**MassiveMusic Taps Light Bulbs for Philips' Sound Identity**

Philips teamed with MassiveMusic to create its new sound branding, which was formed using a custom musical instrument to mix sounds from the human body with the tones emitted by light bulbs. "The inspiration comes from the idea of light bulbs being a symbol of creativity, ideas and imagination, as well as an icon of Philips' design heritage and excellence," said MassiveMusic's Luc van Stiphout.

***BBC 12/4/18***

[***https://www.bbc.com/news/business-46425420***](https://www.bbc.com/news/business-46425420)

Massive Music

<https://www.youtube.com/user/massivemusic>