

Electrabel lights up its Drogenbos tower !

Today, Friday 9 December, Electrabel will switch on the animated lighting display on the cooling tower of its Drogenbos power station for the first time. Every day as soon as dusk falls, nearly 100,000 LEDs (Light Emitting Diodes) will create moving images and changing patterns of light.

This unique project reflects Electrabel's policy of being close to its customers and forming an integral part of their daily life, offering them not only energy but also more aesthetic, artistic lighting.

The project has been planned in close consultation with various authorities and institutions. The lighting design and installation were carried out with the help of Magic Monkey, a Belgian company specialised in "monumental" communication.

Nearly 100,000 LEDs for an innovative project

For the first time in Europe, a cooling tower 103 m high is covered with 96,384 LEDs to create an attractive display in harmony with the environment. Every evening it will form a distinctive landmark that actively communicates with passers-by.

The dynamic lighting mounted on the walls of the cooling tower is made up of 57 lines of lights. These in turn are made up of a series of red, green and blue LEDs. The LEDs have the advantages of being small and bright, with a long lifetime and low energy consumption. By controlling the brightness of each LED individually it is possible to create a vast range of hues, as many as one billion! Moreover, the colours can be varied up to 30 times per second. The entire system is controlled by computer.

The individual LEDs have a luminance of 900 nits (cd/m²) and an estimated lifetime of 100,000 hours (as compared to only 1,000 hours for a conventional light bulb); moreover they consume very little energy.



Living architecture

The Drogenbos project is only one of a series of similar initiatives. To sustain its policy of being close to its customers Electrabel has undertaken various projects to integrate some of its buildings more closely into the urban landscape. As of today there are five such illumination projects (including Drogenbos), and another is in course of preparation.

- Antwerp (Mechelsesteenweg 271)

Four parallel lines of light in constant movement within the stairwell give a contemporary aspect to the high-rise office block designed in 1959 by the architects Hugo Van Kuyck and Léon Stynen. The display is 21 metres high and is made up of 4,032 LEDs.

- Hoogstraten (along E19)

Alongside this Electrabel wind farm with its six turbines is a panel that wishes a “Pleasant journey” to passing motorists. This is actually a clever pun, as the Dutch words can also be taken to mean “Fair wind.”

- Ghent (Franklin Rooseveltlaan 1)

The glowing LED strip round the monumental entrance to the modern building (built in 1999) invites a fresh look at the classic facade conserved from 1855. The sober, white lighting of the latter fits in well with the Ghent city lighting plan.

- Brussels (Rue de l’Arbre Bénit 46)

The “blessed tree” that gave this street its name was cut down to make way for road developments in 1870. Sick children traditionally came to be cured under its branches. Electrabel has planted a new lime tree, with LEDs in its branches that change according to the seasons.

- Namur (Boulevard de Merksem)

The inauguration of the building with its LED lighting is planned for the autumn of 2006.

Electrabel, a European supplier of all-in, tailor-made energy solutions

Electrabel is one of Europe’s front-ranking energy companies and leader in the Benelux. It seizes the opportunity of the electricity and natural gas market deregulation to achieve sustainable growth in Europe while keeping to strict criteria of profitability.

The company develops its range of energy products and services by exploiting the synergies between electricity and natural gas. It offers a tailor-made solution for each customer, characterised by quality and close support, acting through marketing subsidiaries and partnerships with local operators.

The company manages a diversified range of generating facilities totalling more than 29,000 MW, and carries out trading on all the energy markets. In Belgium it operates the electricity and natural gas networks on behalf of distribution system operators.

Electrabel is part of SUEZ, an international industrial and services group that is active in energy and the environment.

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Ce communiqué est également disponible en français.

Dit persbericht is ook beschikbaar in het Nederlands.

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