

Architect: William McDonough + Partners, Charlottesville / San Francisco, D/DOCK
Amsterdam, Interior Designer
Photographer: Thomas Mayer, Neuss
Project location: Hoofddorp

BSH Bosch Siemens Hausgeräte Netherlands

Cradle-to-cradle, a concept for sustainable and ecological architecture. As a company, BSH Bosch Siemens Hausgeräte has consistently implemented this concept in its new sales office building in the Netherlands - right down to the aspect of efficient and comfortable lighting using ERCO's LED technology.

Sustainability has long since been a corporate objective of BSH; yet the new building takes it a step further still - it is based on the "cradle-to-cradle" philosophy as a concept providing an ecological approach to sustainable management, which architect William McDonough devised in partnership with Michael Braungart. The aim here is to recycle all used materials or return them to the natural environment. With features such as high efficiency, long life and easy recyclability, ERCO's LED lighting tools qualify for illumination of this project - but equally because of their superior light quality, which helps to drive greater acceptance of ecologically sound solutions among the building users.

In the public areas and showrooms of BSH brands such as Bosch, Siemens, Gaggenau and

Neff, the effective lighting concept used by BSH in Hoofddorp works primarily with accent light. The designers opted here for Logotec LED spotlights for track mounting. They can be flexibly positioned and aligned, while their Spherolit lenses - which are easily replaced without tools - provide beam characteristics ranging from spot and wide flood to oval flood or wallwash.

Other efficient lighting tools used alongside different types of LED spotlights include LED recessed luminaires from the Quintessence range, but also luminaires from the Compact 100 range with compact fluorescent lamps. Their purpose is to provide situation and perception-orientated lighting. Efficient visual comfort as an effective principle maintained at ERCO optimally combines in this project with the cradle-to-cradle concept of the building to help present the BSH brands and products in an attractive and future-oriented light.

Address:

BSH Huishoudapparaten B.V.

Inspiratiehuis 20|20

Taurusavenue 36

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Website: www.inspiratiehuis2020.nl

Opening times: Tuesday to Saturday 9:30-17:00.

Area: 8000 sqm

Completion: 2011

Involved parties:

William McDonough + Partners, architects,
master plan and design

www.mcdonoughpartners.com

KOW, executing architects

www.kow.nl

D/DOCK Amsterdam, interior design

www.ddock.nl

Nelson Byrd Woltz, landscape architecture

www.nbwla.com



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