



LIGHTING CONSULTANCY

# CORPORATE PROFILE



[www.illuminatingasia.com](http://www.illuminatingasia.com)

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# Glossary

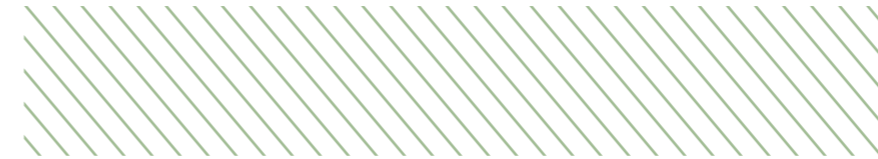
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# What We Do

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Illuminating Asia is a Singapore-based, Asia-focused lighting consultancy providing state-of-the-art lighting solutions from paper sketches to final switch-on.

We're an award-winning consultancy with 10 years of experience and hundreds of installations.

We have worked with developers, architecture firms, contractors, government organizations, charity institutions, and advertising agencies.

Our advantage is our capabilities in both design & engineering.



# Lighting Up The Past Present & Future

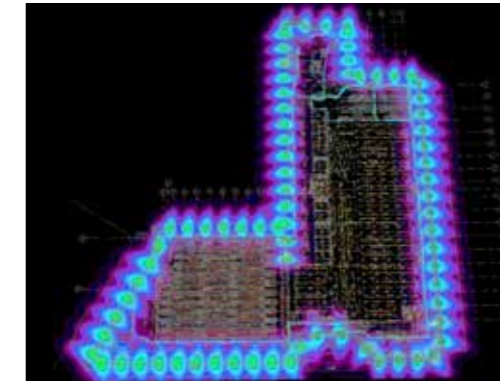
## Past



*Event Lighting At The Singapore Art Museum*

Keeping our past shared stories alive through lighting them intelligently.

## Present



*Lux Simulation & Calculation Of A Project*

Updating the past & creating the future through actions that light the present.

## Future

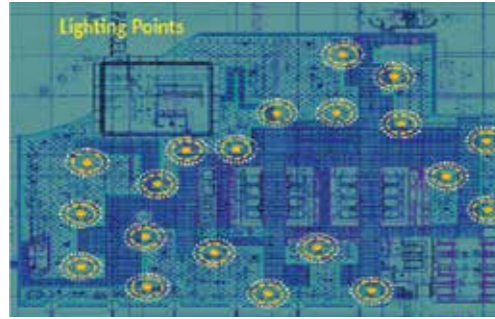


*The Future Is Unlimited*

Shaping the future of lighting just as we create our company's future.

