

Press Release

Always following the sun: perfect indirect lighting for showrooms

For the redesign of the headquarters of Salvagnini, a specialist in sheet metal processing technology headquartered in Sarego, Italy, Zumtobel collaborated with architects and lighting designers Giovanni Traverso and Paola Vighy. The aim of the modernisation was to reintegrate the industrial headquarters from the 1970s harmoniously into the natural landscape of beautiful Veneto. To achieve this, Zumtobel turned familiar lighting principles on their head. The result is a perfectly balanced lighting solution that skilfully combines natural and artificial light.

Dornbirn, 15 September 2021 - Reversibility and the reusability of components are among the guiding principles in the work of the Traverso-Vighy architetti studio. The lighting designers and architects have transformed Salvagnini's headquarters in Sarego, Italy, so that it blends seamlessly into the surrounding nature. Part of the building was demolished in favour of green spaces - thus the complex merges with the landscape. Traditional materials such as steel, wood and glass were mainly used. As part of the project, the architects from Traverso-Vighy architetti, carefully examined the lighting situation on the Salvagnini site. After this general overhaul, the building now has impressive energy efficiency thanks to an energy cycle concept.

All rooms in the Salvagnini complex are aligned with the path of the sun. This supports the natural daily rhythm of the people in the building and promotes their well-being. For Zumtobel's lighting solution, this meant a change of direction. The luminaires themselves fade into the background. Instead of direct lighting, new concepts support natural daylight, set accents and skilfully accentuate the architecture. The combination of indirect artificial light and natural lighting moments creates a unique atmosphere at Salvagnini's headquarters.

TECTON: A rail system as flexible as Industry 4.0

The centrepiece of the building ensemble is an exhibition space that looks like a museum. Via a mezzanine floor with a panoramic view, visitors and employees can see the open hall, which shows nothing of its past as a workshop. Instead, it appears as the prototype of an automatic, flexible factory in which Salvagnini produces all kinds of objects from sheet metal. A space built as an example of the philosophy of Industry 4.0 - with a flexible layout, interchangeable elements and accentuated lighting.

In this dynamic environment, Zumtobel's [TECTON](#) continuous-row lighting system opens up the greatest possible flexibility for Salvagnini. Various luminaires, lighting modules and spotlights can be positioned on the TECTON track at any time without tools and with 100 percent flexibility. The system provides a reliable basis in which the power supply, lighting control and emergency lighting connections are already integrated. With an 11-point current conduction profile, it is also future-proof for future requirements.

Indirect light, natural effect

"To put the showroom in the right light, we installed our TECTON continuous-row lighting system in an unprecedented way," says Stefano dalla Via, Marketing Communication Manager at Zumtobel Italy. "Unlike in supermarkets or large public spaces, where TECTON luminaires emit direct light downwards, we aimed the luminaires upwards for Salvagnini."

For Salvagnini, Zumtobel chose wallwasher optics with asymmetrical light distribution. The wallwashers are mounted on reflectors that snap into the TECTON tracks with a flick of the wrist, making them extremely flexible to install. The light is directed upwards and emphasises the details of the striking roof construction, whose lines, in combination with the natural light, become a homogeneous light. The wallwasher optic and the asymmetrical distribution create the impression of indirect light incidence. This illusion is reinforced by the fact that the TECTON components themselves are hidden in the striking roof construction.

Together with the natural daylight coming in from above, the TECTON continuous-row lighting system creates an almost constant light level. As soon as the sunlight diminishes, artificial, indirect light compensates for this.

"In addition to the lighting effect, we also appreciate the TECTON tracks for their high symbolic value," says Stefano dalla Via, Marketing Communication Manager at Zumtobel Italy. "After all, TECTON itself is a product that comes partly from Salvagnini." The machines of the specialist for sheet metal working technology are used to bend the metal elements of TECTON. So our collaboration has come full circle.

Zumtobel has also equipped a central event room with a pleasant mix of natural and artificial light. The Salvagnini "Academy" is the centre of a network of common rooms designed to promote social interaction. The complex consists of offices, training and meeting rooms, a bar-restaurant, spaces for intelligent work and co-creation.

It's the light that counts, not the luminaire

Salvagnini's work and conference rooms are illuminated by [PERLUCE](#). Different optics are available for this innovative, closed luminaire series that is suitable for everyday use, depending on the requirements. The simple design language of PERLUCE allows the architecture of the room to come to the fore.

