

I N S

selux

P I R A

T I O N

A B O U T
S E L U X

Innovation from the very start

“Semper Lux” - always light. When Hermann Bansbach started his company in Berlin in 1948, the city still lay in ruins, with hardly any electricity or light. Hermann Bansbach brought light into this dark time by brightening up the lives of Berliners with simple, affordable, battery-powered lamps. He believed that light had a social and cultural significance that went far beyond doing business and making a profit. That mindset is still alive today. We also find it fascinating how we can add to the quality of people’s lives through sophisticated lighting concepts. That is how Semperlux became Selux - and how a craftsman’s shop in Berlin turned into a global company with 500 employees in Europe, North America, and Australia.

Selux Corporation headquarters, located in the heart of the Hudson Valley in Highland, New York, expanded in December 2016 and opened the Innovation Center, a showroom and meeting center for lighting professionals. The building was dedicated to the Bansbach family whose “vision and commitment to Selux Corporation has made its creation possible.” A plaque commemorating the dedication now hangs in the entranceway of the Innovation Center for all to see.

Armin Bansbach, son of Hermann, was presented with a Lifetime Achievement award for his devotion to the Selux business by Peter Stanway, CEO, who had this to say, “We would like to honor a man who has devoted his life to the Selux business. He, along with his brother Udo, followed in their father’s footsteps since Selux was created in 1948. He invested in Selux Corporation US over 35 years ago. Today, our supervisory board ensures that this business remains successful for many generations to come.”





“My hope for the future is that this building serves as a hub of creativity for present and future generations of Selux employees and that the meeting of Lighting Industry Professionals in this space may generate innovative new lighting solutions for many years to come.”

- Peter Stanway, CEO





I N T E R I O R
I N S P I R A T I O N

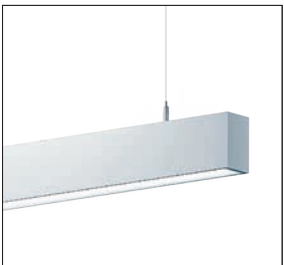
SBA Communications

Boca Raton, Florida

The new SBA global headquarters consolidates all the Boca Raton employees under one corporate owned roof with a master plan for a second building for the campus which will be connected via a sky bridge. The building purchased was a typical office park building which needed an overhaul to both look and function as the global office for SBA.

As a quickly growing leader in communications and having a vast amount of business in South America, the design direction and palette are inspired by the tropics. A crisp clean white envelope with floating 'cloud' ceiling planes, bright lighting using Selux M60 pendants, low/light workstations, and a generous use of vision glass for internal offices provide a very inviting, light filled environment, which is a huge departure from the former dark, perimeter office and tall black workstation offices.

Selux M60 was chosen for its versatility for creative options in addition to its high efficiency.



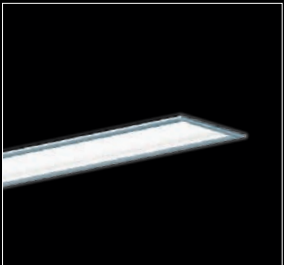
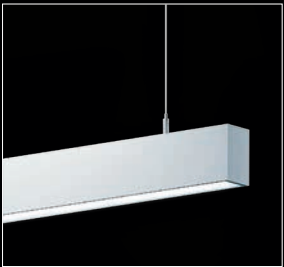
Quality
Integrity
Customer Satisfaction
Creativity

Work Ethic
Fiscal Responsibility
Collegiality



Redgate

Boston, Massachusetts





50 Cannon
Street
London, United Kingdom



Architect: CBRE Building Consultancy, London - Lighting Designer: Despina at CBRE - Photography: Philip Durant -
Product: M100 LED



Denver Place

Denver, Colorado

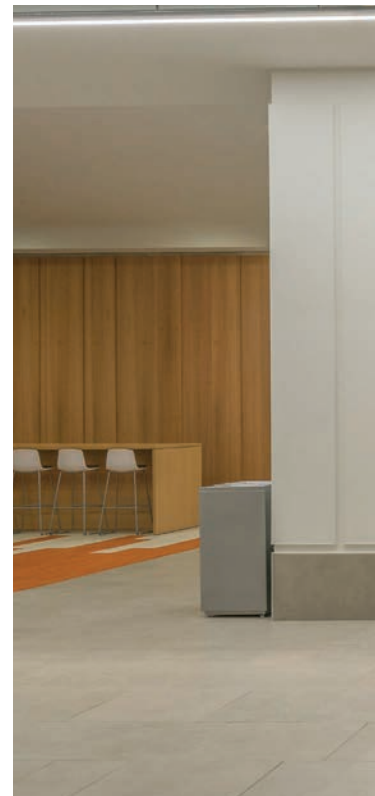
The high-rise at 999 18th Street in Denver, Colorado known as Denver Place has gone from ordinary to extraordinary after a series of renovations. The improvements were made to keep this office complex competitive with new properties in the city. It includes two extremely impressive tower buildings, terraces and the Plaza Tower, along with restaurants, hotel, retail mall and apartments.