# Our Processes

## Design + Engineering



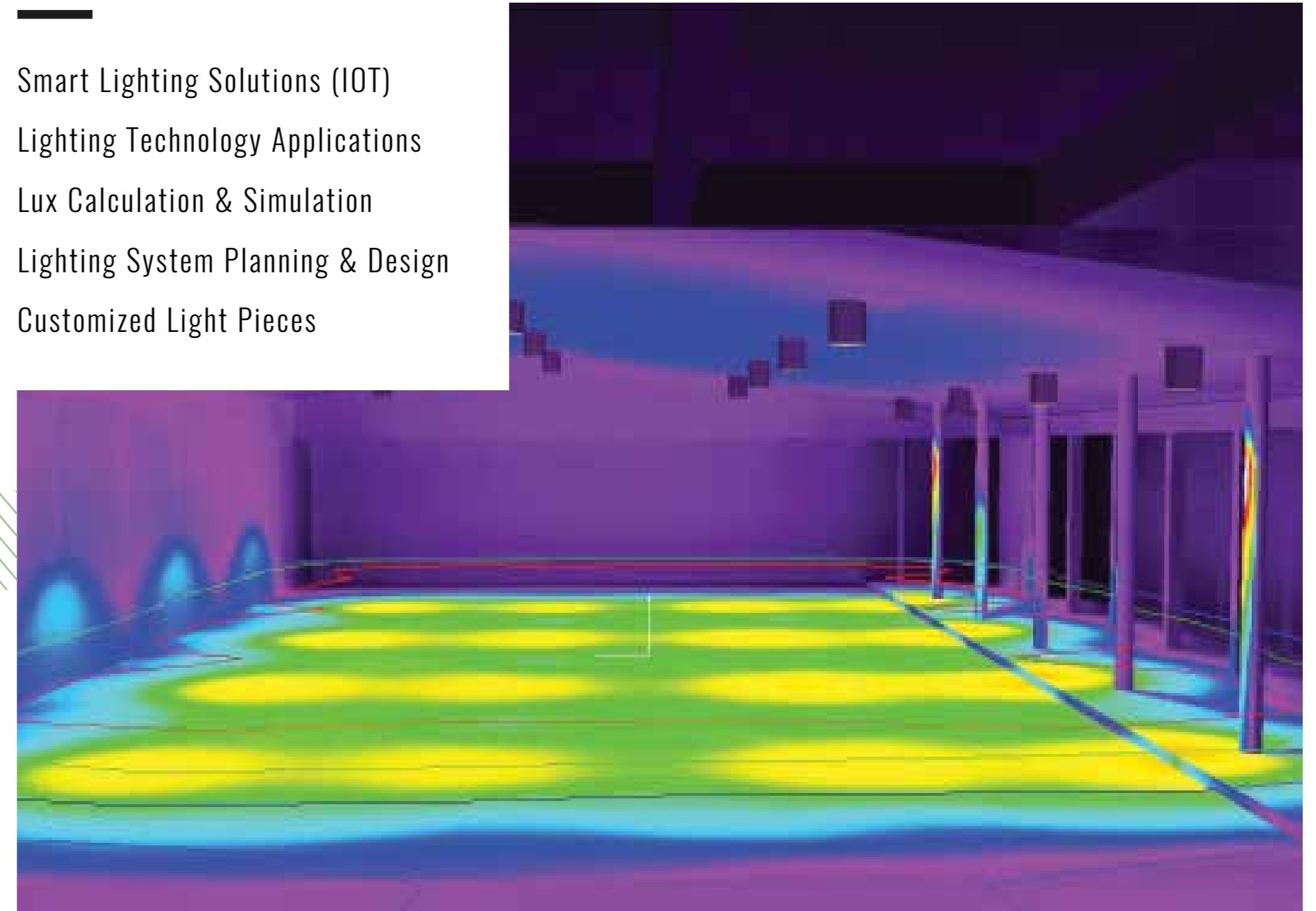
Light installations planning using architectural blueprints at the Marina One project

- All Projects Are Treated Special
- Open Source
- Relentless Experimentation
- Educate For Future



Visualizing illumination levels before installation at the Marina One project.

- Smart Lighting Solutions (IOT)
- Lighting Technology Applications
- Lux Calculation & Simulation
- Lighting System Planning & Design
- Customized Light Pieces



