Project	BMW Showroom Kurfuerstendamm, Berlin
Completion date	September 2004
Client	BMW AG
Architect	Architekturbüro Staab Architekten BDA, Berlin
Light planning	BMW / Winter Ingenieure
Project management	NewTec Design:Audio, Bolzano, Italy
Implementation	IES Innovative Electronic Systems GmbH
Products	Cono modulo per alteme, Cono solo, Pro 100

NewTec
Design : Audio

The BMW Flagship Showroom in Berlin's City Center

Sheer Driving Pleasure – Sheer Listening Pleasure

The BMW flagship showroom on famous Kurfuerstendamm, located in the city center of Germany's vibrant capital Berlin, is far more than just a showroom. The former sales-room has evolved into a modern meeting place for city dwellers, automobile enthusiasts, invited guests, passers-by, and tourists-making it not only a center for dialog, but a venue for a vast variety of events.

An architectural tribute to the company headquarters in southern Germany, the rotunda of glass and steel forms the door and entrance to the show. Glass, marble and white fair-faced concrete are set off against dark stone and wood floors, creating an elegant, futuristic ambience. The calm and ease of the room provide the perfect setting for a striking presentation of the exhibits. Skilful light themes, image projection surfaces and concealed sources of sound give life to the automobiles on display and captivate the beholder.
Emotion and Inspiration – Sheer Driving Pleasure.

Requirements

The design of light and sound installations for a showroom poses a particularly difficult challenge when it comes to ensuring maximum flexibility in the arrangement of exhibits and exhibitions. “Invisible” is the magic word: No object is to draw attention away from the automobiles' language of shape.
The solution is a symbiosis of light and sound.
The integration of the sound modules into the existing light system “Ray” from Alteme, featuring a wide choice of scatter lights, spots and other units, allows optimally designing versatile exhibition areas. The compact total concept combines a variable distribution of light and sound factors with a flexible arrangement to suit multi functional rooms. The easy to use click-in clips eliminate the need for tools and allow the perfect illumination of the presented automobiles in every detail. By exploiting the spatial flexibility of the room, the sound consciously unconsciously introduces an appealing, sophisticated flair that invites to linger.

Applications

The soft sound characteristics create a comfortable, pleasant atmosphere. The use of a novel geometric membrane in aluminium produces a uniform 360° sound dispersion with truly impressive results.

Cono modulo per alteme – Sound module for light systems
Exhibition area, showroom
Cono solo – Wall mounted loud speaker
Rotunda, gallery area
Pro 100 – Entrance area

For product details please visit www.newtec-audio.com

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