



CASE STUDY: AUDI DEALERSHIP, BITTERFELD, GERMANY

PROJECT:	Audi 'Terminal' dealership
MATERIAL:	Custom perforated aluminium cladding, formed and then anodized
APPLICATION:	Decorative architectural cladding system
LOCATION:	Bitterfeld-Wolfen, Germany

Audi's global reputation for engineering excellence and technological innovation has been carried through to the design of a new dealership terminal concept, which uses unique decorative cladding manufactured by RMIG.

City Emotion





PROJECT OVERVIEW

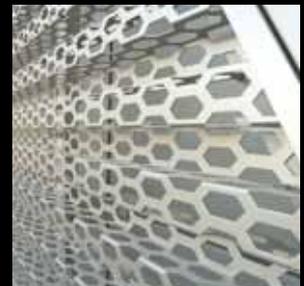
The new Otto Grimm Audi dealership at Bitterfeld-Wolfen near Leipzig, Germany, is one of the latest to be constructed to Audi's innovative multi-storey 'terminal' corporate architecture specification, developed by the company for its worldwide dealer network.

Designed by Munich based architects Allmann, Sattler, Wappner Architekten GmbH, the 'terminal' design was originally motivated by the need for increased space to accommodate a growing range of cars, while meeting the spatial and functional needs of the automotive trade and operating a busy dealership.

DESIGN & CONSTRUCTION

Alongside the practical considerations, the 'terminal' design also has to be energy efficient as well as being flexible and scalable to meet the constraints of individual worldwide locations, while using a distinctive architectural language to consistently portray the Audi brand.

As a result, the external appearance of all 'terminal' dealerships uses a unique decorative façade manufactured from 2mm thick perforated aluminium, shaped into a precision corrugated cross section pattern in sheets of approximately 2.5 metres by 0.75 metres, cut to shape and then anodised bright silver.

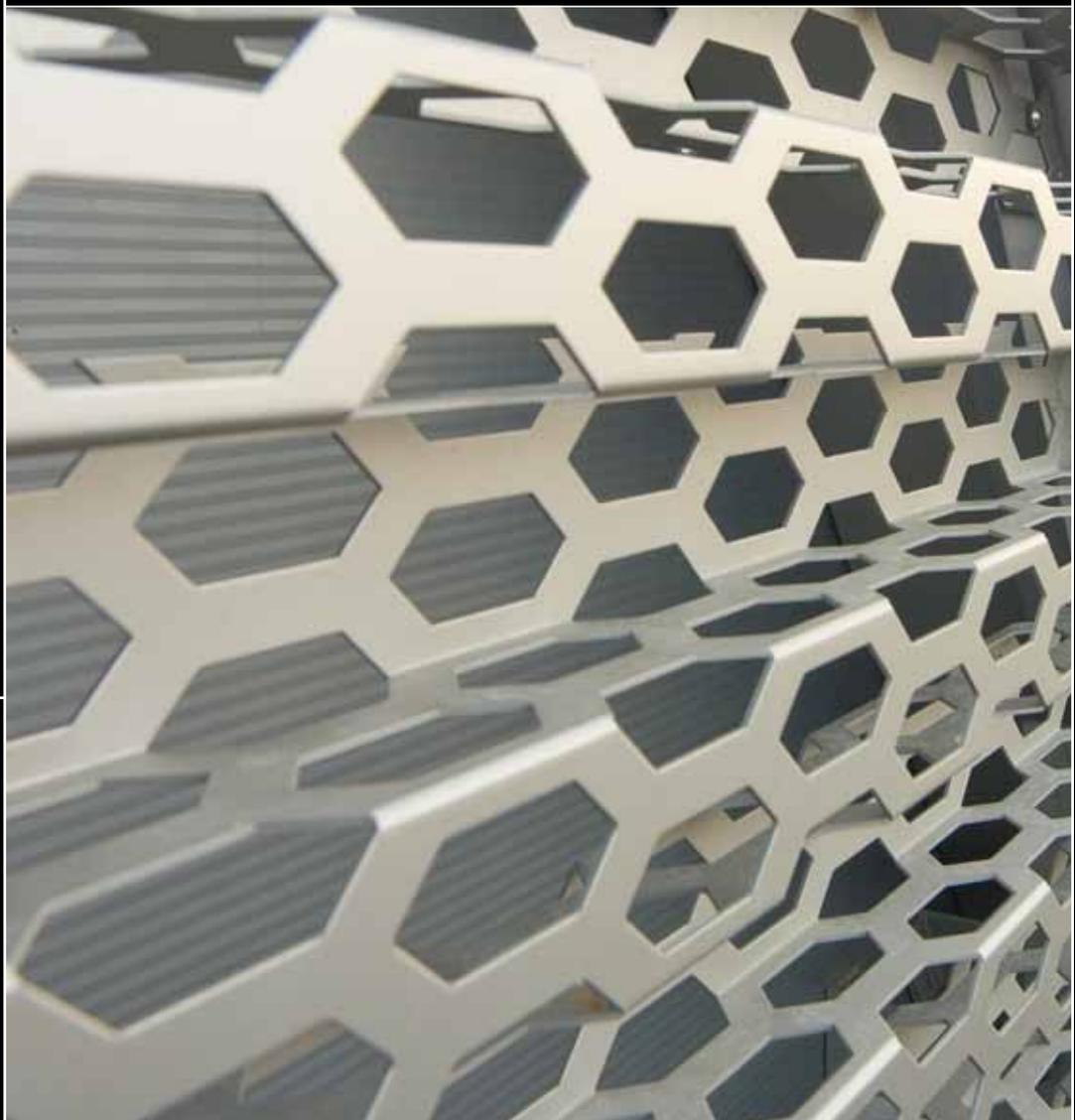




THE RMIG SOLUTION

For the Otto Grimm Audi dealership, the entire manufacturing process for the external cladding was handled by RMIG Germany, which also included 'toothed' mitre corner protectors, which were supplied to site as a complete system ready for fitting to the building's external cladding support structure.

