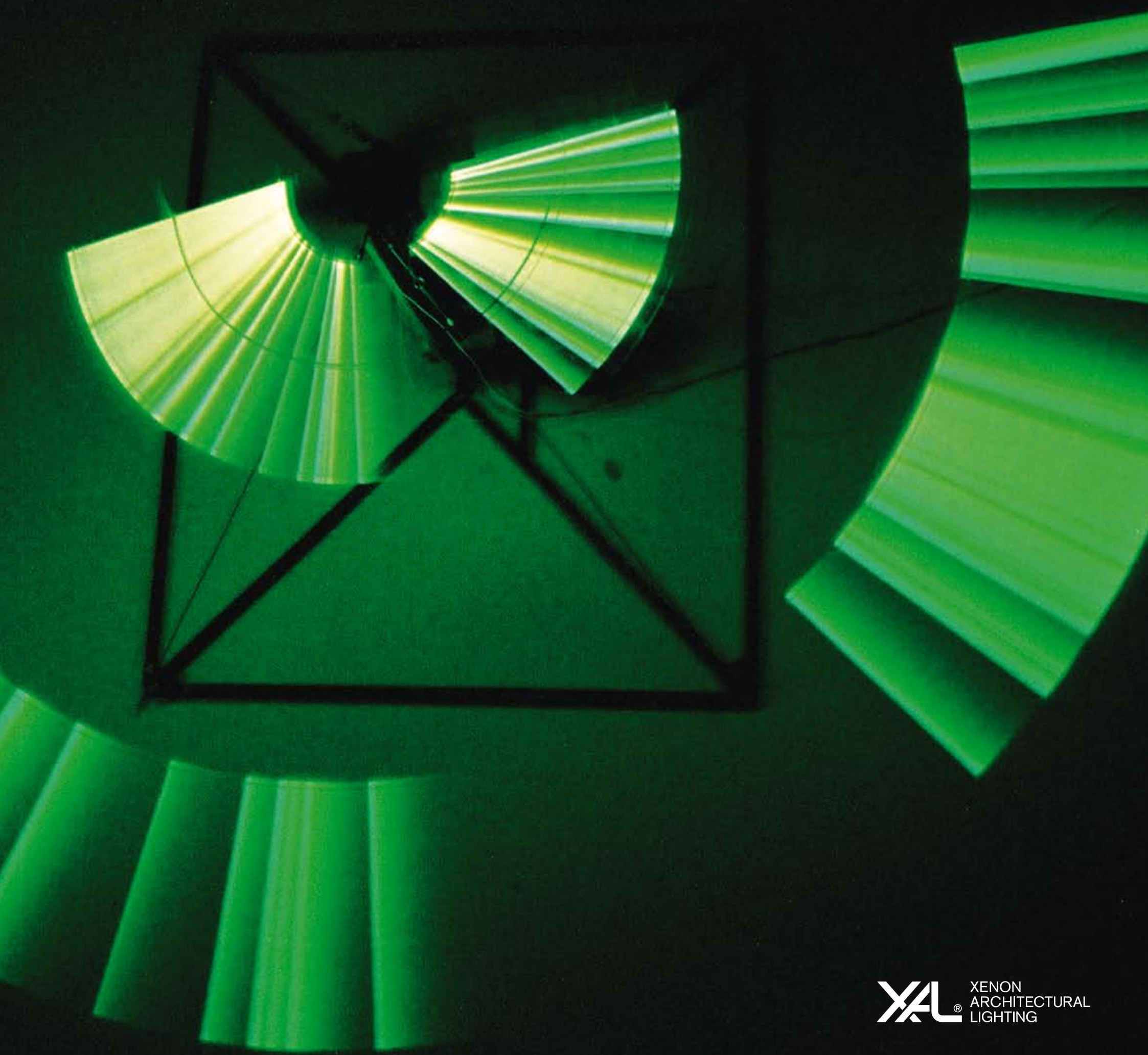


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XENON ARCHITECTURAL LIGHTING  
Magazine 15

# LIGHT



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## PROJECT

### XAL

▶ ROGL LIVTEC SHOWROOM,  
INNSBRUCK / AUSTRIA

▶ TUBO SYSTEM Abgehängtes Profil  
▶ INVISIBLE ROUND Einbauleuchte  
▶ MINO 60 SYSTEM OPAL Aufbauprofil  
▶ MINO 60 LED RGB Aufbauprofil

▶ TUBO SYSTEM Suspended profile  
▶ INVISIBLE ROUND Recessed luminaire  
▶ MINO 60 SYSTEM OPAL Surface mounted profile  
▶ MINO 60 LED RGB Surface mounted profile

▶ TUBO SYSTEM Profilo a sospensione  
▶ INVISIBLE ROUND Apparecchio da incasso  
▶ MINO 60 SYSTEM OPAL Profilo da soffitto  
▶ MINO 60 LED RGB Profilo da soffitto

