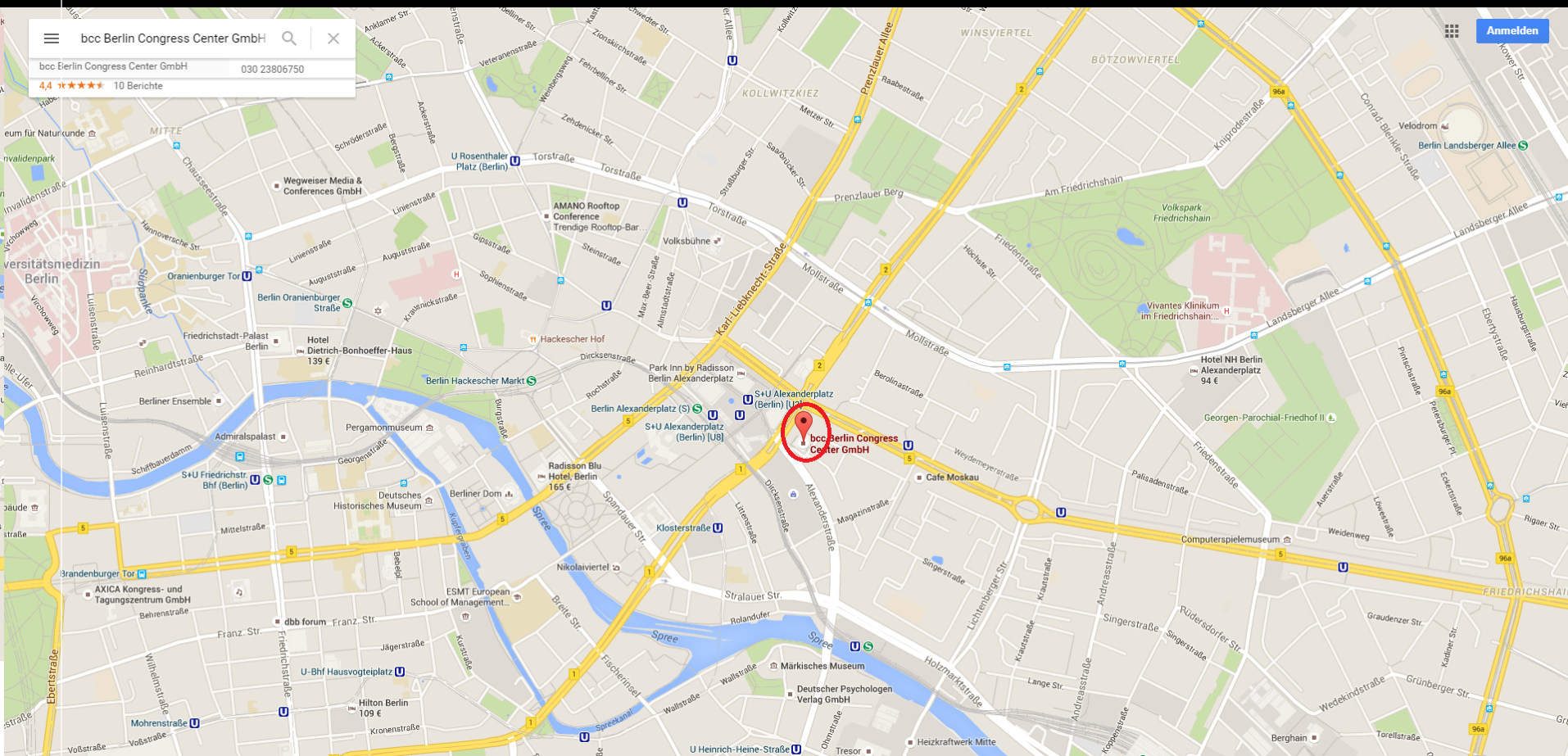


LiDe 3 _ Berlin 2015

Team 3 _ Anghel Andreea _ Balafoutis Thanos _ Faria Helena _ Felegyhazi Beata _ Kadoglou Christos

Location plan





BCC_Berlin_Germany

HISTORY

Hermann Henselmann, Bauhaus-influenced star architect of the GDR, develops a visionary architectural complex called the Haus des Lehrers.

Functionality and transparency are placed in a futuristic architectural style. From the very beginning, parts of the complex are used for functions and expositions.

The buildings became listed as historical monuments in the 1980s.



