

LEDVANCE
Professional



LEDVANCE



 **BayArena**

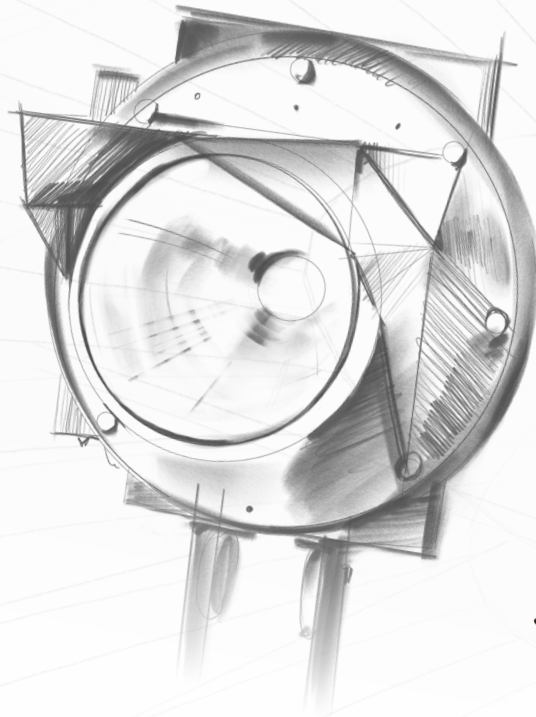
THE BAYARENA

THE STADIUM AS A TOTAL EXPERIENCE –
LIGHTING, IMPLEMENTED AS A UNIFIED CONCEPT

BayArena
Leverkusen, Germany

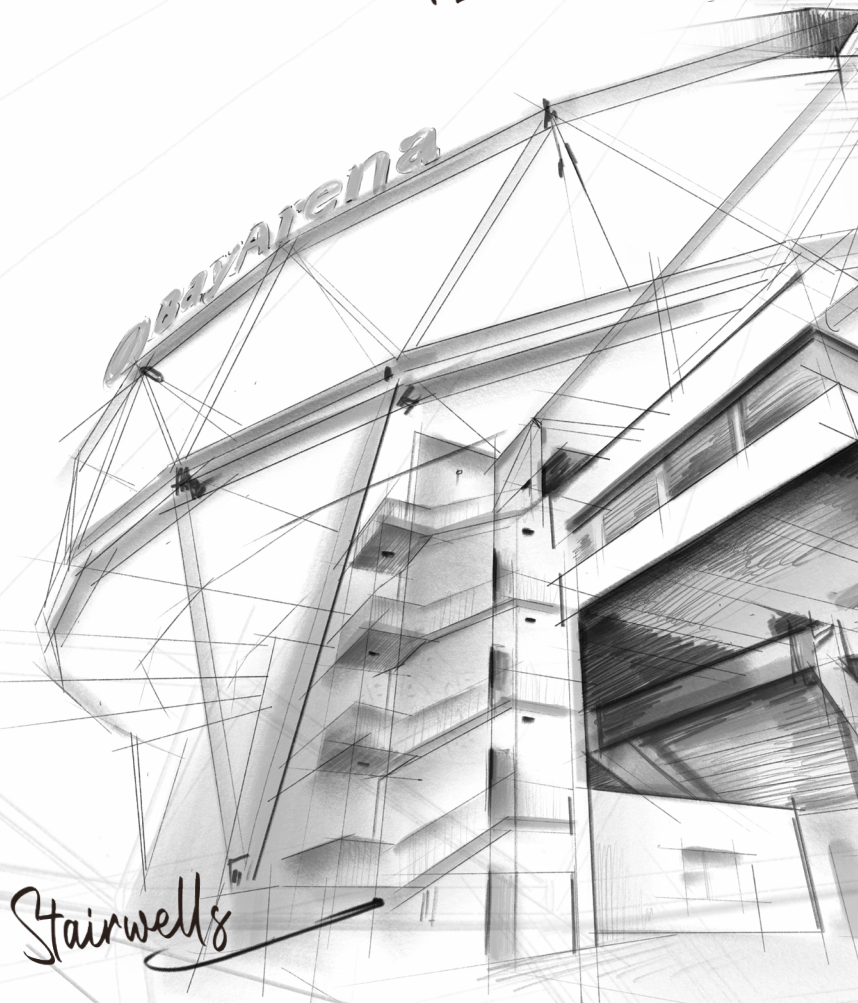
CONTENTS

INTRODUCTION	04
THE PITCH AS A STAGE	08
THE PLAYERS' JOURNEY	10
THE FANS' JOURNEY	12
EMOTIONS & ENCOUNTERS	16
BEHIND THE SCENES	18
SUSTAINABILITY THAT LASTS	21
CLOSING LIGHT	22

