



CASE STUDY

## Luminous Carpets

### KNVB, the Netherlands

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## KNVB HEAD OFFICE

The Head Office of the KNVB is not only the figurative heart of Dutch football, it is also located literally at the centre spot of the Netherlands, namely in Zeist, Utrecht. Here, everything is aimed to lift football to a higher level. Not only in strategic areas within the head office, but also practically on the surrounding KNVB campus.

Three years ago, the complete renovation of the KNVB campus started. The starting point of this project is to achieve the optimal experience within the different areas. The training facility is the beating heart of the KNVB campus, where many guests are received. The architect's aim for this space is to convey the pride of Dutch football and the KNVB from the first moment guests walk in. Luminous Carpets is the perfect tool for this. Especially since this product not only allows you to display logos and texts, but also has the option to show images. This also convinced the KNVB of the 'wow effect' of Luminous Carpets.

From now on guests of the KNVB head office are welcomed by the orange KNVB logo and the Dutch biggest football pride, Johan Crujff.

### LED solution

The installations consist of

- 4 LC Symbols
  - 4 LC Grids
- (40x160cm in total)

### Carpet solution

KNVB chose for the light-transmissive carpet Stratos LC 1364

### Architect

GAJ Architecten













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