

# Mercedes-Benz

Mini whiteSON  
helps to achieve  
the right light



**PHILIPS**

# Mercedes - Benz

Presenting the brand in exemplary fashion - Mini whiteSON helps to achieve the right light

**On the Kurfürstendamm**, one of Berlin's historical showpiece boulevards, a leading international company with a proud tradition has been setting new standards for brand communication and presentation. The new Mercedes-Benz showroom, branch office, Berlin, gives visitors unusual and uncomplicated access to all the dimensions of its brand and to the company itself. It does so with a brilliant show that seamlessly combines the latest multimedia capabilities, ingenious lighting technology, exclusive materials and creative design.

This Mercedes-Benz showroom project does not represent a move to Germany's capital city by the international company. There has been a Mercedes-Benz showroom at Kurfürstendamm no. 203, the present locality since 1959. It has now undergone a fundamental refurbishment, however. The aim was not only to ►



● Lighting was used to help create the right atmosphere in each of the different areas of the Mercedes-Benz showroom.

present cars here, but at the same time to project the brand and the company. The idea was to create a high-calibre platform for the Mercedes-Benz image; a showroom with a stylish bar and bistro area that would be a place of communication, a meeting point for old friends and new target groups of Germany's luxury car brand.

This concept was put into effect in an area measuring 750 m<sup>2</sup>, with an emphasis on structural spaciousness, with unobtrusive elegance of furnishings and materials. Glass, fine wood, high-grade steel, leather and varnish complement one another and create an inviting, pleasantly relaxed and informal atmosphere for the visitor. Twenty-one monitors dispersed throughout the Mercedes-Benz showroom – some even built into the floor – provide information and

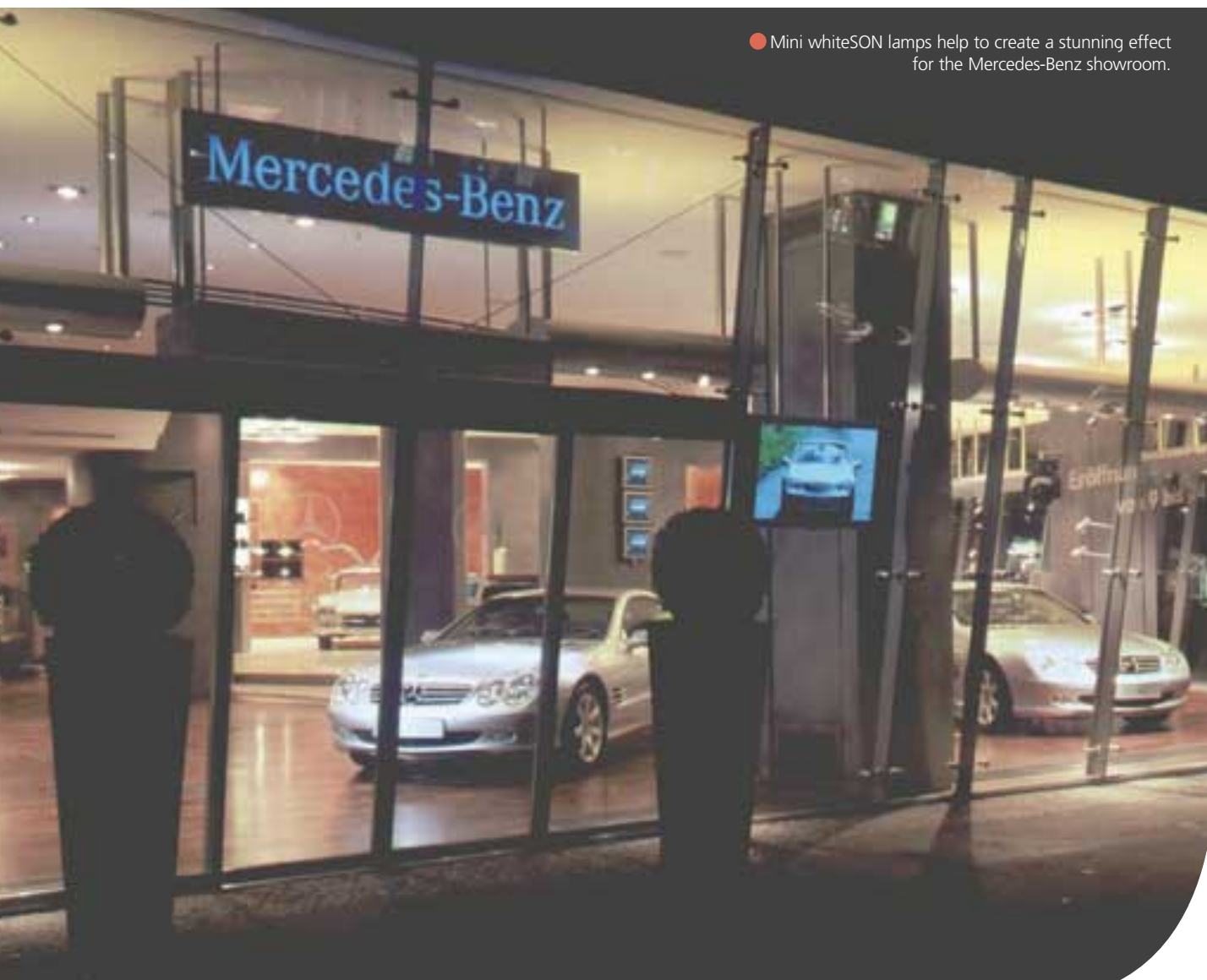
entertainment, while three web cameras are planned for live webcasts.

