

## OKACOLOR - REFERENCES

### D | Neumarkt i.d.OPf | Museum for historical Maybach vehicles



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**Project:**

Museum for historical Maybach vehicles

**Location:**

Neumarkt i.d.OPf/D

**Product:**

OKACOLOR

**Project volume:**

84 m<sup>2</sup>

**Client:**

Anna and Dr. Helmut Hofmann,  
Hofmann Foundation  
Neumarkt i.d.OPf/D

**Architets:**

Berschneider + Berschneider  
Architects BDA + Interior designer  
BDIA, Pilsach/D

**Completion:**

2008

Shiny chrome, polished lacquer and elegant forms – words that make every car enthusiast's heart beat faster. The pulse rate accelerates even more when the name Maybach is dropped – because, as everyone familiar with the world of automobiles knows, the brand is traditionally famous for sophisticated technology, design and luxury. A museum in the city of Neumarkt in the area of Germany called Upper Palatinate has been dedicated to this brand, which now belongs to the Daimler AG. The clear and reduced architectural language spoken by

Berschneider + Berschneider creates a backdrop for the automobiles in the exhibition. The whole setting is stylishly emphasized with details of bodyworks and important figures of the Maybach history depicted on the printed glass. The museum for historical Maybach vehicles is situated in a place which has an industrial past of its own: the former Express Plant. The plant, a former production site for the first European bicycles, mopeds and motorcycles, is now an exhibition area with its own, special charm. Berschneider + Berschneider have

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successfully maintained the original, raw industrial architecture of the site while creating a modern environment with the aid of selective measures. The plant in Neumarkt consists of two former assembly halls, an old administration building, a new foyer construction, and a newly constructed tower on the assembly hall facing the Ingolstaedter Street in the southern part of the premises. In addition to the museum for the Maybach vehicles, both assembly halls accommodate an area offering information on the history of the City of Neumarkt in Upper Palatinate,

as well as an exhibition about the former users, the Express Plant. The entrance and offices are located in the former administration building adjacent to it. Mid-term plans project a newly constructed foundation centre as a complement to the spectrum of use as well as the architectural ensemble. Besides the elegant outside facilities with their harmonious mix of historical and modern buildings, the design highlight are most notably the interior rooms where the old has been skillfully exposed and carefully supplemented by the new. The frugal use of



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materials and colours as well as the sophisticated lighting concept contribute their share to the high quality of the accoutrements. The old floor of asphalt slabs was left in the rooms and its signs of use conserved to allow it to continue to tell its story. The architects contrasted the floor with the white ceiling and the few free areas of walls in white. The unobtrusive architecture is the perfect backdrop for the exhibits in the illuminated show cases and the window areas of the museum. The architects used printed instead of ordinary

glass. This not only gives the museum spots of light but exciting exhibition areas at the same time. Much as the painted church windows of the Middle Ages often served as mediums of information, the glass in Neumarkt supports the information within the exhibition. The motives, especially details of automobiles, were printed directly on to the laminated sheet glass using the OKACOLOR printing process from OKALUX. The printed photographic motives act as a filter allowing enough daylight into the museum while at the same time serving as a screen towards

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the courtyard. The printed motives concentrate the visitor's attention on the interior – thus creating a contained exhibition atmosphere with a direct reference to the exhibits and the explanations. The almost 84 m<sup>2</sup> of window area that were printed in total effectively show what is possible with the brilliant digital printing process from OKALUX – free choice of motives and colours are possible as are pin sharp and exact replications of the template. The

window areas of the two-pane insulated glazing are framed by fields of walls painted with a coating mixed with graphite powder from the Bavarian Forest. This gives the entire interior a peaceful atmosphere which allows the illuminated information show-cases and, especially the Maybach automobiles, to come into their own.

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