



AYDINLIK  LIGHTING



www.aydinliklighting.com

The sun illuminates the beauty of the world by day, and as the sun sets and the day phases into night, it is Aydinlik Lighting's turn to illuminate the world.



The company, a forerunner of innovation in its sector, combines lighting technology with esthetics, ecologically sound design, energy efficiency and economics, and has taken the lead around the globe in the transformation of illumination into an art.



Esthetics



By valuing the visual harmony, as well as the historical value of each landmark, Aydinlik Lighting is able to appeal to both the physiological and psychological effects illumination has on those who witness its splendor. Additionally, the company's team of design specialists is able to identify and highlight the impression that is desired in a given location considering the visual effects of light. This is what is now known as the fourth dimension of architecture.

Ecology and Economy



However, illumination design is not strictly about esthetics. It is also about creating an esthetic environment where ecology, environmental protection and economics have been consciously addressed. Around the world, conservationists are concerned by the excessive use of energy. However, it is design genius when the cost of esthetically oriented lighting consumption can be reduced to a minimum through the use of carefully implemented LED endurance lighting and initial investments in lighting design and execution can quickly experience an economic return through lighting billboards and illuminated advertisements.





How amazing is it when esthetics can be combined with conservation and economics to create practical applications that affect a huge portion of the population? Such is the case with Istanbul's expansive Bosphorus and FSM Bridges traveled by over 600,000 vehicles daily. At night, the esthetic splendor of both bridges not only creates a majestic entry into the ancient city of Istanbul for travelers entering its waters by sea. It has also proven (contrary to initial concerns), to provide additional illumination to driving lanes thereby enhancing visibility for drivers.

Financial Contributions to the Community



Overall, esthetic illumination design does not only affect tourists and visitors to the city, but it also affects commerce. Take for example the Bosphorus Bridge whose seaside cafés and shop owners report and increase in sales since the famous bridge has been illuminated. This triggered a request by the local businesses to the authorities to illuminate the FSM Bridge as well. The benefits to the community are certainly multi-fold.



Residual Economic Effects

The effect of esthetic illumination design is residual. When prominent and well-known bridges, monuments and landmarks that are virtually unnoticed by day create visual and mystical impact by night, they create recognition worldwide for themselves and their cities. International companies such as Apple and Sony as well as numerous small national companies have residually implemented Aydinlik Lighting's illumination designs to create their own advertising image, thus scattering the esthetic beauty of a given city both locally and globally. From the usage of majestic landmarks by broadcasting news stations and small municipalities all the way to the respective Ministers of Culture and Tourism, the residual economic effect of Aydinlik Lighting's designs continues to create more and more commerce.



Social Responsibility

Aydinlik Lighting is a socially responsible company. It supports charitable endeavors such as the fight against breast cancer and spousal abuse as well as patriotism and nationalism through theme-related, color appropriate lighting of landmarks on a particular day for a particular purpose or cause. For example on Breast Cancer Awareness Day, the Bosphorus Bridge is illuminated in pink. But that is not all. Aydinlik Lighting also has the capacity to create illuminated verbage and images on the structures that support the theme, impacting the message to an ever greater extent.



We wish to thank the following companies for their valued collaboration:

Phillips Turkey

Istanbul / Turkey

Billings Jackson Design

London / UK

Siemens Turkey

Istanbul / Turkey

Manhattan / New York

Siteco

Istanbul / Turkey

Manhattan / New York

Assan Electronics

Istanbul / Turkey

Chicago / Illinois

Bosphorus Lighting

Istanbul / Turkey

Graylake / Illinois

LVL Lighting

Istanbul / Turkey

Burlington / Massachusetts

Phillips Color Kinetics

Aydinlik Lighting's team of illumination designers is unique and highly specialized. Its architects, engineers and technical designers have a special knowledge of the LED lighting system and its capability to combine color esthetics with energy efficiency.

Under the tutelage of well-known experts in the field such as;

Prof. Dr. Mehmet Şener Küçükdoğu (The honorable president of the Turkish National Committee on Illumination, an organization that is part of the Commission Internationale de L'éclairage)
Prof. Dr. Müjgan Şerefhanoglu Sözen (founder of the Turkish National Lighting Committee on Illumination and former Professor of Yildiz Technical University, School of Architecture)

Aydinlik Lighting has excelled.