The lighting designers Raffaele De Mucci and Murat Cap, in collaboration with interior designer Bärbel Thorer, have also developed an elaborate light and multimedia concept which is situation-dependent and can be adapted to changing wishes and needs and thanks to different lighting strategies, gives an individual character to the various zones of the Mercedes-Benz showroom – selected car models, high-grade accessories, display windows, and the bar and bistro area.

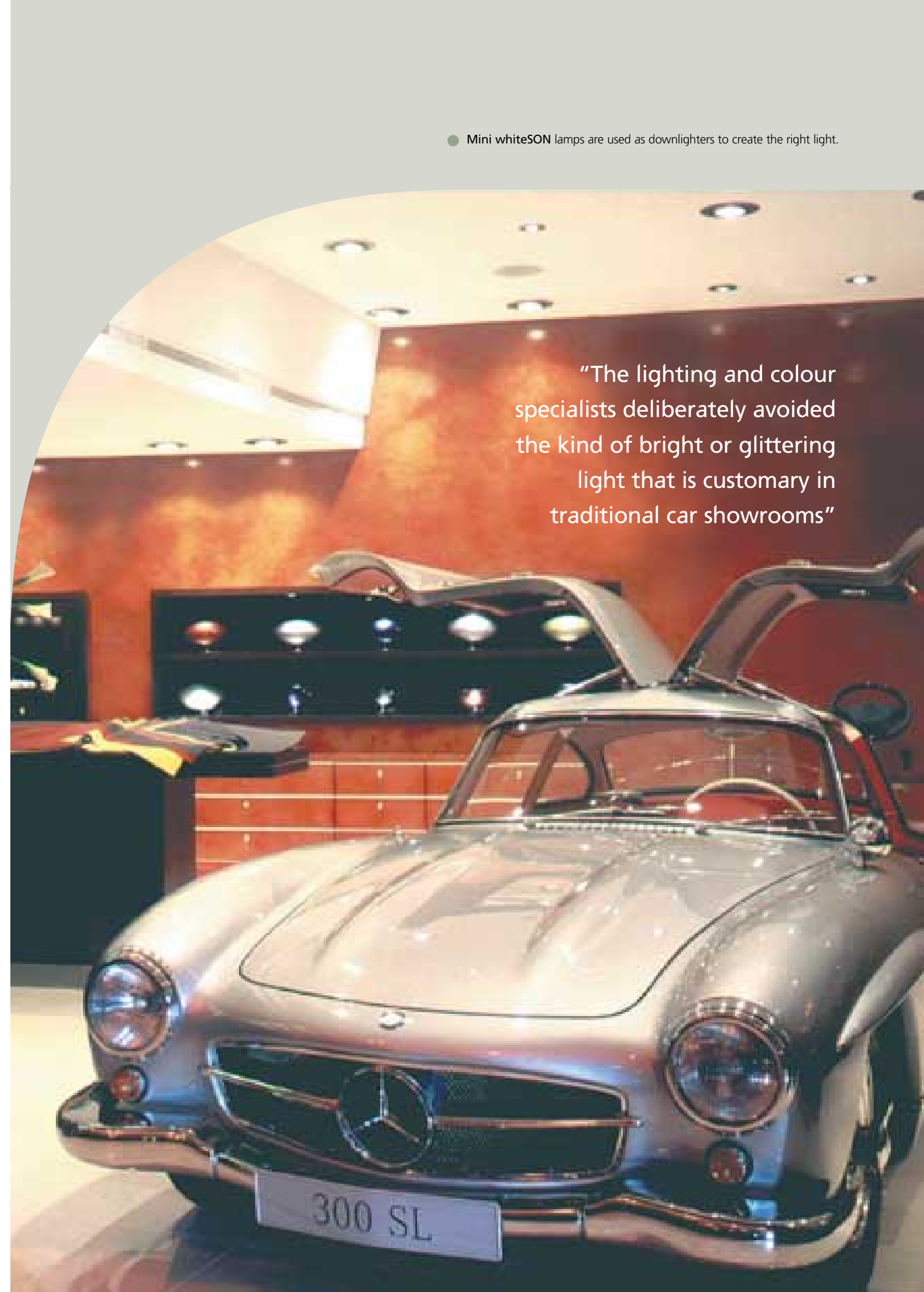
The lighting and colour specialists deliberately avoided the kind of bright or glittering light that is customary in traditional car showrooms, without sacrificing clarity. In the choice of luminaires they

