Dear Reader,

The global technology group Siemens with some 400,000 employees carries out research to find optimum solutions in the industry, energy and healthcare sectors. The group defines the key corporate objective of sustainability as a responsible course of action in business, economic, and social terms, and requires this to be reflected in the company’s architecture. The new corporate headquarters in Austria for a total workforce of 3,000 and the way in which this architectural and technical challenge was likely to be mastered was therefore eagerly awaited. It was clarified by launching an EU-wide competition. The winning design by the Austrian office Soyka/Silber/Soyka has created a working environment which aims to promote innovation and communication. At the same time, the strict EU regulations for a green building are more than met. We are pleased that, through our luminaires, we not only protect the energy balance of the building but we are also able to support the building’s ambitious architectural and interior design concept.

What to architecture is a «Green Building», is to the Volkswagen automotive group the «ThinkBlueTechnologies» umbrella brand. At this year’s Paris Motor Show, VW celebrated the new Passat as the ultimate commitment to quality – especially from the point of view of ecology and economy. The ambitious stand concept was developed specifically for Paris. Key corporate design components will nevertheless be seen again at the trade fairs in Geneva, Shanghai, Frankfurt and Detroit. Follow us into the temple of mobility where GLASHÜTTE LIMBURG luminaires highlight people and cars brilliantly.

Heiner Gantenbrink
The new Siemens City in Vienna – a successful showpiece project of »green« architecture

Client: Siemens AG Österreich, Vienna
Architect: Architektur Soyka / Silber / Soyka ZT-GmbH, Vienna
Lighting design: Dipl.Ing. Pekorny Lichtarchitektur (Entrance/Plaza), Vienna
Architektur Soyka / Silber / Soyka ZT-GmbH, Vienna
Zumtobel Licht GmbH, Vienna
Electrical installation: Elin GmbH & Co. KG, Linz
Siemans Bacon GmbH & Co. KG, Vienna

The international competition produced a number of excellent solutions. The Austrian architects office Soyka / Silber / Soyka, however, prevailed with its interpretation of a building for a corporate network.

The large area at the tradition-rich location on Siemensstrasse in Vienna’s 21st district of Floridsdorf is already the site of a number of corporate buildings. It was not just a new office building with training and conference centre that was required but an urban master plan with optimized infrastructures and a fully integrated plan for green spaces. At a height of 55 metres, it is the urban heavyweight amongst the new building complex. Its orientation towards the suburban railway station at Siemensstrasse accentuates the focus on the optimized transport connections. In a high-tech group in particular, proximity to public transport is a must. The impressive plaza in front of the tower creates a generous entrance with a clear structure comprising paving and trees, flanked by BEGA light building elements. At night, the glass entrance building becomes a bright lantern. Motion detectors and daylight sensors ensure that the lighting is only activated when it is actually needed.
The move to the «Nordspange» office zone was just over six months ago. Angled and linear office blocks connect with the open zone. This so-called «communication line» connects the different parts of the building and is designed to be a central meeting place. Projections like balconies provide corners for comfortable lounges or small meeting areas for informal discussions and creative brainstorming away from the actual office space. Varied furnishings of different materials and colours create small, intimate recreation areas in a working environment for 3000 people. The hall-like communication line has been carefully designed. Paved walkways alternate with welcoming wooden floors. Plants placed along the way associate the exterior with the interior space. Efficient BEGA surface washers illuminate all the communication areas on the ground floor. They provide a high level of uniform illumination.
Communication throughout the multifunctional open zone
A maximum amount of daylight is supplied through the large glass roofs and the free zones between the adjoining office wings. The horizontally structured façades of the office zones are traversed by vivid vertical yellow and grey stripes. At dusk, small BEGA surface washers with their asymmetrical emission characteristics provide base lighting for the open zone. The concept of a «green building» required an optimally integrated overall concept for the building services. All areas of heating, ventilation and air-conditioning technology were embedded in a user friendly automated building system. As a result, by cutting energy consumption, operating costs and CO₂ emissions are reduced, according to the EU's «Green Building» rules, by at least 25 per cent in contrast to comparable office buildings.
Maximum light from minimalist luminaires
One type of wall luminaire for inside and outside

It makes sense to opt for a few different but flexible components: in terms of design, a common feature is more clearly visible and subsequent maintenance work in the future is simplified. A good example of a classic solution to lighting tasks is the BEGA series of recessed wall luminaires 2042/43/44. They can be installed either horizontally or vertically, and are ideal for almost all wall thicknesses with their shallow installation depth of just 110 mm. Matching installation housings and fixing frames allow installation in any location. The thin frame is available in standard graphite or silver, and to special order in any RAL colour. The homogeneous matt safety glass is flush with the frame and therefore prevents any deposits soiling the surface. The unshielded light softly and uniformly illuminates wall and ground surfaces both inside and outside, and at the same time provides pleasant lighting for walkways and architectural accent lighting.