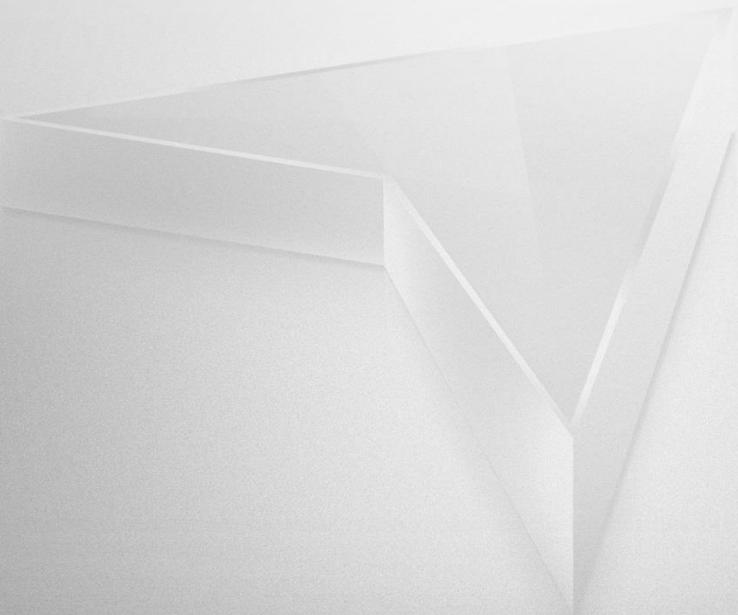


Its team is also expert in designing lighting that is historically relevant when applicable and appropriate to the intent of the structure using the combinations of cool, warm, amber and RGB lighting. As a result of its domestic and international achievements, Aydinlik Lighting has been granted many important certificates and awards.

Having completed some of the largest and most complicated illumination projects ever implemented, Aydinlik Lighting leads the way throughout the globe by providing illumination lighting solutions for the world's most renowned structures.

No matter where the city and no matter how intricate the project, Aydinlik Lighting continues to be a pioneer in its sector.



