

效能城市，2009 法兰克福菲斯曼展厅 Efficient City Viessmann at ISH 2009

项目地点：法兰克福

项目时间：2009 年

项目开发：Viessmann Werke GmbH & Co KG, Allendorf

动作制作：Grosse 8 Bildbewegungen, Cologne

概念、设计、实施：Atelier Markgraph, Frankfurt/Main

音乐及背景音乐：Floridan Studios, Stuttgart

照片：Dieter Schwer, Frankfurt am Main

Location: Frankfurt am Main

Year: 2009

Client: Viessmann Werke GmbH & Co KG, Allendorf

Concept, design, implementation: Atelier Markgraph, Frankfurt am Main

Motion Graphics: Grosse 8 Bildbewegungen, Cologne

Music/ambient sound: Floridan Studios, Stuttgart

Documentation photos: Dieter Schwer, Frankfurt am Main





在 2009 法兰克福展上，菲斯曼采用“效能城市”的形象展现各种领域的供暖系统。在所有参观者头上，一个宽 50 米，竖向的城市模型吸引所有人的眼光。全方位的投影仪将它打造成 3D 屏幕。建筑总是从雕刻般的屏幕后面不断涌现。通过这个，参观者可以一下子就了解菲斯曼是怎样为不同环境量身定做解决方案的，不论是独栋的房子，公寓，还是地方供暖的工业建筑。五种能源的全线产品赋予了整个城市生命。

At ISH 2009, Viessmann uses the image of an “efficient city” to present heating systems for all application sectors. Above the heads of visitors, a 50-metre wide, vertical urban model attracts attention. Full-format projections turn it into a three-dimensional screen. Buildings emerge from the sculptural white backdrop in a constantly surprising way. This shows at a glance how Viessmann offers tailor-made solutions for all kinds of scenarios – from single family homes, apartment blocks and industrial buildings right through to local heating networks. Panoramic productions of the five energy sources bring the city to life.