **Calculite downlight gen3** family which is now available in squares and cylinders. Experience the same excellent output, the comfortable viewing angles, and a frustration-free installation that you have come to expect with this new generation of downlights.

Visit philips.com/calculiteled to learn more.



Think big, go small

Philips Lightolier **OmniSpot** track luminaires are specifically designed to keep attention focused exactly on designated areas of interest. With a wide range of personalization options, easy installation and compatibility with existing track rails, it's never been easier to create a unique experience that distinctly sets you apart from others.

Visit philips.com/omnispot to learn more.



Slender elegance, powerful luminance

You design unique signature spaces. Your lighting should enhance your floorplans and highlight the key textures and materials you have so thoughtfully chosen. Philips Ledalite's

MicroSquare gen2 has been re-engineered to furnish your space with the highest quality, discreet, narrow lines of continuous light.

Breathe new life into your designs: bit.ly/MicroSquareGen2_usa



Creating serene, calming spaces

New minimalistic lighting design opportunities are opened up with Philips **OneSpace** luminous ceiling prefab, which is now available in additional sizes. It gives light that recalls the feeling of natural daylight,

creating a serene and calm space. Transform your interiors with beautiful homogeneous light which feels as good it looks.

Visit largeluminoussurfaces.com/onespace to learn more.



InstantFit T8 lamps with EasySmart technology

Philips **InstantFit LED T8** lamps with **EasySmart** technology – Balancing plug and play technology with high tech functionality. The efficiency of retrofit lighting projects don't have to mean limit functionality. And technology doesn't have to be complicated. Philips InstantFit LED T8 with EasySmart technology is the first and only wireless, network-capable linear lamp retrofit to offer the best of all worlds without compromise.

Visit philips.com/easysmart to learn more.



Remastered for greater impact

Philips Color Kinetics is now providing you with even more uniform lighting across large surfaces and increased application efficiency with the newly remastered **eW Burst Powercore gen2**, forward throw asymmetric. Architectural and Landscape versions deliver high-quality white light output to support a range of uplighting, floodlighting, and decorative lighting applications.

Visit bit.ly/ew_Burst_Powercore_gen2 to learn more.



Timeless looks, smart optics

When you are planning your lighting for the offices and classrooms of today, you want them to work in harmony with new multi-media technologies. You seek a high quality of light output for those within the space – with light output free of glare and hotspots. Philips Ledalite **Sona**'s clean lines and soft curves have made it an ongoing favorite for productive spaces. Re-engineered with the latest in state-of-the-art LED technology, Sona will amaze you with efficacies up to 150 LPW.

Order your brochures today: plliterature.com (order code PLe-1706BR)



Perimeter ambient and graze lighting

Philips Ledalite brings you the latest high performance lighting solution for your designer toolbox, **TruGroove LED perimeter ambient and graze**. Whether your desire is to set the mood or create a statement, TruGroove lets you emphasize with illumination. When soft light for wayfinding is required in a corridor, or you need background lighting for a boardroom presentation, TruGroove ambient is the ideal choice. Now imagine how you could change the look and feel of a space with a textured wall, illuminated precisely from top to bottom with TruGroove graze. This luminaire will certainly stimulate your design creativity.

Visit philips.com/TruGroove to learn more.