# HIGH-TECH

Architect: Lifestyle Foundation, Kufstein  
Photos: Alex Nuding, Hall

Die perfekte Integration von audiovisuellen Entertainmentssystemen gewinnt im anspruchsvollen Wohnbereich immer mehr an Bedeutung. Nicht nur die Qualität der Technologie ist hier ausschlaggebend, sondern vor allem auch die harmonische Abstimmung von Technik und Innenarchitektur zur Erzielung eines ebenso umfassenden wie beeindruckenden Gesamterlebnisses. Das Resultat sind maßgeschneiderte High-End-Lösungen auf Basis aktuellster Entertainment- und Steuerungstechnologien, die das Innsbrucker Unternehmen rogl livtec unter der umfassenden Bezeichnung „Living Technology“ offeriert. Dieser Philosophie gemäß wurde auch der Standort von rogl livtec als harmonische Einheit von Business-, Wohn- und Entertainmentumgebung gestaltet. So sieht das Raumkonzept des Showrooms keine Trennung zwischen Shop, Meetingraum, Werkstatt oder Officebereich vor, sondern führt Besucher und Kunden in einen ebenso einladenden wie räumlich und atmosphärisch flexiblen Erlebnisraum, der von Einfachheit, Harmonie und spielerischem Umgang mit komplexen Technologien geprägt ist. Die Funktion des Showrooms als vielfältig bespielbarer Raum wird auch durch das neutrale, einheitlich weiße Farbkonzept unterstrichen, das ein breites Spektrum an Inszenierungsmöglichkeiten sowohl für die audiovisuellen Lösungen von rogl livtec als auch für entsprechende Raum-, Licht- und Farbstimmungen zulässt. Ein formal wie funktionell überzeugendes Ambiente, das durch ein vielfältiges Zusammenwirken von Klang, Bild, Licht, Atmosphäre und Design in den unterschiedlichsten Varianten die perfekte „Anprobe“ der maßgeschneiderten Entertainment-Lösungen von rogl livtec ermöglicht.

The perfect integration of audiovisual entertainment systems is constantly gaining in importance in the demanding living sector. Not only the quality of the technology, but above all the harmonious coordination of technology and interior design are decisive criteria in the search for a total experience that is as comprehensive as it is impressive. The result are tailor-made, high-end solutions based on the latest entertainment and control technologies, which Innsbruck-based company rogl livtec offers under the all-embracing label of “Living Technology”. In line with this philosophy, the premises of rogl livtec have also been designed as a harmonious entity of business, living and entertainment environments. Thus the spatial concept of the showroom does not divide the space into shop, meet-

ing room, workshop or office area, but instead leads visitors and customers into an inviting as well as spatially and atmospherically flexible space of experience, which is marked by simplicity, harmony and a playful approach to dealing with complex technologies. The function of the showroom as a versatile space is also underscored by the neutral, overall white colour concept, which allows a wide range of staging possibilities both for the audiovisual solutions of rogl livtec as well as for corresponding spatial, lighting and colour moods. A convincing ambience that is both formal and functional enables the perfect “trying on” of the tailor-made entertainment solutions of rogl livtec through the versatile interaction of sound, image, light, atmosphere and design in a wide range of variants.

In ambienti abitativi di una certa pretesa acquista sempre più importanza l'integrazione perfetta dei sistemi di intrattenimento audiovisivi. Per realizzare un'esperienza generale completa e allo stesso tempo affascinante, è determinante la qualità della tecnologia, ma anche e soprattutto l'integrazione armoniosa fra impianti tecnici e architettura. Il risultato sono soluzioni su misura di alto profilo sulla base di tecnologie avanzatissime nel campo dell'intrattenimento e dei sistemi di comando, offerte dall'azienda rogl livtec di Innsbruck sotto la denominazione di “Living Technology”. In linea con questa filosofia è stata progettata anche la sede della rogl livtec, un ambiente che realizza un'unione armoniosa fra gli spazi riservati al business, all'abitare e all'intrattenimento. Il concetto spaziale cui obbedisce lo showroom non conosce separazione fra negozio, spazio per meeting, laboratorio o zona uffici, ma conduce visitatori e clienti in un ambiente tanto invitante quanto flessibile per quanto riguarda spazi e atmosfere, caratterizzato da semplicità, armonia e approccio ludico con tecnologie complesse. La funzione dello showroom come spazio interpretabile in maniera versatile viene sottolineata anche dalla scelta unitaria di un colore neutro come il bianco, che consente un'ampia gamma di possibilità di allestimento sia per le soluzioni audiovisive di rogl livtec che per le atmosfere coordinate di spazio, luce e colore. Un ambiente convincente sotto l'aspetto sia formale che funzionale, che grazie a un'interazione versatile di suono, immagine, luce, atmosfera e design permette di provare nelle varianti più diverse – come si prova un vestito da un sarto – le soluzioni Entertainment di rogl livtec confezionate su misura.



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