

SUCCESS STORY · PHILIPS LIGHTING × NHOW MILANO

Philips *spotlights* nhow Milano Suite

Philips Lighting chooses nhow Milano's 10th anniversary event to show its new technology

CLIENT NAME

Philips Lighting

INDUSTRY

Lighting

LOCATION

Italy, Milan, nhow Milano

EVENT TYPE

Product launch of Philips HUE new personal connected lighting

SIZE AND REACH

More than 1.000 people, media and consumers, passionate about design, innovation and disruptive experiences enjoying the nhow Milano's 10th Anniversary event.

THE CHALLENGE

On October 20th 2016, nhow Milano celebrated its 10th Anniversary to revamp itself not only as an unconventional hotel but also as a key location to host any kind of events. Philips Lighting found in nhow Milano the perfect partner to present its creative technology in one of the most disruptive spaces: the Suite. Philips Lighting fell in love with the Suite for being the ideal location to present its new HUE technology.

Philips HUE – astonishing wireless home lightings – has been designed to satisfy every need of who wants to have a completely customized lighting atmosphere at home, controlled by his smartphone or tablet.

To present its technology to its best, Philips was searching for both, a place in the heart of Milan and a multipurpose location «home alike» wherein to show all the Philips HUE potential in a 360° experience.



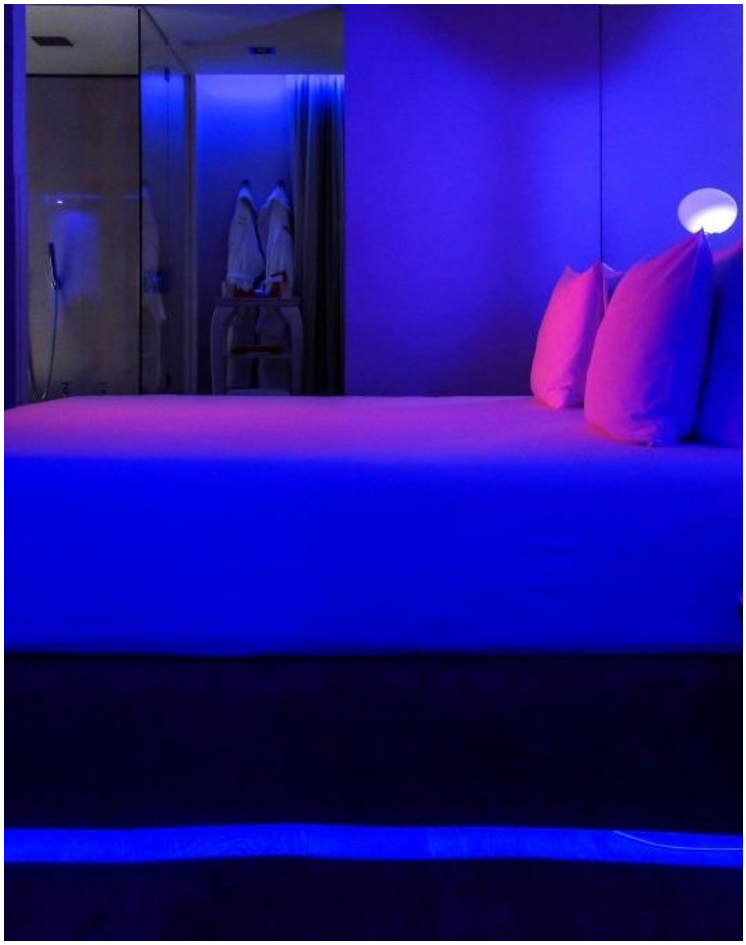


THE SOLUTION

The nhow Suite represented the perfect location to enhance the beauty and magic of the HUE technology thanks to:

- a spacious and advanced technology equipped space
- a high-end and customizable location
- a variety of settings in just “one” room

The 10th anniversary celebration of nhow Milano and its high-end design and elegant Suite. The perfect location to support Philips challenge reaching for its core target thanks to a unique experience.







RESULTS

Philips equipped the nhow Suite with its beautiful and surprising lighting system: during the event, every guest was amazed by the wow effect of this enchanting atmosphere. Philips Lighting revealed a complete satisfaction of the final result.

Philips Lighting has demonstrated a great satisfaction for the overall nhow Milano support. Customization of the spaces and high-quality services have been really appreciated, consolidating nhow, as a leader in creating events beyond the client's expectations.

"To present the new set up of the Suite, nhow Milano organized a dedicated press conference before the 10th anniversary party including a special show with dancers by Corona Events. In this way, nhow added a "twist" to our presentation, demonstrating to be a really great ally, able to support partners with professionalism and helpful staff."

CORRADO MASSONE · MARKETING MANAGER PHILIPS LIGHTING IIG

"The chance to show our HUE technology inside nhow Milano was an incredible opportunity to have an unconventional showroom in the heart of the city, reaching a wide in-target audience."

CORRADO MASSONE · MARKETING MANAGER PHILIPS LIGHTING IIG





ABOUT PHILIPS LIGHTING

Philips Lighting (Euronext Amsterdam ticker: LIGHT) is a global leader in lighting products, systems and services. Its understanding of how lighting positively affects people coupled with its deep technological know-how enable to deliver digital lighting innovations that unlock new business value, deliver rich user experiences and help to improve lives.

Serving professional and consumer markets, Philips Lighting sells more energy efficient LED lighting than any other company. It leads the industry in connected lighting systems and services, leveraging the Internet of Things to take light beyond illumination and transform homes, buildings and urban spaces.

In 2015, Philips Lighting had sales of EUR 7.4 billion and approximately 36,000 employees in over 70 countries.

News from Philips Lighting is located at www.newsroom.lighting.philips.com
News from Philips Lighting Italy is located at www.lighting.philips.it

ABOUT MINOR HOTELS

Minor Hotels is a global hospitality leader with a network of more than 660 hotels across six continents. We drive growth through 12 diverse hotel brands – Anantara, Elewana, The Wolseley, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks and iStay – and a portfolio of related hospitality businesses. Driven by our entrepreneurial spirit, we create better brands, businesses and partnerships by always focusing on what matters most to our guests, our team members and our partners.

Minor Hotels is part of publicly listed Minor International (MINT) – one of the largest hospitality and leisure companies in the world.

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