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DAS GERBER HONORED WITH IALD AWARD OF MERIT
LIGHTING DESIGN BY PFARRÉ LIGHTING DESIGN

NEW YORK, NY USA, 5 MAY 2015 | Fifteen award winners representing architectural lighting design projects from six countries comprise the winners of the 32nd Annual International Association of Lighting Designers (IALD) International Lighting Design Awards, recognized at a presentation held 5 May at Gotham Hall in Las Vegas, NV USA. Of the fifteen projects recognized, one entry earned a Special Citation, ten earned Awards of Merit and four earned Awards of Excellence.

Accepting the IALD Award of Merit for DAS GERBER was Jeff Miller, FIALD, on behalf of Gerd Pfarré of pfarré lighting design.

Located in the city of Stuttgart, the Gerber Mall is a 25,000 square meter space with more than 86 shops. Lightness, clarity, and sophisticated minimalism are the well-balanced tunes for the interior design of the mall, and these themes go hand in hand with the lighting design.

“Sleek and futuristic, with astonishingly unbroken illuminated surfaces and a highly graphic conceptualization,” one judge said of the project. “The lighting successfully fills the entire mall with glow and electric energy. The lighting evokes a sense of movement and flow. A rewarding implementation of high contrast to create depth and enhance form.”

The brief offered many challenges, each one a question answered by the elegant lighting solution. How to minimize the visual weight of a one meter high ceiling package, filled with ducts and technical features? Illuminate the white flanks of the generous ceiling openings: glare-free, easy, and cool. How to create a dynamic, thrilling spatial experience with a truly clean ceiling?

Almost everything has been integrated into a recessed, matte black channel system: lights (both architectural and temporary event track lighting), HVAC outlets, sprinklers, loudspeakers, cameras, security lighting, and more.

Thirty-one LED rings were designed especially for the project, and showcased as a corporate design theme at all entrance areas. In the basement, the rings are integrated in the ceiling; in the other entrances, they are freely suspended up above. The “hula hoop” of ten rings is the only installation with an RGB system, intended only for special events.

The glowing escalators are key lighting objects in the space, contrasting beautifully with the dark grey profiles of shop facades. Glare-reduced, honeycombed metal-halide spots enhance and dot the walking rhythm within the public space, generating a pleasant contrast to ambient light.

“I loved the simple and futuristic design of this shopping mall,” another judge shared. “With every decision, the elegant lighting solutions furthered the design’s intention.”

Above the top floor, a huge skylight allows the daylight to illuminate the enormous space. To hide the frames, the interior architects designed a system of white baffles. At night, a blue LED strip transforms the entire skylight into a magical lighting object.

#MORE#
The IALD Lighting Design Awards program, established in 1983, honors lighting projects that display high aesthetic achievement backed by technical expertise. Additionally, projects can also be submitted for consideration in the sustainable design award category, which means the project undergoes an additional round of judging keyed solely to the fulfillment of sustainable design principles. A panel of award-winning lighting designers, architects and interior designers review the projects.

The International Association of Lighting Designers (IALD), established in 1969, is an international organization supporting a network of more than 1,200 lighting design professionals who satisfy its rigorous qualification process. Its members are distinguished by a unique blend of aesthetic and technical expertise, and operate at the highest level of integrity to create a better world through leadership and excellence in lighting design; to cultivate the universal acknowledgement and appreciation of the Power of Light in human life.

32nd ANNUAL INTERNATIONAL ASSOCIATION OF LIGHTING DESIGNERS AWARDS PROJECT CREDITS

DAS GERBER
STUTTGART, GERMANY

LIGHTING DESIGN
GERD PFARRÉ, FIALD
DOMINIK BUHL
ULRIKE MAEDER
ALAN AL-SALIHI
PFARRÉ LIGHTING DESIGN

ADDITIONAL CREDITS
ARCHITECTURE
QUARTIER “S” EPA PLANUNGSGRUPPE
BERND ALBERS

INTERIOR DESIGN
IPPOLITO FLEITZ GROUP GMBH

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