

Press Backgrounder

Muziekgebouw Frits Philips Eindhoven inspired by Philips Ambient Experience



When people go to a concert, they are influenced by much more than just the quality of the music they hear. The atmosphere in the concert hall's communal areas, the available facilities, the ease with which you find your way around; these, and many more issues, all play a role.

World-class environment

The Concert Hall Frits Philips Eindhoven (Muziekgebouw Frits Philips Eindhoven) was a perfect example of this. Regarded by some as one of the finest concert venues in Europe, mainly due to its excellent acoustics, there was a feeling that the communal areas and exterior still had something of a provincial feel. The venue director, Wim Vringer, wanted to be able to offer his public a world-class environment to match the quality of the concert halls and of the performing artists. He asked Philips Design to help develop a vision for the Concert Hall to make this possible.

Based on user insights

Here was an ideal opportunity to apply Philips Ambient Experience Design – a concept which aims at positively influencing people's experiences through the application of light, images and sound. But, equally as important, Ambient Experience Design is always based on user insights. *"Ambient Experience Design is not a prefixed concept or product that can be copied into an environment. What makes it distinctive and authentic is our methodology that allows us to get true user insights that are essential to design an environment that is innovative and meaningful to the people using it"*, says Jos Stuyfzand, Director of Ambient Experience Design at Philips Design.

For the Concert Hall Frits Philips Eindhoven, this meant a team from Philips attending several different types of concert – jazz, classical, contemporary and world music – and observing how the people attending behaved before the concert, during the break and afterwards. A significant number of interviews and observation sessions were also carried out to find out what people really thought of the venue resulting in a number of insights to feed into the design process.

There was a general feeling among visitors that there was a lack of atmosphere in the foyer and entrance area, that the interior was somewhat old-fashioned and had an uninspiring color scheme, that the ambience was too static and predictable, and that there was insufficient reason to hang around after the concert was finished for a drink or a chat. It also became clear through observation that many people were having trouble finding their way around; the building is spread over four floors and there are many diagonal lines in the architecture, making orientation somewhat difficult.

The Ambient Experience methodology

As part of the Ambient Experience methodology, the next step was to take what was a considerable amount of user-related information and turn it into a more easily-digestible form. An Experience Flow was created, which showed the many different stages that someone visiting the venue goes through, from arrival to leaving the venue after the concert. Personas were also created to get a better impression of the different kinds of people going through this Experience Flow; after all, someone attending the recital of a Mozart flute concerto on their own probably has very different considerations and needs than a group of friends going to see an Irish folk singer.

After this a number of workshops were held which included Philips representatives together with personnel from the visitors departments of the Concert Hall and Van Eijk & Van der Lubbe, interior design. The result of these sessions were 10 guiding experience principles – ranging from creating a modern, 'big city' allure to providing clear & intuitive orientation – which would be used as a basis for all the subsequent renovation work.

Consistent approach throughout

The Concert Hall Frits Philips Eindhoven officially reopens on October 9, 2010 after renovation work which took three years. Philips' main role in the project was to set out the initial direction and making sure it was adhered throughout the redesign. All the various new aspects of the communal areas address, in one way or another, the user insights generated at the beginning of the process.

For example, illuminated pathways using the in-built ceiling LEDs from Philips subtly guide people to the bar during the break. Three massive Italian chandeliers add a definite touch of grandeur to the ambience. And a purpose-built 13-m-long couch, with integrated LEDs which illuminate a path between two people sitting at different points on it, playfully addressing the insight uncovered during research that a significant amount of visitors actually come alone.

Partners in innovation

The redesign of the Concert Hall Frits Philips Eindhoven is a great example of how the design consultancy services of Philips combined with Philips' lighting solutions can help customers create innovative, people-focused experiences. As stated by Wim Vringer, "In fact, thanks to the excellent cooperation between all collaborating parties involved the result is a fundamentally changed venue improving the quality of experience for our visitors, regardless of the kind of concert they come to see."

Cooperating parties redesign Muziekgebouw Frits Philips Eindhoven

- Concert Hall Frits Philips Eindhoven, ordering customer
- Philips Design, concept creation and art direction
- Van Eijk&Van der Lubbe from Geldrop, total design and interior design
- Hypsos from Soesterberg, visual-, light-, and sound advise
- Rapenburg Plaza from Amsterdam, lighting design
- Philips Lighting, lighting execution
- Gerard Hadders from Schiedam, graphical identity

Read more about Concert Hall Frits Philips Eindhoven on their [website](#).

Ambient Experience in healthcare

The Concert Hall Frits Philips Eindhoven is the latest in a long line of successfully-implemented Ambient Experience installations. The first Ambient Experience environments were in healthcare facilities, where they help to ease patient anxiety, improve conditions for staff, and boost the external image of the hospital or clinic – an important consideration in an ever-commercializing healthcare landscape.



As an example, Philips created an Ambient Experience MRI Scanning Suite in which patients can personalize the surroundings of a treatment room by choosing different themes which are realized using a combination of lighting and projection. When patients gain a sense of control, they become more at ease with the proceedings, which enhances workflow and reduces the need for patient sedation, especially among children. The end result is

enhanced quality of care.

[More info Ambient Experience in Healthcare environments](#)

Improving conditions for hotel guests



More recently, Philips Ambient Experience has proved its value in other environments as well. It was used to create a restful environment for business travelers at CitizenM hotels. Guests can personalize the atmosphere in their room with light, sound and video images. This creative solution has been a big success: when people work and relax in an environment that pleases them, they're more productive and get a better night's sleep. In addition, they have the perception of staying in a luxury hotel while only paying a mid-segment hotel fee.

[More info on CitizenM](#)

Schiphol Airport



Another recent example was at Amsterdam Airport Schiphol – one of the world's most innovative airports – where Philips helped revamp the G7 departure gate. Again, based on gathered insights, a combination of Philips LED-lighting, multimedia and physical restyling has been applied so that passengers can experience something much more pleasurable and relaxing than the usual rigmarole they have to go through at

the departure gate. The new gate also helps airlines speed up the security and check-in processes as well as projecting their brand image.

[More info on Ambient Experience at Schiphol Gate 7](#)

Notes to the editor

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