2042 300 x 125 mm TC-L 18W 1200 Lumen
2043 400 x 125 mm TC-L 24W 1800 Lumen
2043 500 x 125 mm TC-L 39W 2900 Lumen
Perfect interaction of inside and outside

The new Siemens City has become a daylight project. Wherever possible and appropriate, the interiors are flooded with natural light. At the same time, the park-like outside space impacts on the structure. Terraces, lawns and areas of water, gravel and pathway zones, combined with groups of trees and shrubs, can be seen to bring the natural greenery up to and into the buildings through the glass membranes of the façade. As soon as the weather allows, employees are encouraged to go into the park grounds in their breaks, take a stroll or eat in the terrace café. BEGA bollards with single-sided or double-sided light output demarcate the pathways in the park, and provide visual guidance by producing discreet structural lighting by day and night. Their inside louvres direct the light onto the ground, and the structured safety glass provides broad spread light distribution. An interesting feature of this type of luminaire is the option of single-sided or double-sided light output. This allows different lighting requirements to be met by luminaires that are visually of the same design.
Single light building elements:
- 6977 H 4600 LED 50 W 4000 Lumen
- 6977 H 4600 1 TC-L 80 W 5000 Lumen

Double light building elements:
- 6978 H 4600 LED 100 W 8000 Lumen
- 6678 H 4600 2 TC-L 80 W 12000 Lumen
The main entrance of a building complex arouses high expectations: clear access, defined orientation and welcoming atmosphere. The entrance zone to Siemens City is a full-sized plaza with space for many people and for a stage to be set up for large events. The arrangement of the space is accordingly generous with groups of trees and paving. Elegant light building elements, 4.60 metres in height, are the primary focus of the entrance axis. Their asymmetrical flat beam emission characteristics produce an homogeneous surface illumination, also where luminaires are spaced wide apart. There are two types of energy-efficient lamps. The luminous flux for the 50W LED version is 4000 lumen, and 6000 lumen for the 80W compact fluorescent lamps. The luminaires are supplied in a timelessly striking graphite or silver.
Circular light elements indicate the key walkways

- Ø777 155 mm 1 DT 14 40 W 480 Lumen
- Ø865 240 mm 1 TC-TEU 52 W 1700 Lumen
- Ø866 300 mm 1 TC-TEU 42 W 3200 Lumen
- Ø867 420 mm 2 TC-TEU 32 W 4800 Lumen
The walkways in the office wings are indicated by two recurring design features. The lift blocks have coloured glazing and stand out visually from a distance. The lift vestibules and adjoining corridors are strikingly highlighted by recessed ceiling luminaires 8787 from GLASHÜTTE LIMBURG. The large light elements with their shallow installation depth are distinguished by their gleaming satin matt opal glass. Thanks to the patented thread, the hand-blown three-ply glass covers the installation housing completely and closes the luminaire without visible fixing elements. Electronic ballasts and energy-efficient compact fluorescent lamps provide optimum operating parameters. The glassmaking skill, the dimensions of the luminaires, the floating details of the luminaire and the defined concept of the luminaires arranged in rows turn a standard lighting task into a finely composed eye-catcher which achieves instant recognition.
Pleasant direct/indirect light with filigree pendant luminaires

