

HUBBELL

Project: Hubbell Lighting Headquarters

Location: Greenville, SC

Client: Hubbell Lighting

Architect: McMillan Smith & Partners Architects, PLLC

Lighting Designer: Visual Terrain

Electrical Engineer: Visual Terrain

Photography: Brian Dressler and James Huff

LEED Rating: Application for LEED Silver

Challenge:

► Hubbell Lighting, one of the largest lighting manufacturers in the United States, wanted its new corporate headquarters to showcase the company's brands in best practices that emphasized its commitment to efficiency, sustainability and education.

Solution:

► Hubbell assembled a strong design team that produced a lighting design that portrayed the company's breadth and depth of lighting products practically and artistically both indoors and out—while being 30% more efficient than a typical office building of comparable size. The project is currently applying for LEED Silver certification.

► Hubbell Lighting is one of the largest lighting manufacturers in the United States. In 2007, the company completed a new corporate headquarters, a four-story, 185,000-sq.-ft. facility on a 20-acre site in Greenville, SC as the new home for its 16 luminaire brands.

The goal: create a new headquarters that would physically consolidate the brands, demonstrate best lighting practices, communicate environmental leadership and create an education center that would serve as a laboratory for lighting solutions, says Ken Beale, director of marketing services for Hubbell Lighting.

"We wanted the building to make a statement that reinforced the fact that Hubbell is a lighting leader," he says. "From the project's inception, we strove to create an efficient, attractive, sustainable and unique facility that we could call home, a building where our people would feel inspired and comfortable to work."

Designed by McMillan Smith & Partners Architects, PLLC, this striking building design of stone, glass and steel overlooks the "Boom Belt," I-85, connecting Atlanta and Charlotte through a region populated by more than 200 international corporations such as BMW Manufacturing.

"The interstate elevation takes full advantage of its northern exposure with a curving curtain wall that provides stunning views of the Appalachian Mountains for the building's occupants while highlighting the building's thoughtful interior design," says R. Cullen Pitts, AIA, LEED-AP, creative director for McMillan Smith & Partners. The south elevation, he says, faces the campus and consists of a much more solid precast wall. The rotunda functions as the primary visitor entry, serving as a focal point from both the interstate and the main campus drive. "The illuminated, inverted cone drew its inspiration from indirect exterior luminaires," says Pitts.

