

PRESS INFORMATION

Corporate light with tailor-made lighting solutions



The new Audi Terminals are intended to communicate the Audi name on a global scale and with a high level of brand recognition, but also to harmonise successfully with their specific locations. To ensure that this aim is achieved from Tokyo to Los Angeles and from Cape Town to Kiev, the architectural offices of Allmann Sattler Wappner have designed a building concept for the new commercial sites that is both flexible in terms of functionality and scalable according to size. The lighting designers from Schmidt König have cooperated with Siteco for the development and implementation of corporate light for the Audi car dealerships.

Identity despite variation

The new Audi brand architecture, as an interface between customers and the company, donates space for presentation and sales areas, catering and entertainment, delivery stations and information points, and also service centres and garage bays. The official term of 'Audi Terminal' accurately describes this mix of transit and presentation. 'Exclusive brand presence at hundreds of dealership locations across the world' is what AUDI AG aims to establish with the new constructions.

As a part of this, all Audi locations, whether in urban or green areas or as free-standing, single-storey buildings or block developments with several storeys, should be instantly recognisable as Audi Terminals thanks to consequent brand architecture. This is guaranteed by the architectural concept characterised by a high degree of flexibility and modularity, a concept that depends globally upon a distinctive and highly recognisable language of architecture.

The central focus of this concept is the curve. On the outside, dynamically curved insections characterise the facade, and the curve forms the decisive design element of the interiors. The curved segments are reserved solely for the cars; their effect upon customers places the Audi

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architecture in direct focus.

A focus on design and function

In line with the internationally binding concept of architecture, the lighting of the new Audi dealerships is also defined according to a globally valid Corporate Light concept. The lighting planners from Schmidt König designed the illumination for varying visual tasks in the specific functional areas and also designed lighting effects appropriate for the high level of architectural affinity. With the implementation of their concept incorporating specific, tailor-made lighting solutions, the planners depended upon Siteco as an expert manufacturer and partner in the area of luminaire development and light application. As well as many new Audi terminals in Germany, dealerships in Great Britain, Holland, Italy, Norway, Sweden, Austria, Spain, India, China, Switzerland and Slovakia were supplied with Siteco luminaires.

A combination of indirect and direct light was used for illumination of the presentation areas. For indirect general lighting of the showrooms, Siteco developed project-specific spotlights that were installed into curved walls and emit light to the ceiling. According to the specific project, various numbers of asymmetric distribution spotlights can be combined to make a so-called light line. Their narrow beam distribution creates precise and extremely homogeneous ceiling illumination even at room depths. In order to avoid the effects of glare experienced from specific viewing angles, the spots are equipped with a three-step anti-glare system. The areas between the light lines are paneled off with a cover of perforated sheet.

Direct illumination of the vehicles is via pan and tilt directional spots installed flush to the ceiling. The use of textured glass covers enable emittance of soft, mellow light onto the contours of the cars. Downlight groups with high wattages emphasize individual exponents with high illuminance levels in so-called highlight zones.

Glare-free light for monitors and displays

Connected to the car presentation area and easily seen from there is the customer zone with sales area, vehicle hand-over area and service acceptance. In terms of optics this area demanded computer screen-suitable lighting, as the computer is an indispensable tool in today's customer negotiations. Glare and reflections caused by glossy brochures and sales displays were also to be avoided. The Corporate Light concept designated Siteco luminaires with Eldacon® light control technology as a dependable solution for this. Their microprismatic structures ensure precisely determined light distribution with a high level of homogeneity and without direct and reflected glare. In this way, high illuminance levels with simultaneous absence of glare (UGR < 16) are possible

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thanks to Eldacon® light control technology, independent of the arrangement of working planes and luminaires; this gives a maximum level of flexibility when determining the setting of workplace locations. The luminaires were installed flush into the 3m high expanded metal ceiling.

Audi direct acceptance and a high tech repair shop

According to the requirements of the car dealership, the Audi Terminals can be designed as pure presentation spaces or as all-round business operations. In the latter case they also integrate a garage area with Audi direct acceptance. These are equipped with state-of-the-art inspection technology for analysing the condition of vehicles. Customers and service employees decide together the specific scope of repair work. For the Audi direct acceptance and adjacent repair bays, the lighting concept specified installation-friendly trunking systems of the Hexal® series with asymmetric or symmetric beam distribution and cross-blade louvres. These create uniform light for working coupled with sufficient illuminance levels.

Pillar luminaires with a wide range of options

The external areas of the Audi Terminals have additional space for the presentation of cars, including used cars. In all Audi Terminals worldwide, application-oriented pillar luminaires from Siteco that can be flexibly equipped illuminate these spaces.

A 7.5 m high pillar variant is used for general outdoor lighting. The pillar consists of a 6 m high base mast at the top of which is fixed a 1.5 m long mast mounting element. In the variant with greatest luminous intensity, the pillar is equipped with four 150 W projectors. All projectors can be individually adjusted in their vertical axes. Wide-area, symmetric illumination around the pillar site can be implemented, for example for asymmetric illumination of peripheral presentation areas, as can zonal lighting of parking lots and driving routes.

A 6 m high pillar variant has been implemented for illumination of used car presentations. Set up in a 12 x 12 m grid pattern, the luminaires create uniform brightness over the complete area and exhibited vehicles. According to luminaire location in the grid, equipping can be specified according to needs. The pillar luminaire can be equipped with a maximum of eight 150 W projectors, enabling 360 degree illumination of all vehicles exhibited.

Architect: Allmann Sattler Wappner Architekten GmbH, Munich

Lighting design: Schmidt König Lighting Designers, Munich

Manufacturer: Siteco Lighting, Traunreut