

More than 100 ROXX NEO fixtures illuminate Cologne's
Hohenzollern Bridge in support of the CologneRhineRuhr
Olympic and Paralympic bid

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btl next marks the region's vote in favour with a lighting installation in the Olympic colours

Cologne, 27.07.2026: On 19 April 2026, btl next GmbH illuminated Cologne's Hohenzollern Bridge in the Olympic colours using more than 100 ROXX NEO fixtures. The installation marked the conclusion of the local referendums initiated by the municipal councils on the CologneRhineRuhr region's bid to host an edition of the Olympic and Paralympic Games in 2036, 2040 or 2044.

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In addition to illuminating the Hohenzollern Bridge, btl next was commissioned by the State Chancellery of North Rhine-Westphalia to provide technical production services for the central event at the KölnTriangle, where the referendum results were presented. The referendums returned a positive result in 16 of the 17 participating municipalities. The lighting installation echoed this outcome, making the broad support visible across Cologne's cityscape.

Open steel framework poses a particular challenge

However, the largely open steel framework of the Hohenzollern Bridge offered very little

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continuous surface area for the light to reflect off. To bathe the steelwork in rich colour across a wide area, the team therefore required powerful outdoor washlights with beam characteristics suited to the bridge's geometry.

"The decisive factors in our choice of the ROXX NEO were its outdoor capability, its high output despite the limited reflective surface area and the option of wireless DMX control," explains Julian Siewertsen, Head of Lighting at btl next.



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The ROXX NEO features 24 RGBL LEDs rated at 40 watts each and a native 8° TIR optic.

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Magnetically attached filters allow different beam angles to be achieved quickly and easily. Given the bridge's construction, btl next primarily used 40° filters to spread the light broadly across the available steel surfaces.

The fixtures' IP65 rating was also essential for the outdoor production. "Fortunately, it did not rain. Even so, the fixtures had to be weatherproof to ensure that a sudden change in conditions would not jeopardise the production," says Siewertsen.

Hohenzollern Bridge remains open during set-up

The entire process – from setup and addressing to programming, operation and dismantling – was completed within a single day. One of the main challenges was providing the power infrastructure required for more than 100 fixtures on the bridge, while carrying out all work without closing the heavily used bridge.

The installation was controlled using a grandMA3 console, with DMX data transmitted wirelessly via LumenRadio. The team used the ROXX.APP to address the fixtures.

Striking colour despite limited reflective surface area

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The btl next team was highly satisfied with the visual result achieved by the NEO washlights. Thanks to their high output, the fixtures showcased the open steel structure of the Hohenzollern Bridge to striking effect.

“We know the NEO and knew what the fixture was capable of. Even so, we were more than satisfied with the result. The conditions were challenging, yet the bridge created an even stronger visual impact than we had expected – a genuine wow moment. When it comes to illuminating large areas at genuinely high intensity, the NEO is an absolute powerhouse. Its handling and configuration options are also extremely well thought out as part of the overall system,”

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Siewertsen concludes.