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HUBBELL GREENVILLE, SC

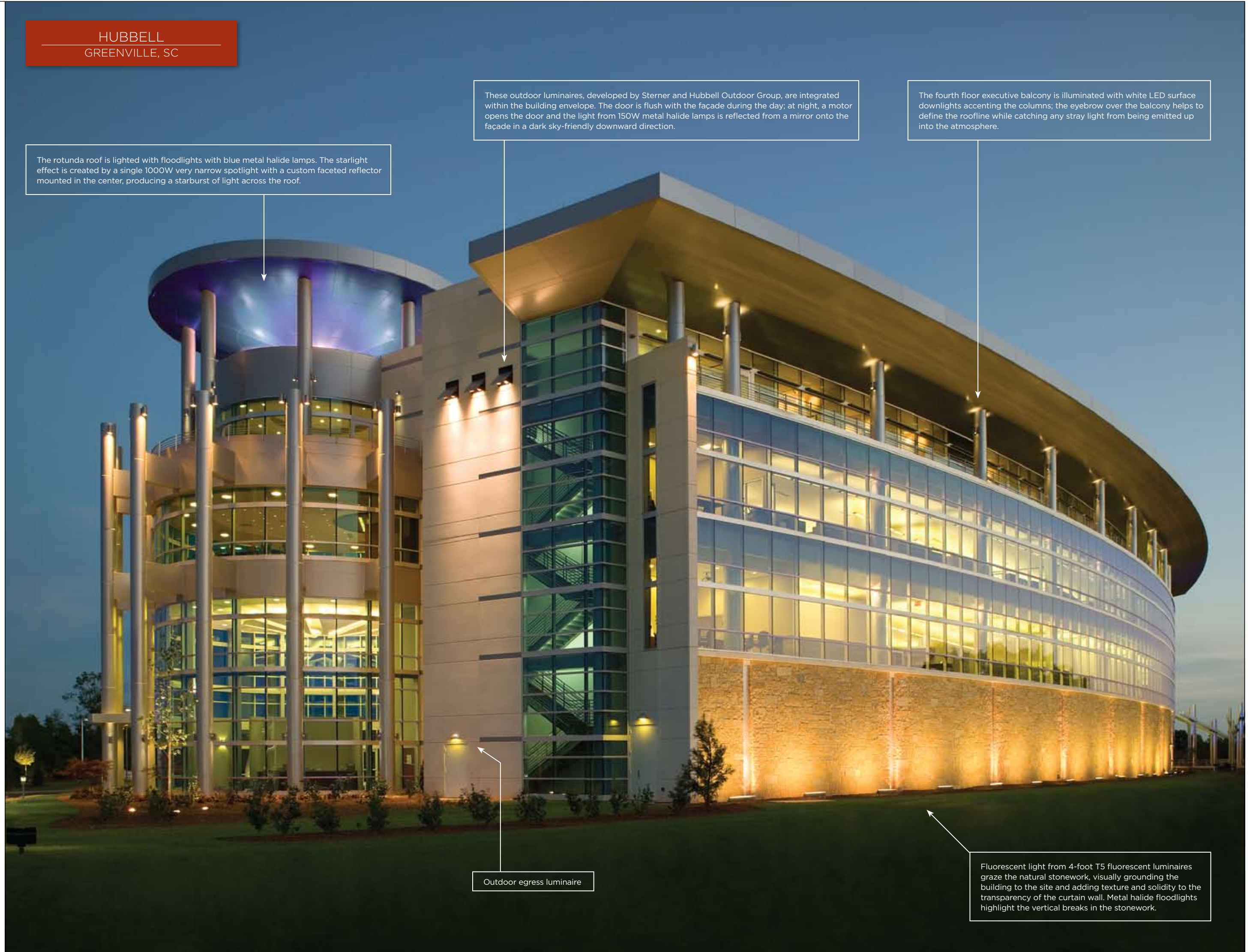
The rotunda roof is lit with floodlights with blue metal halide lamps. The starlight effect is created by a single 1000W very narrow spotlight with a custom faceted reflector mounted in the center, producing a starburst of light across the roof.

These outdoor luminaires, developed by Sterner and Hubbell Outdoor Group, are integrated within the building envelope. The door is flush with the facade during the day; at night, a motor opens the door and the light from 150W metal halide lamps is reflected from a mirror onto the facade in a dark sky-friendly downward direction.

The fourth floor executive balcony is illuminated with white LED surface downlights accenting the columns; the eyebrow over the balcony helps to define the roofline while catching any stray light from being emitted up into the atmosphere.

Outdoor egress luminaire

Fluorescent light from 4-foot T5 fluorescent luminaires graze the natural stonework, visually grounding the building to the site and adding texture and solidity to the transparency of the curtain wall. Metal halide floodlights highlight the vertical breaks in the stonework.



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The first floor contains research and development spaces, testing labs, cafeteria and the company's 25,000-sq.-ft. state-of-the-art Lighting Solutions Center (LSC) designed by Seattle-based Storyline Studio, which includes moveable, internally illuminated walls attached to a central hub. The second floor is home to the 16 brands, product engineering, marketing and information technology, while the third floor houses customer service. The fourth floor contains human resources, accounting and finance as well as the executive suite and board room. Sustainability permeates the design: efficient lighting;

ROTUNDA ENTRANCE

The multistory lobby in the rotunda entrance features surface-mounted accents, recessed downlighting and ample daylight, with fluorescent cove lighting dramatically highlighting a starburst-designed ceiling treatment emulated in the tiled lobby floor. "The ceiling of the rotunda was designed not with a single decorative pendant luminaire, but rather was detailed to act as one large lighting element," says Pitts. "In this way, the effect of Hubbell's products was emphasized over the visual placement of the product itself. The design team collaborated throughout the building to create these subtle features."

materials emitting few or no volatile organic compounds; recycling of more than half of the construction leftovers; low-flow faucets and toilets, high-efficiency boilers and ample daylighting and views.

