

CASE STUDY

BALTIC

AURA
THE ORIGINAL LONG LIFE LIGHT

BALTIC is the biggest gallery of its kind in the world - presenting a dynamic, diverse and international program of contemporary visual art. The gallery is housed in a landmark industrial building on the south bank of the River Tyne in Gateshead.

Chose Aura products to save energy

BALTIC turned to Aura in order to save energy in the gallery. They chose Aura products because of their energy saving, high reliability and for their long life characteristics.

– By using ECO SAVER for our art spaces we will be able to save energy, reduce maintenance and increase the length of our bulk lamp changing program, says James Johnson Head of Building Services at BALTIC.

The access to the luminaries in the gallery is complex and time consuming however the Long Life characteristics of Aura lamps offers a fantastic solution to this logistical problem which in turn saves BALTIC time and resources.

– Aura has provided us with an energy and maintenance saving solution for the future, says James Johnson.

Aura and BALTIC in partner program

Aura are now part of a partner program with BALTIC and the Aura logo is displayed at the front of the building which attracts approx. 400,000 visitors per year, and a link to the website from their website which receives over 1,000,000 individual visits per year.



About Aura

Aura supplies Long Life light sources and solutions. With a lifetime that is at least three times longer, you can reduce your maintenance costs and environmental impact by a third. With our T8 Eco Saver and Eco Lighting Solutions, you can also reduce your energy consumption dramatically, thus reducing your energy costs and carbon footprint further.