

Concord

by **HAVELLS SYLVANIA**

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CONCORD BEACON LED IS A PICTURE OF SUCCESS FOR ITV

As part of the launch of its new brand identity, ITV plc has recently refurbished and upgraded the reception area of its Central London headquarters and studios. The new design and layout reflects the colourful new ITV brand identity, with a new LED lighting scheme - featuring Concord's award-winning Beacon luminaires - adding style, performance and energy efficiency to the area.

Developed by the in-house creative team, ITV's colourful new brand identity can now be seen across the whole of the ITV network, including the complete system of channels, ITV.com, and all ITV Studios – including the Central London television studio complex situated on the South Bank.

Located on the South Bank, the twenty-two-storey building is set on 2.5 acres of land and London-based electrical contractor, T Clarke, who has been working at the site for twenty three years maintaining the lighting and electrical systems was tasked with lighting the new reception area. Working with Ian Phillips at Indigo Design, a London-based interior designer with a long-standing relationship with ITV, they have come up with a lighting scheme that uses track and spotlighting to great effect.

“For installation reasons, and due to the versatility it offers, we used track lighting as our main light source,” says Ian Phillips. “While that sounds like a safe option, with the addition of Concord Beacon Projector and Muse spotlights, we were able to inject creativity and drama into the scheme. We have used a ‘framing’ version of Beacon Muse which has allowed us to shape the beam into squares and rectangles rather than relying on the ubiquitous wall wash look common to track and spot lighting schemes.”

Beacon Muse Projector is Concord's latest addition to its multi-award winning Beacon Muse range. Combining the exemplary Beacon housing with high output 26W cutting-edge LED chip technology, Beacon Muse Projector is one of the smallest architectural LED projectors on the market at just 190mm in length. The 'framing' version has four adjustable arms to allow the beam to be customised and shaped - whether into square, rectangular or irregular forms.

In addition to the Beacon Muse luminaires, the ITV lighting scheme is also controlled by a Havells-Sylvania lighting control system. Simple to use and programme, the control system has preset scenes for day and night-time with easy override for maximum flexibility.

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Editors Notes:

About Concord from Havells-Sylvania

The Concord brand is part of the Havells-Sylvania Group and is one of Europe's most respected Architectural lighting brands for Retail & Museum Lighting. With a strong manufacturing base in the UK, Concord is renowned for its strong design ethos, high technical performance and aesthetic form. Concord focuses on bringing lighting solutions to meet the needs of architects and lighting designers.

Concord's innovative portfolio is one of the most comprehensive on the market, encompassing track and spot, downlights, ambient lighting, recessed and linear solutions for a variety of application segments. The company provides segment specific lighting application advice; and the entire product range is underpinned by in-house technical expertise, from optical system design through to photometric measurement and testing.

Concord's best in class range of LED Spotlights have won prestigious design awards two years running. In 2010, Concord 'Stadium' won both the Red Dot Award and the Best Interior Luminaire at the Lighting Design Awards. In 2011 Concord's 'Beacon Muse' won the Best Interior Luminaire at the Lighting Design Awards, and Commercial Product of the Year Lighting Association Awards.

Formed in April 2007, Havells-Sylvania is owned by Havells India Ltd, a US\$ Billion plus company. With 94 branches and representative offices worldwide, and over 8000 employees working in more than 50 countries; Havells has grown rapidly since its humble beginnings in Delhi in 1958. Havells has eighteen manufacturing plants in India, Europe, Latin America and Africa; producing globally acclaimed products, including: switchgear, cables, wires, luminaires and lamps.

Havells-Sylvania is a leading, full-spectrum provider of professional and architectural lighting solutions. Built on over a century of expertise in lamps and luminaires, Havells-Sylvania supplies state-of-the art products and systems to the public, commercial and private sectors, worldwide. Havells-Sylvania strives to deliver the finest products, service and consulting possible. All over the world, people rely on group companies: Concord, Lumiance and Sylvania, for top quality, energy-efficient solutions to suit their individual lighting needs.

www.havells-sylvania.com
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