
PROJECT

BMW Hans Brandenburg
Hilden

ARCHITECT | LIGHT PLANNER

Gardenier.Architekten, Düsseldorf | Planquadrat Michael Wegener, Korschenbroich

True enlightenment

“To show something in a good light” is a common saying. For the Hans Brandenburg BMW branch in Hilden this applies in the truest sense of the term. Indeed, not only are high-grade automobiles optimally presented here, but the building’s interior lighting is also characterized by intelligent aesthetics.

The showroom, the advisers’ workstations and the conference rooms are fitted with pendant luminaires by ADO Lights, a TTC Technology GmbH brand. The entire furnishing concept is based on a sophisticated and at the same time uniform formal vocabulary; the LED Around model was used in numerous variations. In addition to luminaires in standard sizes, there are several impressive customized solutions. For example, a square strip light spans the spacious reception area. A circular pendant luminaire was produced for the conference room to match its round table, and in the largest conference room an

extra-long luminaire ensures there is plenty of light at each and every seat.

LED Around’s characteristic feature is its slender, highly restrained frame, making the luminaire a real eye-catcher despite its almost minimalist design. Its homogeneous light radiates upwards and downwards. For the premises of the Hans Brandenburg dealership, the planners at BMW Munich, Corporate Identity department opted for a warmer light color of 3000 K at the workstations, whereas for the showroom they chose a light color of 4000 K. The intensity of the light can also be dimmed as required. The luminaire is transparent when switched off. For LED Around never takes center stage while always cutting a fine figure. This quality also shows the luminaire itself in a good light.



LED-AROUND CUSTUM-MADE SQUARE + »1200«
Showroom

Light elements | Products

- 26 LED-Around pendant luminaire 1,200 mm, light colour 3,000 K, 90W, Dali dimmable
- 1 LED-Around pendant luminaire 2,400 mm, light colour 3,000 K, 180 W [2 x 90 W], Dali dimmable
- 2 LED-Around pendant luminaire 3,600 mm, light colour 3,000 K, 270W [3 x 90W], Dali dimmable
- 2 LED-Around Pendant Luminaire custom made round ø 610 mm, light colour 3,000 K, 50W, Dali dimmable
- 1 LED-Around pendant luminaire custom-made square, 2,600 x 2,600 mm, consisting of 4 LED-Around 2,400 mm, light colour 3,000 K, 180W [2 x 90W], Dali dimmable, with connectors as a fixed unit



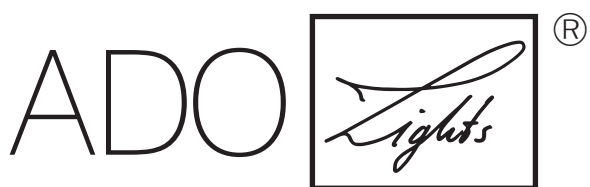
LED-AROUND »1200« + »2400«
Reception areas + Workstations



LED-AROUND | CUSTOM-MADE ROUND + »3600«
Meeting rooms



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