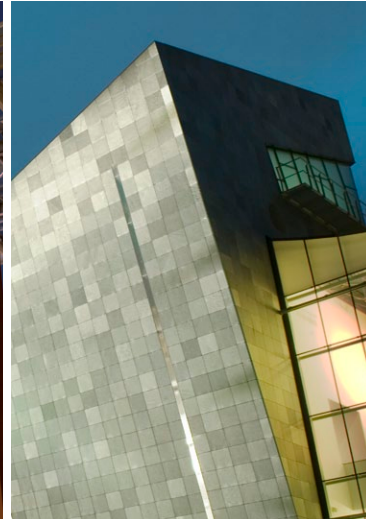




gemeente Eindhoven

CITY UNDER MICROSCOPE IN EINDHOVEN (The Netherlands)



March 14th to 17th 2012

CITY UNDER MICROSCOPE IN EINDHOVEN (The Netherlands)



Eindhoven is continually searching together with scientists, developers, producers and users for new solutions for social issues and for ways of optimising quality and well-being. In public lighting that means searching for systems which, besides offering optimum energy consumption, also make maximum use of interactivity, comfort and perception. The point of departure for developments is people as unique human beings. In the city as a Living Lab, 'real life' is the source of creation. The challenge for the government is to bind parties in a way that they can and want to become jointly involved in the innovative process. The government acts as a facilitator to create a climate in which scientists, developers, producers and users jointly create the future.

I wish you all a fruitful City under Microscope.

Yours sincerely,

Rob van Gijzel
Mayor of Eindhoven

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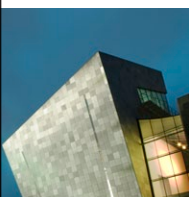


Five years after the LUCI Annual General Meeting 2007, it is a pleasure to be back in Eindhoven for the first LUCI City under Microscope of the year 2012.

This event is a unique opportunity for participants to discover a city whose urban, economic and social development is historically linked to light, and which continues to play a pioneering role in lighting research and innovation. Through various presentations and site visits, the program will offer a detailed insight into Eindhoven's Light Program, as well as its "quadruple helix" approach, which leads to unique collaborations between private companies, educational institutes, local government and inhabitants. I would like to warmly thank the City for Eindhoven for hosting this very promising event and I wish a fruitful and enriching City under Microscope to all!

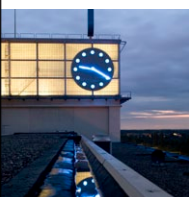
Councillor Allan Stewart
Deputy Lord Provost of Glasgow
President of LUCI

A handwritten signature in black ink, appearing to be 'Allan Stewart'.



Wednesday March 14

- 17:00 **LUCI Executive Committee meeting** / City Hall
(for LUCI members only)
- 20:00 **Welcome cocktail** / City Hall
- 20:30 **Welcome speech**
Mary-Ann Schreurs, Councillor of Innovation, Culture and Public Space, Municipality of Eindhoven
Councillor Alex Glass, Business Manager, City of Glasgow
- 21:30 **“From a small market town to Brainport”:
a short presentation on the history of Eindhoven**
Fons Spijkers, Policy Advisor Cultural History, Municipality of Eindhoven
- 22:00 **Guided light walk through the city centre**
Including: “The red carpet”, Catharina square, Tramstraat quarter,
18 September square, Dropstuff Hotspot and the first Philips factory



Thursday March 15

Moderator: Allen Creedy

- 08:30 **Registration** / Strijp-S, Seats2Meet
- 09:00 **Opening of the City under Microscope**
Mary-Ann Schreurs, Councillor of Innovation, Culture and Public Space, Municipality of Eindhoven
Councillor Alex Glass, Business Manager, City of Glasgow
- 09:15 **Eindhoven “City of Light”**
- 09:15 **Facts and figures on Eindhoven’s public lighting**
Rik van Stiphout, Programme Manager Lighting, Municipality of Eindhoven
- 09:45 **Eindhoven city marketing and the GLOW festival**
Peter Kentie, Director EHV365 (city marketing Eindhoven)
- 10:15 **> Coffee break**
- 10:45 **Future Vision 2040**
Robert Elbrink, Head of Strategy Sector, Municipality of Eindhoven
- 11:15 **“Fusing design, innovation and light”**
Keynote speech by Rogier van der Heide, Vice President and Chief Design Officer of Philips Lighting
- 12:00 **> Lunch** and stroll to Strijp-S Gatehouse (optional) / Strijp-S, Capital D
- 13:30 **Living Labs, a research concept** / Strijp-S, Seats2Meet
- 13:30 **“Achtse Barrier”:** exploring the thin line between intelligent and interactive lighting
Panel discussion headed by Marco Haverlag, Professor of physics of discharge lamps at Eindhoven University of Technology and Fellow, Lamp Technology at Philips Lighting.



