

Project:

# BMW Museum

Munich, Germany

**G-LEC**<sup>®</sup>  
Visual  
Technology #



# BMW Museum

## Munich, Germany

Custom installation, completed June 2008

7,534 ft<sup>2</sup> of media façade, based on **Chimera** technology

Client: BMW Group

Spatial Media Design: ART+COM, Berlin

Architecture: ATELIER BRÜCKNER, Stuttgart



## System

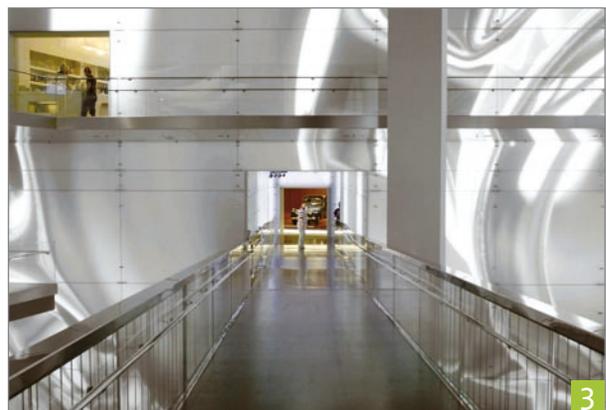
Dynamic architecture was an essential part of the presentation of BMW's large selection of original exhibits. The solution, developed by ART+COM in conjunction with G-LEC, is a massive LED installation that transforms the walls of the Museum's BMW Square into so-called 'mediatecture'.

Essential to the installation is the ability to individually control each one of the 1,750,000 LEDs, plus the means to cut each PCB into pixel sized increments in order to match the installation absolutely to the shape of the space, including fitting around bridges, archways and wall fixings.

## Design

White SMD LEDs are pitched at  $\frac{3}{4}$ in on white printed circuit boards, then transformed into an architectural façade with the simple placement of huge panes of sand blasted glass placed at a specified distance in front of them.

BMW Square is the center and the beginning of the tour. Visitors cross it several times getting new perspectives while touring the museum. The four façades cover a total 7,534 ft<sup>2</sup>, the main challenge of such a space being to ensure that all the LEDs were at an exact 5600°K. All the PCBs are also white, and a special wall mounted 'spider' bracket was developed to mount them seamlessly onto the wall, with special covers to mask the joints. The development of the installation, which was project managed by G-LEC, took 18 months.



- 1 *Dynamic architecture was essential*
- 2 *BMW Square is the center of the museum*
- 3 *The system fits around doorways and bridges*

**G-LEC USA** Tel: +1 646 405 1023 info.usa@g-lec.com

**G-LEC Brazil** Tel: +55 11 2098 0646 info.br@g-lec.com · **G-LEC France** Tel: +33 (0) 141 62 11 00 info.fr@g-lec.com

**G-LEC Germany** Tel: +49 (0) 7222 968877 0 info@g-lec.com · **G-LEC Portugal** Tel: +351 21 478 0843 info.pt@g-lec.com