



TWIN-C REPORT

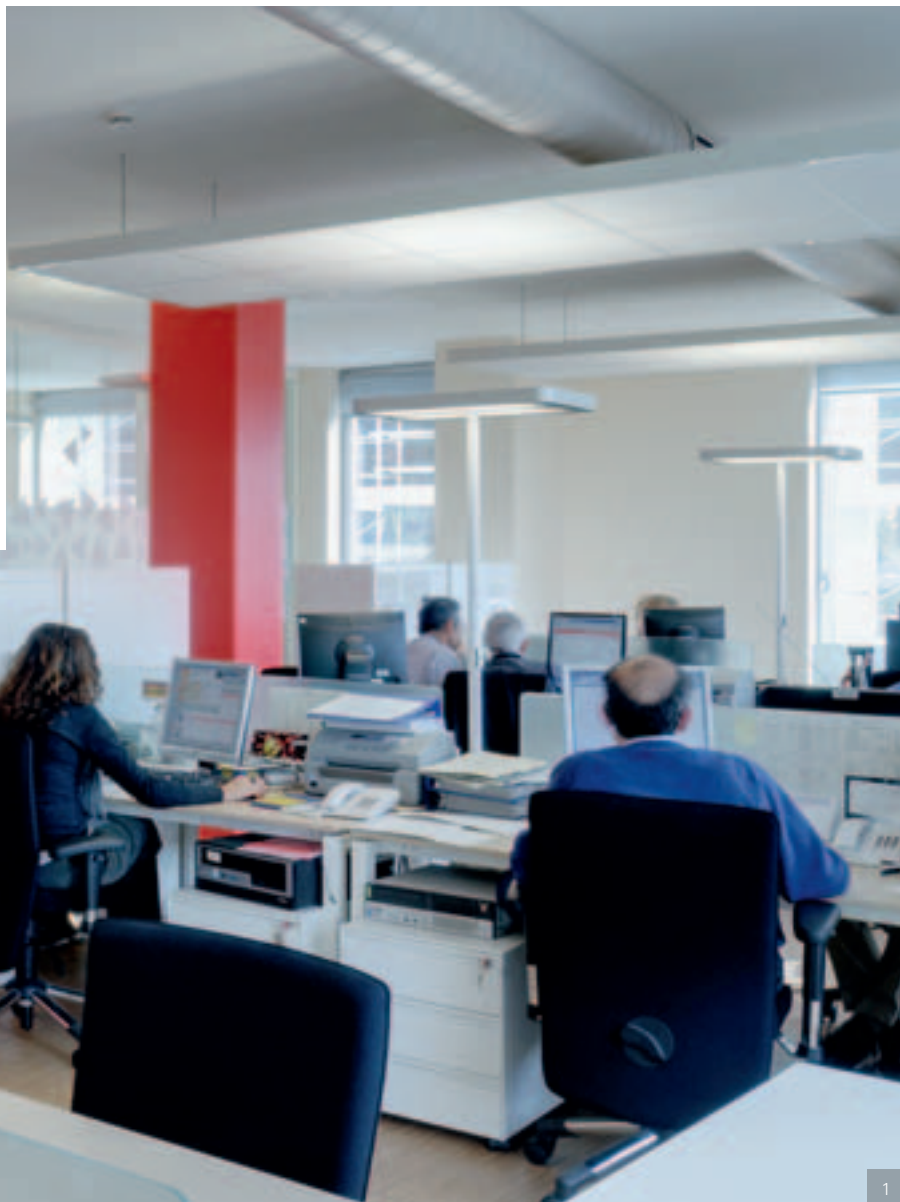
ARCHITECTURE | UNICREDIT

CURRENT INFORMATION ON INTELLIGENT LIGHTING CONCEPTS THAT ARE MADE BY WALDMANN



PIONEERING WORK.

During the conversion of three office buildings in Rome, the big bank Unicredit gave many things a complete overhaul. Instead of the cubicles that are so popular in Italy, spacious areas were planned – to psychologically suggest more cooperation. The usual ceiling louvre luminaires were replaced with free-standing luminaires for a rather innovative interior design detail.



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A bank in motion.

UniCredit's origins go back to the founding of the Rolo Banca in 1473, when the public pawnbroker's "Monte di Pietà di Bologna" was introduced. In the recent past, UniCredit has been the result of the fusion of nine of Italy's biggest banks, the German group HVB and the Italian group Capitalia. UniCredit currently has more than 9,500 branches in 22 countries. The big bank has 162,000 employees and as of September 2010 had a balance sheet total of around € 960 billion. The German Hypovereinsbank and its subsidiary Bank Austria are also part of the banking group. In a European comparison, based on market capitalization, the UniCredit Group ranks among the first finance groups in Europe and represents an outstanding model of dynamics.