The custom designed perforation pattern uses a series of hexagonal holes measuring 61.5mm x 26mm, which are placed on a staggered pitch to give an open area of around 50%, which reduces weight and creates a three dimensional relief effect to give an added dimension to the external appearance.

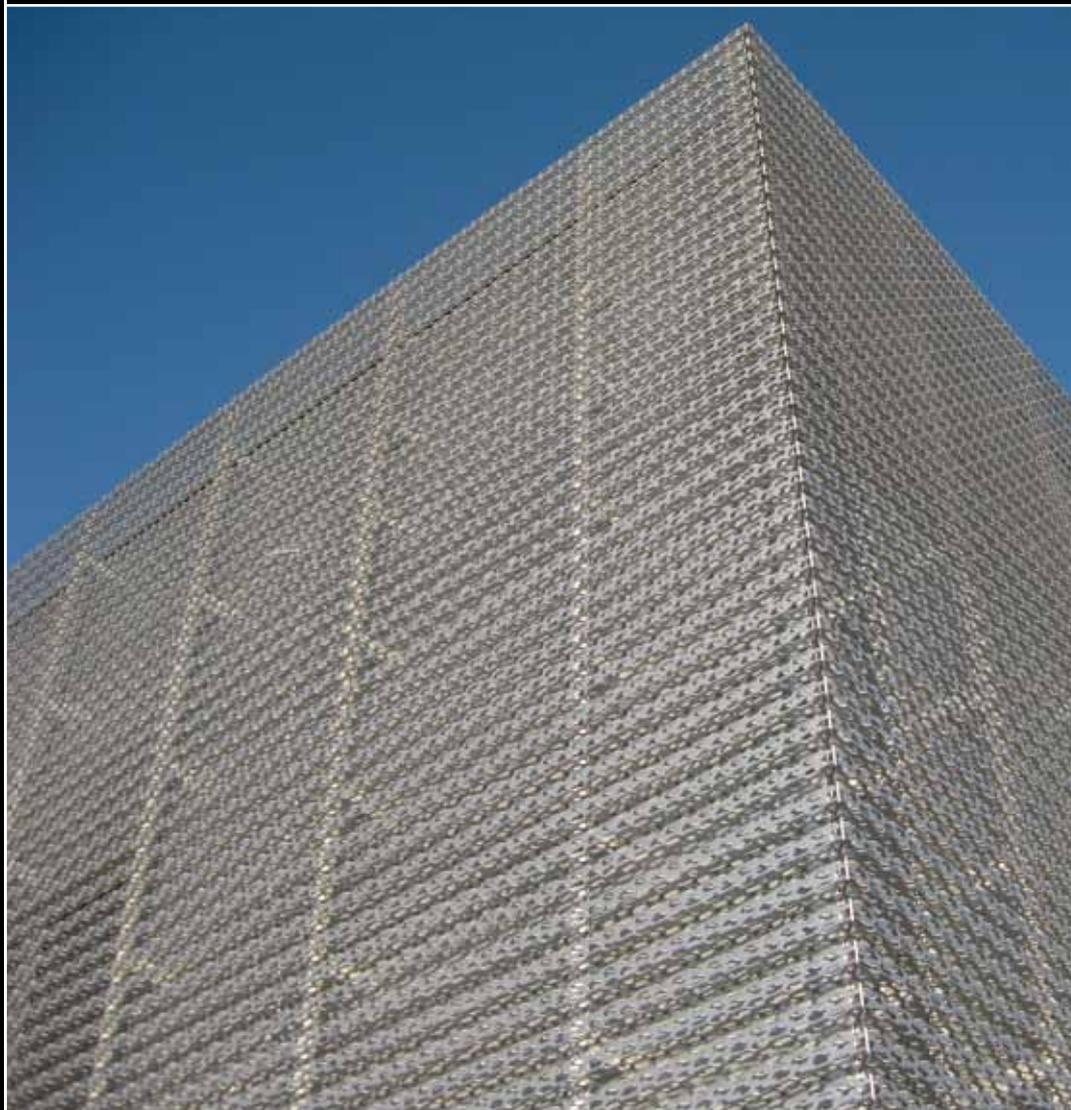




THE RMIG GROUP

RMIG

RMIG is the world's largest manufacturer and supplier of perforated metal with 15 offices in 13 countries, providing precision engineered perforated solutions for a diverse range of business sectors and industry groups. In addition to exterior cladding, RMIG also supplies products for a large number of construction applications such as car park and security screening, acoustic wall linings, ceilings, lighting, street furniture, balustrades, walkways and a range of other uses.



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