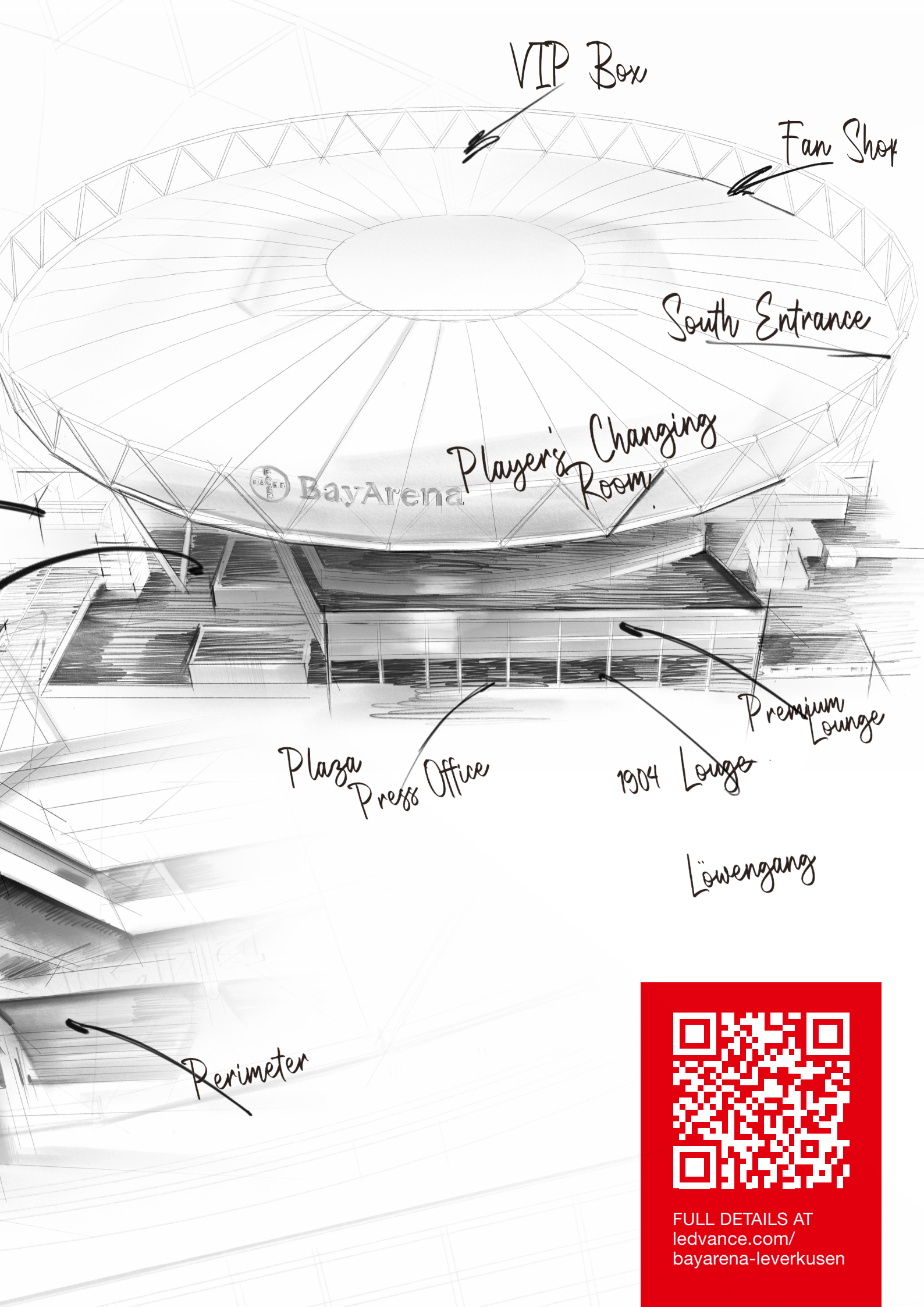


Perimeter

VIP Entrance West



Stairwells



VIP Box

Fan Shop

South Entrance

Player's Changing Room



BayArena

Plaza Press Office

1904 Lounge

Premium Lounge

Löwengang

Perimeter



FULL DETAILS AT
[ledvance.com/
bayarena-leverkusen](http://ledvance.com/bayarena-leverkusen)



GHS Bayer04 Business Office, Recreation Room

A STADIUM IS MORE THAN JUST THE PITCH.