Panellists:

Aernout Brombacher, Eindhoven University, Vice-Dean of Industrial Design and member of the TUE Intelligent Lighting Institute

Hans van Diem, Key Account Manager Outdoor Lighting, Philips Lighting

Antal Haans, Assistant Professor of Environmental Psychology in the Human-Technology Interaction Group at Eindhoven University of Technology

Arthur Noordhoek, Project Leader Public Lighting, City of Eindhoven

**14:30 “Fieldlab sports innovation Eindhoven”:
groundbreaking lighting projects to improve participation in sports**

Roald van der Vliet, Manager of the InnoSportlab and owner of Evidence Based Training

Pepijn Herman, Founder and Managing Director of Metatronics and iisports

15:30 > Coffee break

16:30 Visit to the Philips Lighting headquarters

18:00 > Snacks / Zwarte Doos, Eindhoven University of Technology campus

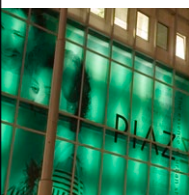
19:00 Site visits

Including: University test site on dynamic lighting and presence detection
World’s first fully LED lit sports park: Dommeldal

21:00 > Dinner / High Tech Campus, De Strip “The Lounge” restaurant

23:00 Back to the hotel with additional “snapshot” site visits

Including: “Karel van Dijk” bridge, floating light art
The first Dutch outdoor illuminated mosque



Friday March 16

Moderator: Allen Creedy

**09:00 Strijp-S: turning a vision into reality
the lighting strategy for the Strijp-S urban renewal area**

Lorna Goulden, Supervisor, Strijp-S lighting concept

Serge van den Berg, Consultant, Het Energiebureau

11:30 > Coffee break

12:00 The fusion of architecture and communication

/ Flightforum, HVL Armada Outdoor premises

Jacco Zwart, Director, HVL Armada Outdoor

Coen Woltman, Sales Manager, HVL Armada Outdoor

13:00 > Lunch / HVL Armada Outdoor

14:30 Eindhoven’s holistic approach to lighting / City Hall, boardroom

**14:30 Program management: changing usual business into partnerships,
the “Triple Helix” approach, analysing projects from A to Z**

Panel discussion headed by Rik van Stiphout, Programme Manager Lighting, City of Eindhoven



Panellists:

Mark van Rooijen, Eindhoven North Sports Area Manager, City of Eindhoven
Ellen de Vries, Light Architect and owner of The LUX LAB lighting design
Joost Verhoeks, Innovations Officer at LED Expert, Lighting Engineering and Consultancy

15:30 > **Coffee break**

16:00 **Towards a new lighting strategy for Eindhoven**

/ City Hall, boardroom

Feedback session on Eindhoven's public lighting strategy including the presentation of the PLUS Deep dive conclusions and recommendations

Jan Dictus, Goja Consulting

Annemarie Totté, PLUS Project Manager, City of Eindhoven

17:00 **"Looking into the distant future of lighting"**

/ City Hall, boardroom

Keynote speech by Marco Bevolo, Lecturer at the University of Applied Sciences of Breda and Doctoral Candidate at the University of Tilburg

Jasmine van der Pol, Lighting Application Specialist at Philips Lighting

17:30 **Return to the hotel**

18:15 **Meeting at hotel lobby for guided walk to Muziekgebouw (music hall)**

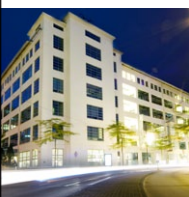
18:30 **Evening at the Muziekgebouw (music hall)**

18:45 **Introduction to the design of the interactively illuminated music hall interior**

19:15 > **Dinner buffet**

20:00 **Concert - Het Brabants Orkest**

Marc Soustrot – Conductor, Baiba Skride - First violin
Programme: Boieldieu, Saint-Saëns, Franck



Saturday March 17

09:00 **Optional visits**

Visit to one or two of the following (based on demand):

- Lighting Application Centre
- Philips Football Stadium
- various locations on Strijp-S
- Piet Hein Eek Estate
- Van Abbemuseum

14:00 > **Lunch** (not taken in charge)

Accommodation

Best Western Premier ART Hotel Eindhoven

Lichttoren 22
(navigation Mathildelaan 1)
5611 BJ Eindhoven

T +31 (0)40 751 35 00
F +31 (0)40 751 36 00

Venues

City Hall

Stadhuisplein 1
5611 EM Eindhoven

Strijp-S / Seats2Meet

Torenallee 24
5617 BD Eindhoven

The Lounge Restaurant

High Tech Campus 1,
The Strip
5656 AE Eindhoven

Muziekgebouw (music hall) Frits Philips

Heuvel Galerie 140
5611 DK Eindhoven

HVL Armada Outdoor

Jan Hilgersweg 6-8
5657 ES Eindhoven

Eindhoven University of Technology / Zwarte Doos

Den Dolech 2
5612 AZ Eindhoven

More information and registrations on
the LUCI website: www.luciasociation.org

- Free participation for LUCI members
- 300 euros for non-LUCI members
(accommodation not included)

LUCI ASSOCIATION

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