Denver Place, boasting impressive views of the city and the Rocky Mountains, is the largest commercial office property in Colorado. Just minutes from sporting and theater venues, hotels, restaurants and transportation links, Denver Place is a convenient and easy point of access for all commuters.

The Selux M36 LED was chosen for its versatility and sustainability, creating the sleek linear lines and clean sharp angles around the perimeter of Commons Area in Denver Place.









L'Enfant Plaza Office

Washington, DC

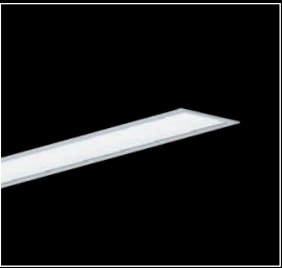


Architect: Fox Architects - Photography: David Roe - Product: M100 LED





BMO Bank of Montreal
First Canadian Place
Toronto, Canada



Architect: Kearns Mancini Architects – Lighting Designer: Lightbrigade Architectural Lighting Design – Photography: Steve Tsai
Photography – Product: M-LED for 4" Technical Ceilings and M36 LED



Billy Bishop Airport Tunnel

Toronto Island, Canada

Billy Bishop Airport is Canada's ninth busiest airport, but its location on Toronto Island requires a trip across one of Lake Ontario's harbors. Now, instead of waiting for the water ferry, hurried travelers can utilize the 853 ft. long pedestrian tunnel, installed 115 ft. beneath the lake's surface. Moving sidewalks in the passageway enable as many as 1,000 people per hour to get from Toronto's mainland to the airport in just six minutes.

The scale and shape of the 32 ft. diameter passageway required multi-directional light distribution along its entire length. Selux Purelight pendants were the perfect choice to make the long underwater tunnel feel less confining. The luminaires provide efficient and safe illumination and their tunnel-like shape offers a complementary finishing touch.





WELCOME TO THE NEW AIRPORT
CONSTRUCTION OF THE NEW AIRPORT

WELCOME TO THE NEW AIRPORT
CONSTRUCTION OF THE NEW AIRPORT

McCarran International Airport

Las Vegas, Nevada

McCarran International Airport is the primary commercial airport serving the Las Vegas Valley, Nevada. It is located in Paradise, about 5 miles south of Downtown Las Vegas. It is named after the late U.S. Senator, Patrick Anthony McCarran, who contributed to the development of aviation both in Las Vegas and on a national scale.

The airport was built in 1942 and opened to commercial flights in 1948. It has undergone significant expansion since then. The airport has nonstop air service to destinations in North America, Europe, and Asia. It is an operating base for Allegiant Air, as well as a crew and maintenance base for Frontier Airlines, Southwest Airlines, and Spirit Airlines.

In 2016, 3.49 million international airline passengers arrived or departed McCarran International, and that number continues to grow. McCarran recently completed its \$51 million International Gates Expansion project which aims to increase tourism from Asia and Europe by promoting direct flights with seven new international gates that can accommodate wide-body aircrafts.

Passengers deplaning at the newly converted international gates are directed into an underground tunnel via a new corridor with metal panels, terrazzo flooring and a moving walkway, which then connects to the existing corridor system. Selux M60 LED Curve, with its graceful curves integrating with the M60 LED lines of light, was chosen to illuminate the way for these international visitors. The combination of M60 LED luminaires frames the 995 ft. long corridor linking the D-Gate Concourse to the airport's U.S. Customs and Border Protection station in Terminal 3.







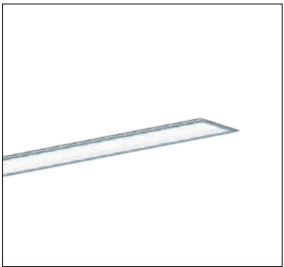


Gensler

Denver, Colorado

Global design firm Gensler recently created a new and cutting-edge workspace for its Denver firm “to celebrate the firm’s collaborative culture of innovation.” The goal was to create a great work experience for their employees by engaging everyone in the design process. The new office space provides 23,000 sf of workspace over two floors featuring a coffee bar, café seating and an expansive lobby to increase communication between employees and clients.

