



Lookbook

# Time to make the Big Shift

Discover remarkable lighting  
Sustainably printed

3D printed by Philips MyCreation

**Spectacular lighting**  
**Eco-friendly solution**

**We blend  
experimental  
design with  
pioneering  
technology  
to craft  
remarkable  
products**



**It's time for  
the Big Shift**

imagine  
dream  
envision  
realise  
discover

designing outside the box.  
Creating beyond every catalogue.  
Realizing all you wish for.  
In a brand new, sustainable way.

out loud in every dimension. Construct without constraint.  
Feel the absolute freedom to follow your own vision and reshape  
the future. More durable. More desirable. Without blueprints or  
boundaries. Without restrictions and restraints.

creating all you wish for  
from sustainably sourced materials.  
Designing for a circular economy.  
With significantly reduced waste and emissions.

all you desire. Flexibly and fast.  
Through swift design and agile production.  
Layer upon layer...

unique textures and amazing shapes.  
Spectacular 3D printed lighting.  
The futureproof choice that puts your brand  
in the spotlight. Like never before.

**It's time for  
the Big Shift...**

Choose the sustainable solution in lighting.  
It's time to create your own signature,  
3D printed by Philips MyCreation.  
*Remarkable Lighting. Sustainably printed.*

■ See our manifesto movie [here](#)



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## McDonald's: from stunning to global scale

How McDonald's discovered  
a smartly scalable and  
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It's 3D printed lighting for hotels.



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Reducing emissions. Eliminating  
waste. Contributing to circular.  
It all adds up. Towards better  
business and a brighter future.



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3D printed lighting;  
the most stunning and efficient  
lighting choice for retail!

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Smart and tasteful.  
Why 3D printed lighting is the  
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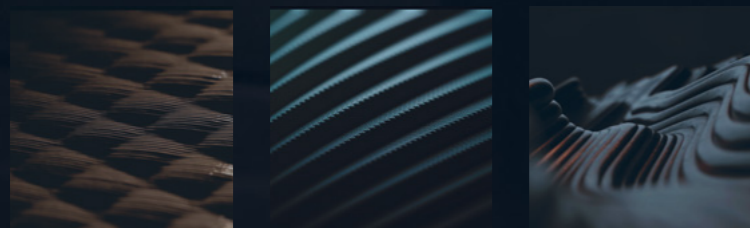
## Let's co-create!

Together we bring your vision to life.  
Through 3D printed technology.



Amazing shapes. Mesmerizing colours.  
Unique textures. Endless possibilities.  
In unlimited and limited editions.  
Created by the latest 3D technology.

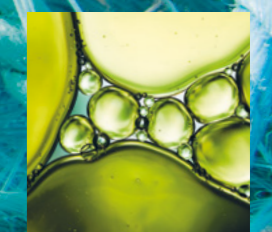
# Special



# Sustainable

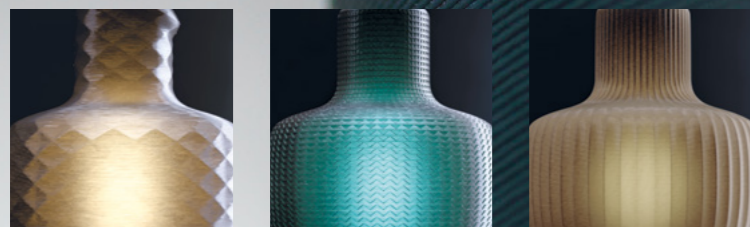
3D printing solves 3 major sustainability challenges. By contributing to the circular economy, reducing CO<sub>2</sub> emissions and eliminating waste.

We print our lamps locally. And only to order. With materials from at least 55% recycled or renewable sources. We also release special editions made from reused materials that would otherwise be thrown away. Like old fishing nets and recycled CDs.



# Speed

Instant development, fast delivery, and global coverage for awesome projects. Ready to serve your needs close by.





01



McDonald's:  
from stunning  
to global scale

**Interview Marc Pochert**  
Senior Director Global Design Integration McDonald's Corp

“It really shimmers like velvet. The pattern is just stunning”.

**WE NEEDED A GLOBAL SCALE**

We design for new store modellings and openings across the globe. For all of our 38,000 restaurants. We have a couple of requirements which are not discussable. So there are no of the shelve solutions. We want to own the IP rights. We need a scalable solution. We need a short lead time. We need a high durability and we want it all at competitive cost.

**WE COULDN'T FIND A SOLUTION**

For one of our latest designs, called a touch of archery, the key feature was a customized, hemispherical, translucent pendant lighting. Which should shimmer like velvet. The embossed pattern should be slightly darker. But in a warm tone. Plus we wanted a different pattern on the top of the luminaire. Which would require a very difficult mould. We couldn't find a solution. It couldn't be produced...