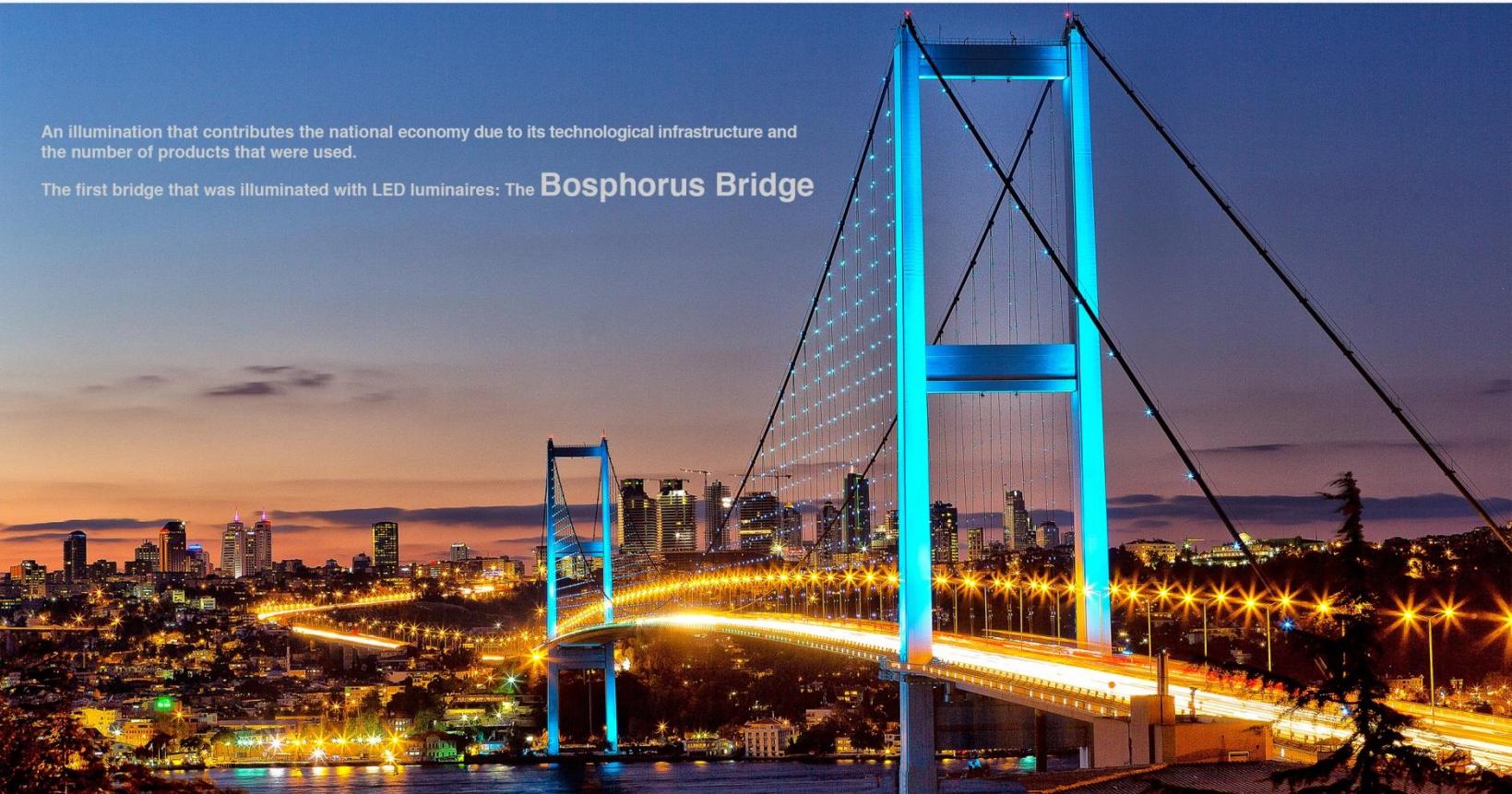


REFERENCES



An illumination that contributes the national economy due to its technological infrastructure and the number of products that were used.

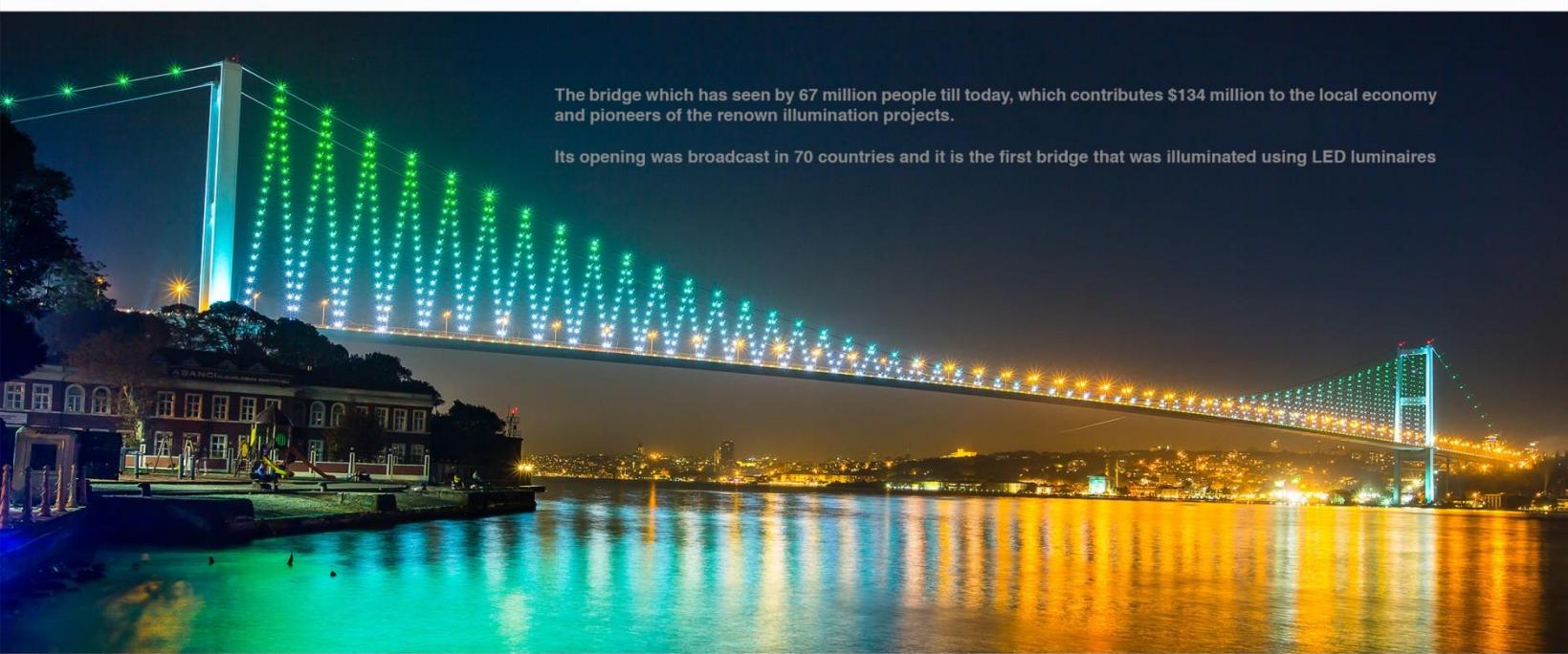
The first bridge that was illuminated with LED luminaires: The **Bosphorus Bridge**





