

Michendorf, August 2020

## **Jewish Museum Berlin Light for the new permanent exhibition**

**20 years after the inauguration of the zigzag formed Libeskind building, the permanent Jewish Culture and Traditions exhibition, has been given a makeover. On Sunday, the 23rd of August 2020, the Jewish Museum Berlin opens after more than two-and-a-half years of renovation. The lighting, chosen by the lighting design firm ENVUE HOMBURG LICHT together with the architect Hella Rolfes, the exhibition designers chezweitz, and the curator team from the museum, originates from mawa.**

Since its inception, the Jewish museum has attracted attention: a meandering metal facade with diagonal slashes. Like the building itself, the skin of the extension building indicates that within the interior, complex, partly controversial content, is dealt with. For the visual-spatial staging of Jewish history and culture, this architecture constitutes an additional challenge for curators and exhibition designers.

For the conception of the permanent exhibition, mawa didn't replan the technical lighting infrastructure designed by Daniel Libeskind, but integrated it into the design. An individual aesthetic was found for each theme to spatially implement the displayed content. Additionally, window shapes and so-called voids, characteristic for the museum, were newly staged.

Light accompanies and leads the visitor through Jewish history in the new permanent exhibition of the Jewish Museum Berlin. The light atmospheres vary in the rooms, dramatically accentuating the displayed contents. As a full-service provider, mawa delivered and mounted all lights, including products from other manufacturers. The major player under the ceilings of the museum rooms, is mawa's seventies plus track-mounted spotlight, an all-a-rounder that masterfully handles a wide range of challenges.

seventies plus is a further development of the successful seventies lighting series, optimized and certified for use in museums. It's modular principle offers a choice of LEDs in two sizes, 13 different beam characteristics, the highest color reproduction, diverse wattages from the manufactory, freedom from flickering, and a comprehensive range of optical accessories. With one light, planners can meet the needs of an almost infinite range of museum requirements.

### **Track-spotlight seventies plus**

seventies plus is mawa's lighting series with the largest choice of differing beam characteristics. The spotlights are modular constructions and thus individually configurable. When one of the two LED sizes is combined with one of seven reflectors, a total of 13 different beam angles, from 11° to 52°, can be achieved.

Design: Jan Blieske / Jan Dinnebier

Engineering: Daniel Frey / mawa

- cylindrical shape based on the seventies
- certified museum quality
- flicker-free
- numerous accessories
- LED modules, reflectors and performance category modularly configurable for special lighting requirements
- High CRI > 95 (typ. 97)
- for especially high rooms up to approx. 9.00 m
- HDTV-capable
- Mounting up to max. 9.00 m height above reference surface
- 150 – 1000 lx illuminance



### About mawa

“The influence of the classic modern is visible in our core business – the technical lighting system produced by mawa. In pursuing new developments, we are always guided by one primary goal: Sustainability – in design as well – which means our products must be durable, gladly trend-resistant, and after years of use, must still look good and be technically functional – slightly exaggerated: they should also age gracefully. That is, I think, our most important contribution to sustainability.”  
*(Martin Wallroth, Founder and Managing Partner)*

mawa combines intelligent robotics with skilled craftsmanship. Under one roof, just southwest of Berlin, a variety of experts work with the newest CNC technology. Technical solutions here are truly “within view” and “within reach”. This direct exchange with designers, lighting planners, production engineers and installers is highly valued by our customers whose projects mawa has fulfilled for more than 40 years.

### Contact

Cornelius Mangold

[c.mangold@mawa-design.de](mailto:c.mangold@mawa-design.de)

Tel +49 33205 2253 34

Mobil +49 175 5821270

### Material for download

#### [> Pictures of the products and the company](#)

Credits are included in the metadata of the images and should be mentioned in the publication.

#### [> Images of Jüdischen Museum Berlin](#)

Credits are included in the metadata of the images and should be mentioned in the publication.