The M36 LED and M60 LED were used throughout for their intelligence, versatility and sustainability. The Selux LED system allowed Gensler creative freedom so the perfect innovative lighting design could be used.



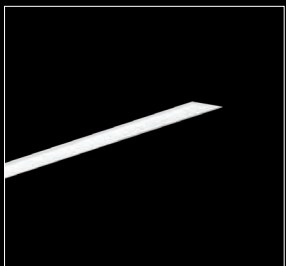




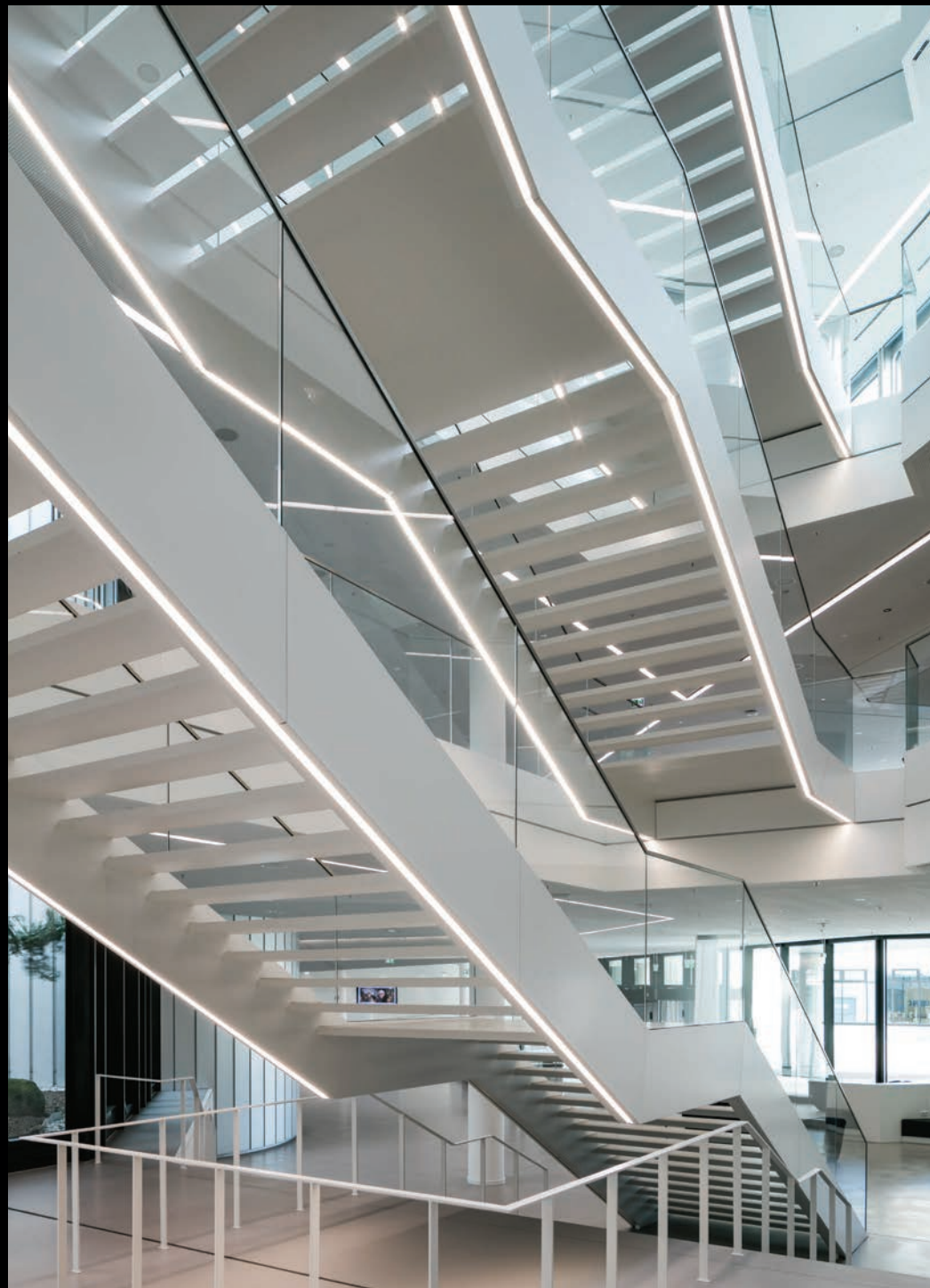


HVB Tower

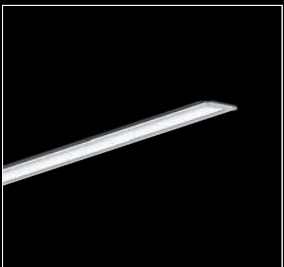
Munich, Germany



Architect: Henn Architekten, Munich - Lighting Designer: Schmidt König Lichtplaner, Munich - Photography: Hans-Georg Esch -
Product: M36 LED