mounting applications





The bridge which has seen by 67 million people till today, which contributes \$134 million to the local economy and pioneers of the renown illumination projects.

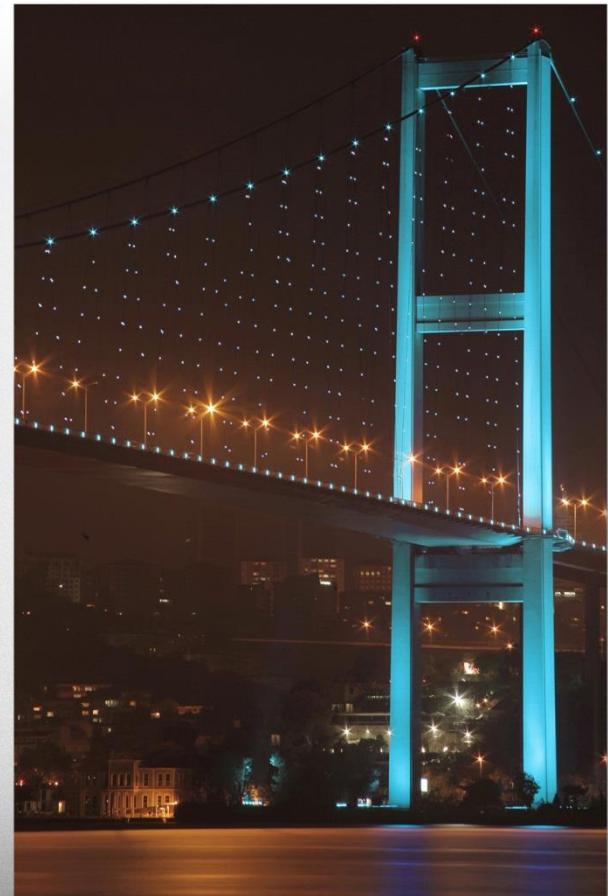
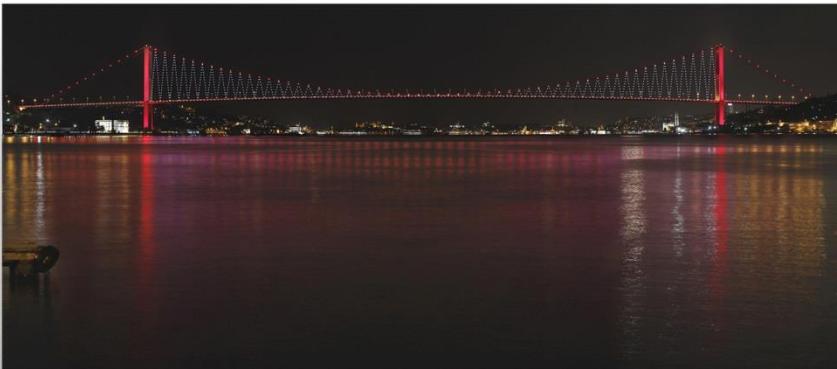
Its opening was broadcast in 70 countries and it is the first bridge that was illuminated using LED luminaires

