

# lighting today

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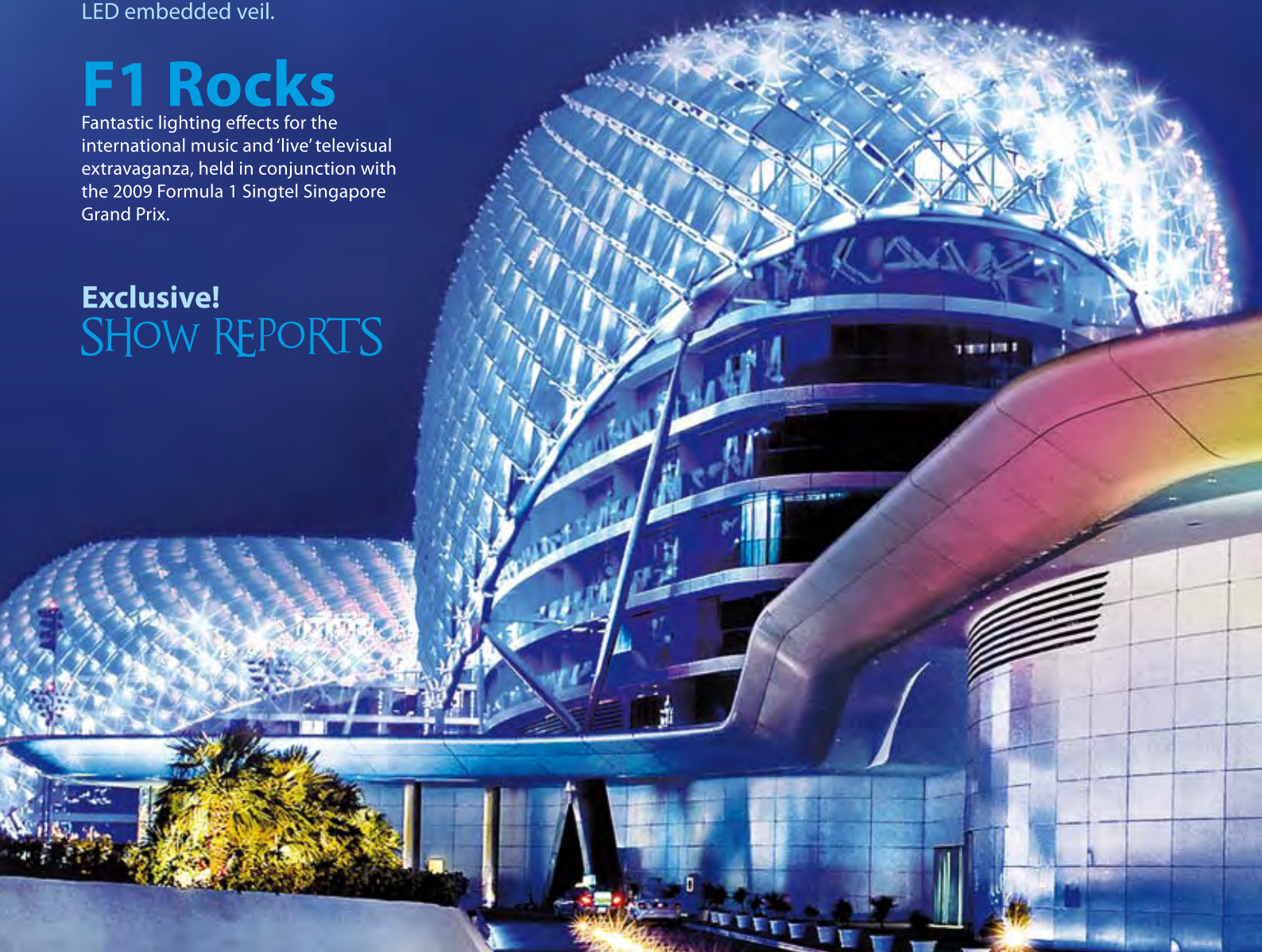
### The Auckland Museum

The historic landmark museum in New Zealand stands aglow with an all-new LED lighting installation.

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The sumptuous, sensual meringue lamps that resemble the finest patisserie creations.



# An Iconic Architectural Magnificence

## —THE AUCKLAND MUSEUM

Lighting Design by **Lightemotion**  
 Lighting Installation by **Modus Architectural Lighting**  
 Lighting Fixtures by **Philips Lighting, Philips Selecon**  
 Picture Credits: **Lightemotion, Philips Lighting**



The Auckland Museum is regarded as one of the finest museums in the Southern Hemisphere. Also a war memorial for the Auckland province, the museum is renowned for its unique collection of Maori and Pacific treasures. Housed in one of the country's most highly regarded heritage buildings, the museum tells the story of New Zealand's exhibits to galleries, which investigate New Zealand's cultural origins.

