



WORLD WIDE WEAVE

## **Innovative illuminations against a historic background**

### **Worldwide debut for ILLUMESH®**

A city of art and history, the French community of Vitré in Brittany's Ile-et-Vilaine area is steeped in rich heritage. This jewel of medieval architecture with cultural treasures like the Château de Vitré, impressive old city walls and a historic city center featuring the gothic Notre-Dame church attracts swarms of visitors. To get to Vitré, you have to use the expressway that links Brittany's Rennes with Le Mans and carries 100,000 commuters everyday in one direction or the other, as well as millions of tourists every year to the Atlantic coast. Directly on this main artery, just five kilometers from the city itself, the municipality boasts a recently founded business park in which numerous companies have set up operations. One of the modern buildings here with production halls and an administration wing has been rented to a well-known cheese producer.

Since fall this year, this building's façade has been visually enhanced by 167 square meters of the medialized mesh system ILLUMESH® made of stainless steel with integrated LED technology. This worldwide debut for the media façade variant is a radiant eye-catcher that displays a variety of video sequences visible from miles away. As a counterpoint to the historic buildings of Vitré, the building now sets its surroundings in a spectacular new light.

### **Dynamic duo**

Like enormous monitors, the two ILLUMESH® panels have a spellbinding effect on the viewer. While the 67 square meter panel on the right is only equipped with a single LED profile at the top and the bottom, the 100 square meter panel on the left has a total of 10 LED profiles. At night, the



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transparent media façade is programmed to display fascinating color effects. These visuals have a special three-dimensional quality due to their projection onto the round stainless steel wires. During the day, the offices behind the façade have a clear view outwards, while from outside the building takes on a shimmering metallic look.

### **Unlimited options for displays**

Developed by GKD – Gebr. Kufferath AG in cooperation with the Cologne-based company ag4 media facade GmbH, **ILLUMESH®** is a unique product worldwide: a metal mesh with LED profiles mounted in front of it. This allows the material, based on the woven cable mesh Tigris, to be directly illuminated and to have images projected onto the mesh. The size of the illuminated area depends on the angle at which the mesh is illuminated; the quality of the illumination on the vertical and horizontal intervals between the pixels. On the building in France, the vertical pixel interval on the left panel is just 70 centimeters and on the right panel 6.70 meters; the horizontal pixel interval on both panels is 10 centimeters.

These parameters and the resulting pixel density determine the density of the illumination. This allows a wide range of options: from versatile color displays using 16 million colors through to complex animation of the façade – but in all cases an enhancement of the architecture at relatively low expenditure.

### **Fast installation – easy handling**

At a typical vertical interval of 50 to 100 centimeters – in this case 70 cm resp. 6.70 meters – a formed carrier wire is simply woven into the mesh. The LED profile is then fastened to the cantilevers of the carrier wire by means of retaining plates. Practically invisible cabling behind the mesh



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supplies the LED profiles with power and the required image data. The control unit is attached to the wall inside the building on the second floor and is concealed inside a suspended ceiling. Once the control unit is connected to the mesh panels and to the central server inside the building, the media façade can be programmed – even via the internet. The simplicity of the installation also applies to its regular maintenance: individual LED profiles and control units can be removed and replaced with equal ease.

#### **An innovative mesh system with attractive perspectives**

The advantages of **ILLUMESH®** are its transparency, its resistance to weather and temperature, and the low-maintenance concept of the whole system.

Even from afar, the attractive new building with its unique media façade draws attention to the business park on the outskirts of the historic city in the distance. **ILLUMESH®** lends international big-city flair to the community of Vitré, giving it an innovative, dynamic and modern character.

4,351 characters incl. spaces

#### **GKD – WORLD WIDE WEAVE**

As a privately owned technical weaver, GKD - Gebr. Kufferath AG is the world market leader in metal, synthetic and spiral mesh solutions. Four independent business divisions bundle their expertise under one roof: Industrial Mesh (woven metal mesh and filter solutions), Process Belts (belts made of mesh and spirals), Architectural meshes (façades, safety and interior design made of metal fabrics) and Mediamesh® (Transparent media façades). With its headquarter in Germany and five other facilities in



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the US, South Africa, China, India and Chile – as well as its branches in France, Spain, Dubai and worldwide representatives, GKD is close to markets anywhere in the world.

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## Innovative illuminations against a historic background: Worldwide debut for Illumesh®



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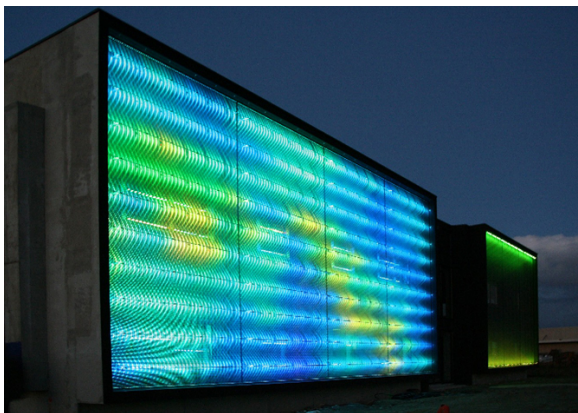


Picture 1: During the day, the transparent metal mesh façade (left) shimmers in the sunlight.

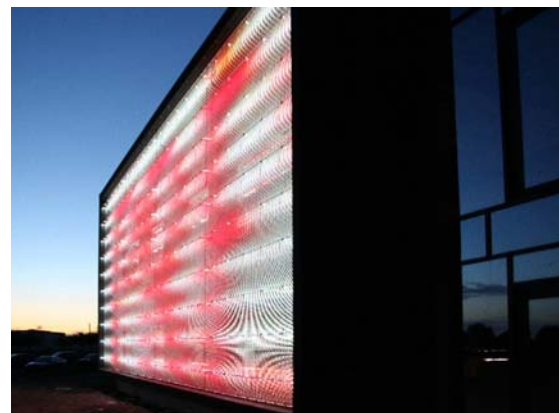


Pictures 2-4: The LED profiles are mounted at customized intervals in front of the mesh and supplied with power and image data by cables concealed behind the mesh.

Picture1-7 © GKD



Picture 5: Various Illumesh® accents – left with a total of 10 LED profiles on the façade, right with just one LED profile at the top and at the bottom.



Picture 6: As well as color splashes, Illumesh® can also display simple graphics to enhance the architecture.



Picture 7: The three-dimensional effect comes from the light being projected onto the round stainless steel wires.

We will be happy to send you the desired images in printable resolution by e-mail.

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