



Style F124 modified

Architect: Morali Architects
Lighting Designer: Tirschwell & Co., Inc.

Auto Showroom:
Heights: Fixtures approx. 11' a.f.f.; ceiling approx. 16' a.f.f.
Lighting: Modified, back-to-back F124-D255-2-07-1-VX-0 uplights with 40" wide x 55" long custom "gull wings," adjustable-length aircraft cable supports, dual-level switching and integral battery packs (designated units)
Spacing: Approx. 15' o.c. across fixtures; approx. 12' o.c. along fixtures
Estimated illuminance: 25 fcai at 30" a.f.f.
Estimated power density: 1.33 W/sf (uplights only)

elliptipar Style F124 (modified)

The Mercedes-Benz SL300 had an advanced aerodynamic design, one of the first fuel injection engines, and was billed as the fastest production car in the world when it was introduced in 1952. Fourteen hundred sleek SL300s with distinctive gullwing doors were built between 1955 and 1957, and eighty percent of them were sold in North America, many in the New York area. Now valued from \$500,000 to \$700,000, many of the SL300 gullwing models remain in the hands of private collectors.

The showroom of Helms Brothers Mercedes-Benz features **elliptipar Style F124** uplights suspended below custom gullwing canopies envisioned by the lighting designer as a tribute to the iconic SL300. Back-to-back **F124s** with dual T5HO lamps in cross section highlight the gullwing forms, which in turn provide indirect illumination to supplement track-mounted accent lighting (by others).

Style F124 is Cradle to Cradle Certified™, designating environmental safety and reusability in component materials.

The Lighting Quotient's Customs Department stands ready to take a concept from drawing to fabrication and to fit the parts to our luminaires for an integrated design solution.



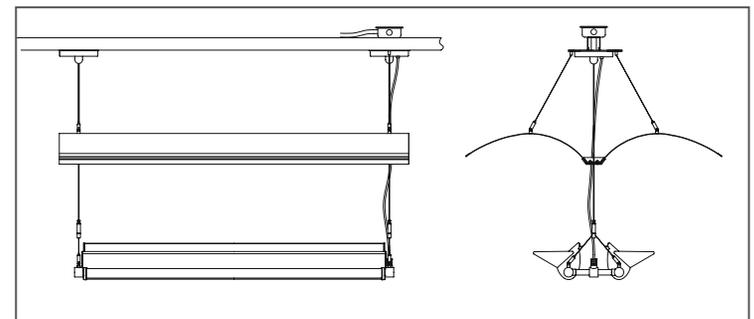
The gullwing pendants are organized between locations of direct track lighting (by others).



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A matte powder paint finish on the custom gullwings enhances the perception of a soft, uniform glow.



The custom gullwing forms measure 40" in overall width and 55" in length. Adjustable-length aircraft cable supports extend to the main ceiling deck structure.