PHILIPS

Technical
case study

Branding with light

BMW Mini car showroom
Tel Aviv, Israel

A car showroom in a dramatic location in Israel makes a statement to passing motorists thanks to the innovative use of an illuminated ceiling. The design was the result of intense collaboration between architect, lighting designer, client and contractor.

Where architecture meets branding

The need to adhere to strict brand guidelines from BMW Mini was a major issue for the showroom design, which replaced classic lighting fixtures with luminous ceiling panels. Yashar Architects and the lighting designer IDEA-LS spent more than a year looking for a solution to combine soft ambient and evenly spread light with powerful luminosity, highlighting the vehicles on show. This was one of the determining factors in choosing the Philips OneSpace solution.

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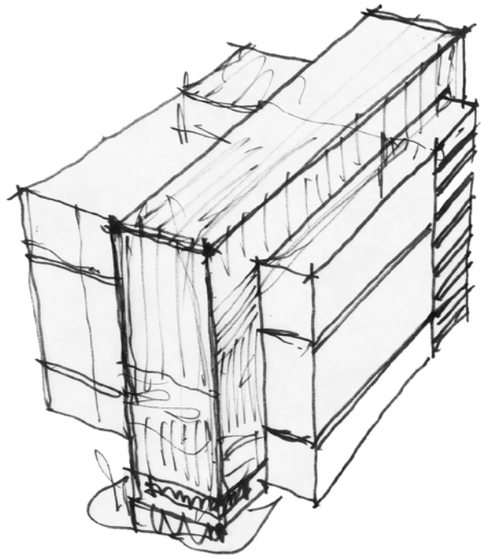

“We created a kind of lighting beacon along the freeway, a reference point that you can’t ignore but that doesn’t blind you.”

Jonathan Groswasser, architect

A building made from light

The luminous panels create the ambient lighting, which provides 70% of the luminance throughout the building. In order to focus strongly on the cars, ‘dark light’ spots were interwoven among the panels. These spots are almost invisible when you look at them, not dazzling or interfering with the ambience of the showroom – yet they enable extremely strong lighting on the cars as part of the lighting design. It was also necessary to adapt the interior luminance to every fluctuation in natural lighting. Throughout the morning, afternoon and evening, the core design changes and constant readjustment is needed to ensure a steady gentle light.

Perfect product presentation
BMW requires 1000 Lux (Light unit of illuminance) on the cars constantly, in order to present them in the proper light. Light intensity is automatically adapted to the strong influences of daylight making sure the cars always appear in perfect light

Branding
The showroom of BMW Mini has become a landmark for Tel Aviv. Millions of drivers travel this way by day and night and they can't avoid seeing the innovative and elegant glass box which appears to be built with light.

Sustainability and Maintenance
The Philips high-quality LEDs have a longer lifetime, lower energy consumption, and do not require as much maintenance as other lighting solutions.

Architectural quality
Each of the building's three floors has approximately 500 square meters of light-panel ceiling. Philips customized two panel sizes while keeping other specifications standard to retain user-friendly features related to maintenance and after-sales support.

The building uses a DALI control system to integrate the Philips OneSpace lighting panels and incoming natural light. Sensors and light mounts all over the showroom give the computer orders to reduce or increase lighting intensity at any given moment in the day or night. The solution needed to integrate budget limitations, maintenance, acoustic quality, architecture, merchandise guidelines and site-specific requirements in order to manage the strong impact of daylight on the design coming from the desert sun in Israel.

A constructive dialogue between the architects, the owner, lighting designers, technical consultants and Philips made sure that all these criteria could be met in one lighting solution.

Fast facts

Client
Delek Motors

Architect
Yashar Architects

Lighting designer
IDEA-LS

Engineer and installer
Vitania Ltd.

Lighting systems
Philips Large Luminous Surfaces
OneSpace prefab panels 3000 K
1733 x 2400 mm
1733 x 1860 mm

Photographer
Cedric Helsly