



Project

FREE CITY
FREISTADT, AT

GOOD
LIGHT
STORIES

MOLTO LUCE®



FREE CITY / FREISTADT, AT

A pioneering home base for sustainability and modern office architecture.

GOOD LIGHT STORIES

Visionary entrepreneur Walter Kreisel has set another milestone with his „FREE CITY“ building project. In Freistadt, Upper Austria, he has built a next-generation office building on an area covering 6,000 square metres. The uncompromisingly sustainable construction and equipping of the complex with state-of-the-art, renewable energy solutions and storage facilities make Free City a national flagship project. The focus in the planning phase was already on the responsible use of energy and resources, in climate-friendly construction and sustainable building technology as well as in the lighting solution used. Molto Luce, an Austrian manufacturer of modern, energy-efficient lighting solutions, was a project partner. Read more about this sustainable “Good Light Story”.



The name “Free City”, says it all.

Free of fossil energy sources, free from dependency and located outside major cities in a rural area. The building uses locally produced electricity to the max with a 2,000 m² photovoltaic system (303 kWp), which is not attached to the roof as usual but uses all four vertical sides of the building, electricity storage (995 kWh), four heat pumps and a generous electric charging car park for 29 cars as well as a smart energy management system. The 360 degree energy system was planned and implemented by clean tech company and prime tenant NE00M. Builder Walter Kreisel has long been regarded as a progressive thinker, designing ecological and economic energy systems for infrastructure and buildings with his company NE00M. Its systems for self-sufficient energy supply exploit the full potential of renewable energy through perfectly coordinated hardware and software.

Sustainability – goes without saying.

From initial planning to installation, the Free City project focused on a high-quality lighting solution in the form of a sustainable overall concept, developed in cooperation with

interior designer Ben Elmecker. He is also responsible for the overall Free City design concept. The building was fully equipped with energy-efficient lighting from Molto Luce. In addition, the requested industrial look is consistent throughout the building and is reflected accordingly in the lighting solution. Attention was also paid to perfect glare control to ensure maximum visual comfort. DALI dimmable lighting adds the option of individual adjustment to suit personal sensitivity to light and the time of day.

Let’s start at the bottom.

The storage rooms located on the lower ground floor were designed with the highly functional and technical-looking TRAIL trunking system by Molto Luce in black. Combined with linear light inserts, TRAIL is used for general lighting as well as to adequately light up the shelving. This versatile system is installed in the laboratory too, as it complies perfectly with the standard of at least 1000 lx with high output light inserts.

On the lower ground floor there is also a large storage space for the storage units as well as functional working areas. Both were kitted out with an arrangement of TUNE high-bay reflector luminaires.

NE00M impressively demonstrates what is possible today through the example of Free City. Walter Kreisel was rewarded for his visionary thinking and project with the DGNB platinum certificate awarded by the, Austrian Sustainable Building Council, and a top rating:



Gross floor area: 6227,60 m²

Property valuation: 85,0%
 Ecological quality: 88,6%
 Economic quality: 96,0%
 Socio-cultural and functional quality: 76,5%
 Technical quality: 81,0%
 Process quality: 79,3%