It is anticipation. Concentration.
Ecstasy. Responsibility.
Moments when light does more
than simply shine.

It is a combination of
performance and passion,
focus and atmosphere –
accompanied by light that visibly
guides us and, in the background,
provides invisible support.

With the BayArena, LEDVANCE
demonstrates how technological
precision gives rise to tangible
emotion. A holistic lighting concept
that accompanies people and
transforms spaces into unforgettable
experiences.



ONE STADIUM.
ONE CONCEPT.
ONE **PARTNER.**

LIGHT FOR EVERY MOMENT

From the changing rooms to the stands. From the forecourt to the VIP lounge. LEDVANCE develops lighting solutions that help people find their way, boost performance and heighten emotions.

The dynamically controllable light colours transform any space into a stage – from club colours to evocative lighting effects.

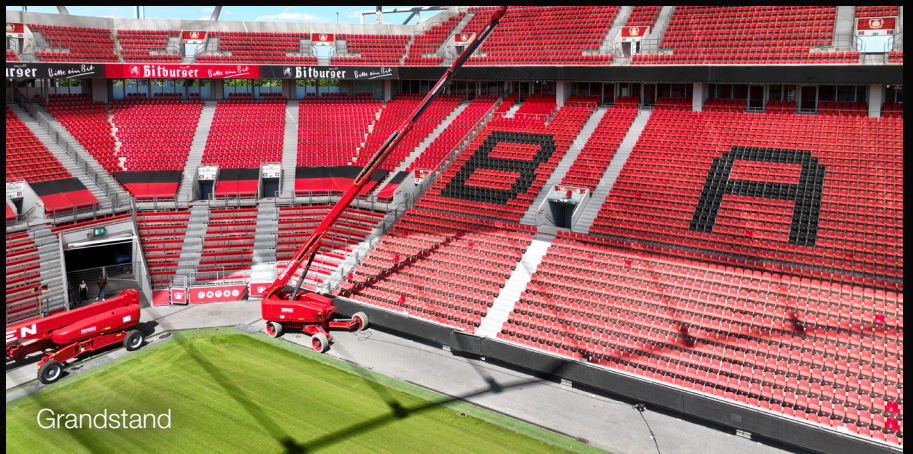
They create an atmosphere that boosts focus, energy and a sense of identity among both the team and the fans.



VIP Entrance South, BayArena



Players' changing room



Grandstand

Every lighting solution arises from the interplay between architecture, use and the team's rituals – meticulously planned and implemented to perfection.

This creates a lighting design that provides orientation, evokes emotion and adds functional value to every space.

Ultimately, it is the light that brings everything together: intelligently planned so that spaces are not merely illuminated, but become places to be experienced.



Plaza VIP West Entrance



VIP-Lounge

01

THE PITCH AS A STAGE

On the pitch, the LEDVANCE floodlight system sets new standards. UEFA Elite Level A-compliant lighting ensures illumination that meets the highest standards and provides the basis for optimum visibility during matches and training sessions.

Modern LED systems also enable dynamic colour effects for entrances, shows and key moments in the match – with high vertical illuminance and optimal camera conditions.

The key factor here is not just the light output, but the smart integration into existing control systems and stadium infrastructure. This results in a lighting system that meets sporting requirements, ensures high media quality and enhances the stadium experience.



Stadium, BayArena, Floodlight Arena DUO



The lighting solutions transform the arena into a vibrant stage with striking lighting accents in the roof area. Club colours, theme days and special performances become a tangible expression of the club's identity.

A stage that brings every moment to life.

Stadium, BayArena, Floodlight Arena QUATTRO



GOALS ARE SOMETHING YOU CAN REACH STANDARDS ARE SOMETHING THAT YOU LIVE BY.

02

THE PLAYERS' JOURNEY

Focus. Precision. Performance.

Light guides the players through training areas, team tunnels and onto the pitch. Precision is key here: glare-free, uniform light to aid concentration, complemented by dynamic lighting scenarios designed to energise or promote relaxation.

In changing rooms and meeting rooms, Human Centric Lighting supports the body's natural circadian rhythm. Materials, surfaces and ceiling heights are incorporated into the lighting design in great detail. The result is lighting solutions that do more than simply illuminate; they shape the space both functionally and atmospherically. Cool light stimulates players before the match, cool white light sharpens focus during training, whilst warm light aids recovery and relaxation after the final whistle.