A gem of the project is the company's Lighting Solutions Center, used for education and training. According to Beale, the LSC represents a new paradigm in lighting training by shifting from a product-based vignette approach to a solutions-based demonstration. The LSC includes a welcoming lobby, pre-function area, amphitheater, 3,000-sq.-ft. Lighting Solutions Lab, training rooms, and dining rooms.

Hubbell brought Visual Terrain, Inc., Van Nuys, Calif., into the project to realize best lighting prac-



tices. "Our initial goal was to utilize the latest lighting technology, including daylight harvesting," says Dawn Hollingsworth, managing partner of Visual Terrain. "This was accomplished with the application of the latest in metal halide, LED, fluorescent and daylighting controls. Our second goal was to unify the brands by using light to create artistic moments throughout the building. The one unifying element is the application of light."

For example, the firm flooded the exterior roof of the rotunda with a blue wash and overlaid a starlight effect with a single luminaire and custom reflector. Elsewhere, blue LED cylinders accent the trellis on the north patio. "These are very cool features to see when you drive by at night," Hollingsworth says. "They serve to tell the public that this is a company that works with and thinks about light. That was an important message for us to convey."

Pitts believes his firm's collaboration with Visual Terrain produced excellent results despite the challenge of being located on opposite coasts. "It's critical to integrate the lighting designer into the design process as early as possible," he adds. "Inevitably, project parameters get distorted, misinterpreted or lost entirely if the lighting consultant is treated like a traditional sub-consultant."

Having a major lighting manufacturer as a client presented a unique mix of challenge and opportunity for the design team. Usually, when lighting a corporate facility, a lighting designer might specify a few types of luminaires, but in the case of Hubbell, the designer was challenged to include luminaires from as many of the 16 brands as possible, which sometimes translated into pressure from multiple constituencies—an unusual situation, says Hollingsworth, as her firm had never worked with a client that knew so much about lighting. In all, more than 150 different types of Hubbell Lighting luminaires illum-

nate the new headquarters' interior and exterior spaces, producing a showcase, but not a showroom, via intense collaboration and an overriding loyalty to the building itself.

Meanwhile, notes Hollingsworth, Visual Terrain received unprecedented support from the client. "Architecturally, this building is not like any other in the area, and we wanted to make sure the lighting wasn't ordinary either," she says. "We challenged the architect's previous experiences with lighting and they really supported the artistic expressions of light beyond solving the functional issues." Support for the design team's lighting decisions came straight from the top of Hubbell's management team.

"Doing this job was not only a source of pride, it's the first time in my experience where there were no problems holding the spec," Hollingsworth laughs. ✕

Lighting Designer: Visual Terrain
www.visualterrain.com, **Circle 224**

PRODUCTS USED:

