

## iwc museum schaffhausen

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IWC is brand of traditional watch company famous for the high quality and technical precision. The Watch Museum focuses on the 140-year history and the presence of the company in the market. Watches are the protagonists and are displayed in fantastically illuminated display cases, completely undisturbed by the environment. Just watches can be found in the display cases, and through its visual harmony the eye focuses very directly on them. Balance is the key word and the aesthetic effect achieved in the IWC Museum, by using the most modern technology.

Client:  
IWC Schaffhausen  
Architectur:  
Smolenicky & Partner, Zürich  
Opening:  
Juni 2007  
Award:  
Award 2008 for marketing+architektur, acknowledgment  
Scope of Work :  
General light planning  
Project focus :  
Vitrinen- und Ausstellungsbeleuchtung



1



4



5



2



3



6

- 1 Eastwing
- 2 Westwing
- 3 Entry
- 4 Westwing
- 5 Entry / waiting area
- 6 Eastwing