

## CASE STUDY



LEDVANCE

# 1000 ROOMS

BayArena, Leverkusen, Germany

## KEY FACTS

### “UNDER THE CROSS”

Would you have guessed that there are more than 1,000 rooms inside BayArena? It is the home of Germany's football club Bayer 04 Leverkusen. At the heart of the facility that the team and fans often refer to as „Under the cross“, lighting is essential. Not only for getting around safely but also for displaying the club's brand and the emotions that go with it.

### SUSTAINABILITY

The football club's long-term sustainability partnership with LEDVANCE stands the real-life test.

LEDVANCE and its subsidiary company loblicht committed to fully refurbish lighting not only inside the stadium but in all ancillary areas that belong to the premises. For that, new LED luminaires or LED inserts were installed without interference with the building structure. The advantages:

- Decrease of power consumption
- Longer lifetime and maintenance cycles
- Convenient dimming via DALI.

### QUALITY OF LIGHT

Great events at the Premium Lounge, Fans shopping at the Fan World, VIP welcome zones (see above) and the Media Center – all areas got the maximum quality of light they require and deserve in every-day use.

### Profile systems

by loblicht:

- mp LINE 120 RGBW
- mp LINE 67A



Continuous-row lighting system Toni by loblicht



LED inserts with microprismatic covers by loblicht

Specified lights by LEDVANCE:

- Downlights and Panels
- RGB LED Strips
- Tracklights

# ALL AREAS GET MAXIMUM ATTENTION FOR BEST RESULTS IN QUALITY OF LIGHT

LEDVANCE refurbished the BayArena facilities with sustainable lighting solutions - from the premium lounge and media center to entrance areas & corridors - perfectly reflecting the club's colours.

## THE CHALLENGE

The customer required not only the best quality of light but a lighting that reflects the brand and image of one of Germany's most successful football clubs. The many different areas within the premises needed to get tailor-made solutions, with re-using housings and channels that had been there for a long time.

Moreover the existing lighting control system was required to be used further on. With intelligent DALI lighting one can simply enhance the quality of light and open endless possibilities for colouring and tunable white.

## THE SOLUTION

The Premium Lounge got equipped with RGW profile systems that easily allow to switch light colours via DALI. No matter what event the colours can be adapted to create a certain atmosphere. Most often it is red and white – the Bayer 04 Leverkusen colours that make the brand shine.

The Fan World with its many zones was turned into a fan magnet with perfectly setting the mood for an engaging shopping experience. Tracklights set the scene for all the most-loved items that are on sale.

The background is just as important with RGB LED strips providing a branded accent lighting.

The Media Center gets most attention on matchdays where LED inserts provide just the right flicker-free lighting for TV broadcasting. The microprismatic covers guarantee glare-free and homogeneous lighting.

All luminaires are DALI-ready for seamless lighting control. And just between us: even the kitchen and the bathrooms have LEDVANCE lights now. Because sustainable lighting matters in all areas – beyond stadium lighting.



PREMIUM LOUNGE: mp LINE 120 RGBW



Specified RGB LED Strips



FAN WORLD: Specified RGB LED Strips



Specified Tracklights

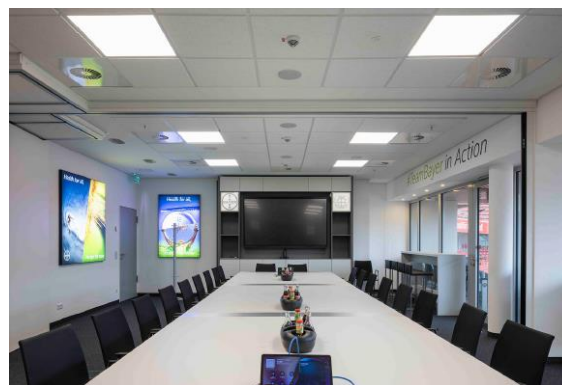
"For us, the partnership with LEDVANCE is fantastic. This is not because of stadium lighting only. It is even more so because of the more than 1000 rooms LEDVANCE is equipping for us with innovative lighting.

The high-quality solutions completely change the atmosphere of rooms. The club's corporate colours red, black and white are present now inside and outside the arena – simply through creative lighting solutions."

Felix Duden, Managing Director of TecArena-Plus GmbH at Bayer 04 Leverkusen



MEDIA CENTER: LED inserts with microprismatic covers



CONFERENCE ROOM: Panel luminaires



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