Dräger
Mississauga, Ontario





Pentagon Federal Credit Union

McLean, Virginia

Pentagon Federal Credit Union, widely known by its abbreviated name PenFed, is the nation's second largest federal credit union with assets of \$23 billion and more than 1.6 million members as of July 2017. In addition to a variety of loans, savings, and deposit accounts, PenFed also offers credit cards and other financial services.

PenFed recently shifted its headquarters from Alexandria, Virginia to an 11-story building in Tysons Overlook with plans for a larger expansion at the site. PenFed CEO James Schenck said the credit union selected Tysons Overlook for its new headquarters as part of a regional search after it maxed out its space in Alexandria, where it had about 300 people, and in a second data center site in Chantilly, with another 200. The credit union wanted a site that was large enough to accommodate its growth over the next decade but also in a location like Tysons that would help to retain its employees and recruit new ones. PenFed also plans to open a roughly 4,000 sf retail center on the ground floor.

Selux Interior linear lighting was used throughout (M36 LED Direct, M36 LED Direct/Indirect, and M100 LED) - a perfect complement to the design of the building as well as high luminaire efficiency that provides exceptional uniformity throughout.









Museum for
Architectural Drawing
Berlin, Germany



Architect: Sergei Tchoban, Sergey Kuznetsov, SPEECH Tchoban & Kuznetsov, Moskau – Lighting Designer: Kardorff Ingenieure, Berlin –
Photography: Linus Lintner – Product: M60 LED



Starbreeze
Studios
Stockholm, Sweden



Architect: Sofie Hjort, Satellit Arkitekter AB, Stockholm - Lighting Designer: Bosse Hedman, IKI Konsult, Mårsta - Photography: Jason Strong - Product: M36 LED



BMW Car
Showroom Ehrl
Berlin, Germany





Porsche Centre Oakville

Ontario, Canada

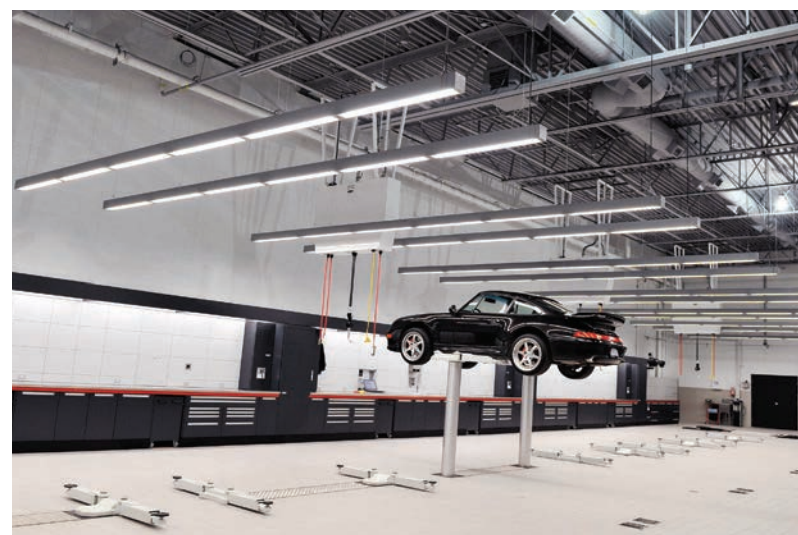
Porsche Centre Oakville is the newest, most technologically advanced and largest Porsche dealership in Canada. It is privately owned by the Policaro Automotive Family. The indoor pre-owned display area can hold 20 vehicles, includes a service area with the latest diagnostic and web-based communication tools, and has a dedicated area for Porsche Classic Service.

The Selux M125 LED lighting was chosen for its wet location, high efficiency and high quality complementing the contemporary architectural style at Porsche Centre Oakville.