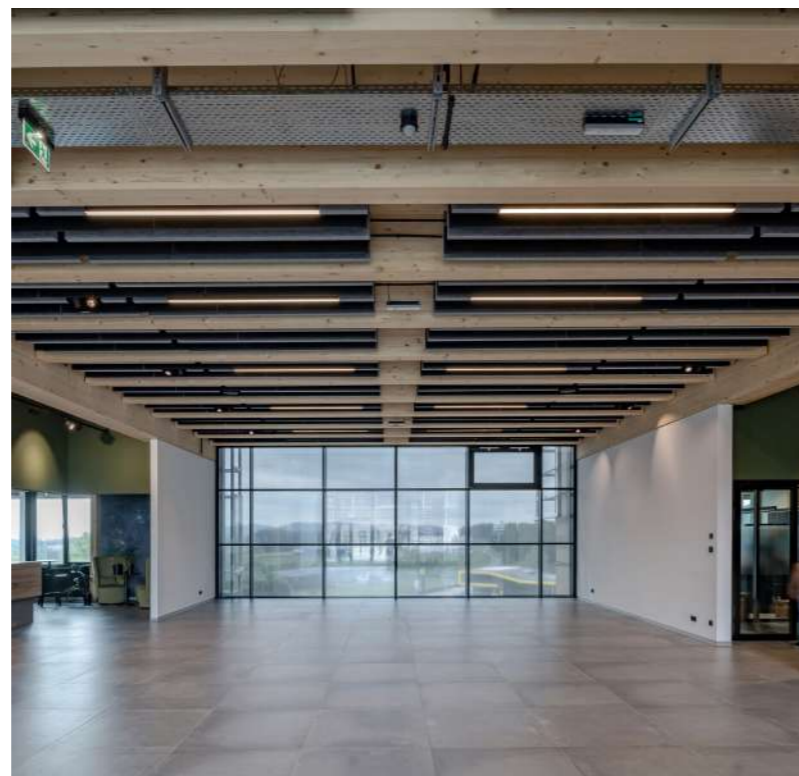
Location evaluation: 83,3%



Ground floor with pleasant acoustics.

Acoustics play a significant role in modern buildings today. In both the public areas and especially in the offices, a successful solution can significantly improve the quality of time spent there by reducing unwanted noise. The Austrian interior designer Ben Elmecker paid particular attention to the acoustic design of the spaces in his concept for Free City. In collaboration with Molto Luce, functional and visually appealing, simple acoustic elements made from thermally bonded non-woven fabric were developed, which were used with and without light inserts in the Free City project. The BAFFLES by Molto Luce are not only beneficial for acoustics, but also give off light and are a striking design element.

A colourful mix of the baffles was created in the Free City entrance area and the entire staircase area. A combination of empty BAFFLES, BAFFLES with MOVA spotlights for targeted accentuation and BAFFLES with the LOG50 linear light solution with grid insert were used for optimal, low-glare basic lighting. A deliberate play on the fascinating change between light and shadow was created to bring the entrance area to life.



When light, acoustics and efficiency come together.

The open-plan offices on the ground floor are furnished in a modern style and the chosen lighting solution is just as contemporary and innovative. The BAFFLES concept is also used here to create a pleasant working atmosphere, which contributes to increased motivation and concentration as well as less fatigue among employees. Alternating empty acoustic

elements and BAFFLES equipped with MOVA spot inserts are mounted on the ceiling at regular intervals. The desks are illuminated with LOG50 pendant luminaires with micro-prismatic cover, which are particularly suitable for this purpose as they comply with the workplace standard perfectly. In workstation areas, acoustic partitions were also used for sound absorption and glass partitions for flashover noise. Turning the open-plan office into a real feel-good office.



The acoustic concept also extends to the stylishly designed meeting rooms, where the meeting tables are illuminated with LOG50 pendant luminaires.

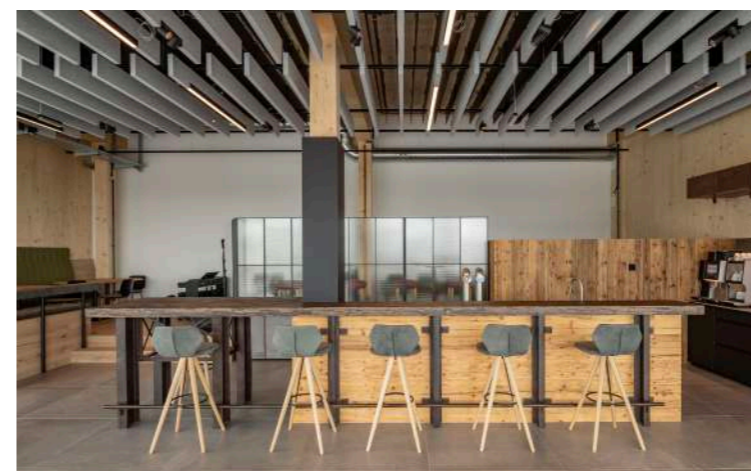
The upper floor duplicates the concept.

Basically, the defined lighting and acoustics concept is continued similarly on the upper floor. In the lounge and event areas located there, which provide sufficient space and state-of-the-art technical equipment for events and presentations, dimmable lighting solutions make variable lighting scenarios very simple and achievable without much effort. BAFFLES with and without MOVA spotlights as well as some decorative eye-catchers are the main players in this area.

Best view from the top floor.

Half of the Free City top floor is home to an in-house cafeteria including its own kitchen.