Where light sparks performance.



Changing Room

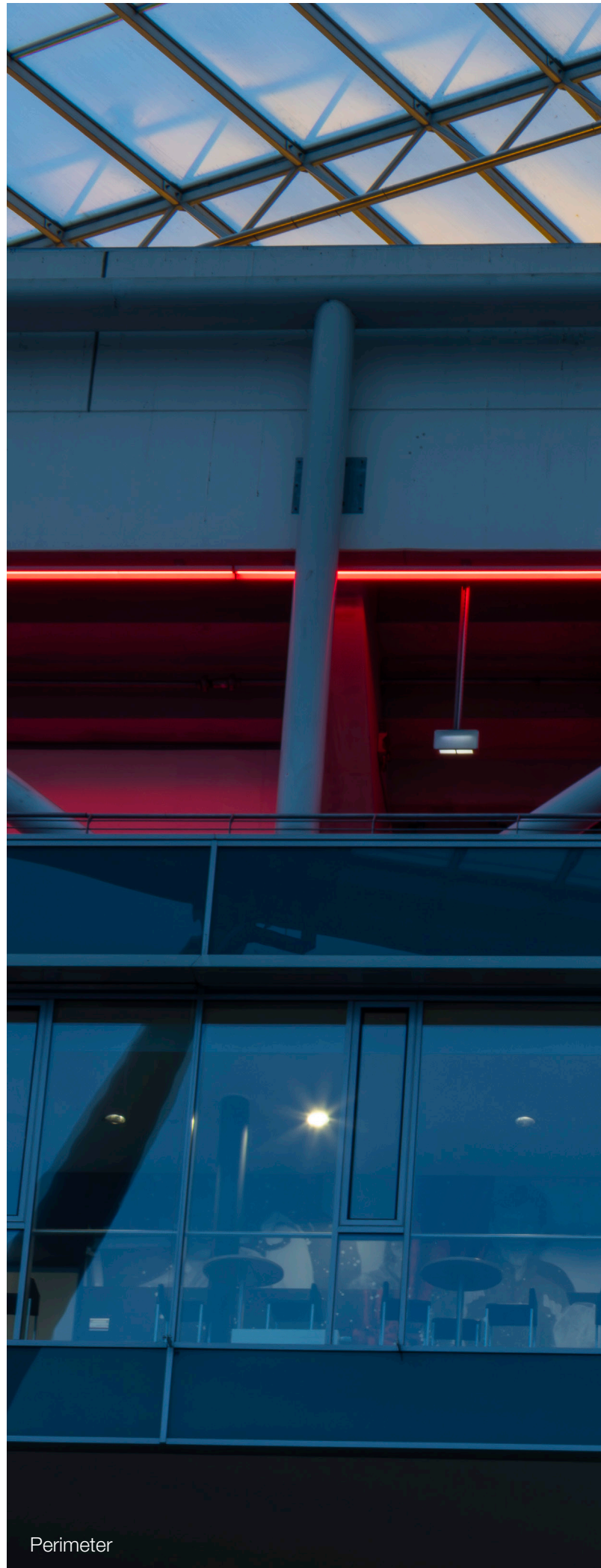
03

THE FANS' JOURNEY

Arrive. Find your bearings. Experience.

The real experience begins long before kick-off.

When thousands of people arrive or leave at the same time, light is deliberately used as a guiding system. Clear lines of light, uniformly lit zones and targeted light sources guide visitors intuitively. The interplay of brightness, colour contrast and direction provides a sense of security without being intrusive. Here, light takes on a communicative role: it shows the way, creates clarity and ensures a feeling of safety from the very first step.



Perimeter





Left: illuminated stairwells, right: VIP lounge



VIP Entrance West BayArena

Special continuous lighting systems ensure uniform and glare-free illumination for both traffic and spectators. Dynamic suspension systems reliably compensate for movements in the stands. Bespoke solutions specifically address structural challenges –unobtrusive, yet crucial for safety and comfort.

An intelligent light strip system guides visitors from the forecourt into the stadium.

The uniform lighting on the plaza replaces conventional fluorescent technology – clear, efficient, and low-maintenance.

In the Löwengang, over 90 metres of TONI light strip systems ensure safe wayfinding, and the simple plug-in systems allow for quick installation.