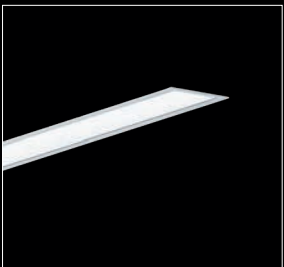
Joe Murray
Rivers, Jr.
Intermodal
Transit Center
Savannah, Georgia





Brookfield Zoo

Brookfield, Illinois





E X T E R I O R

I N S P I R A T I O N

Marina Park

Newport Beach, California

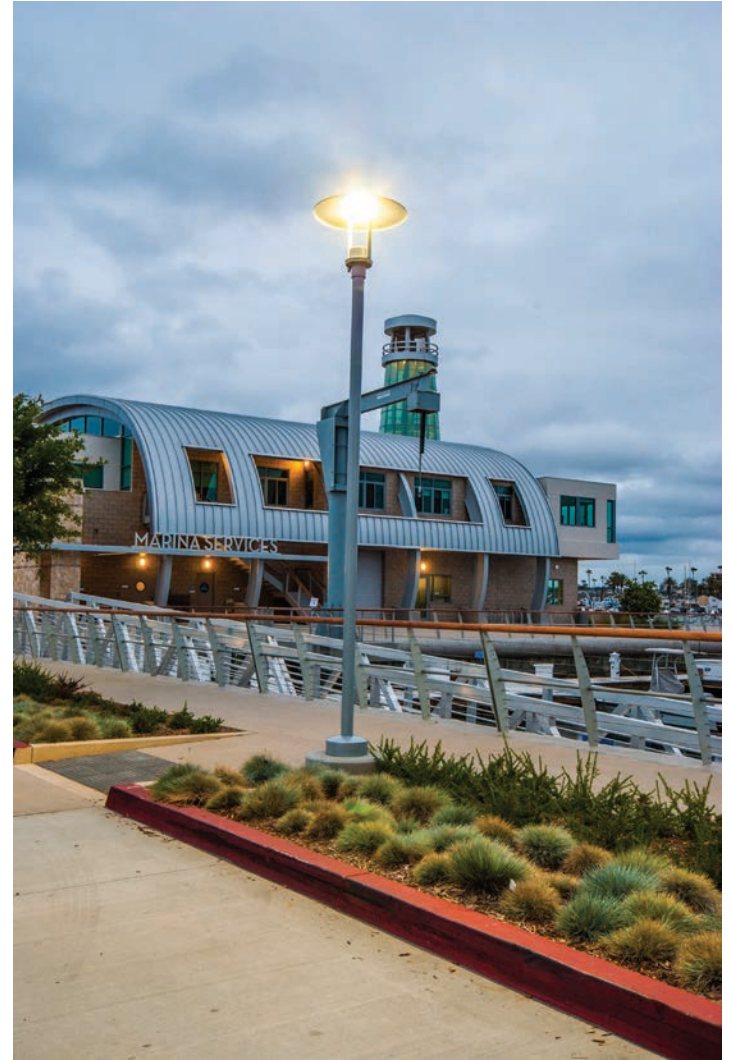
Marina Park is a cutting-edge and exciting community and sailing center in Newport Beach. Marina Park covers a total area of 10.5 acres and took ten years to complete. The park boasts a 23 slip visitor marina including facilities for sailing instruction, new and improved restrooms for beach visitors and those using the boat slips, the Lighthouse Café, a nautical themed children's playground with picnic tables and a community center offering a variety of classes, to name just a few of the wonderful attractions.

The Selux Notch LED Bollard as well as the Saturn Cutoff LED were chosen as part of the lighting design for Marina Park because of their ability to withstand the environmental conditions present along the waterfront. These fixtures are designed for general lighting and best featured in applications including, but not limited to, pathways, local roadways and parking lots.

Today, Marina Park is a "new" park filled with activities that are available to the public and it can be enjoyed by children, families, singles, or senior citizens.









CHAZ Yorkville Condo

Toronto, Canada

Best known for its luxury shops and restaurants, Yorkville is a shopper's paradise. It is also one of the cultural hearts of Toronto, home to The Royal Ontario Museum, Canada's largest and the fifth largest in North America, and the city's Art Walks.

The CHAZ Yorkville Condos are located in a quiet residential area of the dynamic Yonge and Bloor neighborhood in Yorkville. Yonge and Bloor is the unofficial dividing line between downtown and midtown Toronto.

The building's landscape is illuminated with a curated selection of fixtures from Selux. Exelia columns were installed on slight but varying angles to seamlessly mesh with the playful seating and décor in front of the CHAZ.

In addition to Exelia, the Selux Olivio Medio bollard and Olivio Candelabra post top were used throughout the communal terrace giving it a warm, welcoming light.



