

PHILIPS Lighting

Press Information

Philips Lighting and The Lighting Practice revitalize iconic Lit Brothers Building

Architectural LED lighting installation showcases historic Philadelphia landmark, helping to stimulate foot traffic and commerce to the area

Philadelphia, Pennsylvania – Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting, today announced the continued revitalization of the Lit Brothers Building with a special lighting display that will be featured in conjunction with the LIGHTFAIR International Trade Show and Conference taking place May 9 through 11, 2017 in Philadelphia. In partnership with The Lighting Practice (TLP), a local Philadelphia design firm, the iconic landmark's historic architecture will be showcased using best-in-class and energy efficient Philips LED lighting which was installed at the building in September 2015 to help attract traffic and stimulate commerce to the building as well as the greater downtown area.

Located in the heart of Philadelphia, the Lit Brothers Building first opened as a department store in 1891 and has become a cultural icon of the city thanks to the foresight of building owners Brickstone Realty. To preserve and celebrate the historic architectural qualities of the building's façade, TLP provided a lighting design using innovative Philips Color Kinetics technology that would inspire passers-by with beautifully illuminated architectural detail. At the same time, the lighting design meets the strict requirements of the City of Philadelphia's Historical Commission which mandates fixtures and cabling need to be hidden from plain view. TLP selected the energy efficient color LED lighting technology because of its advanced functionality and features that could highlight the architectural features of the façade and minimize light spill, while at the same time create new and different experiences for on lookers.

"The design was carefully crafted through extensive analysis and on-site mock ups with the owners and the design team. The specified Philips Color Kinetics products delivered the desired aesthetic range and functionality in a form-factor fitting the building scale and proportion," said Michael A. Barber, Assoc. IALD, LEED AP BD+C, Principal with The Lighting Practice.

Philips Color Kinetics [ColorGraze MX4 Powercore](#) fixtures were installed to highlight each of the 504 windows of the Lit Brothers Building to provide color-changing effects, and were strategically positioned to avoid disturbing the tenants inside. In addition, 19 ColorBlast Powercore gen4 RGBW fixtures were fitted to illuminate the pilasters located next to each window to accentuate the beautiful architectural details. The lighting controls allow the Lit Brothers Building owners to control the lighting from anywhere and at any time. Philips Lighting also replaced existing bracket mounted luminaires with new 3000K LED lanterns to give it the final finishing touch.

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“Light has a transformative impact on cities by helping to spark increased tourism, economic development, community engagement and neighborhood revitalization,” said Jim Anderson, Market Segment Manager at Philips Lighting. “By showcasing the historical architecture of the Lit Brothers Building using contemporary LED lighting, we can create entirely new ways for residents and visitors to experience the area that help encourage them to keep coming back.”

Following the completed project, the Lit Brothers Building sports a bold, new look to help it stand out in the city. Additionally, the owners have the option to illuminate the building with a traditional architectural look in warm white light that mimics the historical aesthetic of incandescent lighting or use a color-changing façade to celebrate holidays and commemorate local or world events.

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About Philips Lighting

Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting products, systems and services, delivers innovations that unlock business value, providing rich user experiences that help improve lives. Serving professional and consumer markets, we lead the industry in leveraging the Internet of Things to transform homes, buildings and urban spaces. With 2016 sales of EUR 7.1 billion, we have approximately 34,000 employees in over 70 countries. News from Philips Lighting is located at <http://www.newsroom.lighting.philips.com>.

About The Lighting Practice

The Lighting Practice, headquartered in Philadelphia, Pennsylvania, has been a leader in lighting design for over 25 years. TLP’s team of talented lighting designers deliver thoughtful and imaginative designs that balance aesthetics, budget, sustainability and operational considerations. We transform ordinary spaces into places that are extraordinary, captivating, and memorable. TLP is a certified Women's Business Enterprise (WBE) and a certified Disadvantaged Business Enterprise (DBE).