


The Philips logo is displayed in a white rounded rectangle on a dark blue background. The word "PHILIPS" is written in a bold, blue, sans-serif font.

Professional lighting

Commercial Segment

A photograph of a modern convention hall at night. The building features a large, curved, illuminated canopy structure supported by white columns. The interior lights are visible through the glass facade. The sky is a deep blue, and there are some trees and a car in the foreground.

Case study  
The biggest convention hall  
in Southeast Asia  
sets new benchmark  
with LED lighting system

ICE BSD, Indonesia

## Fast Facts

**Client** : PT. Indonesia International Expo

**Location** : Jl. Kelengkong No.46.  
Bumi Serpong Damai - Tangerang

**Project** : Indonesia Convention Exhibition (ICE)



## Background

Covering a total land area of approximately 220.000 sqm, Indonesia Convention Exhibition (ICE) is a new emerging destination of the MICE industry in Indonesia. The venue is designed to be the largest exhibition and convention center in South East Asia. It offers flexibility to facilitate a full range of business events simultaneously additional to the core business of meetings, incentives, conventions and exhibitions.

Located in the heart of BSD City, ICE spans across 10 exhibition halls of 50,000 sqm and an additional 50,000 sqm outdoor exhibition space, a 4,000 sqm Convention Hall divisible into 4 rooms; 29 meeting rooms; and a 12,000 sqm convenient pre-function lobby.



## The project

Aiming to become the largest convention hall in South East Asia, ICE building needs to be supported with a great lighting that can highlight their great architectural design and are flexible to accommodate to variety of events and activities held inside the building. The ICE architect, Gregorius Setiadi, mentioned that ICE has to cooperate with a credible lighting manufacturer that can ensure a great lighting solution because he believes that one of the souls of the building is in lighting. "If we have great lighting, the whole activities and events in convention will operate well also". said Gregorius.

With a close cooperation with the architect and project owner, Philips ensures the best lighting design, technology and application tailored specially for ICE. We help them to create attractive facade lighting as outdoor building attraction as well as to create dynamic lighting ambiances that can adjust to different types of event held inside the building. Not only providing the lighting design and products, Philips also responsible for supervision, installation and commissioning of the solution. Philips ensure that the customer receive a professional service right from the beginning of the project until the project ended.

The 20,000 light points in 220.000 sqm building are using variety of Philips LED products, ranging from Smartbay, Coreline, Green Space, GreenUp Batten, Luxspace and LedTube. The uses of LED products help ICE to establish its supports to Green Building initiative while also directly implicate its operational cost efficiency.

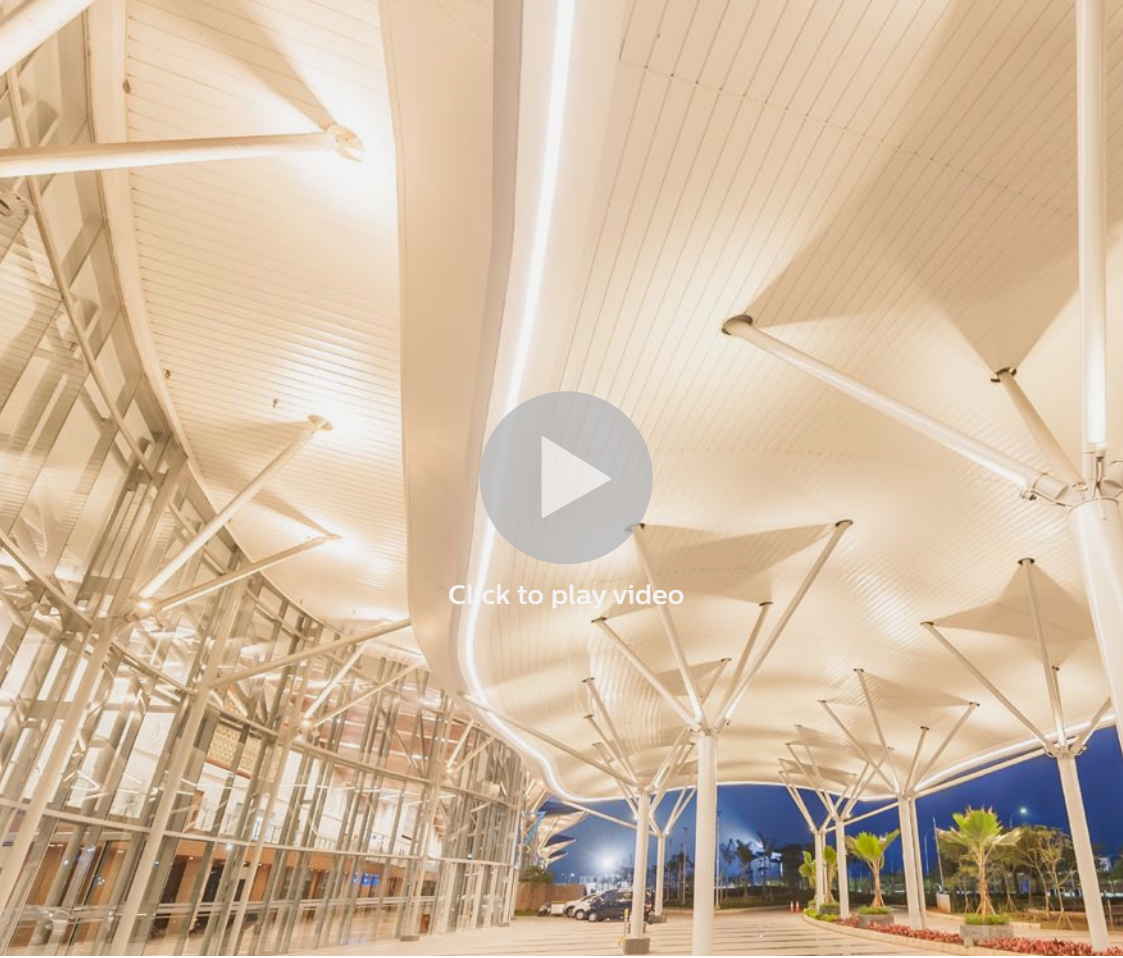


“The need to have the perfect ambiance and environment from lighting is **completely solved by Philips**”

Gregorius Setiadi, ICE Architect

# Products





Click to play video

## Benefits

Philips solve all the lighting problem in ICE. All aspects is maximized because lighting plays an important role for Indonesia Convention Exhibition (ICE). One of the aspect that is being fully supported with Philips lighting is the security aspect. With Philips lighting, all areas in ICE can be monitored. ICE also can save energy up to 60% with Philips lighting compared to using conventional lighting.

Up to 60%  
Energy  
Savings

Better  
Exhibition  
Experience

Distributed  
Control and  
Monitoring

Adjust  
Lighting Scenes  
Based on  
Occasion



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