

# MasterColor® Metal Halide Heads Outdoors

A • C A S E • S T U D Y

For powerful illumination, color consistency and low cost of ownership, there's nothing like Philips MasterColor® metal halide lamps. Color rendering of up to 85 CRI in 3000K and up to 93 in 4000K, plus a long rated life of up to 12,500 hours, make MasterColor a compelling choice to achieve a synergy of beauty and economy. Many lighting designers agree and the following represent a myriad of outdoor projects made architecturally vibrant through the use of MasterColor lamps.

Now these effective lamps bear the Philips ALTO® symbol, having passed the U.S. Environmental Protection Agency's Toxic Characteristic Leaching Procedure (TCLP) for hazardous waste—marking Philips as an environmental leader.

## Water Tower, Chicago

MasterColor lamps in a symphony of configurations and wattages were used to re-light Chicago's historic Water Tower—one of only several buildings that predate the Great Fire of 1871. "The 3000K sources were selected for their ability to render the warm-colored stone effectively," said lighting designer Jim Baney of Schuler & Shook, Inc. "All fixtures were mounted close to the building to emphasize the rough-cut stone detailing."

The shaft of the main tower stands out brilliantly, bathed in warm light from a mere eight 150W T6 narrow spot fixtures. Turrets at the base are grazed by 70W ED17 spot fixtures recessed into pavers, while higher level turrets are accented by petite 35W PAR20 floods.

"We had done some mock-ups of the lighting installation with Comfort High Pressure Sodium, standard metal halide and MasterColor lamps to get an idea of how the light sources would interact with the stone. Incandescent/halogen was not an option for the city because of maintenance and cost-of-ownership," Baney said.

"In addition to long lamp life and high color rendering, MasterColor gave us the ability to find a family of light fixtures that were small enough to integrate into the structure and be barely visible during the day," added Baney, who used luminaires by Northstar, Hydrel and Lumière. We used a variety of lamp types and reflectors to create different lighting distributions in order to highlight important architectural details."

The re-lighting of the Water Tower and surrounding park brings new life to this Chicago landmark.



*"In addition to long lamp life and high color rendering, MasterColor® let us use light fixtures that were small enough to integrate into the structure."*

**Jim Baney**  
Schuler & Shook, Inc.

*Let's make things better.*



**PHILIPS**

## PHILIPS LIGHTING MEETS THE CHALLENGE

### Soaring Eagle Resort Hotel, Mount Pleasant, MI

MasterColor® 100W PAR38 lamps stunningly light grand sconces at the Soaring Eagle Casino & Resort. Gary Steffy, LC, FIALD, of Gary Steffy Lighting Design developed the four 4 by 12 ft. custom sconces as major façade features.

The large aluminum sconces fabricated by Sterner are laser cut with a flower pattern, an important symbol to the Saginaw Chippewa Indian Tribe of Michigan, owners of the hotel and casino. Lining the aluminum is acrylic in delicate shades of white and warm beige.

Two PAR38s are hidden behind the acrylic, one at the top shining down and another at the bottom shining up. Using the light-colored building façade as a reflector, the light bounces up and down, diffusing evenly throughout the patterned front.

"We definitely got the look we wanted—a uniform glow from behind the sconce," said Steffy. "We got nice warm colors, great color rendering that picks up the subtle shading of the acrylic material, and of course great efficacy.... We never even considered halogen because the sconces are 35 to 50 feet up; a personnel lift is needed to relamp. MasterColor's extended life means much lower maintenance costs over the life of the installation."

MasterColor lamps are also found throughout this resort, in floodlights, surface mounted accents and in-ground uplights by Sterner and Hydrel.

### Red Roof Inns

After a day of driving, weary travelers will find the new generation of Red Roof Inns a welcome sight. Lighted by an array of MasterColor lamps, the hotels' brick and stucco exteriors and lush landscape convey a sense of warmth, security and comfort.

