

**Siemens
Headquarters
Masdar City**





Enhancing the sense of wellbeing

A successful lighting solution creates visual conditions that make people feel at ease. It should motivate them and help them concentrate on what they need to do. Parameters such as uniform illumination of task areas, bright walls and ceilings plus a pleasant atmosphere can have a direct impact on the physical and mental wellbeing of individuals.



Creating identity

Lighting scenes that can be adjusted to meet user preferences by means of variable colour temperature and light intensity help increase employee satisfaction and create identity. High-quality product design and architectural lighting design also play a significant role.



Reducing costs

Energy efficiency, long service life and lighting management systems enable lighting solutions to play a key role in reducing overall operating costs. The reputation and importance of a company or building will also benefit from a sustainable approach.



Siemens Headquarters Masdar City, Abu Dhabi -

A pioneering green project in a pioneering green city

The first LEED Platinum certified office project in Abu Dhabi is the Middle East headquarters of electrical engineering giant Siemens. With room for up to 800 employees, the ground-breaking new building is located in Masdar City Abu Dhabi in the United Arab Emirates. Masdar City is well known for looking to establish itself as the most sustainable eco-city in the world. Local authorities are successfully pioneering a 'greenprint' concept for how cities can accommodate rapid urbanization whilst simultaneously reducing energy and water consumption and minimizing waste. An inspired idea has turned into a sustainable operation – pushing the boundaries of clever design and technology.

Siemens Headquarters Masdar City, Abu Dhabi | UAE

Architect: David Ardill, Sheppard Robson, London | UK

Lighting design: BlueHaus, Abu Dhabi | UAE

Photos: Robert James Bova

Lighting solutions: SLOTLIGHT II recessed luminaire, PANOS downlight, MELLOW LIGHT V recessed luminaire

Awards: Iconic Award 2013 in the Corporate Architecture category, The coveted MIPIM Architectural Review Future Projects Awards 2012 in the Offices Category, International Property Award Winners – Arabia 2012 for Best Office Architecture, The Middle East Architects Awards 2012 (First Prize for Commercial Project of the Year & First Prize for Sustainable Project of the Year)

Light for offices and communication

Users at the heart of contemporary office environments



Fact SLOTLIGHT II:
A typical T16 continuous-row system has a luminaire efficiency of 41 lm/W. SLOTLIGHT II LED supports green design with a luminaire efficiency of just 22 lm/W.



Enhancing the sense of wellbeing

Zumtobel helped support the achievement of LEED certification by supplying over 1200 energy efficient luminaires for the meeting rooms and general areas, where a series of flexible work stations for informal one-on-one meetings are located. The lighting solution for these areas had to be as flexible as the work stations themselves. SLOT LIGHT II is an ideal fit, combining flexibility with high efficiency and excellent lighting quality. The luminaire produces perfect lighting conditions without annoying reflections on computer screens or tablets.

In a building where natural light is predominantly used, why not integrate a luminaire that delivers something close to daylight? MELLOW LIGHT V has a glare-free light distribution without any harsh shadows and ensures a well-balanced illumination of walls, ceilings and the working plane. This helps create a bright, open atmosphere. Uniform illumination with no visible light source makes MELLOW LIGHT V the ideal choice for meeting rooms and social areas.

Fact Mellow Light 5:

A class-leading recessed fluorescent office luminaire with a light output ratio (LOR) of up to 96%. The latest LED technology generates the same amount of light with a 40% lower connected load. Dimmable LED luminaires offer the potential for further savings when used in combination with a lighting controls system.



Creating identity

The architect was selected because of his extensive experience with successful office projects. Pleasant surroundings are essential to help workers identify with their workplace. A range of lighting solutions support different working activities throughout the various office zones. For example:

SLOTLIGHT II can be arranged freely anywhere in the room, regardless of how the workstations are positioned. The pure light lines bring a calm uniformity to the space and also act as a seamless design feature.

PANOS blends exquisite design with a high level of practical functionality. Designed by Sottsass Associati, this flexible downlight range offers maximum freedom when designing the lighting for an office application. PANOS provides general illumination in the corridors and office areas of the Siemens building.



Reducing costs

Siemens worked closely with Masdar City to establish their new Middle East Headquarters in the Abu Dhabi eco-city. The building is carefully designed to the highest standards of sustainability, using eco-friendly materials and energy efficient technologies. These measures helped cut energy consumption by more than 50% when compared to a conventional building of the equivalent size. Built according to LEED Platinum certification standards, it is now seen as one of the greenest buildings in the Middle East. The distinctive façade is characterized by a series of aluminium shades over the windows. These shades are individually designed to provide 100% shading for 95% of the glazed surfaces.

The architect was tasked with reducing energy consumption by 65% and water usage by 50%. Zumtobel was eager to support this green design vision with an energy-efficient lighting solution. The architecture is designed to allow plenty of natural light into the offices. The balance between natural and artificial light is regulated through a series of daylight and motion sensors. The sensors measure the natural light levels throughout the entire building and only add as much artificial light as is required. Light switches can only be found in areas without windows to help make sure that no energy is wasted.



Siemens Headquarters sets a great example and is the first step towards a new future in the Middle East, which supports the UAE Vision of the Expo2020 – *“Connecting Minds, Creating the Future”*

“With innovative concepts like the Green Building Initiative and the energy efficiency program, Siemens Real Estate optimizes resource allocation and is making buildings more energy efficient. This applies to our construction projects and our own offices around the world. Siemens Middle East HQ are based in Masdar City Abu Dhabi, which is considered to be one of the most sustainable places on earth. In order to achieve our LEED Platinum certification, the building was designed to use 45% less energy than a typical equivalent building. The lighting solution made a significant contribution to the overall energy efficiency of the building. The eco+ label and environmental product declarations for the Zumtobel products helped us choose the right products in terms of energy efficiency, environmental relevance and application quality.”

Mr. Harald Waitl, Head of Real Estate for Siemens Middle East



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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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