



Colasse and Thierry Danguy
10 years of close collaboration





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On The Worksite, a Brussels-based renovation and interior decoration company, wanted to use the services of a partner with expertise in innovative lighting solutions.

Specialising in the installation of Barrisol™ stretched canvases, all On The Worksite projects are unique and tailor-made. A growing number of its B2B customers (particularly in the automotive sector) are adding to their specifications the inclusion of LED lighting strips, in order to achieve a stretched canvas luminaire.

The challenge: to light two MY WAY automotive showrooms

During the summer of 2020, On The Worksite's mission was to light two of the D'leteren Group's MY WAY automotive showrooms, located respectively in Drogenbos and Zaventem. The proper display of the vehicles required the installation of light frames above them. Indeed, the D'leteren Group was keen to create a stunning visual effect linked to the discovery of new cars by their potential buyers, while also being aesthetically pleasant.

On The Worksite was faced with the following specific needs:

- **optimising the vehicle lighting using a perfectly translucent back-lit frame**, while taking care to stay within the premises' limits on height, configuration and light intensity;
- **keeping to the large size of the frames (11 m²)**, while including adequate LED lighting that meets the specifications and stays within the allocated budget.



Colasse's solution combining ingenuity, creativity and aesthetics

Colasse took up the challenge and proposed a global solution. It carried out a light intensity study in order to determine the type and quantity of lighting needed to optimise the light level in each of the two showrooms. The major criteria taken into account were the surface area of the light frame (4.50 m X 2.50 m), the height relative to the cars, the infrastructure of the premises and the volume of the space.

This is the first large-scale project of this type carried out by the Seresian firm in collaboration with On The Worksite.



A majestic result

From now on, the MY WAY showroom in Zaventem has 6 light frames with an area of 11 m² each. As for the Drogenbos showroom, it has 4 light frames of the same size.

- The vehicles are lit from the ceiling, from a single height and at an optimal intensity for their effective display. Thanks to this combination, each 11 m² light frame illuminates 44 m² on the ground.

- The LED lighting has enabled a cost reduction of up to 60%, compared to traditional incandescent lighting, because of its greater energy efficiency. In addition, the lifespan of the LED lighting chosen is 20 to 40 times longer than that of incandescent lamps. These LED advantages were decisive in the implementation of this project, because the lighting represented 40 to 45% of the budget for each frame.

Thierry Danguy, founder of On The Worksite, says: “Colasse is the ideal partner for this type of installation. In addition to supplying the LED lighting, Colasse carried out a careful upstream study to optimally adapt the light frame to the configuration of the premises and to the customer’s project. We are completely satisfied with this collaboration.”

A renewed collaboration

Since the On The Worksite creation, Colasse has provided stretched canvas LED lighting on some fifteen occasions. However, the first collaboration between Colasse and Thierry Danguy was approximately 10 years ago. At the time, Colasse had supplied and installed 500 m2 of LED lighting as part of a Brussels-based project. Since then they have successfully carried out around fifty joint projects.

On The Worksite

- a Brussels company founded in 2017 by Thierry Danguy
- a renovation and interior decoration company specialising in the installation of Barrisol™ stretched canvas
- working throughout Belgium
- 350 professional and private customers
- for more information: <https://www.otworksite.com>



for more information: <https://www.colasse.be>



Innovator in LED lighting solutions

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