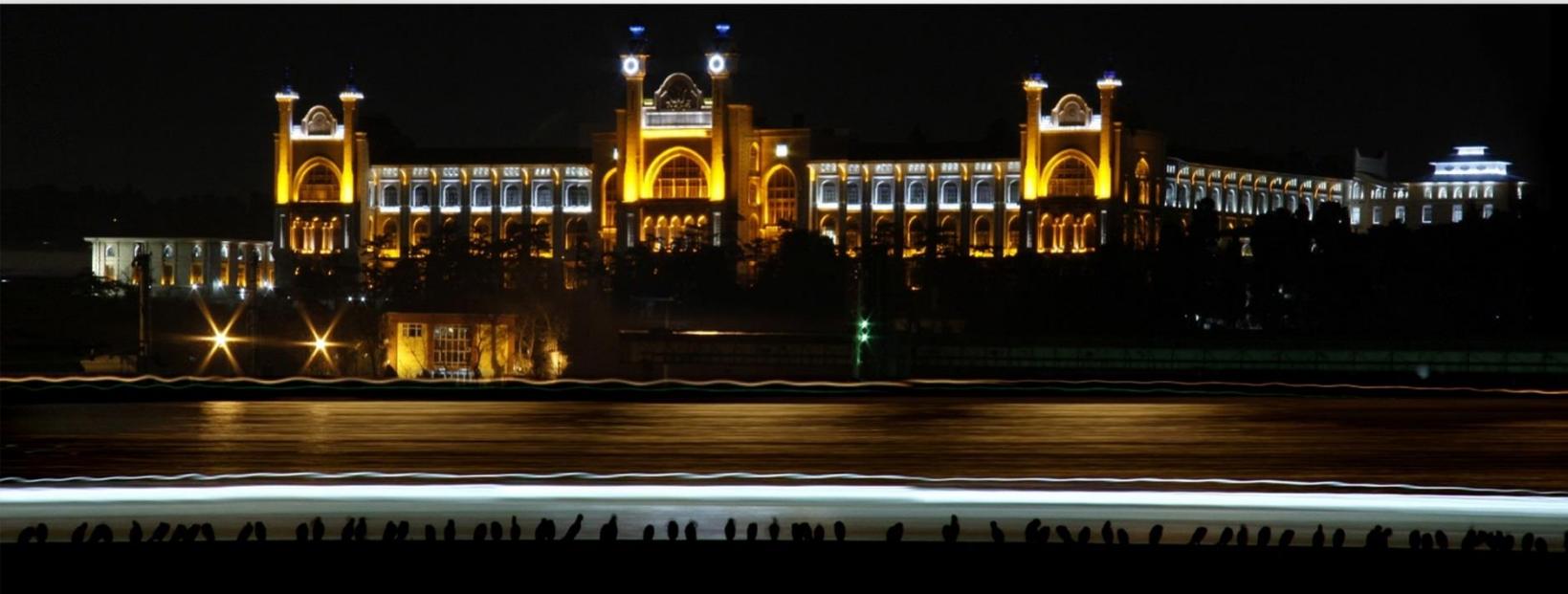
Number of LED luminaires used in the project:	96,000
Length from end to end:	0.96 miles
Distance between LED luminaires:	19.6 feet
Number of vertical cables with LEDs:	228
Length of the longest rope:	331 feet

Length of the shortest rope:	6.5 feet
Total length of cable for power, fiber and Cat 5 wires:	16.46 miles
Total cost of the project:	\$3.750.000
Estimated number of people that saw the project:	apx.67 million
Estimate amount of contribution to the local economy:	apx.\$134 million

