

Lookbook

Bringing your vision to light with cutting edge 3D printing technology

Creatively.
Responsibly.

Personalized lighting
Eco-friendly solution

We blend
experimental
design with
pioneering
technology
to craft
remarkable
products



It's time for
the Big Shift

design

Amazing shapes.
Mesmerizing colors.
Unique textures.

recycled

Using recycled and bio-circular materials and clearly showing it as part of the design.

fast

Instant configuration and speedy delivery through our local 3D printing facilities.

perform

Maximum performance while using less energy, saving you money and reducing your carbon footprint

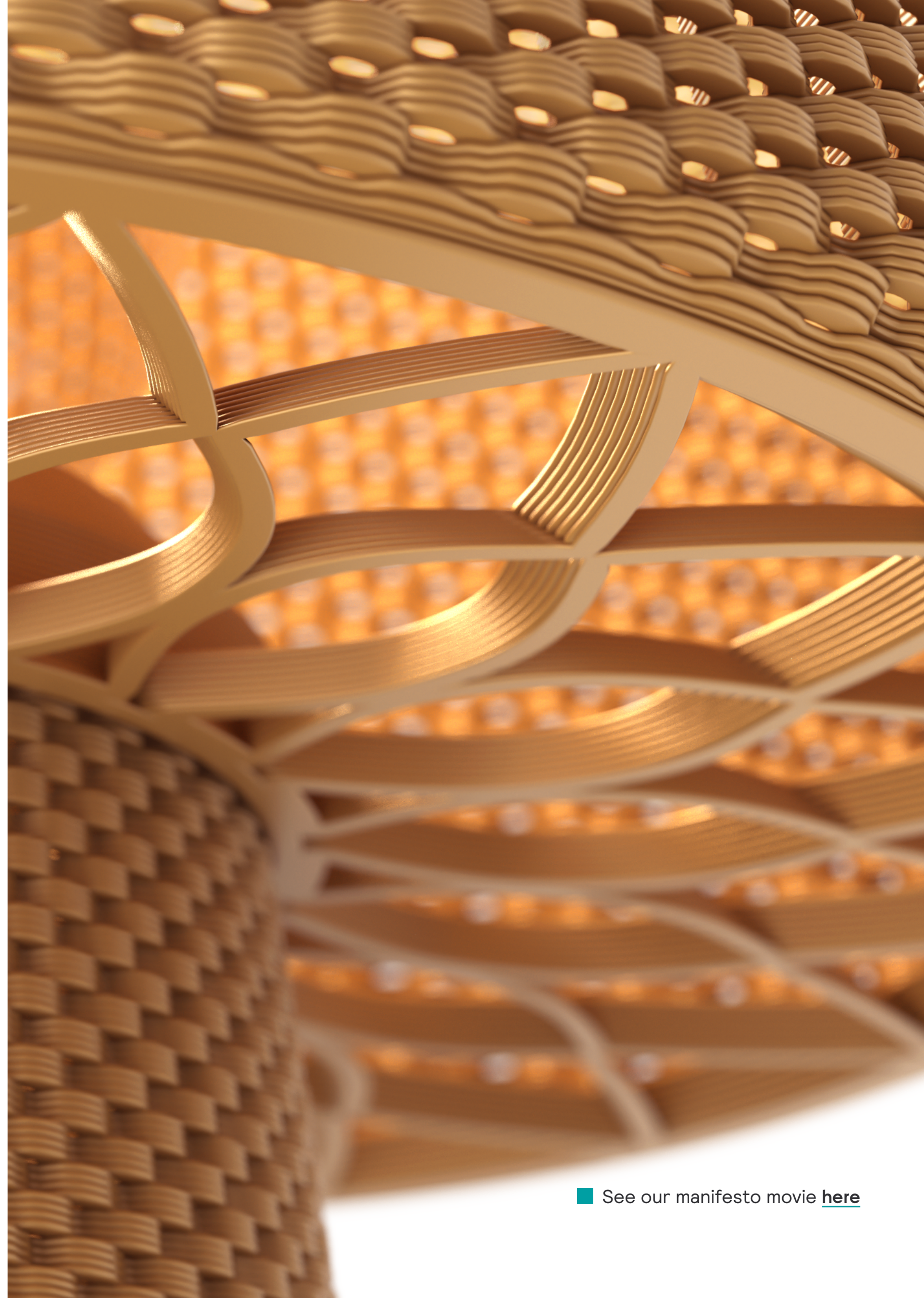
smart

Avoiding ceiling acne and complex installations through integrated sensor and wireless technology.