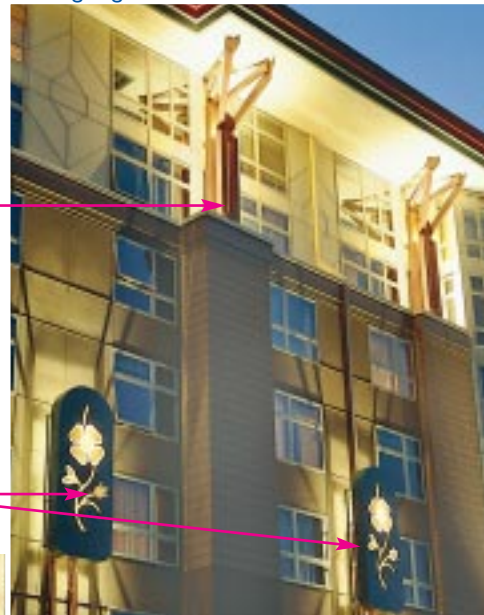
(1) MasterColor  
CDM100/C/U/M &  
(2) CDM100/PAR38/FL

(1) MasterColor  
CDM100/PAR38/FL  
at top &  
(1) CDM100/PAR38/FL  
at bottom

(3) MasterColor  
CDM100/C/U/M

(2) MasterColor  
CDM100/PAR38/FL

Soaring Eagle Resort Hotel



Red Roof Inn



***"To draw potential customers from afar and make Red Roof Inns stand out from the rest of the crowd, we chose MasterColor.®"***

***Randy Burkett, Randy Burkett Lighting Design***

Lighting designer Randy Burkett, IALD, who worked on the prototypes for the hotels, chose MasterColor principally for its superior color rendering qualities.

"We found that MasterColor allowed us to take a surface already warm in its finish and color, and render it perfectly," said Burkett. "So often you arrive at hotels late at night and you feel you've just entered the prison yard," said Burkett. "MasterColor with its wonderful color rendering capability really reinforces the whole entry sequence."

Director of landscaping at Red Roof Inns Jeffrey R. Pissocra adds, "Philips MasterColor metal halide lamps have provided the specific color range we were looking for to compliment and accent our newly designed Inns. Philips quality and the lamp's energy-saving features are additional benefits that made it the logical choice for Red Roof Inns."

Creating a favorable nighttime impression was important for the mid-market franchise. "The hotels are located in populated areas, so they have to visually compete with their surroundings and other hotels. The owners felt that they could use lighting to help their hotels stand out from the rest of the crowd," Burkett explained.

To draw potential customers from afar, Burkett's lighting solution uses MasterColor® 100W ED17 floodlights inside Kim Lighting fixtures to graze the buildings and emphasize architectural lines. Prescolite downlights fitted with MasterColor 70W ED17s and Greenlee fixtures with MasterColor 70W PAR38 lamps accent the entries and highlight the trees.

Safety was another key consideration. Providing ample area lighting, 70W ED17s mounted on low-level poles illuminate sidewalks and swimming pools. "When MasterColor came along, it became practical to use high color rendering sources in exterior environments to create comfortable, pedestrian-friendly surroundings," said Burkett.

### Edison International Field of Anaheim, CA

Hundreds of MasterColor lamps in a variety of shapes and wattages now light the entryway and entertainment areas surrounding the newly renovated Anaheim Angels baseball stadium in Southern California. The stadium's entry plaza was designed as a full-scale baseball infield by Walt Disney Imagineering and IMA Design. The plaza is uniquely lighted by six light poles, each with six 100W MasterColor lamps in a mock sportslighter configuration.

"It's reminiscent of the lighting you might find on a Little League Field," said Andy Powell, senior designer with Lighting Design Alliance. "The design team evaluated high pressure sodium and standard metal halide but, when we used MasterColor, there was a huge difference. Colors were much more vibrant, and we were sold on it immediately." The powerful sportslighter clusters by Bega reside atop 30 ft. poles. The baseball diamond is outlined by green and brown concrete pavers with the bases internally illuminated by Philips 32W PL-T lamps in Lumière direct burial luminaires.