The **bcc** becomes a standard-setting event location whilst maintaining the building's architectural identity.

September 2003

The new bcc Berliner Congress Center is reopened with an international medical congress.

Early 2005

The former Haus des Lehrers is completed and offers an additional 6,700 m² of office space.





The light installation
“Blinkenlights” attracts
international attention and
regard for the house.





Yali Mosque_Chania(Crete)_Greece





National Congress Building_Brasilia_Brazil



Reichstag_Berlin_Germany



Reichstag_Berlin_Germany

CONCEPT_reason & emotion

Business

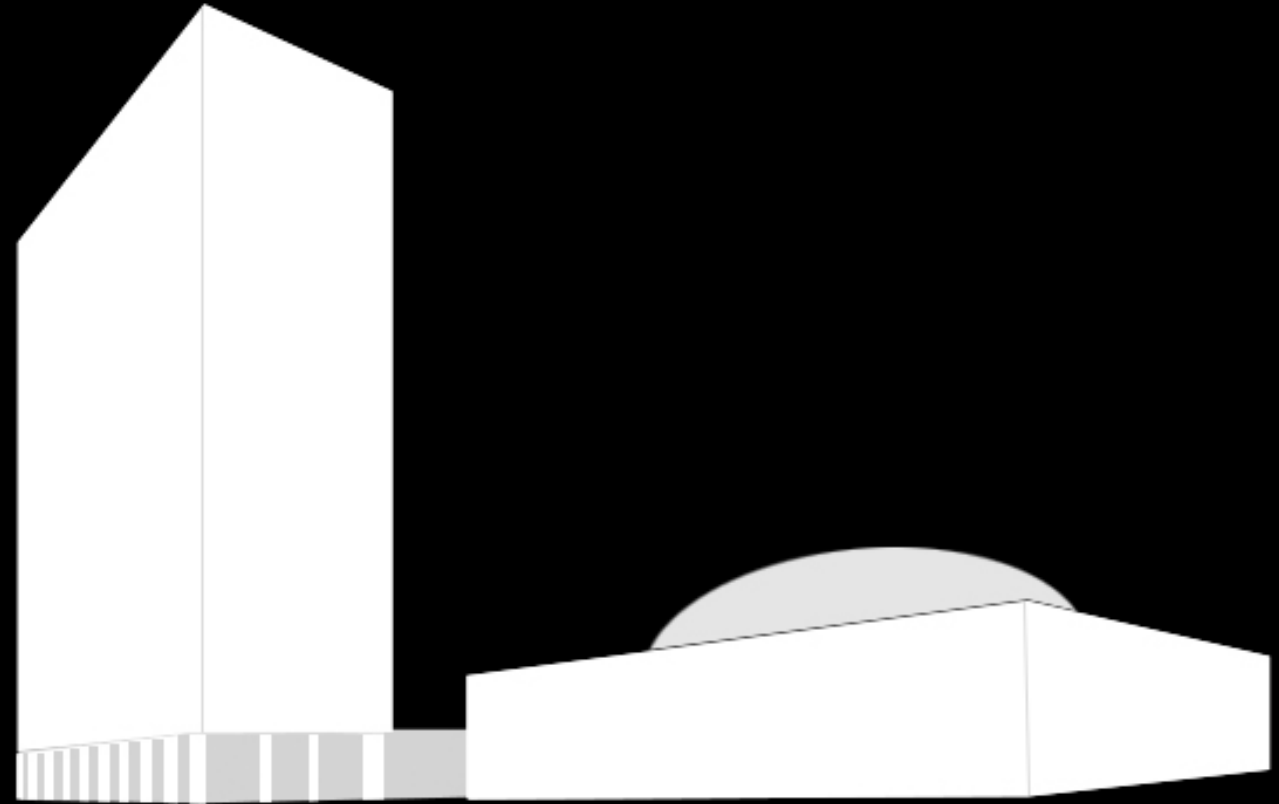
We need to **think customer needs**

Culture

No to a building with a **business ID**

Gestalt

What if this building is part of **something bigger**



A landmark with a business ID....



Brandenburg_Gate_Berlin_Germany

A landmark with a business ID....



Do we really like this?





