

CUPRA City Garage Am Tacheles:

A Luxurious Lighting Experience in the Heart of Berlin

In the vibrant center of Berlin, within the new urban quarter "Am Tacheles," a unique flagship store has recently opened: the CUPRA City Garage. The building's exterior, with its semicircular windows set into the facade, captures the attention of both residents and visitors to Berlin-Mitte. Inside, the lighting arrangement, designed by the experts at Ansorg, promises an exclusive shopping experience, visible from the courtyards of the quarter and Oranienburger Straße, within a stylishly furnished CUPRA City Garage.

A total area of 288 square meters has been transformed to create a unique atmosphere that perfectly reflects the CUPRA brand's DNA: sporty, high-quality, dynamic, and aggressive. The building's tapered shape and the three different lighting levels across the two-story sales floors necessitated a bespoke lighting plan. This plan illuminates every facet of the space optimally, meeting both functional and aesthetic demands to the highest standard.

Premium Lighting Design for an Exclusive Ambiance

One of the standout features of this CUPRA City Garage is the use of suspended copper constructions throughout the building. This unique interior design required an innovative lighting approach. Ansorg developed a custom solution,

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incorporating acrylic glass tubes with a 360° emission characteristic that elegantly interrupt the copper piping. This provides a high-quality lighting ambiance for the space and the vehicle exhibits. Additional spotlights accentuate this lighting, adding further highlights.

Another highlight of the CUPRA City Garage is its gastronomic hotspots, enhancing the shopping experience. On the ground floor, a barista bar invites visitors to linger, while a tapas bar on the first floor offers culinary delights. Ansorg adapted the lighting concept here as well to create a welcoming atmosphere.

Inviting Atmosphere for Special Experiences

The planning and implementation of the lighting concept were executed with the utmost precision and attention to detail. Energy-efficient lighting with exceptional light quality and high color rendering was chosen for the sales areas in the flagship store. With ceiling heights of up to 3.59 meters, Ansorg uses high-lumen lights with cool light to highlight the sheen of the three CUPRA vehicle models on display. In the lounge area upstairs, warm lighting prevails to foster a cozy ambiance.

Special attention was also given to protecting the natural green plants throughout the store. Ansorg integrated special chipsets into the lights to promote plant

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growth while ensuring gentle illumination. The versatility of Ansorg's lighting concept stands out as well. The dimmable lights allow for different lighting scenarios to be tailored to various needs and events, making the CUPRA flagship store a flexible and inviting space.

Lighting designer Petra Lenz remarks, "The planning task for this unique project was a wonderful experience despite the challenges posed by the unusual requirement to integrate lighting into a piping system. The result has thrilled me, as the special architecture, exclusive vehicles, and interior design, combined with our premium lighting design, have created an inviting ambiance that makes shopping here an unforgettable highlight in the heart of Berlin."

Projectinformation

Customer:	SEAT CUPRA
City:	Berlin, Mitte
Size:	288 m ²
Architect:	Herzog & de Meuron
Interiourarchitect:	Dicom
Shop fitting:	Vizona
Lighting & Planning:	Ansorg
Energy consumption:	17,8 Watt/m ²
Luminaires:	Iqona IMT, Navo NMT, Lightstripe LPR

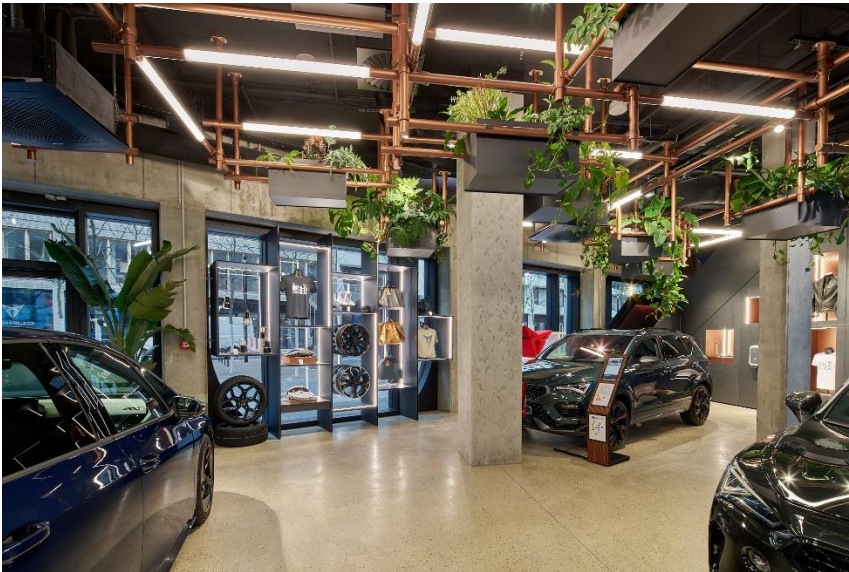
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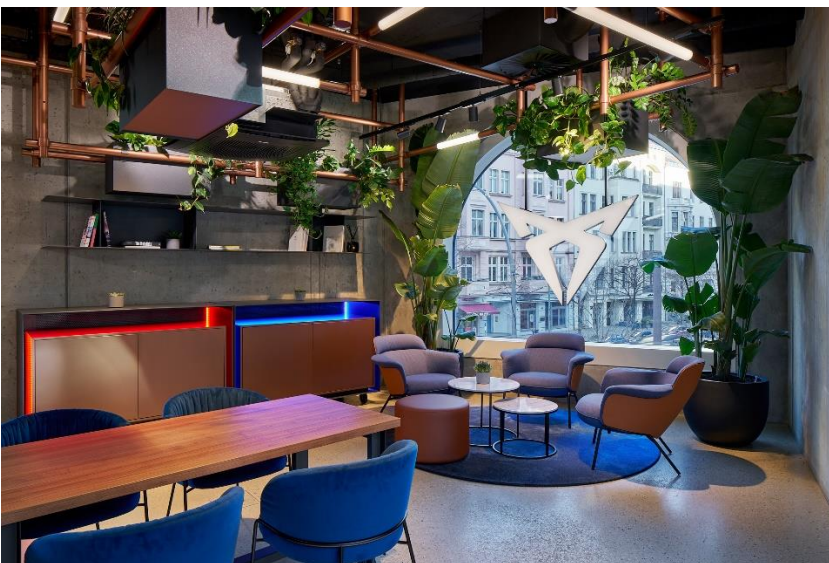
Showroom

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Bararea



Lounge

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