

## PRESS INFORMATION

### Opening of the new Technology and Design Centre



Showroom, workshop for ideas and a communication forum: the Technology and Design Centre in Traunreut, Germany will supply new impulses to the company of Siteco and the whole lighting branch.

The Siteco Technology and Design Centre (TDC) takes over the functions of the now outdated Light Information Centre (LIZ). The name of the new building construction is both a programme and a claim to quality. "Within this building," said Managing Director Andreas Schütte, "we intend to make innovation, service and solution competence perceptible."

Visitors to the TDC will be greeted with innovative lighting technologies, tools and concepts ranging from the complete spectrum of Siteco applications: from road lighting and outdoor lighting to industrial, sports and workplace lighting, all deployment areas are expertly presented. Applications for the lighting of prestigious, public indoor areas are also displayed, as are shopping applications.

And lighting solutions for outdoor applications are also impressively shown in the vicinity of the TDC. Klaus-Peter Siemssen, Director of Sales and Marketing: "With our outdoor luminaires garden we have given vicinity lighting an especially attractive backdrop. Practical application examples of daylight systems and lighting management systems integrated into the architecture are also unique. The completeness of the presentation spectrum within one location is quite unparalleled in Europe."

The TDC, in addition to its role as a showroom, is also a space for workshops, and thus for the development of individual lighting solutions. Guests can experience Siteco experts at work, can meet developers, engineers and product managers, and are able to discuss and exchange views on an expert to expert basis. Klaus-Peter Siemssen sees one of the most important functions of the new light forum here: "We want to inspire our customers and at the same time we are hoping for suggestions and impulses 'from outside', stemming from the daily practice of users. Because only

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together, on the basis of a permanent dialogue, can we develop innovative solutions according to needs for our customers.”

At the same time it is a campus offering training events for both customers and experts from the building industry. Investors, architects and planners, experts from electrical wholesale and electricians, in fact all parties involved in the creation of architectural projects are invited to experience the Technology and Design Centre as a platform for information and communication.

The TDC was designed by the Traunreut architectural offices of Brüderl + Namberger. The design integrated the existing architectural situation with the semi-circular central building and administration building into a new form with two new constructions: a 75 metre long conical building with a reception building aligned at right angles. Together with the existing architecture the new construction with approximately 1,500 square metres consists of an inner courtyard hosting the open-air cafeteria.

The 500 square metre forum of the main building is the functional centre. The space offers room for the presentation of lighting concepts for various application environments, and has a high degree of flexibility with its retractable ceiling rig. Equipped with state-of-the-art technology, it also offers room for representative events for up to 400 participants.

The TDC with an investment volume of approximately six million euros is a positive statement for the Traunreut location, and represents a sustainable measure within Siteco's wide-ranging corporate programme for the years to come. The TDC in addition forms the kick-off for the relaunching of a tried-and-true instrument for customer loyalty. Visitors should experience live our passion for the medium of light and the high level of innovative strength represented by the Siteco brand.