Start date: July 7 , 2006
End date: July 11, 2007





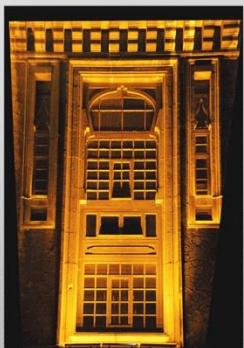
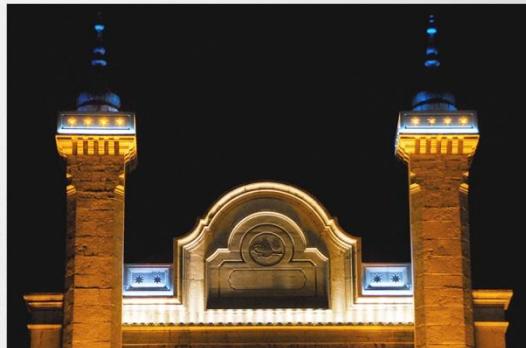
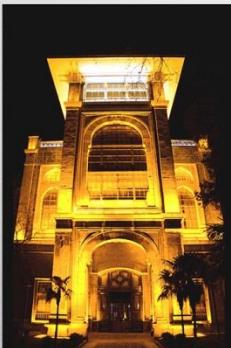
Marmara University **Haydarpasa Campus**

One of the most important educational institutions of Turkey now enlightens its surroundings also at night. Thanks to 160.000 LEDs used in its illumination, the historical artifact that has the highest number of LEDs all across Europe is Marmara University Haydarpasa Campus.





Marmara University Haydarpasa Campus



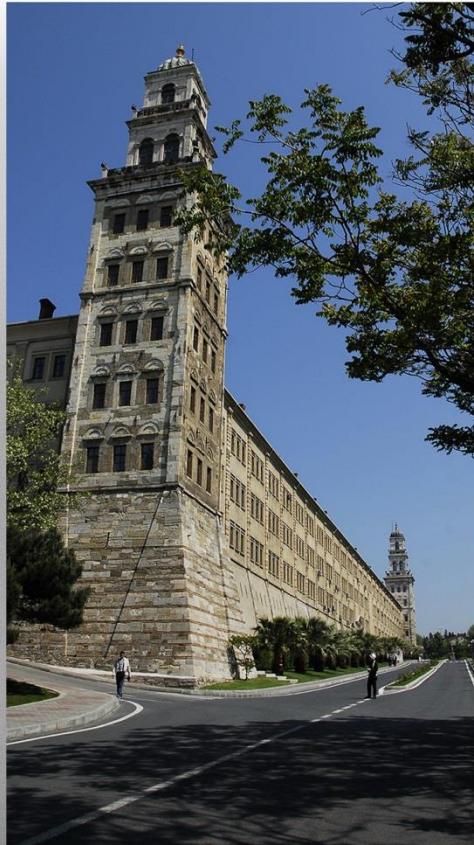
Selimiye Barracks



An illumination that was achieved by using special methods in order not to harm the historical fabric and that adds extra beauty to Istanbul every night



Selimiye Barracks



Kuleli Military High School



Kuleli Military High School

This building is a heritage of a glorious empire and one of the most important educational institutions of Turkey...

The building that dazzles Bosphorus with its beauty each and every night, Kuleli Military High School.



Cekmekoy City Hall

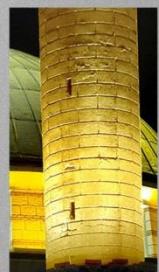
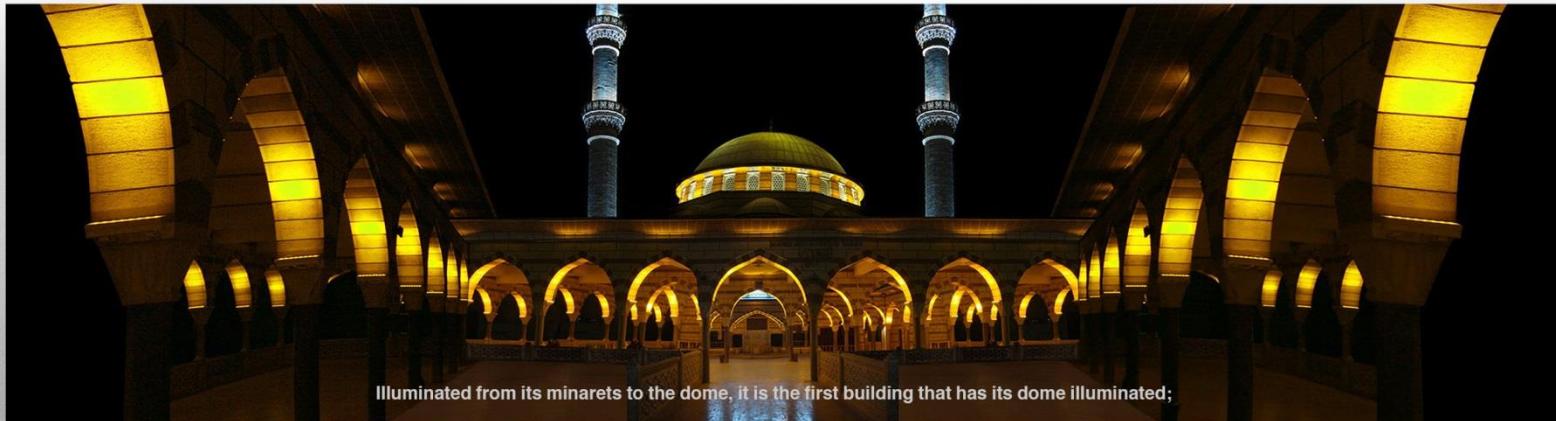


