

# interact Landmark



## Case study

# The Bund, Shanghai

Connected lighting transforms an iconic waterfront



Shanghai, China's second largest city by population, is a major global hub for transport and finance. With 37 buildings at Bund Shanghai, three bridges and over 40 buildings in the Pudong financial district undergoing a significant transformation, this project was Signify's largest ever implementation of connected architectural lighting.

### Customer challenge

The Bund, an iconic waterfront area that runs along the western bank of the Huangpu River, is famous for its warm lighting which highlights the facades of the buildings along it. City authorities wanted to maintain this effect, without the inconsistency and maintenance issues that come with low-pressure sodium lamps. An energy-efficient alternative was also desired for the Yangpu, Nanpu and Xupu bridges, but installation time was severely limited due to the roads being open 24/7.

“When you can control each light point individually, you can create a scene. It opens up a whole bunch of opportunities in the future”

Uno Lai, IAS  
CEO, UNOLAI Design Group



## Solution

This ambitious project saw the implementation of around 50,000 individual LED light points across three bridges, the 1.2km waterfront, and the Pudong district. Color Kinetics LED luminaires light up the city's iconic bridges, while tunable white LEDs allow the Bund to keep its famous warm glow. In Pudong, over 40 buildings have been illuminated in the glow of high-quality Philips LEDs, including the famous Shangri-La Hotel and the Shanghai Jinmao Tower.

The groundbreaking project has meant that the bridges, the Bund and the Pudong district are awash with clear, bright, controllable color, bringing a unique identity to a prestigious city while still meeting energy efficiency goals. The switch-on of the display was witnessed by President Xi Jinping and foreign heads of state, while the reaction of local citizens, the media and tourists has been positive.



## Making it happen

Tunable white LEDs were installed on the Bund's buildings, allowing lighting designers to change color temperature and lux to highlight architectural details and maintain the waterfront's identity. These light points are all accurately controlled using Interact Landmark Scene management software, enabling instant scene changes. The same can be said for the lighting on the bridges. Individual control means stunning light shows can be created, while Interact Landmark Lighting asset management software allows site owners to remotely monitor the status of each luminaire and plan maintenance if needed.

## Interact Landmark benefits



### Scene management

Create memorable experiences with dynamic LED connected lighting and programmable light shows that boost civic pride. Align to time of day, season, festivals, or special events. Easy-to-use software lets you program and synchronize shows remotely over a cloud-based software dashboard or app on a mobile device.



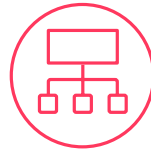
### Lighting asset management

Easy commissioning plus remote monitoring of lighting performance, energy consumption, and fault detection. Know exactly what's happening and take action through a real-time, data-enabled view of your entire system. With cameras, you can visually verify light show performance via a cloud-based dashboard.



### A strong identity

Individually controlled light points allow designers to mark special occasions with extravagant light shows or set scenes for specific times of day. In this case, the bridges and buildings of the Pudong district can be illuminated in bright red, a symbol of prosperity in China. The Bund can also maintain its iconic warm glow.



### Customer control

The new connected lighting system, controlled by Interact Landmark lighting management software, allows the Shanghai city authorities to showcase spectacular light shows and stunning dynamic effects through a user-friendly dashboard.

## Project details

- More than 50,000 connected light points span a length of 1.2km along the waterfront – an equivalent distance of 13 football pitches.
  - 27 buildings on the Bund were lit up with tunable white light.
- Philips LED luminaires illuminate the city's third tallest building – the Shanghai Jinmao Tower – which stands at 1,380 feet.
- A total of 7,800 connected Philips LED luminaires light up the Yangpu, Nanpu and Xupu bridges which stretch 11km across the Huangpu River.

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