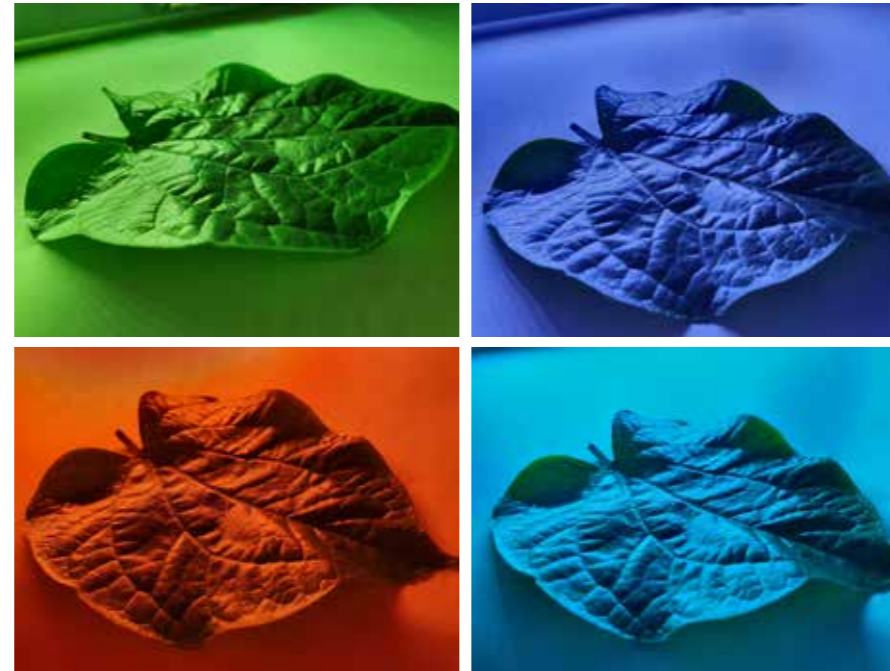
# Our Design Language

## 1. Re-asserting Nature Back In A Space



International Garden Festival In Singapore

## 2. Elevating Colours, Textures, Emotions, And People



IASPL Light Labs

## 3. Presenting The Topography Or Architecture In The Best Light



People's Association HQ

## 4. Light Is To be Experienced But Not Seen



Assyafaah Mosque

# Focusing On the Future Technology of Lighting

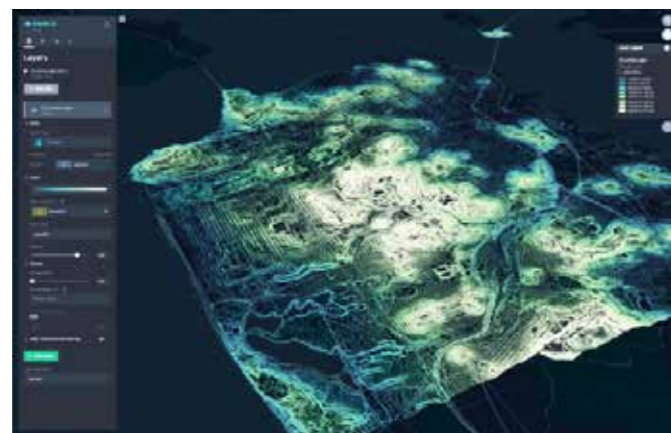
Creating value beyond just illumination

Needs-based product developments



Lighting As A Feedback ('LAAF')  
Our engineers exploring thermal imaging, footfall tracker with Smart Lights

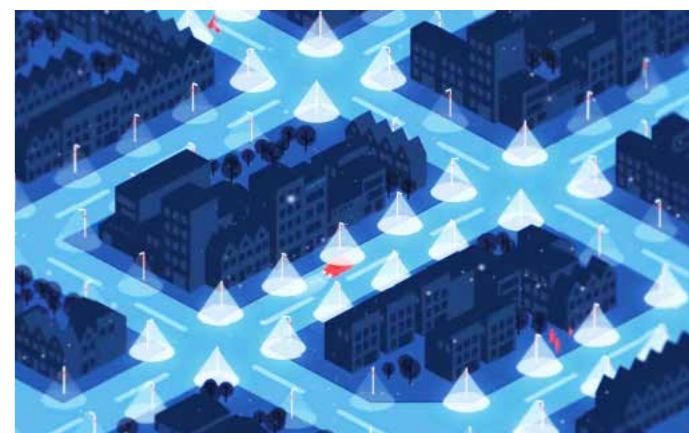
Geo-location lighting



Smart data from lights

AI-assisted lighting automation

Lighting As A Feedback (LAAF)