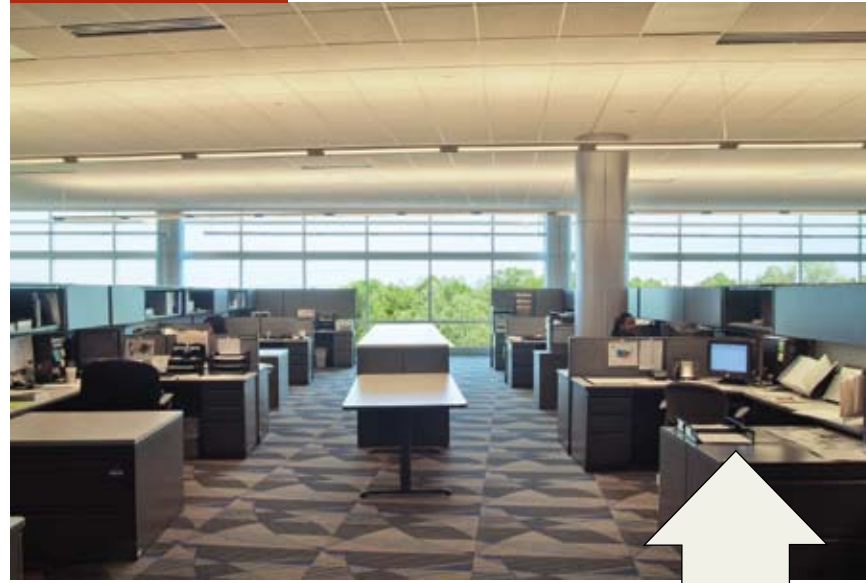
- **Alera Lighting** (direct/indirect fluorescent), www.aleralighting.com, **Circle 223**
- **Prescolite** (downlights, LED accents and track lighting), www.prescolite.com, **Circle 222**
- **Devine** (exterior accents), www.hubbell-ltg.com, **Circle 221**
- **Dual-Lite** (emergency lighting), www.dual-lite.com, **Circle 220**
- **Hubbell** (industrial pendants), www.hubbell-ltg.com, **Circle 219**
- **Progress Lighting** (decorative pendants, sconces and track), www.progresslighting.com, **Circle 218**
- **Columbia Lighting** (fluorescent luminaires), www.columbialighting.com, **Circle 217**
- **Architectural Area Lighting** (parking, exterior sconces and floodlights), www.aal.net, **Circle 216**
- **Kim Lighting** (bollards, rotunda roof floodlights), www.kimlighting.com, **Circle 215**
- **Sterner Lighting** (exterior accents), www.sternerlighting.com, **Circle 214**
- **ETC** (theatrical lighting), www.etcconnect.com, **Circle 213**
- **Lutron Electronics** (controls), www.lutron.com, **Circle 212**



BREAK ROOMS

Break rooms on each floor feature floor to ceiling windows, enabling daylight harvesting and inspiring views. A slightly more playful color scheme than the workspace invites creativity and respite.