Architect: Page and Steele/IBI Group Architects, Toronto - **Lighting Designer:** Ann Jung, Salex - **Landscape Architect:** Land Art Design, Toronto - **Photography:** Light Monkey Photography, Toronto - **Product:** Olivio Bollard, Olivio Candelabra, and Exelia Column









Expo 2016
Antalya, Turkey

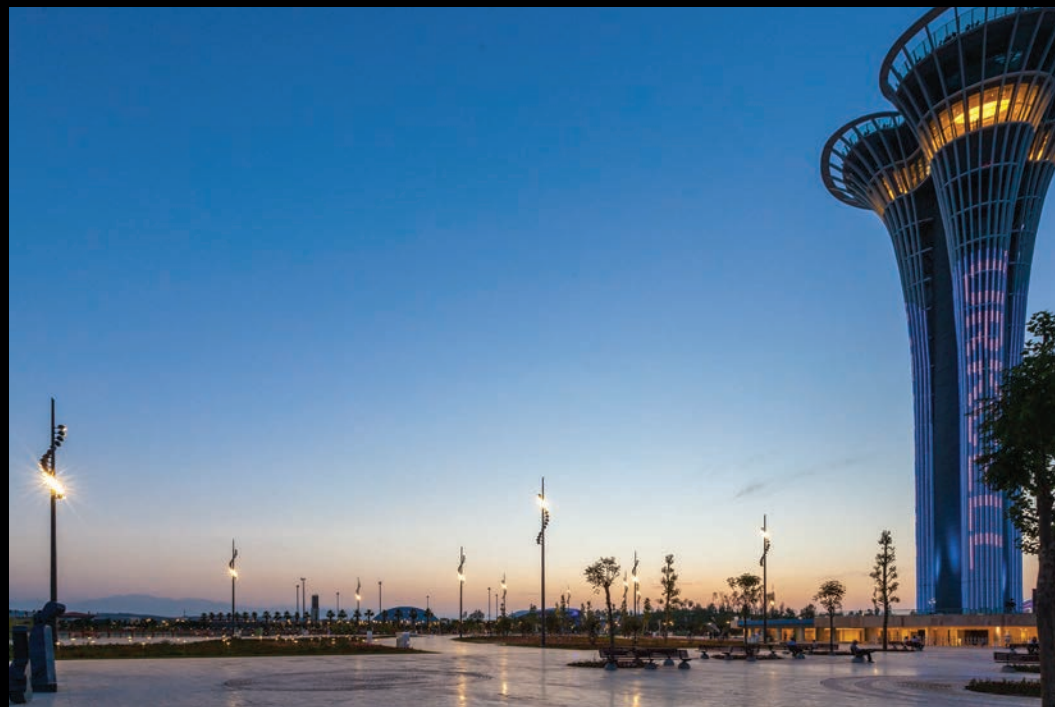


Architect: ARTI Mimarlık | Mehmet Senol and Team – Lighting Designer: Niyazi Avci – Photography: Emre Sahin –
Product: Olivio Sistema 2 and Astro



Expo 2016
Antalya, Turkey





River's Edge Park

Council Bluffs, Iowa

Dedicated to the principle of maintaining the riverfront as a "green" place, Tom Hanafan River's Edge Park, in Council Bluffs, Iowa, protects and sustains the river's woodland and wetlands by preserving over 80 acres of the park in its natural condition. This park was designed for the community, residents and visitors to come together and celebrate on the banks of the Missouri River.

The flexible Selux Olivio Sistema system provides lighting for the multiple uses of the park. On the 5 acre Great Lawn, Olivio's uniform, controlled brightness in various directions ensures the "Rays" interactive light installation's ever-changing light patterns are not disturbed.



Architect: Sasaki Associates – **Lighting Designer:** Horton Lees Brogden Lighting Design; Visual Terrain, Inc. – **Photography:** Meghan Ochs, Regional Special Projects at Gensler – **Product:** Olivio Sistema









Cabana Bay
Beach Resort
Orlando, Florida



Architect: Lindsay Pope Brayfield Clifford & Associates, Inc.; Shulman and Associates; Daroff Design Inc. & DDI Architects, PC -
Lighting Designer: CD&M Lighting Design Group - Photography: Robin Hill Photography - Product: Olvio Sistema



