

ATELIER BRÜCKNER

PRESS RELEASE

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NETWORKED MANUFACTURING TRUMPF VISITOR FORUM SHOWCASES INDUSTRY 4.0

A look into the future of networked manufacturing: At TRUMPF's headquarters in Ditzingen, the well-known Swabian mechanical engineering company shows itself to be excellently prepared for Industry 4.0.

TRUMPF is one of the leading manufacturers of machine tools and lasers. ATELIER BRÜCKNER designed the prestige environment, which illustrates the different ways and methods of networked manufacturing.

The TruConnect visitor forum provides an overview of current and future opportunities in the networked manufacture. The designers succeeded in creating an exhibition architecture that reflects and explains the technology used in production. Materials and the design vocabulary are derived from production; individual metal elements were produced on location, for example the ornamental porch, the access to the exhibition.

The forum consists of an exhibition area on the ground floor and a reception and lounge area located on the upper floor. A stainless steel sculpture that is made up of several parts and connects the two floors is both eyecatcher and centre. It serves as the emotional starting point of the entire visitor forum. Punched and lasered stain steel parts in different stages of being processed visualise a complete manufacturing process. They are suspended from the ceiling and develop in steps from a flat triangle to a three-dimensional icosahedron.

This 'metamorphosis' is surrounded by five areas, each dedicated to a particular theme: the prologue wall shows the changed requirements for industrial manufacturing in the past 150 years. The outlook for the future is portrayed by a film, which is impressively presented on a large multi-screen 7.5 square metres in size. A media table interactively illustrates what is already possible today, namely how the stages in the process – from quoting a price to dispatch of the goods – are simplified as a result of being intelligently networked. How the customer can apply this TruConnect system to his own manufacturing facility is shown in a simulator presentation. The latter is also presented on a large screen that serves to characterise the surrounding space and determine the overall impression that is made. Finally, selected exhibits illustrate how the whole manufacturing process is already being simplified today: sensor technology is used to transfer information, while real-time mobile control via smart phones is possible.

Attached to the exhibition is a fully operating 500 square metre machine hall. Here, the laser, punching and bending machines themselves command attention, accompanied by product information conveyed in the form of film and graphics on steles and on a monitor wall. Expert personnel provide supplementary explanations.

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The customers also obtain an informative view of the machines from the upper floor of the visitor forum, from the perspective of a factory manager as it were. The wall of the demonstration hall is completely glazed there. A transparent screen overlays the view and shows machine data as well as 3D models of the machines. This visualising highlight of the exhibition makes invisible processes visible in real time and is a central point of attraction in the lounge area. It is used for conversations that go into greater depth.

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