

Press information

EXPO 2016 in Antalya: International horticultural exhibition – with light by Selux



On 23rd April, the first world exhibition opened to the public in Antalya in Turkey. Under the motto „Flowers and Children“ the EXPO focuses on nature and sustainability rather than industry and engineering. It is part of a series of international horticultural exhibitions that have been organised under the auspices of the „Bureau International des Expos (BIE)“, the last of which was held in 2012 in Venlo in the Netherlands. The EXPO grounds comprise 53 national gardens as well as other theme-based gardens grouped around an artificial lake. For the lighting of paths and squares, the planners opted for exterior luminaires from the Selux product range.

The city of Antalya is a world famous beach resort and the tourism centre of the Turkish Riviera. The goal of this EXPO, that finishes on 30th October, is to draw deserving attention to the greenness of the fertile region that surrounds Antalya. Besides the cultivation of fruit, vegetables and flowers, the natural habitat of this hinterland also includes a diverse botanic spectrum with more than 750 endemic plant varieties.

Repurposing perspectives

Together with history, biodiversity and green cities, sustainability is one of the four key areas of this exhibition. True to this idea, a plan is already in place for subsequent reuse of the 112 hectare large exhibition grounds. With its artificial EXPO lake, the newly planted forest, the Children’s Island, the Museum for Agriculture, a viewing platform and

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an amphitheatre holding 2000 people, it is destined to serve as a public park and events venue – meaning it will be both a tourist attraction and a green lung for the rapidly growing metropolis. The design concept for the grounds and buildings was conceived by Mehmet Senol and his team from the ARTI Mimarlık Bureau in Ankara. The 114 metre high EXPO tower, with its highly expressive shape, has the potential to become a landmark both of the exhibition and for the Antalya surrounding region.

The majority of the lighting on the EXPO grounds has been supplied by Selux. As well as ensuring brightness and safety for visitors during the evening and at night-time, the hundreds of pole-top luminaires from the Astro and Olivio series also lend the grounds an impressive overall appearance during darkness. The 15-metre high poles from the Olivio Sistema design line, each of which is fitted with 15 Olivio Grande light heads, are a particular eye catcher. These have been erected at prominent locations such as the main entrance, side entrance, Expo tower and Expo Square. The Olivio luminaire heads coil in an elegant spiral up the poles ensuring a state-of-the-art but at the same time organic look. „Each of the luminaire heads can be aligned individually with their rotationally symmetrical 40° LED optics and controlled via DALI,“ local light planner Niyazi Avci explains of the lighting concept: „This has enabled us to make flexible use of just a few pole-top luminaires for uniform lighting of both open spaces and exhibition objects.“

Another factor in the success of this project was that, in Gültekin Coskun, Selux had at its disposal an experienced project manager who was highly familiar with the Turkish language, culture and mentality due to his own family background. „That alone was not sufficient to ensure the success of the project however,“ emphasised Mr Coskun: „Niyazi Avci and ARTI Architects from Ankara are among the most renowned light planners and architects in Turkey and their lighting concept placed high demands for quality and energy efficiency on our products.“ Understanding the expectations and desires of planners correctly during intense talks and implementing these was just as important, in the view of the project manager, as efficient cooperation within the team itself.

Winning design and technology

The paths around the various national gardens are also lined with pole-top luminaires from the Olivio series. A total of 266 luminaires from the Olivio Candelabra design line with three Olivio Medio light heads emit their high-quality LED light via rotationally symmetrical wide-beaming reflectors. The planners chose 4000 Kelvin as the light colour with an above standard CRI of >80 for natural reproduction of the ubiquitous colourful plants and flowers.

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The third Selux luminaire type specified by Niyazi Avci was the Astro pole-top luminaire. Almost four hundred of these are located at various prominent locations such as at the VIP building, the Press Centre, the amphitheatre and the Children's Island. They are equipped with symmetrically reflecting optics and a striking blue-effect ring. Whereas the luminaires from the Olivio series naturally complement horticultural exhibitions, the Astro luminaires – designed by the renowned bureau Phoenix Design from Stuttgart – enable a pleasantly sobering contrast.

Whether for an organic look or a distinctive technical design, when it came to sustainability, the exhibition planners chose the ideal lighting partner. Premium-quality LED modules and precision optics ensure optimal energy efficiency. Thanks to the durable materials, corrosion-resistant surfaces and robust designs, these luminaires will retain their look of quality and aesthetics for years to come. „The order for the Expo project in Antalya is a wonderful opportunity for us to demonstrate our competence,“ said Selux Director Jürgen Hess of the project. „And it is particularly satisfying for us as a company to contribute to sustainable urban development and hence to improving the quality of life.“

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About Selux

The Selux Group is a leading provider of sustainable lighting solutions for both interior and exterior applications. By acting sustainably, Selux is able to maintain high standards when it comes to energy efficiency, ergonomics and product design. Founded in Berlin in 1948, Selux is a global company which is operational in Europe, North America and Australia, employing 565 staff. Some examples of well-known projects that Selux has been involved with in the past include the „Park am Gleisdreieck“ in Berlin, the Porsche Museum in Stuttgart, the Vieux-Port in Marseille and the 9/11 Memorial in NYC.

EXPO 2016 in Antalya, Photos: Emre Sahin



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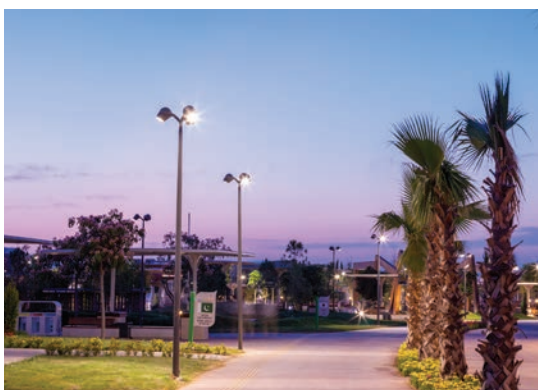
02 The 15-metre high poles from the Olivio Sistema design line, each of which is fitted with 15 Olivio Grande light heads, are a particular eye catcher.



03 The Olivio luminaire heads coil in an elegant spiral up the poles ensuring a state-of-the-art but at the same time organic look.



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