Lighting-inspired urban space planning



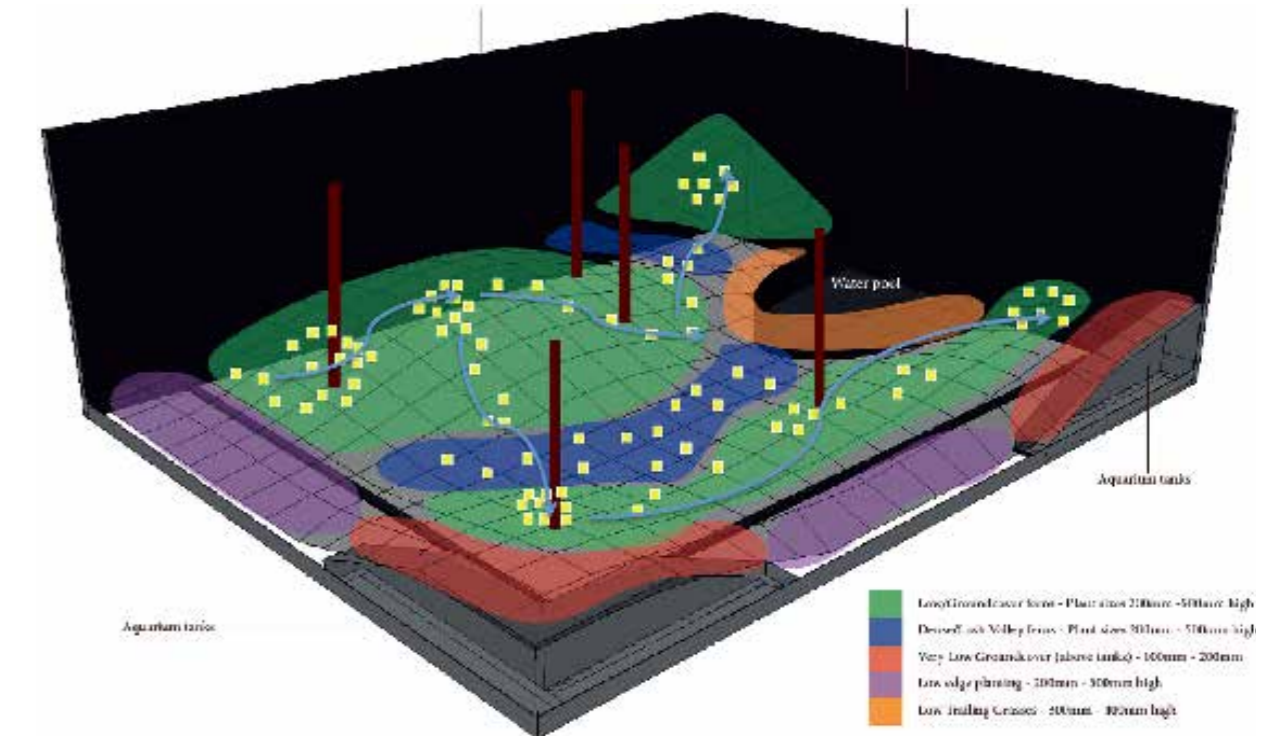
## 01. INTERNATIONAL GARDEN FESTIVAL IN SINGAPORE: SILVER AWARD

2016

Design + Engineering

Silver Award At The International Gardens Festival in Singapore

Illuminating Asia was appointed the lead lighting consultant for a consortium entry into the competition, whose theme that year was 'Landscape & Fantasy Gardens.' Our winning entry's theme was 'Mystical Depths', of a landscape of hills and valleys lit by the midnight moon. The effect was a deep, mysterious blue hue carefully dotted with 'fireflies', which were actually carefully positioned LED lights controlled through micro controllers. This was probably a world's first in an architectural competition. An LED tour-de-force fusing function, engineering, and art together, leading to our Silver Award for the competition.



## 02. TOA PAYOH WEST COMMUNITY CLUB

2019

Engineering



### Space-Age Facade At Toa Payoh West Community Club

We were the lighting consultants responsible for the design, supply and fitting of all the lighting for the construction of this new community club. For aesthetics of the main facade, we installed individual LED strips between 1-4 metres in length, horizontally installed across the building to create this space age effect. A lot of care and skill were needed during the install, as the longer the LED strips are, the

easier they break. As such, we had to design the product to meet certain maintainability standards. The consortium also consulted with us to specially tune the LED strips' brightness down, in considering the surrounding residents. All parties involved were very pleased with the outcome, an installation that approaches art.







