

## Feilo Sylvania Dials In

Dial

### Dial's new building fuses, architecture, design and technology with Feilo Sylvania.

Feilo Sylvania has recently been involved in a major project with DIAL, the centre of excellence in lighting and electrical engineering. More than 500 of Feilo Sylvania's Concord Stadium luminaires have now been installed within DIAL's brand new office building in Lüdenscheid, Germany.

World renowned lighting professionals, DIAL, owe their status of top lighting specialists to their training schemes, product reviews and the successful DIALux planning software and online lighting search engine, LUMsearch. This placed them under particular pressure when it came to designing their new building. Being under close scrutiny within the lighting industry, they needed to put their knowledge

into practise for an impressive result, choosing only the best products on the market.

DIAL required office lighting with independent control systems that were efficient, economical and stylish. However, with major lighting companies as partners, it was difficult for DIAL to select a luminaire without disappointing a manufacturer. For an unbiased selection, DIAL carried out a series of "blind" investigations on the 37



### Key Facts

**Client:** Dial

**Project Planning:** DIAL and Feilo Sylvania

### Key Outcomes

- The new lighting scheme complements the natural light
- It is a fully automated system
- Feilo Sylvania luminaires came out on top when benchmarked against competitors



invited manufacturers which involved a total of ten LED spotlights, five optics and reflector spotlights. Their products were scrutinised on a variety of factors including mechanics, product quality and design. This included creating the scenario of using lighting on a power rail. The individual brands of lamps were aimed at a vertical height of 1.3 meters, corresponding to an angle of 40°. By the end of this first blind test, three emitters whose light distribution either did not fit or was indeed too low, had already been ruled out.

Due to its innovative design and superior build quality, the Concord Stadium range was chosen and more than 500 of the luminaires have now been installed throughout the DIAL Company building. Different versions of the Concord Stadium spotlights have been installed, including the 10°, 25° and 55° beam angle, tailoring to the needs of each employee and their office space.

The slim design, energy efficiency and virtually maintenance free spotlights reach a lamp life of 50,000 hours, without sacrificing light quality. The building is the perfect example of collaboration between elegant interior

design and a clever lighting solution. The spacious foyer is now flooded with light, complementing the large glass frontage and glass roof. Feilo Sylvania has also met the expectations originally briefed by DIAL, ensuring all lighting is fully automated along with the heating and air conditioning in the building. The motion-sensor control works in correlation with the amount of natural light in the room to regulate the artificial lighting produced. Not only does this save energy, but it is also easy to control via a PC interface. The application was developed based on the KNX visualisation software from DIAL, which will soon be available on an app for smartphones and tablets.

“When designing our new building, the lighting was of very high importance. As lighting specialists ourselves, we needed the most reliable and high quality product on the market. Not only did we need comfortable and high quality brightness, we also wanted to consider health factors for our employees and visitors,” explains Jürgen Spitz, Interior Designer and Team Leader at DIAL. “We wanted as much natural light as

possible, which is why we opted for a glass roof and courtyard. Therefore, the artificial light needed to complement and adjust automatically to the natural rhythms of light in each room.”

### Key Benefits

- Artificial Vs Natural
- Automated System
- Build Quality