

# AutoStadt

Wolfsburg, Germany



The VOLKSWAGEN Group has developed a unique, 40+ acre corporate visitor center in Wolfsburg, Germany: AutoStadt. This attraction celebrates the company's brands, its history and its impact on world culture—from the “People’s Car” to the “Love Bug” to the automobility of the future.

Our responsibility within this highly-acclaimed facility was creating environments through lighting design at the KonzernForum and ZeitHaus. One's journey into the ZietHaus begins by riding up a 5-story escalator. Historical autos are displayed in a “jewel box” illuminated with adjustable spotlights. The track lighting system allows for maximum flexibility as cars are continually relocated or swapped. The history of automobility is presented by a series of vignettes. Layers of lighting (i.e. suggesting dappled sunlight or applying a wash of color) reveal form and accentuate depth.

The KonzernForum explores the VW story—design, testing, material selection, safety concerns, etc. Due to an unusual ceiling condition that could not be freely penetrated, an electrified track recessed within a curved truss system was developed after intense collaboration and mock-ups with the architect and exhibit designers.

This museum/theme park is not an ordinary car buying experience; performers guide the visitor through interactive exhibits that depict the devotion and corporate mission of contemporary Volkswagen.



This project was awarded a 2001 International Illumination Design Award.

Exhibit Design: Jack Rouse Associates

Completed: 2002

Photos By: Produced under contract to Jack Rouse Associates