

CASE STUDY

McMichael Canadian Art Collection

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McMichael Canadian Art Collection

Kleinburg, Ontario, Canada



The McMichael Canadian Art Collection, located in Kleinburg, Ontario, is widely considered one of Canada's most important public art galleries. Exclusively exhibiting the work of Canadian artists, the McMichael houses nearly 6,000 pieces and attracts an average of 110,000 visitors each year. The gallery displays a broad range of pieces, which represent Canada's artistic and cultural heritage, including work by the Group of Seven, Inuit, and First Nations artists.

In 2007, in an effort to become more energy efficient and lower energy costs, the McMichael Collection began to consider replacing its galleries' incandescent and halogen lamps with LEDs. However, given the light-sensitivity and preservation needs of the historic artwork, a premium quality of light was an essential requirement. To gain a better understanding of the technological and energy benefits provided by LEDs, the McMichael turned to OSRAM SYLVANIA to provide information and counsel as it prepared for a switch to LEDs.

Goal:

Achieve significant energy savings while protecting the quality of Canada's most prized artworks

Annual energy savings:

88766 kWh / 30.5KW load

Reduction of energy costs:

\$9,892 per year

Equivalent CO₂ emissions averted per year:

67 tons / 60,781 kg

Products Installed:

SYLVANIA PAR20, PAR30 and PAR38 LED Retrofit Lamps

Did you know?

The McMichael is the first major Canadian public art gallery to employ LED technology to illuminate its permanent collection



The McMichael Canadian Art Collection met with numerous suppliers throughout its three-year consideration process. Ultimately, SYLVANIA LED lamps were selected for the installation due to their superiority in a number of areas, including lumen levels, colour rendering index (CRI) and colour temperature, as well as OSRAM SYLVANIA's warranty, support and reputation for reliability.

The McMichael began the installation of SYLVANIA LED retrofit lamps in its galleries in January 2010. In total, over 700 LED lamps will be installed when the project is completed. The gallery's existing PAR20 and PAR30 50- and 75-watt incandescent lamps were replaced with 8-, 15- and 18-watt PAR20, PAR30 and PAR38 LED retrofit lamps from SYLVANIA.

Since the installation of the SYLVANIA LED retrofit lamps, the McMichael Collection has seen dramatic results. The gallery has noted that the newly installed LEDs have not only matched, but have actually improved the quality of light in which the artwork is

showcased, compared to the previously installed incandescent lamps. The retrofit project will provide the McMichael Collection with an annual energy savings of 30.5KW load and 88766 kWh, resulting in a \$9,892 CAD reduction in energy costs each year. The gallery has also seen significant savings in maintenance costs and has received funds through their local utility, Powerstream, and the Ontario Power Authority's Electricity Retrofit Incentive Program (ERIP).

The installation of LEDs at the McMichael Canadian Art Collection has received tremendous praise from the community at large. As the first major Canadian public art gallery to employ LED technology to illuminate its permanent collection, the McMichael installation is historic. Additionally, the McMichael Canadian Art Collection will become the first public art gallery in Canada to achieve LEED Silver certification.

About OSRAM SYLVANIA

OSRAM SYLVANIA is a leader in lighting solutions that feature innovative design and energy saving technology. The company sells products for homes, businesses and vehicles primarily under the SYLVANIA brand name, and also under the OSRAM brand. Headquartered in Danvers, Mass., OSRAM SYLVANIA is the North American operation of OSRAM GmbH, a wholly owned subsidiary of Siemens AG. For more information, visit www.sylvania.com.



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