



PHILIPS SPOTLIGHTS NHOW MILAN SUITE

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

Client name: Philips Lighting
Industry: Lighting

LOCATION

Italy, Milan, nhow hotel

SIZE AND REACH

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

EVEN TYPE

Product launch of Philips HUE new personal connected lighting.

CHALLENGE

Surprise and seduce media and attendees with the new Philips HUE technology in an amazing and stylish "home alike" location in the heart of Milan.

THE SOLUTION

The 10th anniversary celebration of nhow Milan and its high-end design and elegant Suite. The perfect location to support Philips challenge reaching for its core target thank 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.

"The chance to show our HUE technology inside nhow Milan 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**



THE CHALLENGE

On October 20th 2016, nhow Milan 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 Milan the perfect partner to present its creative technology in one of the most disruptive spaces: the Suite. Philips Lighting felt 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

RESULTS

“To present the new set up of the Suite, nhow Milan 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



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

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 sell 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 have approximately 36,000 employees in over 70 countries.

News from Philips Lighting is located at <http://www.newsroom.lighting.philips.com>

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

ABOUT NH HOTEL GROUP

NH Hotel Group (www.nh-hotels.com) holds the third place in the European ranking for business hotels.

NH Hotel Group operates nearly 400 hotels with nearly 60,000 rooms in 29 countries in Europe, the Americas, and Africa, in destinations including Berlin, Madrid, Amsterdam, Brussels, Buenos Aires, London, Rome, Vienna, Bogotá, Mexico City, Barcelona, Frankfurt and New York.

NH Hotel Groups value proposition for the Meetings and Events segment: “NH MEETINGS: inspire. create. enjoy.” Aims to offer unique events, inspired by customers wishes and needs, created and executed in a professional and passionate manner and capable of creating memorable long term experiences.

nhow Milano completely overturns the architectural and structural concept of hotel space, favouring the notion of interactive setting, deriving from Italian glamour and lifestyle contaminations. Among others, guests can enjoy 246 room; the 300 mq nhow Suite; 1 Restaurant & Bar; 1800 square metres dedicated to conferences and business-to-business meetings, including T35 multifunctional venue that can be used to host parties, gala dinners, live performances, showrooms, product launches, fashion events, conferences, and much more.

For more information

Nh-hotels.com/meetings

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