They used to be just «canteens» — somewhere to have a quick meal and return to work without wasting any time. These days, cafeterias and restaurants are attractively designed spaces which resemble superior restaurants in terms of atmosphere and the variety of gastronomic options. Chefs often come from the realms of high-class gastronomy and bring fresh ideas with them. Dishes are prepared, decorated and served with great care. The concept is to encourage employees to spend their breaks on the company site and to use their meal time as an opportunity for an interdisciplinary and cross-departmental exchange of information. The curved outside wall of the generously designed restaurant is made of glass from top to bottom, and gives the impression of being seated in the adjacent green space. The high ceiling is ideal for the installation of a gently curving row of high-quality GLASHÜTTE LIMBURG pendant luminaires. Two lamps provide both indirect and direct lighting. Part of the light is directed upwards against the reflector and emitted from here to illuminate the room with indirect light. In addition, soft light is diffused through the hand-blown opal glass cylinder. The downlight with precision reflector made of anodized aluminium produces glare-free lighting which is directed onto the variable table zones. This creates a very pleasant level of lighting. When switched off, these luminaires are aesthetic mobiles in the discreetly designed interior which is finished to a high specification.
Curved room dividers with comfortable fixed banquets screen the buffet zone from the seating area. They are completed by orange, green or blue panels as discreet orientation guides in the spacious room. A compact line of cylindrical filigree GLASHÜTTE LIMBURG pendant luminaires runs parallel to this flowing geometry. Slim stainless steel fittings integrate compact energy-efficient fluorescent lamps with electronic ballasts. The classic, partially frosted crystal glass cylinders distribute the light softly into the room through a fine, flat beam frosted surface, and vertically downwards onto the tables.
GLASHÜTTE LIMBURG luminaires are used in the Siemens City restaurant because energy-efficiency combined with technical reliability were just as important in the decision-making process as the design requirements of a location where a great many people meet every day. The group requires no less from its employees than to apply their absolute passion for the company’s objectives every single day. The cost of creating an environment which time and again helps to develop creativity, innovation and establishes networks was accordingly high. GLASHÜTTE LIMBURG stands for the creative, innovative and ambitious further development of traditional craftsmanship which is centuries old. Metal processing and the art of glassmaking are combined with lighting expertise to create effective lighting instruments which are also impressive in daylight as genuine elements of interior design.

5391  60 x 270 mm   1  D 26  45 W  400 Lumen
5272  80 x 345 mm   1  Lampe  75 W  935 Lumen
5273  110 x 480 mm   1  Lampe  100 W  1340 Lumen
5274  140 x 695 mm   1  Lampe  150 W  2190 Lumen
5275  180 x 695 mm   1  Lampe  200 W  3040 Lumen
5276  110 x 480 mm   1  TC-TEU  36 W  1750 Lumen
5277  140 x 695 mm   1  TC-TEU  32 W  2400 Lumen
5278  180 x 695 mm   1  TC-TEU  42 W  3200 Lumen
The Paris Motor Show, officially known as the «Mondial de l’Automobile», opened for the first time in 1898, displaying 232 vehicles, and is therefore considered to be the first international motor show. There were 140,000 visitors then. This year, Paris achieved a new record attendance with over 1.4 million visiting motorists. From the outset, the core concept was the fulfillment of man’s age-old dream: individual mobility. The fascination is undiminished. Given the rapid growth in population and a desired prosperity in many parts of the world, the key issue is no longer how fast, chic or expensive a car is: the finite nature of fossil fuels is a great challenge, and reducing pollution is the order of the day. The brand Volkswagen with its individualized range of brands covers the entire automobile spectrum: from classic, affordable «Volks» (people’s) car through commercial vehicles to luxury limousine. Volkswagen is enormously committed to its claim to be the most innovative automobile manufacturer and technology leader in the world. The group combines all technologies and products that make vehicles more efficient and therefore reduce emissions under the working title «BlueMotionTechnologies».

The successful «Passat» model, a perfect example of the classic family limousine, deserved a very special presentation which the new Passat enjoyed at a fair stand in Paris occupying 2,763 sq m. The blue «ThinkBlue» light façade, white structured sections, the white glass floor and a perfectly staged interactive presentation of the key themes on a large-scale LED wall ensured instant recognition and provided entertaining information. The stand was defined by three dynamically angled ceiling light elements.
The 7th generation Passat will also achieve bestseller status – on that the proud VW engineers and trade press agree. The atmosphere at the fair stand was one of great enthusiasm. Professional visitors and car enthusiasts were given a hands-on quality statement, and communicative VW experts accepted this opportunity. Automobile technology can be conveyed far better here than via a sophisticated internet presentation by addressing customers directly, by lifting the engine bonnet, «talking shop» and «having a go in the driver’s seat». The great number of young people who were welcomed at the stand by the VW personnel was striking. The «ThinkBlue/BlueMotion» theme aroused curiosity; ecological sustainability and quality are key issues when purchasing a long lasting and high-quality asset.
Spangled sky with brilliant light for Paris Motor Show

White is the new grey – marketing experts and colour scientists already agreed on this several years ago. For quite some time, the latest models have been driving around more and more in the most diverse shades of white, gratifying not only their designers but safety experts as well. White is also the principal colour of VW’s clear concept for its fair stand. It was therefore logical to use the new white GLASHÜTTE LIMBURG downlights in the VW lounge. With their diameter of 140 mm and height of 335 mm, they produce a brilliant, energy-efficient, warm white light in the meeting and hospitality zone. A special play of light is achieved through the 20 mm thick crystal glass. The materiality and high standard of craftsmanship to create even the smallest details become clearly visible.
GLASHÜTTE LIMBURG

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An information brochure from
BEGA · LIMBURG · BOOM
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