

The Philips logo is displayed in a white rounded rectangle. The background of the entire image is a modern office interior with a curved wall and ceiling. A large, glowing yellow 'Aller' logo is projected onto a curved white surface in the foreground. The ceiling has recessed lights, and the wall behind is a large, curved panel with a grid pattern, illuminated with purple and red light. The floor is a dark, textured material with some black lines.

**PHILIPS**

Office

Luminous textile

**An inviting  
atmosphere  
at Aller Media**



### Background

The Aller building is the new headquarters of Aller Media in Oslo, covering almost 11,000 m<sup>2</sup>. In addition to Aller Media, the building also houses Redink, Sol and Dagbladet.

### The challenge

Vibeke Christiansen, Administration Manager at Aller Media AS, wanted a practical yet decorative feature in the reception of the magnificent new building. Aller had looked at various pieces of art and considered a number of types of screens, but thought art would be too static. The ideal solution would be something to impress anyone entering the lobby. Representatives from Aller Media preferred customers and employees being given a low-key but dynamic impression as they entered the building. Vibeke Christiansen explains:

*"We want modern buildings to have a clean and simple design, which can result in poor acoustics. We wanted to make an impression that would give movement and energy."*

What's more, the materials used in the reception were mainly stone and concrete, which create a real need for acoustic damping. After a visit to ISS Copenhagen, that had installed luminous textile, Aller decided this was the innovation they were looking for.

### The solution

The solution was luminous textile panels measuring a total of 9 x 4.2 metres. They cover almost one entire wall. The surface displays dynamic videos and - in this case importantly - provides good acoustics. Stefan Gimmerborn, Supervisor at Ce Ce EL was responsible for installation: *"The wall is a long-term solution with dynamic content programmed by the customer - anything from pre-programmed animations to videos related to certain dates, or special themes for special occasions. There is also an intuitive interface and excellent acoustic damping."*

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Vibeke Christiansen

Developer: Aller Media

Location: Økern, Oslo

Philips Product:  
Luminous textile with  
Kvadrat Soft Cells



Luminous textile panels are a combination of multi-colored LEDs finished with beautiful Kvadrat textiles. It creates a totally new, unique atmosphere that can switch from dreamlike non-figurative backgrounds using light and shadow to accentuate a brand or the room, to an information portal for the vast range of imagery Aller produces.

#### Benefits

Luminous textile supports Aller's brand, entertains visitors and inspires personnel. It also create a friendly atmosphere with gentle acoustics from the sound-softening materials. Vibeke Christiansen concludes with: *"We wanted a big wall that would conform to the building's design and draw attention – a canvas that could be used for expression. And that's exactly what we got. It's a truly exciting feature that we think enhances the visual impression and is brilliant at improving the acoustics."*



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