Edison International Field



MasterColor's warm, bright light adds warmth and security to the lushly landscaped entertainment park surrounding the stadium, attracting patrons to food courts and live outdoor music. "Philips MasterColor lamps accurately render the colors of people, food and colorful painted signs," Powell notes.

PAR20 and PAR38 spotlights were employed in tree-mounted bullets by Greenlee. "Because it is difficult to get 20 or 30 feet up into the branches of the trees, MasterColor's long-life was the answer to maintenance issues, and also lowers cost-of-ownership," said Powell. "The main reason we chose MasterColor was its consistent color lamp-to-lamp. That's a reason to use it anytime, anywhere," Powell adds.

### Union Station, Los Angeles

Built in 1939, historic Union Station in Los Angeles boasts glorious interiors, vaulted ceilings and now an exterior dramatically illuminated with MasterColor. Accent lighting fixtures with flood lamps uplight the broad-canopied trees in the courtyard, while both spot and flood lamps articulate the architectural details of the station's façade.

"One of the problems with relighting the station was that we wanted to minimize the parking lot lighting so that the lighted station would dominate over everything else you saw," said lighting designer Lesley Wheel, who recently received the first IALD Lifetime Achievement Award. "With the original installation, the whole courtyard looked like a parking lot."

***"Philips MasterColor® lamps accurately render the colors of people, food and colorful painted signs."***

***Andy Powell,  
Lighting Design Alliance***

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MasterColor PAR20's powerful narrow beam enabled Wheel to use a sleeker, less obtrusive accent lighting fixture to provide ample, low-glare area lighting—critical for a public building whose sidewalks and driveways bustle 24 hours a day. "What is so wonderful about the PAR20 is the amount of light that comes out of this tiny lamp," said Wheel.

Illuminating the parking lot and front courtyard, MasterColor® 35W PAR20 floods inside Lumière fixtures were mounted on palm trees lining the entrance. Aimed downward, they project area lighting onto the walkways and driveways; PAR20 spots at the base of each tree upright the crowns. "The Lumière fixture is very compact and neat. Fitted with the PAR20, it lights up like a finger pointing in the sky," added Wheel.

"There's no way halogen could have done the job. It just hasn't got the lighting punch, and maintenance would have been an ongoing burden and expense.... MasterColor came along just in time," says Wheel.

Union Station



All arches and palms are lit with CDM35W PAR20s



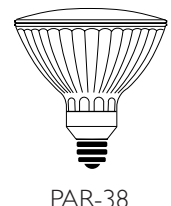
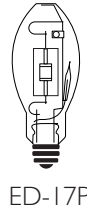
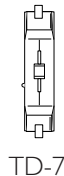
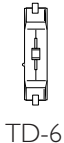
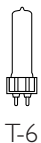
Philips MasterColor  
 35W PAR20

"What is so wonderful about the PAR20 is the amount of light that comes out of this tiny lamp."

Lesley Wheel,  
 Wheel Gersztoff Lighting Design

## BENEFITS OF MASTERCOLOR® LAMPS

- True 3000K color temperature matches the feel of halogens
- High color rendering across full spectrum; all colors are crisp and vibrant (3000K up to 85 CRI, 4000K up to 93 CRI)
- Superior color maintenance ( $\pm 200^\circ\text{K}$  at end of life)
- FadeBlock™ technology for reduced UV emissions (similar to halogen)
- MasterColor® greatly lowers energy costs and HVAC cooling load and delivers stable, incandescent-like color quality lamp-to-lamp and over-life.
- High efficacy up to 95 lpw (compared to low 20's for halogen lamps) and better lumen maintenance over standard metal halide
- Up to 12,500-hour life expectancy, reducing cost-of-ownership when compared to halogen's 2,000-4,000-hour life range
- Uses standard metal halide ballast and sockets
- Wide variety of lamp shapes available



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