



Creativity in an old brewery: Archimedes Exhibitions, Berlin

Archimedes Exhibitions GmbH is a communications agency in Berlin specialising in the design and creation of exhibitions, brand spaces and interactive installations. Its recently expanded and modernised office facilities were given the finishing touch with ERCO lighting tools that blend effortlessly with the interior design.

Gunnar Behrens, one of the managing directors at Archimedes, considers the agency premises as the brand's signature designed to communicate its image and values. The decision to opt for ERCO lighting tools was based on several factors. Quality and technical reliability are inherent principles of Archimedes had to be reflected in its own design. A second point in favour of ERCO was the fact that it had the right lighting tool for each of the various visual tasks involved at Archimedes. Moreover, ERCO's team of consultants in Berlin had already demonstrated outstanding knowledge and expertise in a number of joint projects with Archimedes. Finally, Behrens revealed a personal background of sorts with ERCO – coming from a family of architects, he practically grew up under ERCO spotlights.

Reception under a striking vaulted ceiling
The offices of Archimedes which take up an area of around 1,200sqm, are housed on the upper floors of a building previously used as a drum storage facility. Their location under the roof explains the striking vaulted ceilings found in a number of the rooms – such

as the spacious reception area with its stylish and sophisticated design. The barrel vault here is illuminated discreetly yet effectively by four Pantrac ceiling washlights with deep beam light distribution for uniform uplighting, whilst Quadra lens wallwashers are focused on a wall unit behind the reception counter. The vertical light draws the visitor's attention, whilst giving the room a welcoming and airy feel. Meanwhile, Quadra downlights with oval flood characteristic efficiently illuminate the desk behind the counter with a linear beam – offering an aesthetically minimalist alternative to linear fluorescent luminaires for a harmonious overall appearance of the room.

Sophisticated ERCO track for dynamically fluid creativity

Nothing says grand like a vaulted ceiling in the executive room where Parscan floodlights are used to provide brilliant ambient lighting. Mounted on track installed deliberately as a space-defining element, the Parscan allow the flexibility required to react effortlessly to frequently changing work situations. Track systems with Starpoint pendant luminaires offer

Project data

Project:	Archimedes Exhibitions GmbH, Berlin / Germany
Interior and lighting design:	Archimedes Exhibitions GmbH, Berlin / Germany
Photography:	Dirk Vogel, Dortmund / Germany

the same maximised flexibility in the two conference rooms. Thanks to their filigree design, the minimalist luminaires blend easily with the aesthetically sober interior of these rooms. With extra wide flood light distribution, only two of these lighting tools, with a wattage as low as 8W, are needed to illuminate the conference tables efficiently with intense light.

spotlights with oval flood light distribution illuminate the desks, wide flood versions are directed precisely onto the material library and the pin boards. Once more, ERCO LED light sets itself apart with optimal colour rendering and efficient glare control, complying in every respect with the stringent standards required for workplace lighting.

Individual lighting solutions create the right ambience

The studios of the product designers and software developers were matched with lighting tools from the Opton range. Whereas

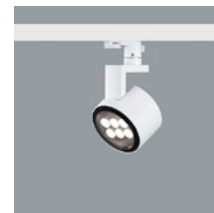
Luminaires used in the project



Opton



Pantrac



Parscan



Pollux



Quadra



Starpoint

Copies and links requested.

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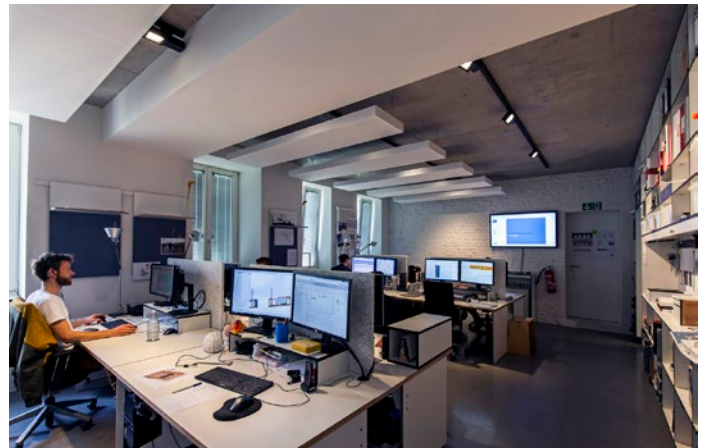
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About ERCO

The ERCO Light Factory in the German town of Lüdenscheid is a leading international specialist in architectural lighting using LED technology. The family business, founded in 1934, now operates as a global player with independent sales organisations and partners in 55 countries worldwide. Since 2015 ERCO's portfolio has been 100% LED. Inspired by "light digital" as its leitmotif, ERCO in Lüdenscheid develops, designs and produces digital luminaires with focus on photometrics, electronics and

design. Working closely with architects, lighting designers and engineers, ERCO develops lighting tools used primarily for applications in the following fields: Work, Shop, Culture, Community, Hospitality, Living, Public and Contemplation. ERCO understands digital light as the fourth dimension of architecture – providing highly precise and efficient lighting solutions to support creative designers in turning their visions into reality.



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