Recently, the Auckland Museum received an all new-LED lighting installation, coinciding with the museum's commemoration of its 80<sup>th</sup> anniversary. Lightemotion, an international lighting firm based in Canada, is behind the lighting design, with the installation done by New Zealand's Modus Architectural Lighting. Philips Lighting played a key role in the upgrade as the lighting arrangement uses Philips' latest technology both inside and outside the Greco-Roman inspired building, as well as display lighting from Philips Selecon throughout the interior. For the classic illumination, the museum, along with its governing heritage authority, approved the all-LED environmental design that sets the historic location aglow like a jewel in the night.

Said Harry van Dyk, CEO of Philips Electronics Australia and New Zealand, "This installation marks the second major landmark that that Philips has lit with LED technology in Auckland this year. As a company whose heritage in New Zealand spans more than 80 years, and more recently the acquisition of award-winning luminaire manufacturer Selecon, Philips is immensely proud to play a role in transforming Auckland Museum, one of the country's most proud to play a role in transforming Auckland Museum, one of the country's most important institutions."

### Like A Beacon in the Night

Utilised in the design was Philips' state-of-the-art programmable and energy efficient LED lighting technology. With roughly

400 LED fixtures, the entire structure is elegantly illuminated like a beacon in the night within one of Auckland's precious green spaces, The Domain, utilising between 50 and 74 watts per unit, totalling only one percent of the building's annual energy consumption.

"We are illuminating the building, not only to honour its architectural magnificence, but to signify the importance of the Museum's connection with the city. This iconic building should be seen from all vantage points throughout our city, and we are proud to illuminate it in an economically friendly and beautiful new way," said Museum Director Dr Vanda Vitali. "We want to mark the building's eightieth year and honour the War Memorial aspect of the Museum in a truly innovative manner."

Beginning its classical illumination at the structure's base, a golden hue climbs the building's surface in a warm golden tone, intricately leading to the top, where its detailed cornice



The illumination creates a stunningly dramatic presence with an imposing quality that enhances the aesthetics, and brings another dimension to the historically rich and diverse Auckland Museum.



is finely illuminated, creating a visual effect that is reputed to be one of the most progressive LED installations in New Zealand. The lighting scheme will evolve throughout the course of the evening to three special compositions.

Part of this rejuvenation project was to also include a design for the Museum's Grand Foyer. Here, the open sky lit space is adorned with giant neo-classical columns which have been illuminated by Philips ColorGraze® Powercore and ColorBlast® Powercore fixtures. With the small, yet powerful LED lights, the Museum can change the look and feel of the exterior simply with the touch of a button, enabling the Museum to enhance its profile on the city skyline as well as create new colourful illumination experiences for visitors throughout each year. The illumination creates an effect, which makes their presence stunningly dramatic with an imposing quality that enhances the aesthetic, and brings another dimension to this already rich and diverse building steeped in New Zealand's history.

### The Interior

The two-part lighting upgrade also incorporates an interior upgrade, which includes creating a controllable, flexible environment in the Museum's foyer with Philips coloured LED technology, as well as the iW and eW Blast® Powercore and eW Graze® Powercore, energy efficient bright white LED solutions, enabling the space to be aesthetically changed for special events.

The current interior refurbishment also includes the installation of Philips Selecon's award-winning Selecon Display Profile\* high efficiency 35W metal halide model, which combines exceptional light output and power savings with theatrical effect and functionality. Philips Selecon has supplied over 1000 luminaires since the 1990s, enhancing the visitor experience by adding colour, texture, shape and movement, while at the same time protecting and preserving the exhibits for future generations.



The look and feel of the Museum's exterior can be changed with just a touch of a button, to enhance its profile on the city skyline as well as to create new and colourful experiences

### A Colour Scheme to Create an Ambience for Any Event

Lightemotion founder, François Roupinian, ensured the project's feasibility in terms of energy consumption. "Of particular importance was the impact of such an endeavour on the protected heritage property. Because of the Museum and its discerning pedigree, a design that was traditional yet adaptable was necessary," explained Mr. Roupinian. "In consideration that the location is regularly used for special and private events, the external lighting colour scheme may be programmed to create the ambience for whichever event or special national event may be taking place."

Symbolising the cultural importance to New Zealand's past, present and future, the Auckland Museum will now take centre-stage in the city's night sky alight with bold and emotive colour.