**It's time for
the Big Shift...**

Choose the sustainable solution in lighting.
Let's bring your vision to light with
Signify myCreation.
Remarkable Lighting. Sustainably printed.

■ See our manifesto movie [here](#)



McDonald's: from stunning to global scale

How McDonald's discovered
a smartly scalable and
sustainable lighting solution.



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Retail lighting revolutionised

3D printed lighting;
the most stunning and efficient
lighting choice for retail!

Taipei 101 Tower: from openminded to amazing

Finding a lighting solution
that fits Taipei 101 Towers
circular space design.



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Outstanding Office lighting

Empowering and effective.
Switch to the lighting choice for
offices. Printed in 3D.

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Extraordinary Hotel lighting

It's design. It's desirable. It's durable.
It's 3D printed lighting for hotels.



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experience while reducing costs
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Restaurant lighting reshaped

Smart and tasteful.
Why 3D printed lighting is the
preferred choice for restaurants.



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Join the circular economy revolution

Reducing carbon emissions
and contribute to a circular
economy. Together, we can build
a sustainable future.

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Fabulous Fashion lighting

Unveil why 3D printed lighting is
the next big thing for fashion shops.



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Let's co-create!

Together we bring your vision to life.
Through 3D printed technology.

content



Our products are your canvas. We integrate the latest lighting technology into every solution, adding both beauty and purpose to any space. We offer access to our configurator, believing that beauty is in the eye of the beholder. Together, we design solutions that match your needs, style, and brand identity.

Personalized lighting

Sustainable by Design

Find out more about
sustainability [here](#)



Sustainability isn't just part of the process; it is the process. With at least 65% recycled and bio-circular materials and on-demand 3D printing, we're cutting waste and carbon emissions without cutting corners.

Plus, our circular design philosophy means our products live on, long after their first glow. Smarter production, cleaner solutions, and a planet-first mindset, it's what we're all about.



Smart and Efficient

Our lighting is built to shine, literally and figuratively. High performance, energy efficiency, and advanced technology come together to deliver solutions that are as reliable as they are sleek. Whether it's setting the mood or tackling complex demands, our products strike the perfect balance of function and flair. Need smart features to control your lighting and save more energy? We've got those, too.

McDonald's:
from stunning
to global scale



Interview Marc Pochert
Senior Director Global Design Integration McDonald's Corp

“It really shimmers like velvet. The pattern is just stunning.”

WE NEEDED A GLOBAL SCALE

We design for new store modellings and openings across the globe. For all of our 38,000 restaurants. We have a couple of requirements which are not discussable. So there are no of the shelf solutions. We want to own the IP rights. We need a scalable solution. We need a short lead time. We need a high durability and we want it all at competitive cost.

WE COULDN'T FIND A SOLUTION

For one of our latest designs, called a touch of archery, the key feature was a customized, hemispherical, translucent pendant lighting. Which should shimmer like velvet. The embossed pattern should be slightly darker. But in a warm tone. Plus we wanted a different pattern on the top of the luminaire. Which would require a very difficult mould. We couldn't find a solution. It couldn't be produced...



THE UNLIMITED OPPORTUNITIES OF 3D PRINTING OPENED OUR MINDS

Until... I saw the 3D printing capabilities of Signify myCreation on social media. I thought, this could be a good idea! So I gave them a buzz. I said hey this is the design, this is the task. Can you do this? Yes, they said. Sure we can. And they succeeded!