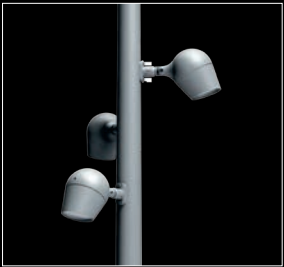
Triangle Plaza

Denver, Colorado





Kiener Plaza
St. Louis, Missouri



Landscape Architect: Nate Trevethan - Michael Van Valkenburgh Associates (MVVA), Brooklyn, NY - **Lighting Designer:** Randy Burkett Lighting Design, St. Louis, MO - **Photography:** Tom Paule - **Product:** Olivia Sistema 2



Westminster Station

Westminster, Colorado

Westminster Station is a Regional Transportation District (RTD) commuter rail station on the B Line in Westminster, Colorado; part of the Denver metropolitan area. The recently opened B-line provides an 11-minute train ride to downtown Denver's Union Station.

Westminster Station is connected to the nearby Adams County residential neighborhood by a 165 ft. long pedestrian bridge over the tracks, platform, and nearby Little Dry Creek. The Station Area was designed as an attractive destination and community center in South Westminster, the first market-rate, transit-oriented, mixed-used project with ground-floor commercial space and up to five stories of residential rental units above. In addition, the underpass of the station, connecting to the north plaza, is home to a 90 ft. long art installation by Brian W. Brush called "Grotto," which consists of high-density polyethylene plastic tubes lit by LED lights in an array of colors. It will provide real-time visual alerts so residents, employees, and visitors can know that a train will soon be arriving or departing without the need to check a transit schedule.

This redevelopment project revitalized the area—a true "transit first" neighborhood. Selux Ritorno Square was chosen to illuminate primary walking paths to enhance evening use and safety with its uniform, virtually shadow-less illumination. The Ritorno directs lighting downward, avoiding off-site glare to minimize impact on the building occupants across from the station. The modern looking Ritorno with its sleek reverse tapered pole is a perfect complement to its surroundings.









USTA South Campus Court of Champions

Flushing Meadows - Corona Park, New York

The fourth largest public park in New York City, Flushing Meadows Corona Park, located in the borough of Queens, was created as the site of the 1939/1940 New York World's Fair and also hosted the 1964/1965 New York World's Fair.

Since 1978, the US Open has taken place in Flushing Meadows Corona Park. It consists of the United States Tennis Association (USTA) Billie Jean King National Tennis Center, Arthur Ashe Stadium is center court, and its secondary stadium court is Louis Armstrong Stadium.

The \$550 million "Sports Spectacle" transformation initiated in 2010 includes three newly constructed stadiums; completion of the Arthur Ashe Stadium's retractable roof, the largest of any other tennis stadium in the world; new hospitality and entertainment settings; and significant improvements to the public realm for 750,000 spectators, sponsors and athletes. Over the past five years, USTA's roll-out of new stadiums and amenities has substantially improved the overall experience, resulting in increased attendance and economic impact.

Included in the renovations are a new South Plaza, relocation of the "Court of Champions," a new Pedestrian Alley, and new food and beverage concessions. The Selux MTR Square Column was chosen to illuminate the Court of Champions, which includes a view of the Unisphere, the iconic symbol of the 1964/1965 New York World's Fair.





13

UNIVERSITY OF QUEENSLAND

Columbine Library

Littleton, Colorado

Built in 1989, the Columbine Library, the busiest of branches in the Jefferson County Public Library (JCPL) System was in need of renovation. With input from the community, a vision for the library was created and the \$4 million overhaul began.

The renovation list included the creation of a separate area for children and adults, a space for "community," a quiet area for all and a collection of not just books, but all media; this meant updating technology as well. One thing that no one wanted to see change is the library's million dollar view of the foothills of Littleton. Now this modern library reflects the attributes of the Jefferson County community it serves and fulfills the vision JCPL had of delighting their patrons.

One aspect of the renovation was to improve the access to the library; this involved the relocation of the main entrance to the east side. The Selux Trigo, with its simple geometric form, frames this new entrance. Trigo has everything a designer is looking for - superior photometric performance along with architectural appeal for a variety of lighting applications such as pedestrian walkways, campuses, and other urban settings.





COLUMBINE LIBRARY





The Pike

Long Beach, California





Cambridge Public Library

Cambridge, Massachusetts



Architect: William Rawn Associates, Architects, Inc.; Ann Beha Architects – Photographer: Lea Mueller – Product: Quadro





Angry Orchards

Walden, New York





East River State Park

Brooklyn, New York

On October 29, 2012 Superstorm Sandy came ashore, sending a 14 ft. storm surge into areas of New York City. It swamped public transit, flooded lower Manhattan and took out power to much of the southern portion of the city. Sandy remains the second costliest hurricane in US history.