● Mini whiteSON lamps are used as downlighters to create the right light.

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● Mini whiteSON lamps help to create a stunning effect for the Mercedes-Benz showroom.





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decided on products from Philips Lighting, first and foremost the Mini whiteSON as downlighters, the basis of the whole lighting design. This is one of the first major projects to use the Philips Mini whiteSON lamps. The decisive factor was the excellent colour rendering of this lamp, with strong accents in the red spectrum. It is combined with ALUline PRO halogen lamps used in the small downlighters.

Suspended luminaires in the entrance area to the Mercedes-Benz showroom are fitted with downlighters. The upper part of these luminaires contain concealed fluorescent lamps that can be regulated in all colours and form a border of light on the ceiling above the luminaire.

In addition, eight small halogen reflectors are mounted on the vertical steel supports of the huge, frameless Mercedes-Benz showroom windows, conveying the particularly clear light of the ALUline Pro in the direction of vision from outside to inside. In this

way the eye is led to the interior of the room. Nine dimming circuits are available for each area of the Mercedes-Benz showroom window to permit dynamic lighting.

The downlighters from TAL, developed specifically for the Mercedes-Benz showroom, bathe the individual luxury cars in the show area in a pleasant, soft light. The podium, the bar and the bistro are lit by a total of 54 washlights that are mounted in pairs in the ceiling as downlighters. Their light falls on panes of translucent glass below that protect against glare, and is reflected by them to the ceiling. MASTER Colour CDM-T lamps are used here.

Moving-head floodlights on the five supporting columns of the room and an additional one in the bar permit a host of different lighting scenarios. Their programmes can be used for projecting light onto the exhibited cars, onto the ceiling, into the room or towards the podium. The lighting concept, which is designed for full colouring, includes the bar with eight downlighter groups of

three luminaires in the colours red, green and blue. The same red, green and blue colour mixture, though based on LEDs, is used for a display window containing hand-made model cars on a scale of 1:50, each of which can be bought for the price of a real luxury car.

Exclusive Mercedes-Benz accessories and fittings are shown in the right light. For example, rotatable wheel rims hung in a wall niche shine under the light of the ALUline Pro Paint colour specimens, each illuminated by a downlighter in a large display case to make it easier for the customer to choose the colour he or she wants when purchasing a new car.

The culinary delights of "Daimlers" (which is the name of the bistro) are a very worthwhile addition to Berlin's gastronomical scene. There are 35 bistro places, 15 places at the bar and 40 places on the summer patio available every day until midnight. The evening display of light and colour in the Mercedes-Benz showroom is an impressive spectacle for guests and equally for passers-by.

## S P E C I F I C A T I O N S

- LIGHTING DESIGN: **Raffaele De Mucci, Murat Cap**
- INTERIOR DESIGN: **Bärbel Thorer**
- WHITE SON AND MINI WHITE SON LUMINAIRES: **TAL**
- CDM-T LUMINAIRES: **Studio Due**
- 'TL'5 LUMINAIRES: **Commissioned Design**

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