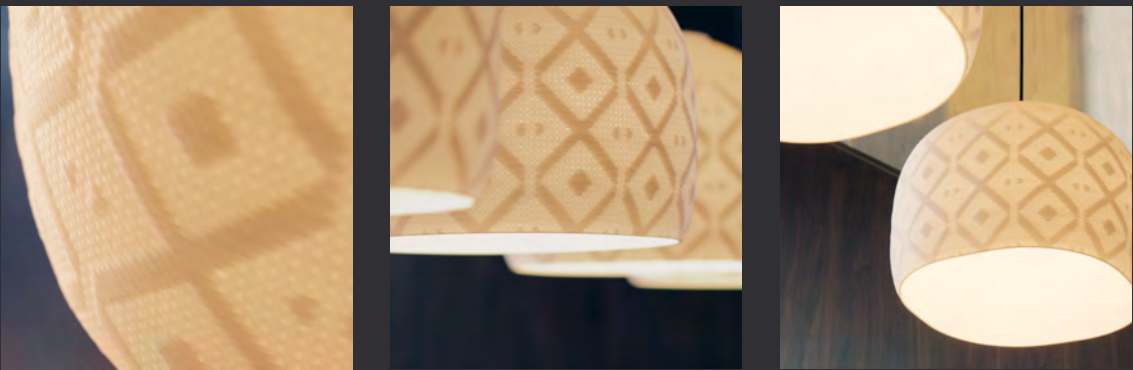
IT WAS AN ABSOLUTE COOPERATION PROCESS

With the design intent, the drawings, and the idea in mind, we started the conversation with Signify myCreation. We did two rounds of samples. After we saw the second sample... We were so close to the original design intent,

we never thought that this could be possible. We had the final round of samples approved in less than 3 months! Which is an unbelievable speed when it comes to the production of a pendant light. This whole process exceeded our expectation by far.

SUSTAINABILITY IS ALWAYS IN THE HEART OF OUR DECISION-MAKING

McDonald's has ambitious targets for sustainability. In 2030 McDonald's wants to reduce their carbon footprint by 50,4%. So every element counts.. After we fixed the design stuff, we recognised that with 3D printing we would also benefit from using sustainable materials. Signify myCreation was able to deliver sustainably on a global scale. By pushing the point of production closer to the point of use. Which also helps solve the huge issue of speed. We are hoping to have the Signify myCreation product in more than 100 countries across the globe in our McDonald's stores. This year. From Argentina to Japan. From Alaska to Australia. Having no stock gives us a huge benefit. It makes us flexible. It helps us regarding the cost.



THE RESULTS

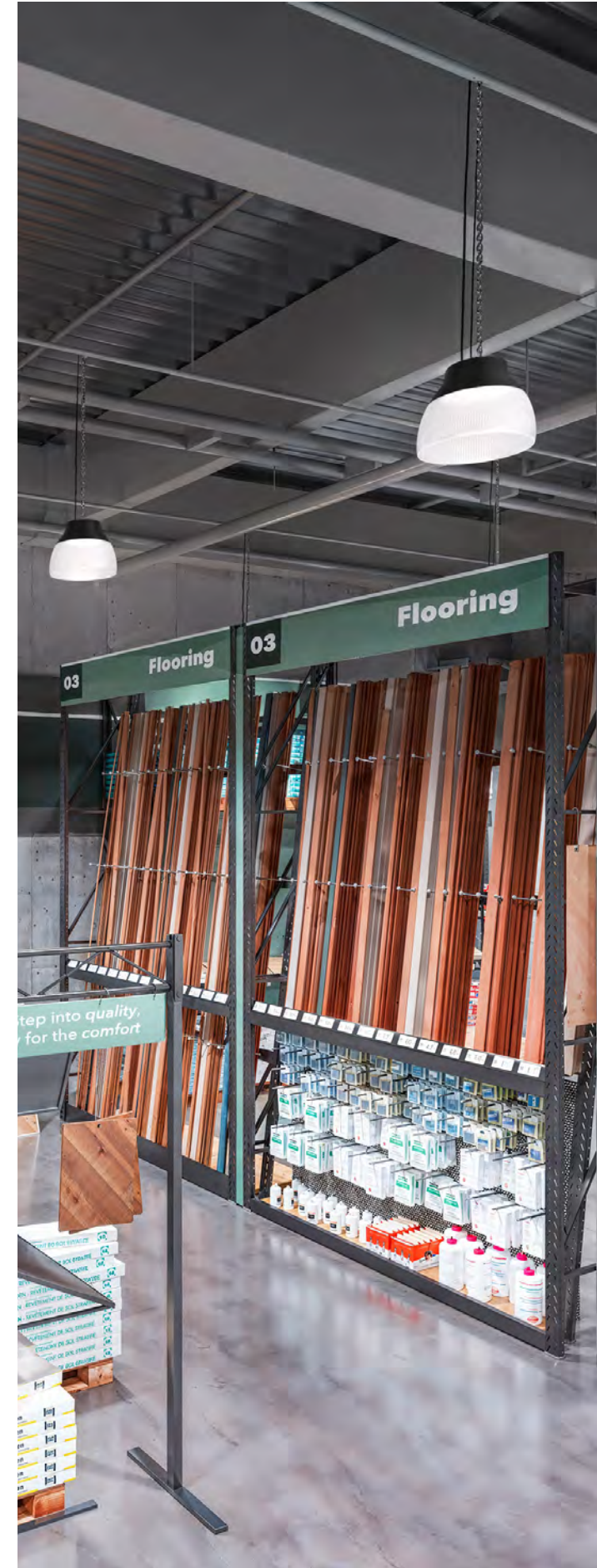
It really shimmers like velvet. The pattern is just stunning. That's the product. The other thing is the cooperation. The way we cooperated with Signify myCreation. Their capabilities. The innovation piece. That was a great learning for us. We were happy to discover them as a great partner. Able to deliver on a global scale. So for sure whenever it comes to new designs, Signify myCreation will be our first contact when it comes to creating and developing unique luminaires.