Cekmekoy City Hall

Most spectacular building of Cekmekoy
with its illumination



Marmara İlahiyat Mosque



Beylerbeyi Naval Training & Education Command

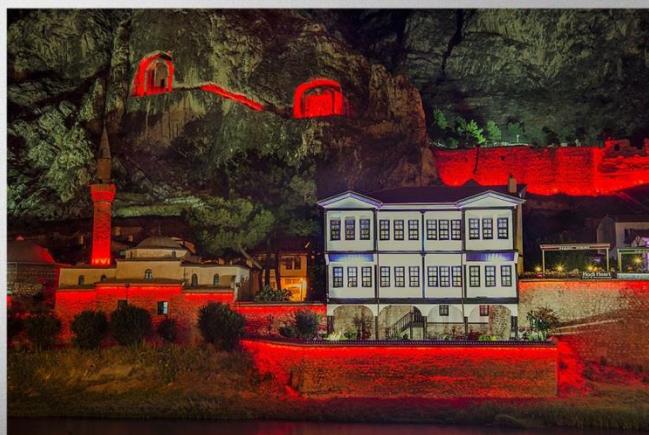
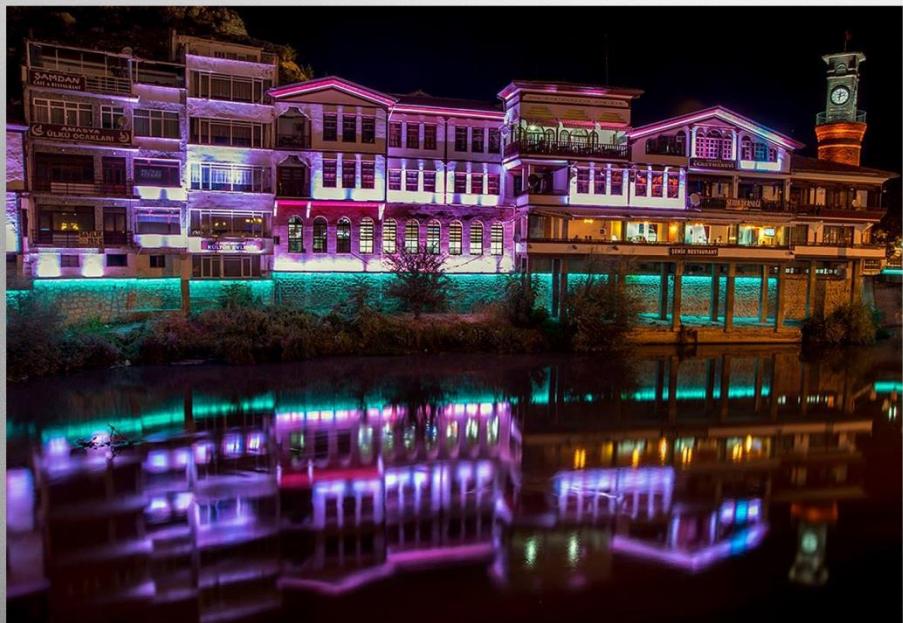
The building that has always been admired by the passengers of the Bosphorus Tours is now illuminated after the sun goes down.

