



Background:

Osijek pedestrian bridge spans the Drava River and is one of the city's most iconic landmarks which originally opened in 1981. In 2017 the bridge underwent a spectacular full colour transformation funded by a Coca-Cola marketing campaign, which required citizens to collect more than 100,000 bottle caps.

Coca-Cola launched the campaign to mark 50 years of production in Croatia and to share its success as an active member of the local community by supporting projects that enhance the lives of citizens.

Outcome:



- Balanced and directional glare
- High lumen transmission
- Strong colour saturation
- 100% CRI
- Nonexistent light pollution
- Fire and heat resistant

Compared to other landmark bridges around the world, the Osijek pedestrian bridge was quite literally, left in the dark.

Dynamic, full-colour lighting was required to highlight the bridge's beauty and reinforce its iconic status, as well as enhance the city's recognizability and attract tourists. It was important for the lighting to become integral to life in Osijek, and to be the backdrop for many memories and important life moments.

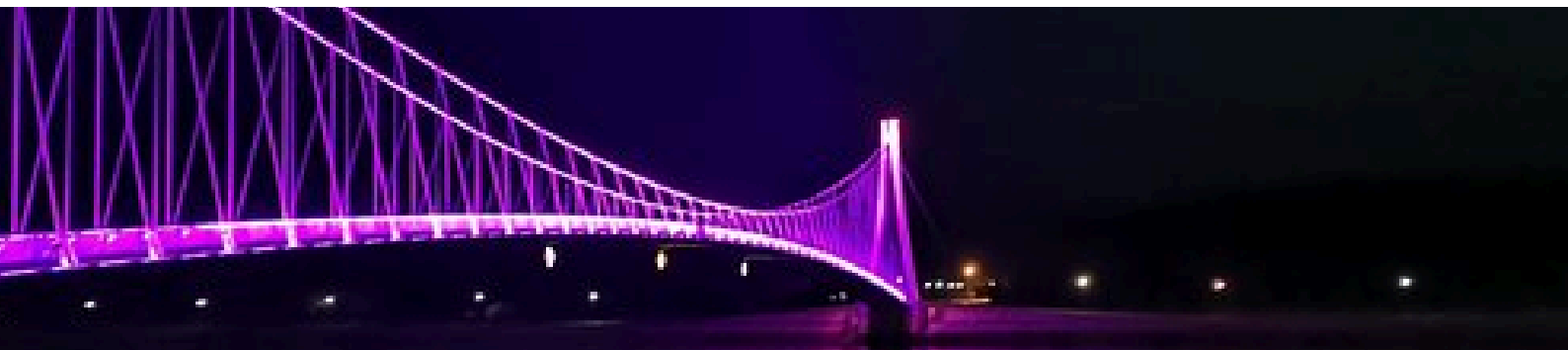
MICROLOUVRE[®]

helps remove light pollution with it's ability to hide the light source

acdc's parent company, Zumtobel Group, was invited to design, supply, install and commission a new lighting solution. The brief needed the bridge to accommodate the bespoke lighting requirements of any future events and special occasions, which has been delivered through a lighting scheme that offers a multitude of scenes and in infinite colours.

The installation of the new bridge lighting had a tight timeframe of just 1 week. More than 20,000 people attended the ceremony to celebrate the switch-on of the lights, which were set to red to reflect the Coca-Cola brand.

The Blade range of LED luminaires from acdc was ideal for this project: a mains onboard linear wall wash luminaire designed to evenly wash distances up to 8 metres in height and to ensure that minimal additional mains cables are required. This was especially beneficial given that it is used along the full length (210 metres) of the bridge.



Smartlouvre worked closely with acdc to enable the integration of the Microlouvre Koolshade® fabric into the luminaires to hide the light source whilst maintaining a directional balance of glare control and high lumen transmission.

The long length and the nature of the use of the bridge as a public space restricted Zumtobel from using any external fittings to the lights regarding the health and safety regulations. The internal integration of the metal louvred fabric, into the luminaires, therefore, allowed acdc's luminaires to perform as intended whilst meeting the desired effect.

acdc's powerful Fusion LED floodlights were used to graze down the pillars that dominate the skyline at either end of the 35 metre tall bridge. Fusion is an intelligent, highly efficient, IP66 architectural floodlight, which delivers 2000lm in a single colour, colour change, or dynamic white. Despite its small size, Fusion offers high output, and with the introduction of Microlouvre Koolshade® fabric within each unit, the light can be sharply focused, with strong colour saturation, consistency, and with very little light pollution.