The perimeter lighting also utilises TONI light strips: compliant with standards and glare-free, angled, with integrated pigeon protection and a dynamic suspension system that compensates for movements of the stands – designed to prevent pigeons from finding a place to land.

Safe walkways begin even outside the stadium, particularly during periods of high visitor numbers and changing weather conditions. Through intelligent retrofit solutions, existing infrastructure can be retained whilst being technically modernised. New LED technology, efficient ballasts and robust covers improve visibility, energy efficiency and maintenance intervals. Interchangeability and sustainability are factored in from the very start. This results in long-lasting solutions that combine safety and cost-effectiveness.

Such solutions do not come straight from a catalogue, but stem from a deep understanding of the structure, its use and ongoing stresses – tailor-made for real-world operation.

Follow the light and find your place in the game.



Fan Shop

04

EMOTIONS & ENCOUNTERS

Light that connects.

In the fan shop, light becomes a brand ambassador. The sales area, meeting place and experience zone merge to create an emotional brand world.

Accent lighting highlights products in a targeted manner, whilst balanced general lighting ensures a pleasant ambience. Precisely coordinated downlights and LED strips are tailored to the product display and the room's layout. This creates environments that strengthen brand identification, encourage purchases and put products centre stage.

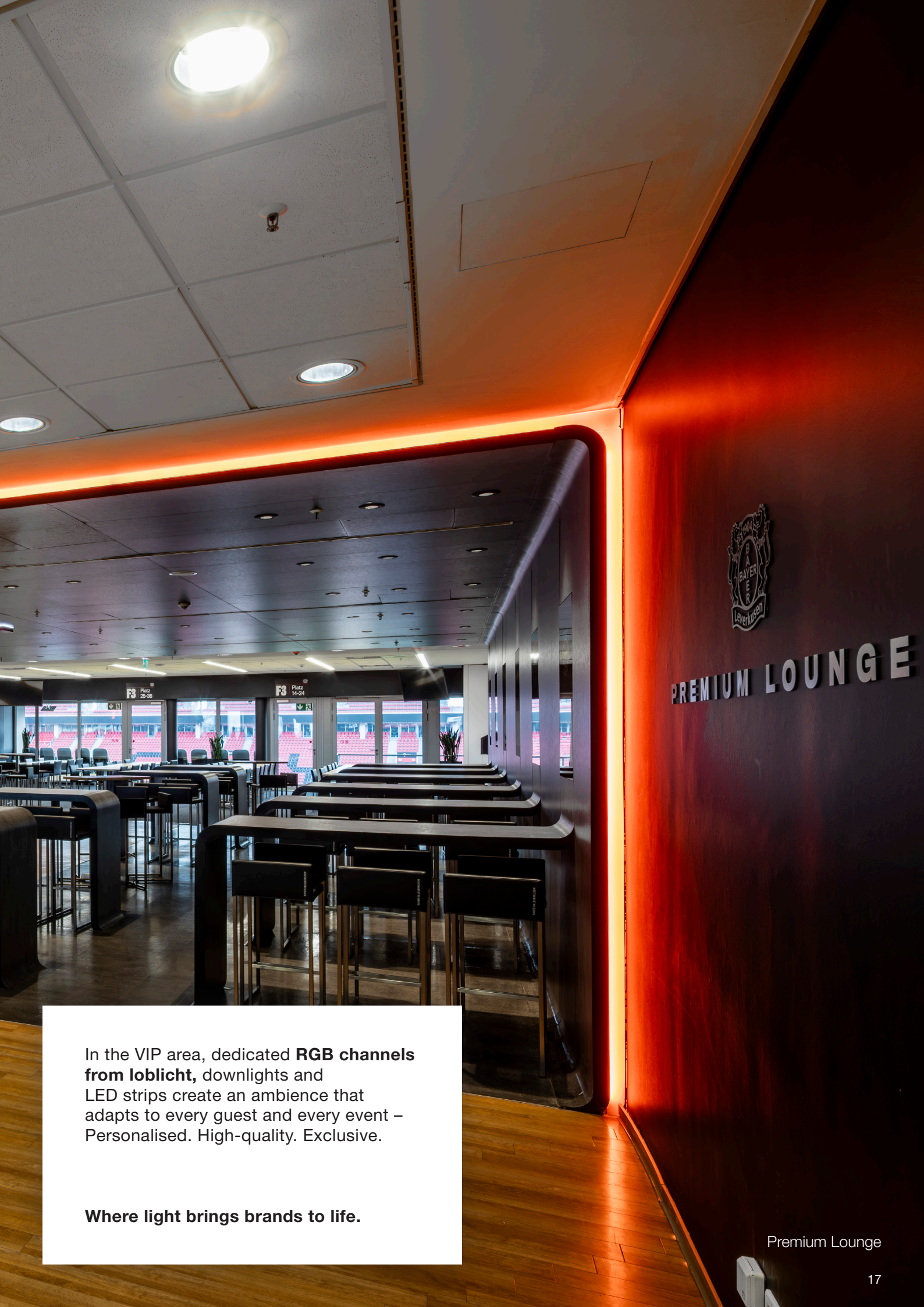
Special track spotlights and bespoke downlights in a custom RAL black colour form the general lighting. LEDVANCE LED strips showcase the club's kits. Lighting channels above the counters create changing lighting moods, from match days to event evenings.



