

Architect: Labor Weltenbau, Elmar Gauggel, Stuttgart
Lighting designer: Labor Weltenbau, Elmar Gauggel, Stuttgart
Photographer: Dirk Vogel, Dortmund
Project location: Solms

Leica brand world

At the headquarters of Leica Camera in the Hessian town of Solms, a new, modern-looking entrance hall awaits customers, giving the exclusive products an appropriate introduction - all bathed in ERCO light.

The legendary camera brand, Leica, now makes a new and modern appearance at its headquarters in the Hessian town of Solms, with a completely redesigned reception area, which also includes a Leica Store. Here, visitors and customers not only have the opportunity to experience and buy the high-quality products "live" as it were, but are also introduced to the history of the brand and inspired by changing exhibitions of Leica photography.

Technical materials, black and grey hues as well as clean, cuboid lines dominate the interior design - accentuated in red, the colour of the dot emblazoned on all Leica products. The décor is intended as the model for the corporate identity of Leica in specialist shops and own-name stores worldwide.

For the ceiling-integrated lighting, the designers of the Leica Store opted for the new Quintessence system with all its advantages. Uniform, square mounting frames can

accommodate downlights and wallwashers. Efficient metal halide lamps and compact fluorescent lamps are used as the light source.

The adjoining Leica Gallery presents excellent photography in changing exhibitions. Track-mounted Cantax Spherolit wallwashers cast uniform vertical illuminance on the gallery walls and can be flexibly adjusted to suit the given circumstances.

Address:

Leica Camera AG

Oskar-Barnack-Str. 11

35606 Solms

Germany

www.leica-camera.com

Contact Leica Shop in Solms:

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Opening times:

Monday - Friday, 9:00am - 12:00noon and
1:00pm - 4:00pm

Architecture and lighting design:

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www.labor-weltenbau.de



