



Photo Story

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An Americana journey under a Milan railway arch

Eindhoven, The Netherlands – Signify (Euronext: LIGHT), the world leader in lighting, partnered with architecture and design firm the [Rockwell Group](#) to recreate that quintessentially American icon that we've all seen in movies: The Diner. But this decidedly up-market pop-up diner was located in a historic vault under the Milano Centrale railway station.



David Rockwell, architect and Rockwell Group founder, designed the space to immerse visitors in a coast-to-coast journey through the United States, with four distinct environments. Visitors could experience the typical roadside diner offering coffee and pies; milkshakes served in an East Coast-style luncheonette while a middle section paid tribute to Midwest diners. The rear formed a tropical aesthetic space, typical of laid-back West Coast lounges.



Signify contributed lighting fixtures and lighting systems, and its Certified Value Added Partner [Arkilux](#) in Italy assisted with installation and programming. They chose [Philips Color Kinetics PureStyle IntelliHue Powercore](#) fixtures capable of mixing a palette of RGBA LED color channels at the source, which achieved subtle color variations to bring out the sophistication and distinctiveness of the space.

David Rockwell then worked with lighting designer Paul Gregory, from [Focus Lighting](#), to assess every color and cue to ensure that the space's overall look, feel and emotion were just right. Finally, using [Philips Color Kinetics Color iPlayer 3 controller](#), the lighting was pre-programmed to change at different times of the day creating a unique feel in each area.



Mixing tradition with a contemporary twist, the pop-up restaurant acknowledged diners of the past while serving guests a taste of the future. Get the full story: [read the case study online](#).



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About Signify

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. With 2017 sales of EUR 7.0 billion, we have approximately 30,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been named [Industry Leader](#) in the Dow Jones Sustainability Index for two years in a row. News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.