2



1 Open-plan office with the Waldmann ATARO luminaires and the reflectors on the ceilings.

2 UniCredit headquarters in Rome.

3 Conference room for a wide range of possible uses.

Dynamics, flexibility and change also characterize the design of the three Roman buildings, which together form the new international company headquarters.

Space for new lighting concepts.

When it comes to Italian companies, cubicles are “business as usual”. And the same goes for the traditional 60x60 cm-ceiling louvre luminaires. These are economical, conform to the standard illuminance of 500 lux and give the interior designers unlimited planning freedom.

But conventional ways of thinking and concepts were not welcome in UniCredit’s new open-plan concept. The concept required bright lighting concepts that were not dependent on a particular location and that could flexibly adapt to organizational changes. UniCredit had already had positive experiences with Waldmann’s TYCOON free-standing luminaires – as lighting concepts for historic office buildings that did not allow the integration of ceiling-mounted luminaires or suspended luminaires. However, this was just the start of a multi-stage call for bids with 10 partici-

pants. At the end of 2008, Waldmann’s was the winning bid with its ATARO free-standing luminaire.

Winning lighting technology.

UniCredit didn’t make the decision easy for itself. The technical specifications included requirements such as product aesthetics, quality of material and finish, lighting quality, direct and indirect light distribution, ease of maintenance, installed output and energy efficiency. Even the position of the sensor was a decision-making criterion, as well as the glare-free technology – a micro-prism was an explicit requirement. This requirement’s profile was practically tailor-made for Waldmann. UniCredit’s decision to use a total of 700 ATARO free-standing luminaires was not only positively influenced by practical tests in the bank building, but ultimately also by the results of the energy monitoring project performed in 2008/2009 at ThyssenKrupp. The one-year field study proved that Waldmann luminaires can save a significant amount of energy with a daylight and presence sensor. ThyssenKrupp generated energy savings of 44%.

The new light is an illuminating solution ...

not just for the energy manager, but also for the employees. Since March 2010, the UniCredit headquarters have been using ATARO luminaires with 4x40 W (instead of the usual 4x55 W) installed output and AMBIO glare-free technology. They represent high lighting quality and low energy consumption. To additionally optimize the light distribution to the work places, white reflectors were installed between the luminaire heads and the ceiling. They are also soundproofed and create a more private working atmosphere in homage to the cubicles that many of the employees used to use. The employees have responded particularly positively to the new lighting concept:

“There’s no glare. It switches itself on and switches itself off again!”

“It’s great how the sensors can create the perfect mixture of daylight and artificial light.”

THE LIGHTING CONCEPT IN DETAIL.

700 ATARO free-standing luminaires with AMBIO glare-free technology and integrated PULSE presence and daylight sensor are installed in the three buildings. This means that the individual luminaire is only switched on if the work station is actually occupied. Furthermore, the sensor regulates the amount of lighting provided by ATARO based on the level of daylight.

A customized feature:

UniCredit's ATARO is characterized by its specially designed H-shaped standing base. Table legs can be placed in each of the two spaces. Up to four desks can be put together to form an island. The free-standing luminaire forms the center and evenly illuminates the work surfaces. The luminaire head is placed in the middle of the tubular section to ensure even light distribution to all four sides.

Aesthetically pleasing, highly efficient

Clear-cut forms, a relatively small luminaire head compared to the light efficiency, high-quality materials and invisible material transitions – ATARO is a clear statement for good, timeless design. With an installed output of just 4x40 W (usual output: 4x55 W), it reduces energy consumption by 30 percent. The innovative AMBIO glare-free technology increases the efficiency to 74 percent. The current benchmark for free-standing luminaires. And the presence and daylight sensor enables ATARO to save up to an extra 50 percent on energy. Economy is a great advertisement for any company. Particularly when it comes to a bank.



MORE ABOUT TWIN-C:



TWIN-C brochure

Did you know that, in terms of a building's lifecycle, 40 percent of all building costs are energy costs and more than two-thirds of these are lighting expenses?

TWIN-C shows you ways to cut energy costs and increase the lighting comfort. To prevent rising energy costs automatically causing higher costs for your company, it is vital to practice energy efficiency. Minimum energy consumption with maximum user comfort is the objective of a forward-looking lighting concept.

Request our TWIN-C brochure to find out more. Using various TWIN-C lighting solutions, we will show you how to correctly combine luminaires to increase your company's success.

www.waldmann.com