Pictured to the right is the East River Park in Brooklyn, New York. It is a beautiful waterfront park that encompasses seven acres along the East River and features breathtaking views of the Manhattan skyline, as well as remnants of the site's historic past as a 19th century shipping dock. It also flooded in the storm, however it did not go dark. The 50 Selux Discera 4 LED Solar luminaires remained lit.

The Selux Discera 4 LED Solar was selected for this waterfront park for its excellent illumination and sustainable design. Selux Discera 4 LED Solar can withstand severe weather conditions where traditional lighting fails, providing light to even the hardest hit areas of New York in the aftermath of Superstorm Sandy. The lights and their mountings endured the high winds and illuminated the area thanks to the self-contained electrical work kept well above the rising flood waters.





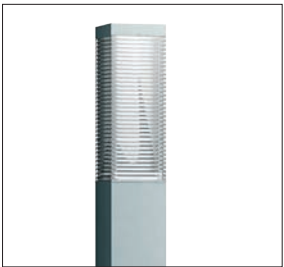
World Trade Center Memorial

NYC, New York

The World Trade Center Memorial in New York City is designed to be the centerpiece of the new World Trade Center. The landscape architect, Peter Walker, and the architectural lighting designer, Paul Marantz, chose to work with Selux to create lighting specifically for this eco-friendly public space.

The MTR square column was designed to resemble the shape of the Twin Towers. These columns provide directional lighting capabilities and utilize glare free refractor technology for enhanced visual comfort of the many visitors who occupy the walkways and public plaza.

The Memorial Plaza was envisioned to be one of the most sustainable, green plazas ever constructed. The project is currently pursuing LEED Gold certification and is built to meet the requirements of both the New York State Executive Order 11 and the WTC Sustainable Design Guidelines, which promote environment-friendly practices. The MTR Square Columns were chosen for efficient and accommodating design, low energy, and high productivity.



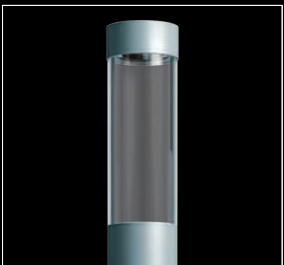
Architect: Handel Architects; Davis Brody Bond Architects – **General Contractor:** HITT – **Lighting Designer:** Fisher Marantz Stone –
Landscape Architect: Peter Walker & Partners – **Photography:** Ines Long, Archphoto – Jonathan Intraivaia, Selux –
Product: MTR Square Modular Column







Southern Oregon
University
Ashland, Oregon



Landscape Architect: CoveyPardee Landscape Architects – Architect: Sera Architects, Inc – Photographer: © Jeff Amram Photography
– Product: Exelia Column



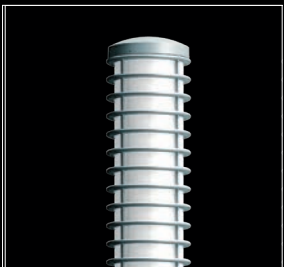
480 Arsenal St.
Watertown, Massachusetts





Gables Park Plaza

Austin, Texas



Architect: Ziegler Cooper Architects - Lighting Designer: Bos Lighting Design, Houston - Photographer: Thomas McConnell
Photography - Product: Corral Column



University of California Riverside

Riverside, California

The University of California, Riverside is one of 10 universities within the prestigious University of California system, and the only UC located in Inland Southern California. Located approximately 50 miles east of downtown Los Angeles, UCR is also within easy driving distance of dozens of major cultural and recreational sites, as well as desert, mountain and coastal destinations. Widely recognized as one of the most ethnically diverse research universities in the nation, UCR currently hosts about 22,000 students, with 900 instructional faculty, including 660 ladder-rank faculty.

The campus is in the midst of a tremendous growth spurt with new and remodeled facilities coming on-line on a regular basis. The revamped 155,000 sf, LEED Gold student recreation center offers expanded cardio and weight areas, spaces for cutting-edge fitness classes, intramural sports, a 237,000 gallon swimming pool and 32 ft. climbing wall and bouldering area among other amenities. Selux MTR column and bollards were part of the remodeling, bringing distinctive exterior lighting design to the much-needed recreation facilities for UCR's growing student community.

The American Institute of Architects (AIA) Inland California Chapter has recognized the University of California, Riverside, Recreation Center expansion effort with both a Merit Award and People's Choice honors.









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