Created for

McDonald's

■ See the case film [here](#)

Retail lighting revolutionised



Seeking new ways to engage with your customers and improve the in-store experience?

From our retrofit to connected lighting solutions, we keep your aisles bright, your products standing out and your food looking fresh, while reducing energy costs, improving operational efficiency, and personalizing the shopping experience.

Taipei 101 Tower:
from open-minded
to amazing



Interview Michael Liu
COO of the Taipei 101 Tower

“Everything is modularized and can be disassembled.”

LET'S CREATE A SPECIAL PLACE IN THE SKY

I'm in charge of all operations of the whole Taipei 101 Tower. For our tenants we wanted to create a special space in the sky. To enjoy not only the good design and the space set-up, with all the natural lighting. But we also wanted to show them that we think about sustainability and to let them experience that we care about the earth in ourselves.

A SPACE AS A CIRCULAR DESIGN CONCEPT

For the SkyPark we designed a whole space as a circular design concept. What can be recycled? Reused? We even considered the ownership of the materials. Rented the furniture and the plants. Furthermore, we also wanted to integrate sustainable lighting into our plans.



WE TALKED ABOUT THE CIRCULAR DESIGN WITH SIGNIFY MYCREATION

We were very open-minded for sustainable ideas, that could fit our circular design concept. Signify myCreation introduced this idea and we said great! Because 3D printing is something that is going beyond what we have in the market and it fits our sustainable ideas. Because it's made from a lot of recycled material. Everything is modularized and can be disassembled. You can reuse all the materials. That is why we chose Signify myCreation. They provided the circular lighting design that matched our plans.

WE ALSO LIKED THE 3D SOLUTION

Because it's printed as needed. So you don't waste the production. You don't waste a lot of mass production. That fits into this whole concept of circular design. Together we cut a lot of waste. We reduced a lot of emissions.

PEOPLE ARE SO AVMMAZED

It took less than a year to develop this whole concept in cooperation with all of our partners. I think it's pretty quick. Now when people come in, we introduce them to it, and tell them that this lighting is all 3D printed and everything can be disassembled. It can be reused. Can you imagine! People are so amazed about this technology and the whole concept.



“We wanted to create
a special space in the sky.”

Created for

Taipei 101



LOOKING FORWARD TO MORE COLLABORATIONS

Actually, we have worked with Signify for a long time already. Including our façade lighting. So we have a good relationship. This was a real breakthrough project. We are now planning to transform the lighting in the whole building. That's a lot of space! We need lighting solutions. There are some new ideas happening every day, so we are looking forward to a lot of new solutions and more collaborations as well.

See the case film [here](#)



Outstanding Office lighting

Tired of skyrocketing energy bills and outdated office lighting?

Transform your workspace into an inspiring place to work with our cutting-edge, sustainable lighting solutions. Our smart, high-performance luminaires can enhance your space for your employees and reduce costs for your business.



We are here to
think, sketch and
select with you.

To sharpen and
specify your brand
experience in lighting.

Extraordinary Hotel lighting

Creating a unique and memorable experience for every guest is key to ensuring customer loyalty. At the same time, a focus on costs and sustainable solutions is important to your bottom line.

