

Virgin Records & MasterColor® Metal Halide Lamps

A • C A S E • S T U D Y

Virgin Records, an international music chain store, looked upon its U.S. expansion with new stores in California and New York as a prime opportunity to enhance the stores' image and spirit already established in its existing world-wide locations. Through innovative lighting applications, Virgin wanted to create a dramatic, inviting atmosphere where customers not only shop, but socialize as well.

Two stores operating in Los Angeles and Costa Mesa were using a combination of incandescent and mercury vapor lamps. However, new energy requirements set by California's Title 24 and New York's Energy Conservation and Construction Code energy laws that allow only 1.5 and 2.5 watts of electricity used per square foot, respectively, mandated alternative lighting sources for new stores. Part of the challenge was to identify

efficient, long life sources that didn't sacrifice color rendering. The other was to attain Virgin Record's desired look and meet the **energy limitations**.



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—Virgin Record's Lighting Designer Alfred Scholze, Alfred Scholze & Associates (Venice, CA).



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Philips Lighting Meets The Challenge

Several newly introduced sources were incorporated into the new store designs for Sacramento, Burbank, San Francisco, and New York City. The two major changes in lighting design were to **replace halogen lamps with new metal halide lamps for accent lighting** and **to replace mercury vapor lamps with high pressure sodium lamps for general lighting**.

For accent lighting, Philips Lighting Company's MasterColor Metal Halide 35-watt PAR 30 lamps replaced 60- and 90- watt halogen lamps. The MasterColor lamps deliver stable incandescent-like color stability and quality, while providing the energy saving benefits typical of metal halide lamps.

According to Mr. Scholze, the finished look of the MasterColor PAR lamps supports his decision to use metal halide lamps. "High color rendering balance across the full spectrum makes every color on packaging and displays vibrant. All colors are crisp," said Scholze. "Since MasterColor is the first metal halide lamp that doesn't have color shift problems, it's the first I would recommend for retail space."

For general ambient lighting, Philips Lighting's White SON lamps are used in recessed and suspended pendant fixtures.

The MasterColor lamps complement the White SON source. The White SON lamps were designed for lower ambient levels in general lighting, creating drama from the lighting contrast.



Benefits of MasterColor

- "MasterColor allowed me to reduce the number of PAR lamps without sacrificing lamp life or color rendering" – Virgin Record's Lighting Designer Alfred Scholze, Alfred Scholze & Associates (Venice, CA).
- The number of fixtures were reduced by one-third. Only one or two MasterColor PAR 30 lamps were needed for every five or six halogen lamps. This resulted in fixture savings.
- MasterColor lamps have an expected life of 9,000 hours or three times the life of 60-watt halogen PAR 38 lamps. The longer life reduces maintenance expenditures by 75%, based on 15 hours of daily operation for 30 days per month.

Philips Lighting Company
200 Franklin Square Drive ■ P.O. Box 6800
Somerset, NJ 08875-6800
1-800-555-0050

www.lighting.philips.com/nam

A Division of Philips Electronics North America Corporation
Printed in USA 7/96 P-5247

Philips Lighting
281 Hillmount Road
Markham, Ontario L6C 2S3

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