

Press release  
Dornbirn, July 2010

## **Attractive light** **LED façade illumination by Zumtobel for Bauarena in Switzerland**



B1 | At night, dynamically controlled LED light lines by Zumtobel conjure up particularly charming effects for the Bauarena.

At night, 100 LED light lines create a vibrant luminous shell for the Bauarena in Volketswil, Switzerland, with red colour sequences matched perfectly to the Bauarena's logo. This unique lighting installation by Zumtobel has turned the building into an eye-catcher, demonstrating the importance of sophisticated façade illumination in order to attract people's attention and enhance a company's image. If required, the intelligent control system allows to create up to 15 different lighting scenes.

The Bauarena building is striking on account of its mere size of 25,000 square metres, comprising five storeys. The supraregional center of excellence addressing all issues related to building and construction is a very conspicuous sight along one of Volketswil's main road axes, although situated behind another building. "We intended to make use of the building's huge surface area in every respect – not only during the day, but also at night, when tourists, resi-

dents and businesspeople pass it by", recalls Peter Aschwanden, project manager at Allreal Generalunternehmung AG. Today, dynamically controlled LED light lines by Zumtobel make the façade come alive at night.

The lighting concept was developed by lighting designer Linda Bohorc of HEFTI. HESS. MARTIGNONI. Zürich AG, who sums up as follows: "With this LED façade illumination we have managed to create an impressive lighting installation, which has provided the Bauarena with an unmistakable image." Some 100 window-height Hilio LED light lines with variable colours, with an output of 39 W each, were installed on the four façade faces of the huge building. Matching the red Bauarena logo, they shine at varying intensity levels during the night. A frosted linear tube was used for manufacturing the light lines, in order to achieve a perfect colour mix and to avoid individual LED light points becoming perceptible. A DMX system, which can be

controlled via the building's technical system, provides exciting brightness changes of the individual LED light lines.

On demand, up to 15 different lighting scenes can be stored and called up by the DMX recorder. A variety of professionally controlled colour and brightness changes create a multifaceted lighting ensemble, providing a balanced appearance of the building. A wealth of options are available – even the seasons of the year might be generated on the façade, using the appropriate warm and cool colour tones.

The Bauarena building presents a perfect interplay of architecture and light: seeking to create a façade with advertising appeal, the architects designed its appearance as uniform as possible, allowing for inconspicuous installation of

the luminaires. The solution in place has emerged from the interplay of two different architectural levels: the front level made of perforated trapezoidal sheet metal serves as a transparent curtain and a sun screen. Depending on the viewer's perspective, the façade's second level can be seen behind the sheet metal; this second level features dark colours, softening the strong effect created by the windows. The static closed impression of the perforated sheet metal façade is broken up by the dynamic illumination. The nocturnal lighting installation makes the light pulsate next to the windowcases, creating exciting effects of light and reflection.



B2 | Via an intelligent DMX control system, Zumtobel's Hilio LED light lines have been matched perfectly to the red Bauarena logo, in terms of colour. The sophisticated lighting concept therefore not only catches people's attention but also creates a distinctive design outside and inside the building.

**Fact box****Bauarena, Volketswil/CH**

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<b>Client:</b>	Allreal Generalunternehmung AG, Zurich/CH
<b>Architects:</b>	Nüesch & Partner Architekten, Volketswil/CH
<b>Lighting design:</b>	Linda Bohorc, HEFTI. HESS. MARTIGNONI. Zürich AG, Zurich/CH
<b>Electrical consultant:</b>	R+B engineering ag, Sargans/CH
<b>Electrical installation:</b>	Elektro Compagnoni AG, Zurich/CH
<b>Lighting solution:</b>	Zumtobel Hilio LED-RGB LED light lines



B3 | The lighting solution installed can be expanded to include up to 15 different lighting scenes. Matching the respective season, warm spring scenes or cool winter scenes, for instance, can be programmed.



B4 | Using the Vivaldi visualisation programme, Zumtobel was able to vividly present a variety of lighting scene options to the clients. This picture shows the winter scene.

More information:



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