With our personalized lighting, you can welcome, guide and entertain every visitor who walks through your door, all while saving on energy and operating costs.



Desigual:
from colorful
to impactful



Interview Nadina Nonell
Manager Desigual Arenas Store



“The new lighting helps highlight our products and gives them more prominence, contributing to a better in-store experience for our customers.”

WE WERE LOOKING FOR MORE ATMOSPHERE

Desigual made its mark by creating unique and fun fashion from denim scraps. This same innovative spirit and focus on material reuse were reflected in the remodel of their flagship store in the Arenas Shopping Center in Barcelona. Desigual had three clear objectives regarding lighting: enhance the accurate representation of their products, have a simple management system, and promote energy savings and sustainability. Thanks to Signify and its wide range of circular and connected lighting solutions, like Signify myCreation luminaires, they were able to meet all their needs.

MAKE COLORS AND TEXTURES STAND OUT

The PremiumColor and PremiumWhite lighting recipes, specially designed for fashion applications and featuring a CRI above 90, make colors and textures stand out. Implementing the Interact wireless management system allows store managers to control the lighting at all times. They can create schedules and program scenes to fit their needs, ensuring the lighting adjusts automatically while they focus on their daily tasks.

A SECOND LIFE TO USED MATERIALS

By choosing the Signify myCreation 3D-printed LED Accent Track spotlights, made with 65% recycled material, Desigual returns to its original philosophy of giving a second life to used materials. Now they have a product that is quick to manufacture, easy to install and is also safe because it is made from light materials. At the same time, they gain all the benefits of LED lighting, such as prolonged life and minimal energy consumption