### 03. SENTOSA COVE LIGHTING

2016  
Design

#### Lighting The Entire Sentosa Cove Waterfront Since 2016

Every year since 2016, Sentosa Cove invites us at Christmas time to refresh the lighting of the entire wharf waterfront, an area about the size of 3 football fields. The festival goal was to infuse Sentosa Cove with the Christmas spirit. After Christmas festivities, the refreshed lighting would remain permanently lit throughout the year (minus Yuletide elements). If you ever walk along Sentosa Cove at night, you can soak in the sense of vibrancy and dynamism created by our light installations.



### 04. RENCİ HOSPİTAL

2016  
Engineering

#### Supplying 90% of Renci Hospital's Lights

Every year since 2016, we have been serving Renci Hospital. It started when we consulted with, supplied & installed Renci Hospital's carpark lighting. The following year, it was the Level 1 lobby lighting, followed by Level 2 the year after.

Now, even the lights in the lifts are supplied by us. Our team had to minimise disruption to patient care, by only installing during the day. Due to this capability, Renci continues to call on us for their lighting needs.





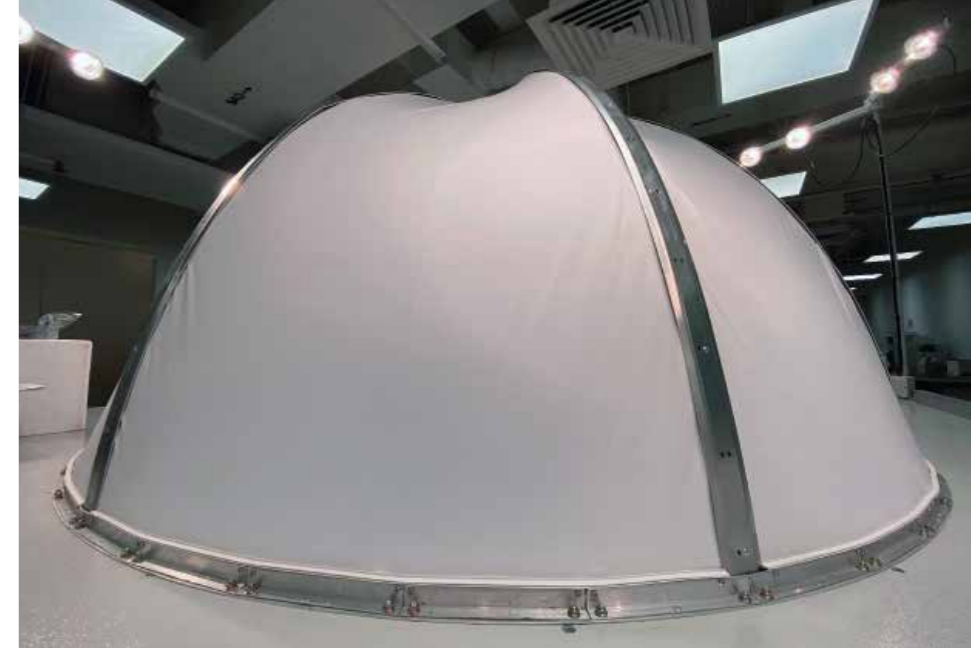
## 05. NTU SKYDOME

2019

Engineering

### Simulating The Sun With NTU SkyDome

We built this one-off lighting fixture for the client's experimental needs. The client's brief was to be able to subject experimental devices to the effects of artificial sunlight. To simulate the changing azimuth of the sun's path, we built a dome so that the parabolic arm housing the light source can move to the different hours of daylight. The sun's rays itself was simulated by a xenon arc light, the closest man-man light to the sun's light spectrum. Professional training is required when using such specialized equipment. The Nanyang Technological University (NTU) School of Mechanical Engineering appointed us as the lighting consultant because of our expertise in customized light piece fabrication.



## 06. JURONG TOWN CORPORATION (JTC) AYER RAJAH FACTORY

2019  
Engineering



JTC: Installing 4 Blocks With A SKU That Didn't Exist At The Start

JTC's requirements was for an extremely slim, recessed LED linear light panel that didn't exist as a complete deployable SKU. The breakthrough came when we paired our product with Philips LED drivers - fulfilling all specifications. Then, we had to design, mock-up, manufacture and deliver the lights, and install the lights on all 4 blocks of 7 levels each, all within the stated timeframe. This won't be possible without years of distilled experience in LED lighting, as well as the engineering know-how.





