

ERCOplay at Light+Building 2024: Interaction with light at a sustainable exhibition stand

Lüdenscheid, March 2024. At the Frankfurt trade show, ERCO unveiled a compelling vision with its motto "hands on light," inviting lighting aficionados from across the globe to engage directly with its sustainably designed Light + Building exhibition booth. The ERCOplay stations offered a hands-on experience, allowing attendees to explore sustainable lighting solutions tailored for both intimate museum display cases and expansive outdoor facades. The trade show wasn't just about enjoyment; it delved into the crucial question of how lighting can be utilized sustainably. Through its "Greenology" sustainability program, ERCO showcased innovative product solutions and approaches aimed at enhancing the sustainability of architectural lighting.

Transforming the concept of play of brilliants to light for playing. The luminaire manufacturer's playful adaptation of Richard Kelly's lighting perception triad for the Light + Building trade show was a creative deviation, allowing visitors at the ERCOplay stations to test their lighting knowledge across five interactive stations: At Station 1, participants turned into lighting directors on a miniature stage. Using the new Axis showcase lighting, a lighting concept based on the "3-point lighting" approach had to be realized. Moving on to Station 2, the lenses of Optec spotlights were to be changed until the light was precisely aligned with the target surfaces. At the downlight station, the objective was to solve estimation questions, including about light distribution, with a quick tap on the buzzer. Station 4 was outdoor-themed: The teams were asked to practice aligning the Beamer spotlights. The 5th station, "hands on" Invia, encouraged participants to experiment with ERCO's linear system to create their own lighting scenes including wallwashing, ambient lighting, indirect and accent lighting.

Copies and links requested.

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Expertise for the showcases, passion for general lighting
ERCO designs lighting solutions that meet user needs sustainably and ensure architecture remains functional and relevant for decades. The key metrics for energy efficiency (lm/W) and effectiveness (lx/W) of lighting are showcased through the Optec[New] spotlights, which represent an eco-friendly advancement of our bestselling product. By comparing the illuminance on the targeted surface with the power consumption of the accent lighting fixture, it becomes evident whether light, and consequently energy, is being inefficiently dispersed as scattered light. The company now also offers precise lighting for sensitive artifacts behind glass: With its miniaturized Axis luminaires, ERCO sets the benchmark for lighting quality in showcases. The linear, modular Invia lighting system exemplifies versatility in application on a larger scale and stands out for its ability to provide balanced wallwashing illumination, seamlessly extending even into room corners.

At L+B, ERCO revealed its "secret passion": Downlights. By showcasing the variety in its downlight portfolio, ERCO highlighted its broad expertise beyond just spotlights. General lighting using recessed luminaires is a crucial component of lighting designs focused on enhancing perception. Using the Iku and Skim downlights, ERCO demonstrated that luminous efficacy greater than 120lm/W combined with a zoned lighting strategy can significantly increase energy efficiency, reducing the consumption of standard-compliant office lighting to as low as 2.99W/m2.

The best use of light: flexible in the office, responsible outdoors
ERCO showcased eco-friendly and standard-compliant office lighting through its track-mounted downlights as a prime example. This allows for the lighting to be flexibly adjusted to fit office layouts and adapt to changes in use. Similar to accent lighting, ambient lighting should be applied selectively, only where it is necessary. The same applies outdoors: With its Beamer series of projectors, ERCO showcased at the L+B precise outdoor lighting that maintains the integrity of darkness while utilizing light in a responsible manner.

An example of consistent sustainability
Sustainability comes from durability. "Lighting Durability" is our development goal which states that all newly developed ERCO products are designed for a service life of at least 20 years. The first product to be designed in accordance with this specification is the advanced version of the Optec spotlight. Durability also served as the guiding theme for the booth design concept. In designing the booth, priority was given to selecting materials that could be repurposed following the Light + Building trade show. For instance, a specially constructed stand floor was dispensed with and the company utilized road cases for product presentations. These cases have been employed at local trade shows for years and are poised for their inaugural tour. The framework used was from the 2018 Light + Building booth, and the ERCOplay stations were incorporated into a rental scaffold, which will be reused beyond the duration of the trade show. And what will happen to the printed fabrics that were used at the booth? They will be converted into carrier bags and will soon be raffled off among visitors to the booth. It is therefore well worth subscribing to the ERCO newsletter: www.erco.com/newsletter

At the trade show's conclusion, ERCO Managing Director Olivier Gabriel expressed a highly satisfied assessment: "Engaging hands-on, experimenting with light and fixtures—that's what brings excitement to a trade show. The enthusiastic feedback from our visitors regarding ERCOplay has strengthened our commitment to making light a tangible fourth dimension of architecture. Continued discussions with planners about efficiency and lighting quality will further propel the development of durable products, enhancing the sustainability and improvement of architecture."

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About ERCO

ERCO is an international specialist for high-quality and digital architectural lighting. The family-owned company, founded in 1934, operates globally in 55 countries with independent sales organisations and partners.

ERCO understands light as the fourth dimension of architecture – and thus as an integral part of sustainable building. Light is the contribution to making society and architecture better and, at the same time, preserving our environment. ERCO Greenology® – the corporate strategy for sustainable lighting – combines ecological responsibility with technological expertise.

At the light factory in Lüdenscheid, Germany, ERCO develops, designs and manufactures luminaires with a focus on photometric optics, electronics and sustainable design. The lighting tools are developed in close collaboration with architects, lighting designers and electrical designers. They are used primarily in the following applications: Work and Culture, Community and Public/Outdoor, Contemplation, Living, Shop and Hospitality. ERCO lighting experts support designers worldwide in transforming their projects into reality with highly precise, efficient and sustainable lighting solutions.

If you require any further information on ERCO or image material, please visit us at www.erco.com/press. We can also provide you with material on projects worldwide for your media coverage.

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