**THE UNLIMITED OPPORTUNITIES OF 3D PRINTING OPENED OUR MINDS**

Until... I saw the 3D printing capabilities of Philips MyCreation on social media. I thought, this could be a good idea! So I gave them a buzz. I said hey this is the design, this is the task. Can you do this? Yes, they said. Sure we can. And they succeeded!

**IT WAS AN ABSOLUTE COOPERATION PROCESS**

With the design intent, the drawings, and the idea in mind, we started the conversation with Philips MyCreation. We did two rounds of samples. After we saw the second sample... We were so close to the original design intent,

we never thought that this could be possible. We had the final round of samples approved in less than 3 months! Which is an unbelievable speed when it comes to the production of a pendant light. This whole process exceeded our expectation by far.

#### SUSTAINABILITY IS ALWAYS IN THE HEART OF OUR DECISION-MAKING

McDonald's has ambitious targets for sustainability. In 2030 we want to reduce our carbon footprint by 60%. So every element counts. After we fixed the design stuff, we recognised that with 3D printing we would also benefit from using sustainable materials. Philips MyCreation was able to deliver sustainably on a global scale. By pushing the point of production closer to the point of use. Which also helps solve the huge issue of speed. We are hoping to have the Philips MyCreation product in more than 100 countries across the globe in our McDonald's stores. This year. From Argentina to Japan. From Alaska to Australia. Having no stock gives us a huge benefit. It makes us flexible. It helps us regarding the cost.



#### THE RESULTS

It really shimmers like velvet. The pattern is just stunning. That's the product. The other thing is the cooperation. The way we cooperated with Philips MyCreation. Their capabilities. The innovation piece. That was a great learning for us. We were happy to discover them as a great partner. Able to deliver on a global scale. So for sure whenever it comes to new designs, Philips MyCreation will be our first contact when it comes to creating and developing unique luminaires.

Created for

# McDonald's

■ See the case film [here](#)

# Retail lighting revolutionised



Why 3D printed lighting is the best lighting choice for retail? Because it suits brands & spaces seamlessly. It helps to easily create a more unique and sustainable customer experience. Perfectly adapted to your concept.

02



Taipei 101 Tower:  
from open-minded  
to amazing

Interview Michael Liu  
COO of the Taipei 101 Tower

# “Everything is modularized and can be disassembled”.

## LET'S CREATE A SPECIAL PLACE IN THE SKY

I'm in charge of all operations of the whole Taipei 101 Tower. For our tenants we wanted to create a special space in the sky. To enjoy not only the good design and the space set-up, with all the natural lighting. But we also wanted to show them that we think about sustainability and to let them experience that we care about the earth in ourselves.

## A SPACE AS A CIRCULAR DESIGN CONCEPT

For the SkyPark we designed a whole space as a circular design concept. What can be recycled? Reused? We even considered the ownership of the materials. Rented the furniture and the plants. Furthermore, we also wanted to integrate sustainable lighting into our plans.



## WE TALKED ABOUT THE CIRCULAR DESIGN WITH PHILIPS MYCREATION

We were very open-minded for sustainable ideas, that could fit our circular design concept. Philips MyCreation introduced this idea and we said great! Because 3D printing is something that is going beyond what we have in the market and it fits our sustainable ideas. Because it's made from a lot of recycled material. Everything is modularized and can be disassembled. You can reuse all the materials. That is why we chose Philips MyCreation. They provided the circular lighting design that matched our plans.

**WE ALSO LIKED THE 3D SOLUTION**

Because it's printed as needed. So you don't waste the production. You don't waste a lot of mass production. That fits into this whole concept of circular design. Together we cut a lot of waste. We reduced a lot of emissions.

**PEOPLE ARE SO AMAZED**

It took less than a year to develop this whole concept in cooperation with all of our partners. I think it's pretty quick. Now when people come in, we introduce them to it, and tell them that this lighting is all 3D printed and everything can be disassembled. It can be reused. Can you imagine! People are so amazed about this technology and the whole concept.



**“We wanted to create a special space in the sky”.**

Created for

**Taipei 101**



**LOOKING FORWARD TO MORE COLLABORATIONS**

Actually, we have worked with Philips for a long time already. Including our façade lighting. So we have a good relationship. This was a real breakthrough project. We are now planning to transform the lighting in the whole building. That's a lot of space! We need lighting solutions. There are some new ideas happening every day, so we are looking forward to a lot of new solutions and more collaborations as well.

See the case film [here](#)



# Outstanding Office lighting

Why 3D printed lighting is the effective lighting choice for office? Because it helps your organisation to create its own unique and stunning working environment. That makes employees and visitors feel welcome, special, empowered and supported. In a smart and sustainable way.