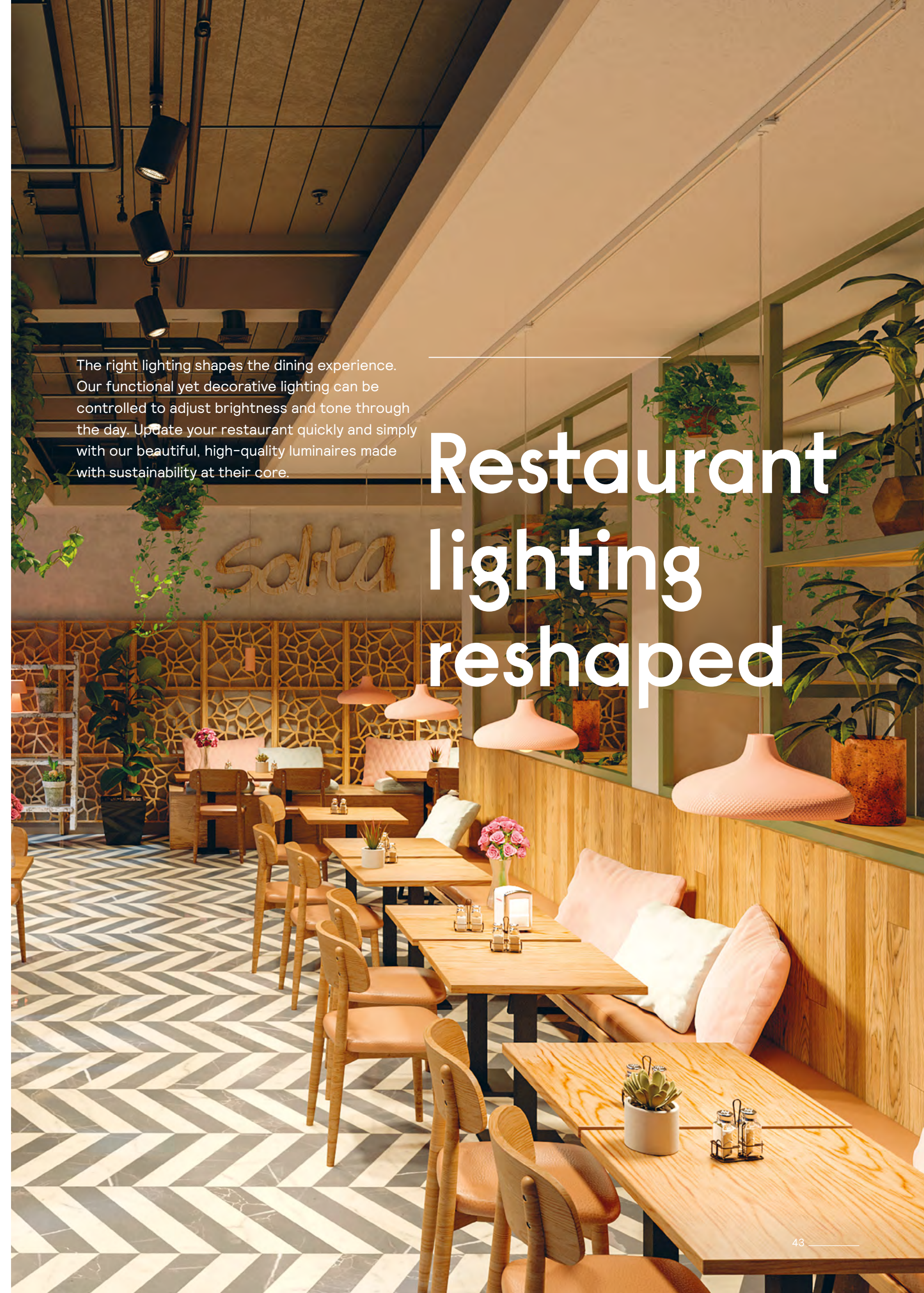
BALANCING SUSTAINABILITY AND COSTS

A solid lighting system must be flexible and responsive to the ever-changing needs of fashion stores, where displayed products vary periodically based on style and season. LED lighting and the intelligent Interact system enable changes in the distribution of luminaires in the store while remaining completely efficient. Compared to the previous system, the new lighting has increased both the light levels and the color rendering index, helping to highlight the displayed products and create a more pleasant environment for customers



MINIMIZE WASTE AND ENVIRONMENTAL IMPACT

By combining Interact with the sustainable LED luminaires of Signify myCreation, that adhere to the circular economy principles and have an environmental impact certificate, Desigual has reduced its energy consumption and ensured a fully updatable system. This allows for the incorporation of future technologies, maximizing the lifespan of their lighting system. Moreover, knowing that the luminaires can eventually be turned into new products minimizes waste and environmental impact.



The right lighting shapes the dining experience. Our functional yet decorative lighting can be controlled to adjust brightness and tone through the day. Update your restaurant quickly and simply with our beautiful, high-quality luminaires made with sustainability at their core.

Restaurant lighting reshaped

Join the circular economy revolution

Our ambition is to achieve full circularity in our 3D printing activities, creating a positive impact for you and the planet. We are deeply committed to reducing CO₂ emissions and reaching Net Zero by 2040 as part of our broader efforts to combat climate change. By embracing the principles of **use less, use longer, and use again**, we empower you to reduce your carbon footprint and contribute to a circular economy. Together, we can build a sustainable future.

REDUCE CO₂ EMISSIONS

We've streamlined our operations by eliminating long supply chains and adopting ultra-short production times, favoring in-house printing. This allows for last-minute production decisions and on-demand printing, avoiding unsold stock.

Our 3D printed parts are lightweight, requiring less fuel for transportation and reducing CO₂ emissions. Additionally, we use 100% renewable electricity at all manufacturing sites.

CONTRIBUTE TO A CIRCULAR ECONOMY

We produce all printed parts with at least 65% recycled or ISCC Plus certified bio-circular materials. We also use waste to create new luminaires, such as recycled water jugs for our Water Blue collection.

The 3D technology allows the creation of shapes that are not possible with traditional production. As a result, our products consist of fewer components and are designed for easy disassembly. As part of our 3D printing production process, we recycle in-house, re-using waste such as rejected parts that didn't pass our quality control.



■ Read more [here](#)

Fabulous Fashion lighting

Put every detail into the spotlight with lighting that enhances colors, textures, and silhouettes. Our customizable lighting solutions transform your store, ensure maximum layout flexibility, showcase your merchandise, engage with customers, and convert them into buyers.



Our team of selected top designers helps you to bring your vision to life. We listen to your brand's special needs. And sketch and create amazing shapes, brilliant finishes, stunning effect and a better future. Together with you. Through 3D printed technology.



Elevate your brand experience!
Discover more at signify.com/myCreation

share
sketch
select
specify
prototype
& print

Our simple six step co-create process



**Let's make
your light
significantly
better**

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Signify myCreation

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