Scenario 1



Scenario 2



Scenario 3



Scenario 4

LINEARlight Colormix Flex Protect OSRAM

Product features

- Flexible and splittable LED strip with inline multichip RGB LEDs
- Type of protection: IP67
- Dimmable
- Salt mist proof
- Highly UV-resistant



VERSION	LEDs	Light color LED	LUMINOUS EFFICACY
LF05CE -RGB1-P	33 LEDs/m	RGB	30 lm/W

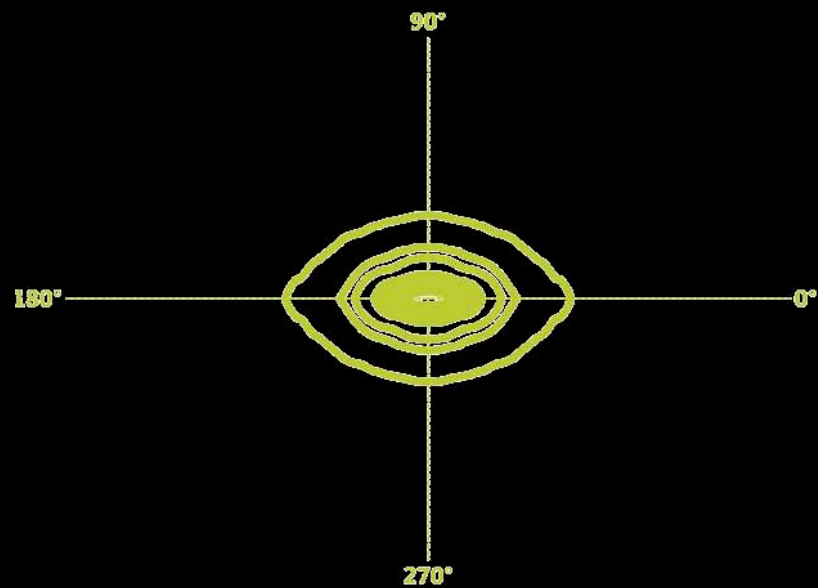
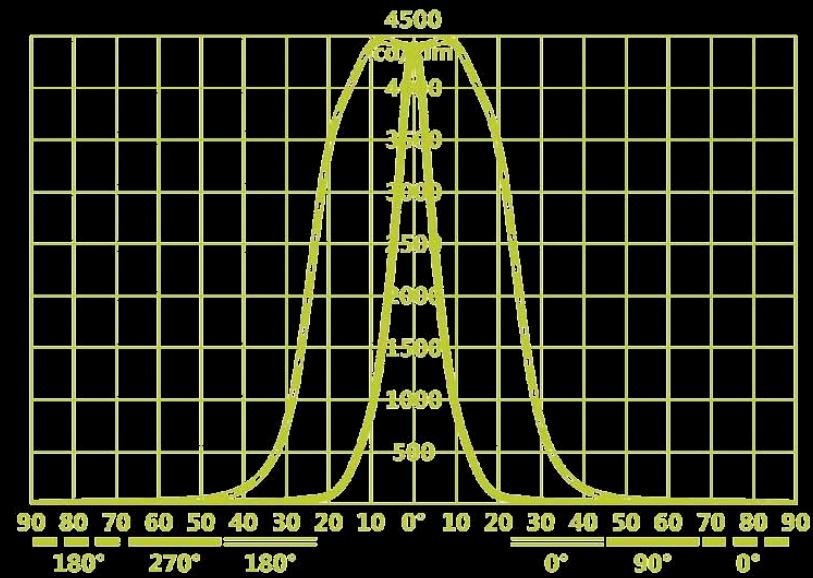
SCHREDER SCULPLINE

Product features

- SCULPline is the slim, longitudinal LED floodlight of the SCULPcollection
- Symmetric and asymmetric photometric distributions
- Monochromatic, RGBW, RGBA and tunable white LEDs available
- Surge protection 10kV



VERSION	LEDs	COLOUR TEMPERATURE	LUMINOUS EFFICACY
SCULPline Symmetrical	10 or 40 LEDs/m	4000 (Neutral White)	90 lm/W



SCHREDER SCULPLINE ELLIPTICAL BEAM

Distance [m]	Beam 48 x 10 [°]	Diameter [m]	Eave [lux]	Emax [lux]
25		22 x 4,4	14	26
20		18 x 3,5	23	41
15		13 x 2,6	40	73
10		9 x 1,7	90	164
5		4,5 x 0,87	361	657



LIEBE AUS BERLIN Danke