Bosphorus Night Cruises are much more significant from now on;



Harsena Mountain and Castle

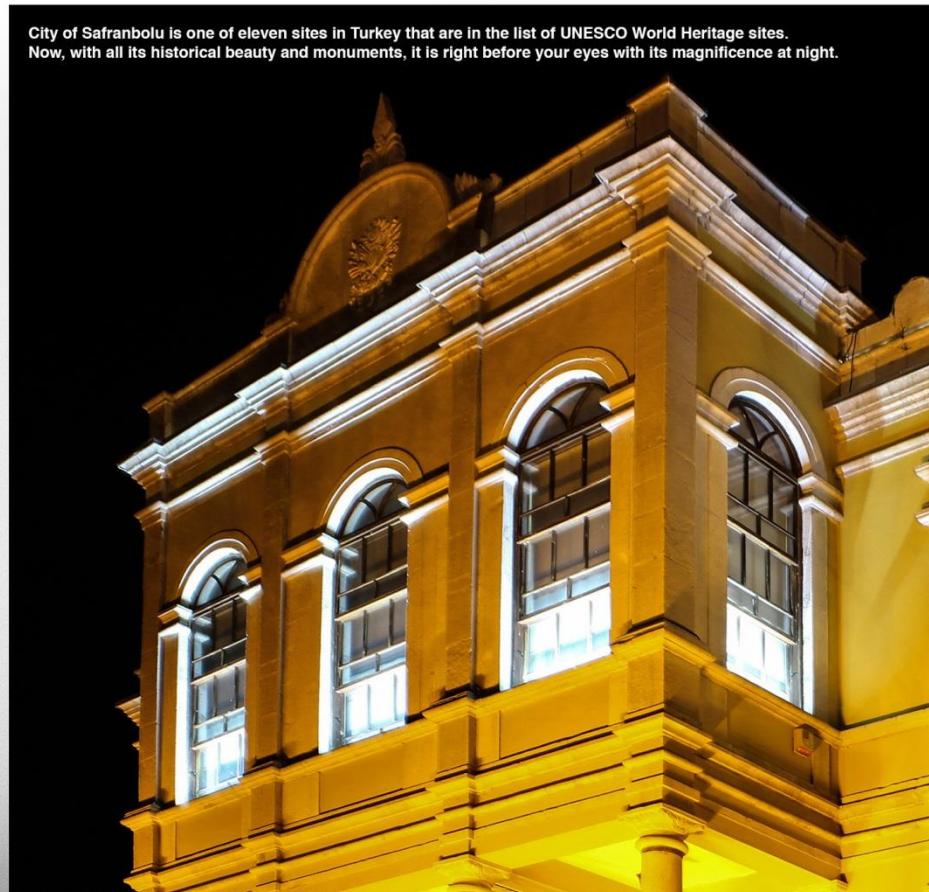
First castle in Turkey which is illuminated with decorative lighting through LED luminaires and the largest geographical area illuminated by LED's in the world



Safranbolu Museum



City of Safranbolu is one of eleven sites in Turkey that are in the list of UNESCO World Heritage sites. Now, with all its historical beauty and monuments, it is right before your eyes with its magnificence at night.



Fatih Sultan Mehmet Bridge

While one pearl of the Bosphorus is shining the other one shouldn't be left in the dark!
A visual feast that connects two continents with 43.000 m cable and 48.160 LEDs



Fatih Sultan Mehmet Bridge

Exhibiting its beauty to 35 million people so far and with its \$90 million worth contribution to the local economy, it is the other pearl of the Bosphorus which connects Europe and Asia



Number of LEDs used in the project:	48,160
Length from end to end:	0.93 miles
Height of the tallest installation point:	524 feet
Length of the longest rope:	328 feet
Length of the shortest rope:	9.84 feet
Total length of cable for power, fiber and Cat 5 wires:	26.9 miles
Total cost of the project:	\$2.570.000
Estimated number of people that saw the project:	apx.45 million
Estimate amount of contribution to the local economy:	apx. \$90 million
Total energy consumption:	927 Kwh/day

Lights are on for almost 10 hours a day

Start date: **May 25, 2010**

End date: **August 30, 2011**



JAHILI FORT



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