Fan Shop



Fan Shop



PREMIUM LOUNGE

In the VIP area, dedicated **RGB channels from loblicht**, downlights and LED strips create an ambience that adapts to every guest and every event – Personalised. High-quality. Exclusive.

Where light brings brands to life.

Premium Lounge



05

BEHIND THE SCENES

Safety. Efficiency. Responsibility.

Whilst celebrations are taking place on the pitch, precise work is being carried out behind the scenes.

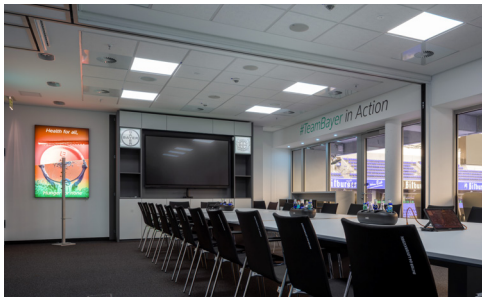
Press centres and conference rooms have been modernised using retrofit kits installed in existing lighting ducts. Microprismatic diffusers reduce glare ($UGR < 19$), whilst dimmable and flicker-free technology meets the highest requirements for media and camera production. The existing infrastructure is retained – conserving resources, cost-effective and with minimal disruption to day-to-day operations.

VIP Lounges

Exclusivity is created by atmosphere, not by brightness. Light channels, downlights and LED strips are combined in such a way as to define different zones within the space. Depending on the event, the lighting effect can be calm, prestigious or lively. Each solution is therefore tailored to the intended use, guest profile and architecture – individually planned and integrated.



VIP Entrance West BayArena



Press & Conference Rooms

Here, visual quality is the top priority, as media and workspaces place particular demands on lighting quality. Flicker-free, dimmable lighting creates optimal conditions for camera shots, screens and focused work. The sustainable retrofit solutions reduce energy consumption and maintenance requirements without compromising on light quality. Here, light becomes a silent partner in professional communication. It is precisely in these areas that it becomes clear just how much good lighting influences the quality of communication and presentation.

Every stadium tells its own story. Our task is to provide it with the right lighting.



Premium Lounge





SUSTAINABILITY, THAT LASTS

Reuse of existing
rails and housings.

Special-purpose
aluminium tracks
manufactured using
low-carbon processes.

Interchangeable
components.

Production
'Made in Europe'.



THE RESULT

Higher quality of light.

Lower maintenance requirements.

Significantly reduced running costs.

Future-proof investments.

A long-term partnership based on sustainability.

Efficiency that takes responsibility.



FINAL SPOTLIGHT

From planning and bespoke solutions right through to control systems, integration and modernisation, every solution is shaped by the requirements of the venue and the people who use it. Our lighting concepts are developed in consultation with operators, planners and users – tailor-made, durable and integrated. Everything from a single source.

Anyone planning or modernising stadiums today needs partners who can master technical complexity and deliver design excellence.

The BayArena demonstrates what is possible when lighting is approached holistically: Performance-enhancing. Emotionally engaging. Ensuring clear orientation. Sustainable. Brand-defining.

LEDVANCE does not simply develop lighting, but tailor-made, holistic lighting solutions, and supports partners over the long term on their journey towards a new future of lighting.



ONE STADIUM.
ONE VISION.
ONE **PARTNER.**

POWER THROUGH LIGHT



LEDVANCE

LEDVANCE GmbH
Parkring 1-5
85748 Garching
Germany
LEDVANCE.COM

Customer Service Centre
kundenservice@ledvance.com

Germany: +49 89 780 673-660