"The warm, diffuse lighting in the training rooms keeps people's attention without straining their eyes, while the lighting in the offices illuminates the workstations and supports the employees who spend their day at the computer," says Francesca Zanettin, Corporate Branding & Marketing Manager at Salvagnini.

Accent lighting for the reception desk, the cubicles and the bar is provided by spotlights from Zumtobel's [SUPERSYSTEM II](#) series.

In addition to the interior spaces, the outdoor areas, parks and access roads on the Salvagnini site were also equipped with a dedicated lighting concept. Furthermore, path luminaires were installed that gently blend into the surrounding landscape without disturbing its tranquillity.

"We have enjoyed a strong partnership with Zumtobel for many years. We chose Zumtobel luminaires to support the natural lighting of our new campus during the different phases of the day," says Francesca Zanettin, Corporate Branding & Marketing Manager at Salvagnini. "The decisive factor for our choice was the innovative offer, which perfectly matched our standards and project specifications. We are very happy with the result."

Sustainability at the crossroads of nature and culture

With the pioneering architectural and lighting concept by the traverso-vighy architetti studio, the Salvagnini headquarters blends perfectly into the natural landscape of Veneto. Zumtobel combines natural and artificial light in a similarly harmonious way to create a homogeneous, user-friendly lighting solution. With their involvement in the showroom project, the lighting specialists once again prove that a modern lighting solution can be energy-efficient and sustainable.

Photo captions and credits:

(Photo Credits: Zumtobel / Jürgen Eheim)



Photo 1: The new lighting installation at Salvagnini's headquarters in Sarego, Italy supports new concepts natural daylight, sets accents and skilfully highlights the architecture. The combination of indirect artificial light and natural light moments creates a unique atmosphere in the Salvagnini headquarters.



Photo 2: The heart of the building ensemble is an exhibition space that looks like a museum. The open hall appears like a prototype of an automatic, flexible factory in which Salvagnini produces all kinds of objects from sheet metal.

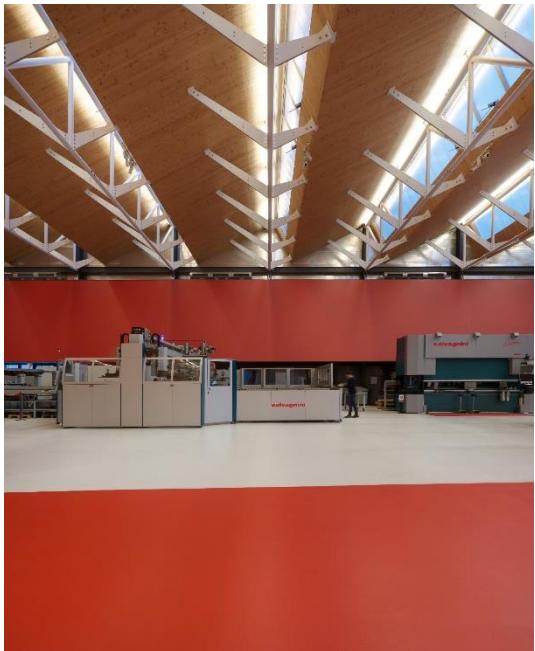


Photo 3: In the Salvagnini showroom, the installed TECTON continuous-row lighting system opens up the greatest possible flexibility. Various luminaires, lighting modules and spotlights can be positioned on the TECTON track at any time without tools and with 100 percent flexibility.



Photo 4: Together with the natural daylight coming in from above, the TECTON continuous-row lighting system creates an almost constant perfect light level in the hall. As soon as the sunlight decreases, artificial, indirect light compensates for this.

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About Zumtobel

Our passion is to create quality lighting solutions that deliver total perfection. We are driven by a conviction that the right kind of light can create the right atmosphere in a building at any time of day or night. When tailored to people's individual needs, light becomes something of an experience. We are always exploring new ways to come up with inimitable and timeless designs and are inspired by a unique creative ambition. When working on the lighting of tomorrow, we are driven by our innovative corporate philosophy of continuously improving the aesthetics of light. With passion, a sense of beauty and a forward-looking approach, we are constantly seeking to use light to help improve people's quality of life. The Zumtobel brand is part of Zumtobel Group AG, based in Dornbirn in the Vorarlberg region of Austria.

Zumtobel. The Light.