



Luminous Carpets™
Axel Springer Office Berlin
BILD newspaper

Berlin, Germany

PHILIPS

DESSO
A Tarkett Company



“When I heard about the new Luminous Carpets solution by Philips and Desso, I knew this solution – displaying the latest news on the floor – was ideal for the entrance of our future newsroom.”

Kai Diekmann, Chief Editor BILD newspaper



“BILD newspaper creates a WOW effect through releasing the latest news on the floor with a welcoming, dynamic Luminous Carpets solution”



Project info

Customer

Axel Springer/BILD newspaper

Location

Berlin, Germany

Luminous Carpets™

Dr. Bernd Voelpel (Philips) and Michael Stein (Desso)

Application

Information

BILD makes, breathes, is news

For more than six decades, BILD – founded by Axel Springer in 1952 – has been the leading media brand in Germany. BILD makes news, breathes news, is news. A staggering 2.2 million copies of BILD newspaper are sold every day and on Sundays the BILD Sunday edition sells 1.6 million copies and has a readership of 12 million people. The website bild.de receives more than 300 million visits a month, with a total penetration of 22 million readers. BILD's print and online operations are managed from the Axel Springer office, a 19-storey high rise building in Berlin. The beating heart is the recently redesigned central newsroom, located on the 16th floor.

The latest news... on the floor

“In redesigning our central newsroom, we wanted to integrate print and online workflows even more”, says Kai Diekman, Chief Editor BILD newspaper. “Our main goal was to create a new space that would fully integrate BILD print and online operations. As BILD has always been an early adopter of new technologies, we searched for useful, practical innovations that exceed our high standards, especially in design. When news of the Luminous Carpets solution by Philips and Desso reached us – showing the latest news on the floor – we knew this was ideal for the entrance of our future newsroom.”

A new approach to how the floor adds value to our workspace

The Axel Springer office was one the first commercial projects for Philips and Desso and the first in Germany. “Our solution combines a highly durable, light transmissive carpet covering a programmable LED lighting unit. A new approach to friendly flooring, so to speak”, says Michael Stein, Sales and Marketing Desso Germany. “The thought behind this particular case was to inspire people through displaying current news events and welcoming messages for guests, using real time RSS Feeds.”

WOW effect on Kevin Costner

Philips and Desso managed to deliver and install the solution within two months of first being contacted by Kai Diekman. “My colleagues and I are very happy with our ‘digital’ floor. It adds a modern touch to the office and has a surprising ‘WOW!’ effect on our guests, like Kevin Costner recently.” According to Dr. Bernd Voelpel, Venture Manager Luminous Carpets, the solution fundamentally alters the way professionals consider and interact with space, light and flooring. “Luminous Carpets has literally countless application possibilities, offering architects and interior designers true design freedom. Instantly creating different moods and settings, interiors and ambience. It’s ‘imagination’ at the touch of a button.”

Luminous Carpets™

Luminous Carpets™ is a unique, patented flooring solution. It combines robust LED lighting from Philips with light transmissive carpet made by Desso. Luminous Carpets™ is an innovation that fundamentally transforms the way people interact with a space, transforming flooring into a dynamic canvas that engages directly with our senses and our natural inclination to seek out light.

www.luminous-carpets.com



Information



Direction



Inspiration



Safety

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