

PRESS RELEASE

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MORE ROOM FOR CREATIVITY

An advertising agency creates additional attractive workplaces in the existing space thanks to Rossoacoustic.



Creativity flourishes best in an environment that allows colleagues to exchange ideas while also ensuring the necessary levels of peace and concentration. This can only be achieved if workplaces have been well designed. Ideal working conditions that encourage creative thought processes are also important to the Karlsruhe advertising agency Sense&Image, a full-service agency.

Growth in the number of employees presented the management with the challenge of creating additional workplaces on the existing premises. This called for creative space solutions that made the most effective use of all areas of the office.

LIGHT, FLEXIBLE AND ACOUSTICALLY EFFECTIVE

The only space available to create additional workplaces was in the inner corridor surrounded by glazed group offices. However, the modern exposed concrete walls and the

expansive glass fronts would present a problem for the room acoustics. What is more, with all of the employees regularly passing through this area, it seemed that those seated there would have difficulty concentrating on their work.

The solution was provided by the Rossoacoustic room-partitioning system developed in Stuttgart by the Nimbus Group in close collaboration with the Fraunhofer Institute for Building Physics. The system consists of versatile, acoustically effective, featherweight panels that can be used to create individual working islands. No tools are required.

WORKING WITHOUT DISTURBANCE WHILE MAXIMISING SPACE UTILISATION

The fabric panels were used to create quiet, self-contained working islands for six employees. They consist of the TP30 basic module, which is available in various formats and colours, and the translucent CP30 element. Its very fine honeycomb structure reduces reverberation time, has a sound-shielding effect and creates a private sphere without isolating employees from one another. As Eckart Blau, managing director of Sense&Image happily reports: "Although we have a high level of space utilisation, our new employees are able to work undisturbed."

INDIVIDUAL MOTIFS

Besides being fascinated by its acoustic effectiveness, users also appreciate the individual design options offered by Rossoacoustic TP30. The fabrics are manufactured using an innovative CAD-controlled knitting process that not only produces perfectly fitting, seamless covers free of any deformation but also allows customised solutions.

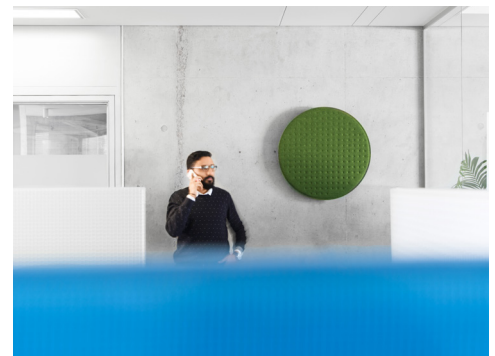
The Sense&Image advertising agency therefore had its own designs knitted onto the Rossoacoustic panels. A special internal creative competition was held to come up with motifs of



Quiet, enclosed working islands were created in the middle of a corridor surrounded by walls of glass and exposed concrete. (Photo: Jens Küsters)



The polar bears were also a result of the creative competition. Individual motifs are possible on the fabric panels. (Photo: Jens Küsters)

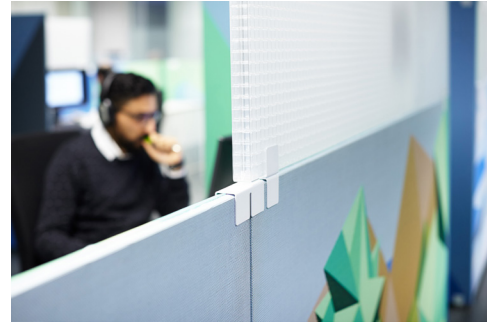


The colourful Rossoacoustic panels and the Rossoacoustic Pad add a splash of colour to the otherwise rather sober building. (Photo: Jens Küsters)

graphically abstracted landscapes in order to give an artistic touch to the room acoustics concept and turn it into a central design element. "We could not be more satisfied with the results," sums up Eckart Blau.

Stuttgart, June 2016

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The Rossoacoustic room-partitioning system is more versatile than ever thanks to the new Team connectors. (Photo: Jens Küsters)



The Rossoacoustic panels are available in a wide range of different materials and colours. The room-partitioning system can therefore be adapted to any office situation. (Photo: Jens Küsters)



The Team connectors can be used to create stable corner connections between panels. (Photo: Jens Küsters)



The individual motifs on the Rossoacoustic panels harmonise with the more sober surroundings. (Photo: Jens Küsters)



Rossoacoustic TP30 panels were used to make the most of the available space while creating a good working atmosphere. (Photo: Jens Küsters)

ABOUT THE NIMBUS GROUP

The Nimbus Group was founded by the architect Dietrich F. Brennenstuhl in 1988. It is different from most other enterprises and being different has helped the company to explore new avenues. Nimbus was the very first company to place its faith in LED technology, thus giving itself a global lead over the competition. The company has realised around 10,000 LED projects since 2006 and can now call upon a wealth of experience: its spectrum ranges from fitting out houses, doctors' practices, schools and boardrooms through to company headquarters like the Unilever head office in Hamburg, the ADAC headquarters in Munich and the head office of the WTO in Geneva. In January 2015, the Nimbus Group switched its entire portfolio to LED technology and no longer produces any conventional luminaires.

The same innovative ability also finds expression in the Rosso and Rossoacoustic brands of highly flexible shading and room-partitioning systems; this is particularly apparent in the integrated acoustics solutions, which were developed using the latest findings from science and research.

The brands in both fields – light and acoustics – have joined forces in pursuit of innovation. Together with leading research institutes, the Nimbus Group is developing acoustically effective LED lighting solutions and further new products aimed at optimising office design.

The Nimbus Group currently employs a staff of around 160 and is a member of the renowned "German Design Council" foundation and a founding member of the German Sustainable Building Council (DGNB).

You will find further information about the Nimbus Group at: www.nimbus-group.com

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