**We are here to  
think, sketch and  
select with you.**

**To sharpen and  
specify your brand  
experience in lighting.**

# Extraordinary Hotel lighting


Why 3D printed lighting is the ultimate lighting choice for hotels? Because it creates an amazing ambience. It lights up every space and room with its special designs and sustainable materials that help to make your guest feel right at home.



PLUS retail:  
from extra  
to experience



Interview Rober Delver  
Manager Formula at PLUS Retail



“Now everything  
is printed exactly  
the way we  
want it”.

**WE WERE LOOKING FOR MORE ATMOSPHERE**

Together with my team, I am responsible for translating the proposition of PLUS. To all of our 500 supermarkets in the Netherlands. Lighting is an important aspect of this. We wanted to illuminate our new stores as well as possible. To literally put our different departments and products in the spotlight. With the best possible lighting plan, in balance, that creates an optimal client experience. That's why we wanted to add something extra. Not only flat spot lights, but also real mood lights.

**DISCOVERING THE RIGHT SOURCE**

In itself, we had a good proposal from our design agency that suited our new style shop. But the proposed lampshades? They were a pretty tricky thing. Because they were made of concrete. Which made them very heavy and difficult to install. On top of that, they had long delivery times and were not really sustainable either. So we started to search again. For a new solution and source.

**THAT'S WHERE PHILIPS MYCREATION CAME IN**

We've had a relationship for years. We always build our stores together with them. They came up with the proposal to develop and print our lamps in 3D together! So that we could create the exact right pendant that we wanted for our stores. That would fit seamlessly into our entire lighting plan.

**THEY WERE ABLE TO HELP US WITH SMART SUGGESTIONS**

With the right shape, size, and atmosphere in terms of light. Besides that, it also enabled us to recreate the concrete look very well. The whole pendant is now made from light, affordable materials that also make installation much easier. Which also saves time and allows us to build our stores much faster.

**A MORE SUSTAINABLE APPROACH FOR  
THE MOST SUSTAINABLE SUPERMARKET**

And what was also very important to us is that it is a really sustainable product. The whole luminaire is printed from recycled plastics. Which fits very well within the positioning of PLUS. We have been the most sustainable supermarket in the Netherlands for several years now. And we want to stay that way. These kinds of development can also play a role in that.



Created for

**PLUS Retail**

**THAT IS THE BIGGEST ADVANTAGE  
OF 3D PRINTED LUMINAIRES**

Now everything printed exactly the way we want it. From initial discussion to prototype, it has become a personalized and sustainable product within 3 months. A product that is quick to manufacture and easy to install. And is also safe. Because it is made from light materials. Yes, we are very happy with our luminaires. They look really good. We just love the shape and finish. And we are just very happy with the whole process and how it was made. We are now going to roll this out in all of our 500 PLUS stores. Step by step. They will all get these lamps!

■ See the case film [here](#)



Why 3D printed lighting is the tasteful lighting choice for restaurants? Because it enables you to choose amazing design and unique textures that help you to create the perfect atmosphere and experience for your guests.

# Restaurant lighting reshaped

## REDUCE CO<sub>2</sub> EMISSIONS

We've eliminated long supply chains – sourcing parts from suppliers and storing those in a warehouse – in favour of in-house printing. 3D printed parts are light, so they use less fuel in transportation. This results in fewer CO<sub>2</sub> emissions. Also we're carbon neutral and use 100% renewable electricity in all manufacturing sites.



## ELIMINATE WASTE

With our shorter supply lines and ultra-short production times, we can make last-minute production decisions. By printing on-demand, we don't have stock of unsold products.

We also use waste to create new luminaires. Up to 46% of all ocean plastic consists of fishing nets, but this is an excellent basis for printing luminaires. As part of our 3D printing production process, we recycle in-house, re-using waste such as rejected parts that didn't pass our quality control.

# The 3 sustainable contributions 3D printing delivers you by default

## CONTRIBUTE TO A CIRCULAR ECONOMY

We are on target to produce all printed parts with at least 55% recycled or mass-balanced bio-circular plastics.

The 3D technology allows the creation of shapes that are not possible with traditional production. As a result, our products consist of fewer components and are designed for easy disassembly.



# Fabulous Fashion lighting

Why 3D printed lighting is the smart lighting choice for fashion shops? Because it offers a perfect fit for cost savings and ease of installation. And it helps to contribute to your sustainability goals.





Our team of selected top designers helps you to bring your vision to life. We listen to your brand's special needs. And sketch and create amazing shapes, brilliant finishes, stunning effect and a better future. Together with you. Through 3D printed technology.



**Elevate your brand experience!**

Discover more at [philips.com/mycreation](https://philips.com/mycreation)

# share sketch select specify prototype & print

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Our simple six step co-create process



**Let's make  
your light  
significantly  
better**

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