## 07. HDB HUB GALLERY

2018  
Engineering

### Light Curation At The HDB Hub Gallery

The Housing Development Board (HDB) Hub Gallery showcases the past, present and future developments of Singapore's public housing infrastructure growth over the years. We were delighted to be the lighting consultant and supplier to such a keynote project. While the consortium worked on physical installations, we crafted the light to create a memorable experience for gallery visitors. Through 62 different lights painstakingly calculated and color corrected, we are honored to contribute to Singapore's visual history.

## 08. ILLUMINATING A PRIVATE WINE CELLAR

2015  
Engineering

### Dimmable Lighting For A Private Wine Cellar

We consulted, supplied and installed everything needed to light this beautiful 20x5m private wine cellar. The result is a dimmable array of LED lights controllable from a single device. Dimmable LED lighting presented many challenges, chief among them was delivering an even, flicker-free experience over such a big area. Our engineering team designed the wiring with maintainability in mind, and we developed a single control through a plug-and-play method. This is an example of an installation that looks easy, but can only be achieved through in-depth experience and engineering know-how.



## 09. HANSGROHE WAREHOUSE

2018

Engineering

### An Industrial Installation At Hansgrohe Warehouse

Hansgrohe, a world leader in quality bathroom products, appointed us as the lighting consultant to supply and install lights at their warehouse. We had to create an efficient way to light up a working aisle stack with inventories on both sides. Within just a month, we supplied and installed 118 Dunamis™ T8 4ft LED tubes with 12 pieces of Phos Series Linear high bay lights, our in-house brands. For this industrial, Hansgrohe enjoys an enhanced overall work environment with energy efficiencies.



## 10. LORONG HALUS WETLANDS

2016

Design + Engineering

### Balancing Serenity With Adventure At Lorong Halus Wetlands

The Lorong Halus Wetlands bridge area is under the care of Singapore's Public Utilities Board (PUB), and we worked on transforming the wetlands after sunset through lighting. A lot of flair and technique were needed to light it in such a way that it maintained the serenity and natural beauty of the reservoir balanced with a sense of mystery and adventure. And a very important consideration was visitor safety. We lit the trees, critical footpaths and bridges, using customized outdoor lights designed by us. The end result was a tailored lighting effect with just the right amount of drama in this outdoor space.



## 11. F1 RED BULL MARKETING CAMPAIGN

2015  
Design



### Formula One Hype Generation Through Light Crafting

We were the lighting consultants that provided the infrastructure planning, creative lighting application, and electrical installation at various 1 Altitude, Club Street, Fairmont, and the Takashimaya external pedestrian pavement, to create hype and interest for the Formula One Red Bull team through an F1 street event.



## 12. CHRISTMAS LIGHT UP AT ONE °15 MARINA SENTOSA COVE

2018  
Design

### Customized Lighting At One°15 Marina

Having garnered a reputation on Sentosa island, we were appointed the lighting consultants for One°15's Christmas light up. The client wanted a specific hue of white and blue for the lights, One°15's corporate colours. So we fabricated the lights to the correct colours. Then we customized all lights to the required lengths. At every installation, the lights were tailor-made. We were the lighting designer, supplier & installer for this project. We had so much fun, creating lighting artworks which was said to be comparable with the annual Tokyo's German Town.



### 13. BUKIT PANJANG COMMUNITY CLUB

2017  
Engineering

#### Total Lighting Transformation At Bukit Panjang Community Club

Bukit Panjang Community Club was one of our nine community and civic centres projects, and by now we have a reputation in this area. This is a total light re-fitting project. The total area to illuminate included an outdoor basketball court, an indoor badminton hall, facade and external wall lighting, carpark foyer, flag pole and signage illumination, indoor classrooms and conference rooms, as well as general office lighting. The star of this show was definitely the highbay lights, deployed to great effect here.



