

**Porsche
Showroom
Abu Dhabi**







The Porsche brand was first introduced to the city of Abu Dhabi in 1987 when the Ali & Sons Group was entrusted with the exclusive dealership rights. Today the latest Porsche range is showcased in a state-of-the-art showroom facility. The centre reflects both the unique Porsche philosophy and the customer-focused approach of the Ali & Sons Group.

Porsche Showroom Abu Dhabi | UAE

Designer: Porsche CI

Local Consultant: ARCAN

Client: Ali & Sons Co. LLC

Lighting solutions: VIVO spotlight, PANOS infinity LED downlight,
OPURA free-standing-luminaire

Light as a design element

Light is naturally an important design element in the showrooms, particularly when it comes to supporting presentation concepts and accurately displaying colours and materials. The lighting solution provided by Zumtobel fulfils all of these functions and simultaneously meets the corporate identity guidelines stipulated by Porsche. VIVO spotlights provide brilliant pinpoint light that picks out the fine details of the cars. The excellent colour rendering of the VIVO range helps enhance the natural appearance of the different surfaces and materials. The silver finish of the iF award-winning luminaire merges perfectly with the ceiling of the showroom and in no way distracts from the interior architecture or the luxurious cars.



The OPURA freestanding luminaire ensures uniform illumination of the task areas whilst also giving employees the option to easily adjust the light levels. The asymmetric indirect light distribution provides optimum visual conditions by directing light onto the working plane and delivering uniform illumination of the ceiling.



The VIVO spotlight helps enhance the natural appearance of the luxurious cars.





PANOS Infinity creates a friendly welcoming atmosphere at the reception.

A pleasantly illuminated lounge or waiting area fosters positive feelings and can make waiting times feel shorter. The excellent lighting quality of PANOS infinity enables reading and creates a congenial atmosphere for open communication. These factors generate a positive feeling and can help sales discussions get off to a good start. The reception area often shapes the first impressions of a company. This is where potential customers are first welcomed to the showroom, so appropriate lighting can clearly play a vital role. In addition, service personnel require functional task lighting to work efficiently and effectively. PANOS infinity meets all of these requirements with the highest lighting quality delivered by the latest LED technology. The downlight also creates a special effect in the ceiling, as the discrete mounting of the light source in no way detracts from the visual impact of the light itself.



Integral lighting solution with high efficiency.

In the course of day-to-day work in office applications, it is quite normal to encounter a huge variety of different visual stimuli. This means that achieving the right lighting concept is crucial. Light affects almost all vital processes in the human body and also has an impact on our performance, health, safety and sense of well-being. The office study conducted by Zumtobel with Fraunhofer IAO found that people clearly prefer different light levels and colour temperatures. The research also demonstrated that direct/indirect lighting and individual controls are important for many office users. The Porsche offices located within the showroom area take all of these factors into account with one single luminaire.



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Top quality – with a five-year guarantee.
As a globally leading luminaire manufacturer, Zumtobel provides a five year manufacturer's guarantee on all Zumtobel branded products subject to registration within 90 days from the invoice date and in accordance with the terms of guarantee at zumtobel.com/guarantee.

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