

PUMA HQ

HERZOGENAURACH
GERMANY



PUMA headquarters in Herzogenaurach

■ LITTLE THINGS MAKE ALL THE DIFFERENCE

Semperlux and Vossloh-Schwabe illuminate the new PUMA headquarters in Herzogenaurach, Germany

It may be a well-kept secret, but the little German town of Herzogenaurach is actually the world's capital of sport! And this is no idle claim to fame, since the town is home to the new headquarters of PUMA, the German sport lifestyle company.

Covering a total area of 50,000 sqm, the new premises are made up of three buildings: one for admin, one housing the Brand Center and one for the PUMA factory outlet store. As a result of clever office design featuring ceiling-height glazing, the 107 individual and open-plan offices found in the admin building provide PUMA's admin staff with generously dimensioned office space that is bathed in natural light. Commanding an area of 10,000 sqm, the Brand Center is mainly used to exhibit PUMA's innovative sport lifestyle collections, but also includes a multimedia auditorium that is large enough for 1,500 people. Finally, the PUMA factory outlet store covers another 3,000 sqm of sales area, spread over three levels. The three buildings are positioned in such a way as to create a large central square, the PUMA Plaza.

■ INSPIRED BY A SHOE BOX

The architect who designed the buildings, Klaus Krex of da capo al fine architects in Nuremberg, drew his inspiration for the PUMA store directly from the PUMA brand – namely, from the world-famous red shoe box. When it came to the projecting platform of the multi-media auditorium, on the other hand, he took up the idea of the well-known PUMA stripe.

And even with regard to the most important marketing tool in the world of architecture – that of lighting – Krex remained consistently true to PUMA's brand image.

The red shoe box also provided Krex with a bright idea for designing the lighting of the outdoor area, thanks to which the illuminated façade of PUMA's new corporate headquarters already draws attention from a distance as an inviting beacon for visiting guests.



Little things make all the difference

Fitted with energy-saving lighting technology, the "light in the shoe box" both makes an elegant brand-affirming statement and acts as a welcoming business card that is visible from afar.

The outdoor luminaires designed by SELUX are a perfect match for the red-themed PUMA factory outlet store with the driveway and the parking spaces adjacent to the building illuminated with single and double luminaires. The wholly unique design of the iconic PUMA lamppost, the luminaire head of which is loosely representative of the sleek brand PUMA lithely leaping out of a half-open PUMA shoe box, is another real eye-catcher. In addition, light columns and LED markings on the ground create a fitting and memorable lighting atmosphere.

■ PUMA PLAZA ILLUMINATIONS

The inner courtyard features additional red and white effect lighting in the form of ground-level linear markings created using LEDs made by Vossloh-Schwabe. These LEDs enable digital lighting sequences to flow over the square. To complement the clear-cut, rectilinear forms that characterise the entire building complex, a number of slender light columns, made of square aluminium sections, were installed to add to the courtyard's stylishly chic appearance.



The LED modules provided by Vossloh-Schwabe were encapsulated in line with IP67 for use in outdoor applications before being installed in the aluminium light columns. This ensures the LED modules are particularly well protected against environmental stress factors such as water, dust and temperature fluctuations. In addition, the aluminium columns ensure a high degree of structural stability, guarantee easy handling and are equipped with Vossloh-Schwabe's well-known LEDLine Flex SMD modules in red and white.

Innovative solutions including spotlights, floodlights, bus bars, recessed luminaires, freestanding luminaires and downlights – all operated using Vossloh-Schwabe's high-quality components – were also provided by SELUX to suit the many and varied indoor lighting needs

■ FLEXIBLE LIGHTING DESIGN WITH SAVINGS POTENTIAL

The main aim of the lighting concept developed for the new PUMA corporate headquarters was to deliver optimum quality of light, enable maximum flexibility in using the available space and yield the greatest possible energy savings. As a result, the lighting system comprises 1,200 m of the DALI-compatible EUTRAC bus bar and i-trac luminaires made by SELUX as well as 985 DALI ballasts and 4,650 standard electronic ballasts made by Vossloh-Schwabe.

SELUX' i-trac PARABOL floodlight features a tilting luminaire body for creating uniform light curtains that constitute an ideal source of general lighting at the workplace, while SELUX i-trac SPOTs are perfect for accent lighting to set off the interior design. The fact that the i-trac luminaires made by SELUX are designed to permit quick insertion at any point along the bus bar without requiring tools keeps the lighting system flexible enough to adapt to any changes made to rooms. The integrated DALI control common to both the spot and the floodlight enables individual and dynamic light coordination.

The top-quality DALI electronic ballasts supplied by Vossloh-Schwabe fully meet the DALI standard and are fitted with a potential-free two-strand control input that is not sensitive to polarity. The achieved dimming curve is analogous to the eye's sensitivity to light. Vossloh-Schwabe's DALI electronic ballasts make it possible to address the lighting system as a whole as well as groups or individual luminaires. In addition, they feature a scene memory function and provide notification in the event of defective lamps. Finally, the low-power design ensures very low stand-by power consumption.



PUMA Photos: Markus Bollen