## 14. TWG STORES

2015  
Engineering

### Giving TWG Stores Their Signature Golden Radiance

Have you ever wondered how TWG stores in Singapore and Asia get their warm golden glow in the stores? The answer is our Galaxias 2200K lighting strips, customized to TWG's requirements. We are honoured to be the manufacturer and supplier for this specialised golden lighting fitted in

the displays, and that light continues to captivate shoppers and diners alike.



## 15. SINGAPORE POLYTECHNIC COLORS LIBRARY

2016  
Design + Engineering

### Halving The Electricity Bill At Singapore Polytechnic's Colors Library

Singapore Polytechnic (SP) gave a very clear brief: Save 50% of electricity costs without compromising brightness for their Colors Library. Using our in-house brands, Chandelle™ LED downlights, and Elektra™ designer lighting, we were able to craft a lighting plan that met the requirements. We also designed the entire dimmable system, and fabricated the custom-designed lights. All these also had to achieve the Greenmark environmental certification. We saved our client on electricity bills, enhanced the students' library experience, and kept everything bright and cheerful.





# Our Brands

All Products Are Customised To The Client's Needs At The Factory



Thronos™ Series  
LED Furniture



Elektra™  
Downlights



Galaxias™  
LED Strips & Profiles



PHOS™  
Industrial Lighting



Hikaria™  
Outdoor Lights



Nimato™  
Track Lamps



Argo™  
Track Lights



Chandelle™ Commercial  
& Architecture LED  
Lighting



Dunamis™  
LED Tubes



Misunota™ Series  
Commercial &  
Hospitality Lighting

## Client List

**Hospitality:** The Banyan Tree, Fullerton Hotel, Resorts World Sentosa, Park Avenue Rochester Hotel, Long Beach Seafood, TWG Teas, Outback Steakhouse, Gallery Hotel, Studio M Hotel, Carlton City Hotel, The YMCA, The American Club

**Education Institutions:** Singapore Art Museum, National University of Singapore, Nanyang Technological University, Singapore Polytechnic, Republic Polytechnic, Temasek Polytechnic, Simei Institute of Technical Education, Punggol Primary School

**Manufacturing & Logistics:** Jotun Factory, ST Electronics, Daewoo

Engineering, Venture Corporation, Hansgrohe, Prima Pte Ltd, Polar Puffs & Cakes, The Singapore Free Port

**Creative & Media:** Media Corporation of Singapore, Kingsmen, Auditoire

**Retail & Attractions:** Gardens By The Bay, Sentosa Development Corporation, Isetan Group, Orchard Gateway, Commercial & Residential Properties: Eco Sanctuary, One Degree 15 Marina

**Energy & Transport:** British Petroleum, Changi Airport Group, Energy Market Authority of Singapore

**Government Organizations:** The Prime Minister's Office, Ministry of Finance, Agency For Science, Technology & Research, National Environment Agency, National Parks Board, Public Utilities Board, Jurong Town Corporation, People's Association, Housing & Development Board

**Community & Religious Centres:** Renci Hospital, Youth Corp Singapore, Our Tampines Hub, Woodlands Civic Centre, Yuhua Community Centre, Yishun Town Council, AlFalah Mosque, An Nur Mosque, Assyafaah Mosque, Toa Payoh West Community Club, Bukit Panjang Community Club, Yishun Town Council

## Illuminating Asia Pte Ltd

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Singapore 389729  
Tel: +65 6635 6766

UEN: 20107007M, GST-registered company  
We're a Singapore Building Construction Authority & Singapore  
Spring Safety registered supplier

### Our Subsidiaries:

LightX Pte Ltd  
Our wholesale lighting products sourcing & supply subsidiary

Illuminating Asia (Shenzhen) Technology Co. Ltd  
Our R&D & QC subsidiary based out of Shenzhen, China



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*Through*

**Design + Engineering**

*We*

**Light Up The Past Present Future**

*Thus*

**Impacting Lives**

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Singapore • Malaysia • China • Myanmar • Indonesia • Brunei