

Bullring Shopping Centre Decorative Lighting

In a partnership agreement with Philips Solid State Lighting Solutions, the Bullring, Weblight and Mitie have undertaken a replacement of the current decorative lighting scheme with a sustainable state-of-the-art LED solution.

The overall aim of this joint initiative is to uphold the Bullring's reputation as a premier retail centre offering an enhanced shopper experience supported by a sustainable energy efficiency lighting solution. As a direct result of this approach, Birmingham's Bullring shopping centre will benefit from a staggering 85% saving in energy consumption, proving that environmentally friendly lighting solutions can be integrated seamlessly into iconic design.



The obvious solution was to replace the old cold cathode lighting system with Philips eW® Cove Powercore which delivers a high quality white light and has been specifically designed for interior alcoves and atriums making it ideal for the Bullring. Here, the eW® Cove Powercore modules were primarily used to illuminate the areas around the main escalators, toilets and lifts as well as decorative shaped facets recessed into the ceiling voids of the main walkways.

Switching to this new LED technology will deliver an 85% reduction in energy needed to illuminate the centre which equates to an estimated £34,000 savings in running costs per annum. This equates to some 251 tonnes of CO2 emissions which will be saved annually:- the equivalent of 1241 hot air balloons! Maintenance costs can also be dramatically reduced since LEDs have an extremely long life of approximately 50,000 hours.

In addition to the impressive energy savings, the new LED solution brings a whole host of creative lighting displays which shoppers and visitors to the centre can enjoy. The Bullring prides itself on having a busy calendar of events to make the shopping experience even more entertaining. LEDs come into their own allowing ultimate flexibility via different scenes and colour changing effects such as wall washing, grazing or spot lighting. Their vibrant colour changing palette can be tailored to suit the occasion or controlled to provide subtle changes in ambience from a bright early morning light to the warmer, softer atmosphere of an evening setting. Within the main concourse, RGB iColor Cove QL were installed along the walkways while ColorBlast modules were positioned near to major retailers such as Next.

On approaching the main entrances to the Bullring, cutting edge LED City Wing streetlighting luminaires have been installed. Their sleek design complements the mix of historic and contemporary architecture which sits comfortably side by side. Nestled between these buildings, St Martins Square plays host to numerous festivities throughout the year. Here, LEDs continue to add to the sense of theatre. Positioned within the window boxes and fountains, colour changing modules provide an eye catching backdrop to the many events held in the pedestrian quarter.