This seems to be an essential benefit, particularly due to the building's relatively secluded location and the associated reduced infrastructure. This cafeteria is correspondingly charming and cosy. Low noise levels thanks to BAFFLES and a pleasant lighting atmosphere make a crucial contribution to the quality of these premises.



Finally, outside.

Just as much importance was attached to the exterior layout and its lighting as to the interior. This is reflected in the high quality of the outdoor luminaires. Molto Luce selected durable and highly design-orientated luminaires from the quality brand SIMES, because in the outdoor area especially, lights have to withstand all weathers and sharply fluctuating temperatures for many years.

The facade is deliberately unlit to create as little light pollution as possible in the interests of nature. Only the 16-metre-high staircase tower, of the building, should be clearly visible with a perfectly illuminated logo.

The facade is fully equipped to be efficient and sustainable with vertically mounted photovoltaic modules that generate the power needed in-house and hold it ready for consumption in NEOOM's storage devices.

Free City is therefore a prime example of a modern, sustainable office building and facilities. For Molto Luce this was an extremely exciting challenge, which we were able to master superbly by working together closely with Ben Elmecker and the clients, and an internal team of lighting specialists for planning and implementation as well as through our innovative lighting solutions. As an innovative reference project, Free City also emphasises our commitment to the development and production of sustainable lighting solutions, which is enshrined in our corporate strategy.

„ Free City is NEOOM's new head office, and since we are all about energy, energy consumption and the carbon footprint, as well as regional resources, are extremely important to us. And that is why we wanted our building to be filled with the best of the best, and for lighting that means Molto Luce to us. Good lighting means maximum comfort and the greatest possible efficiency to us. “

Walter Kreisel, NEOOM Geschäftsführer



BAFFEL



„ACOUSTICS, ticks so many boxes – optimised acoustics, better lighting conditions, comfort and an elegant design.“

Ben Elmecker

ACOUSTICS

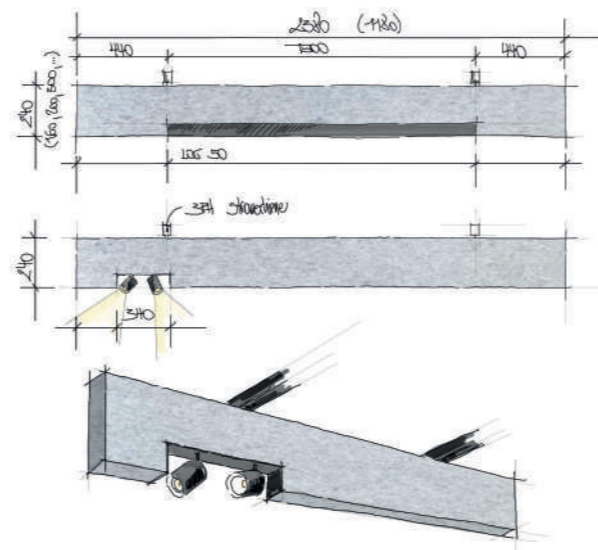
THE SILENT MOOD OF LIGHT

Light and acoustics are equally important when creating a comfortable setting where people are able to concentrate and perform at their best. Practical and visually appealing solutions combining the two are ideal for closed and open-plan offices, meeting spaces, classrooms and lecture halls, providing a simple way of reducing common background noise that is often perceived as being disturbing. Austrian lighting specialist Molto Luce has developed a functional lighting solution with sound-absorbing baffles in cooperation with interior designer Ben Elmecker

Acoustic lighting elements made from thermally bonded non-woven fabric (60% from recycled PET bottles) make for effective sound absorbers and are mounted on the ceiling. They reduce noise pollution with their diffusely reflective surface that's as large as possible. Sound is able to enter the porous material, but it is converted into thermal energy there. This means that not all of the sound is reflected back into the room. It's a bit like the material is swallowing the sound.

The functional, sound-absorbing BAFFLES can be combined with a suitable lighting solution, integrated directly into the baffle's lower front edge. You can choose from functional MOVA spotlights with different beam angles, optics or lenses for perfect glare control and maximum efficiency, as well as the LOG50 linear system for uniform basic lighting. The baffles' suspension hooks sit perfectly flush in the baffle material and are connected directly to the 3-phase track. This allows the baffles to be positioned anywhere along the track without any additional work being required.

Design: Ben Elmecker (e-design) & INHOUSE



Design Draft:
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