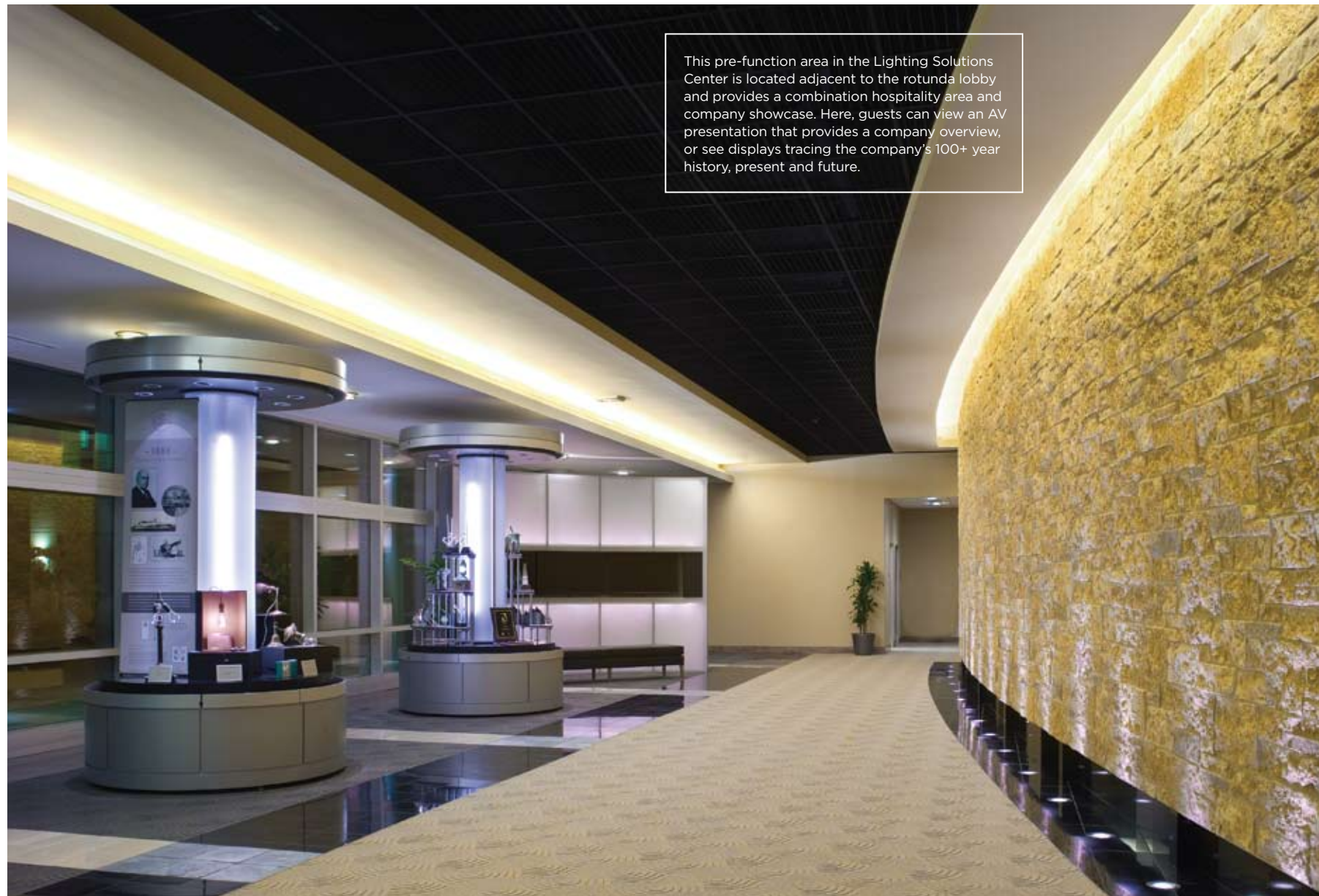




OFFICE SPACES: In open office areas on the north and south sides of the building, linear T5 fluorescent luminaires with a perforated baffle (70% uplight and 30% downlight) identify the north area on the second and third levels of the building. T8 fluorescent luminaires with a diamond-studded perforated strip delineate the south open office areas. "We wanted a softer look to the ceiling rather than looking into troffers," says Hollingsworth. "Alera has a unique optical system that has a wider throw on the indirect side, so we were able to increase the spacing of the rows. This helped on energy usage. We were also able to incorporate daylight harvesting into the rows nearest the curtain walls."



LIGHTING SOLUTIONS LAB: A 3,000-square-foot Lighting Solutions Lab resides within the Lighting Solutions Center, designed to address the most challenging lighting issues of the day. Here, in the luminaire comparison module, specifiers, contractors and users can compare performance characteristics for different luminaires.



This pre-function area in the Lighting Solutions Center is located adjacent to the rotunda lobby and provides a combination hospitality area and company showcase. Here, guests can view an AV presentation that provides a company overview, or see displays tracing the company's 100+ year history, present and future.



CAFETERIA: The employee cafeteria is bright, colorful and multi-faceted. By day, it can feed the entire staff of more than 550 employees. Via sliding walls, the space can be changed to private dining rooms for smaller groups or additional training rooms for educational programs. In the evening, the space can be transformed to catered table cloth dining for special events.

LAB: The Solid State Technology area of the Lighting Solutions Lab showcases a wide selection of residential and commercial LED luminaires.



BOARDROOM: The executive boardroom offers occupants a 270-degree view. A surrounding balcony provides a connection with nature.

