LPDISPLAY Europe

showroom plan & 3D reconstruction

Primulalaan 44 · 5582 GL Waalre · The Netherlands

- dimensioned 2D plan
- scale-based 3D model
- display schedule S1–S4
- site history and context

Status: concept reconstruction. Geometry from a floor plan; equipment positions inferred from video.



Basis of reconstruction

CONFIRMED

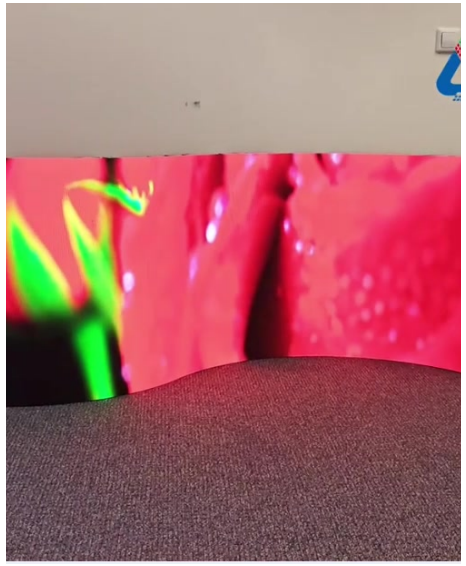
- Address: Primulalaan 44, 5582 GL Waalre.
- The building dates from 1975 and forms part of Businesscentrum Voldijn.
- The brokerage drawing shows a principal footprint of approximately 15.06 × 8.76 m, divided into strips of 5.39 / 4.20 / 5.47 m.
- Video and older listing photography agree on the continuous windows, convectors, carpet, suspended ceiling and columns.

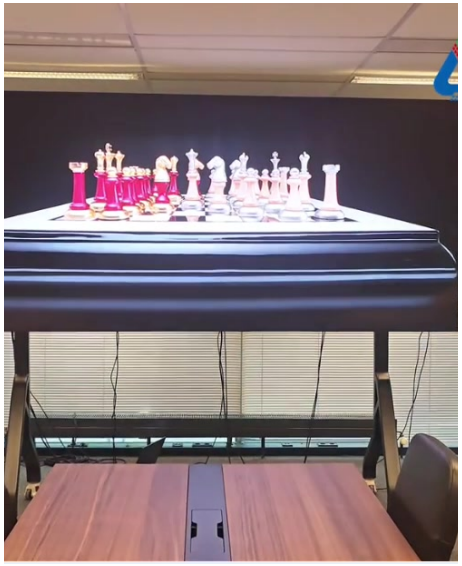
INFERRED

- Exact display locations are triangulated from visual landmarks in the tour video.
- A 2.72 m ceiling is assumed for the model; no measured height was available.
- Display dimensions are estimated from window bays, furniture and panel modules — not fabrication dimensions.



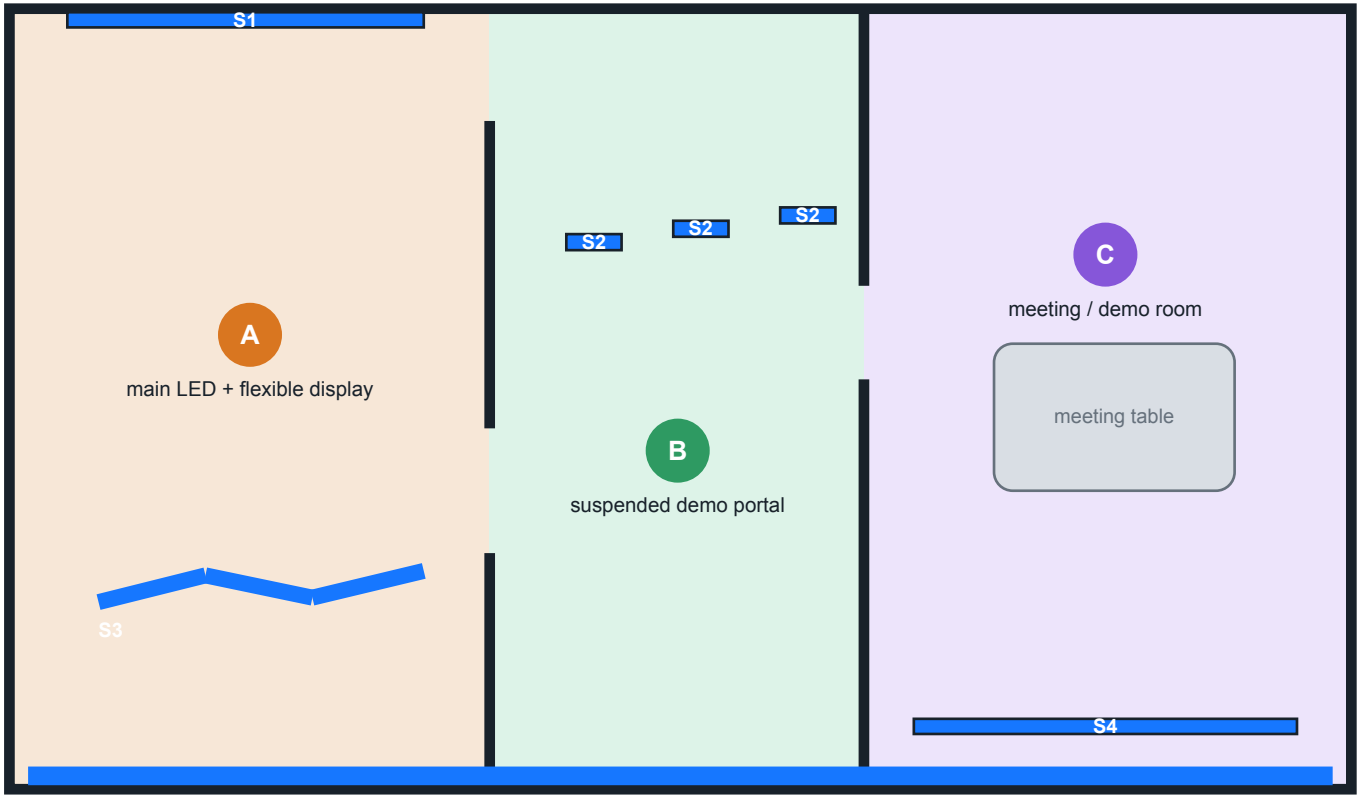






2D plan and display locations

MODEL SCALE: 1 UNIT = 1 METRE



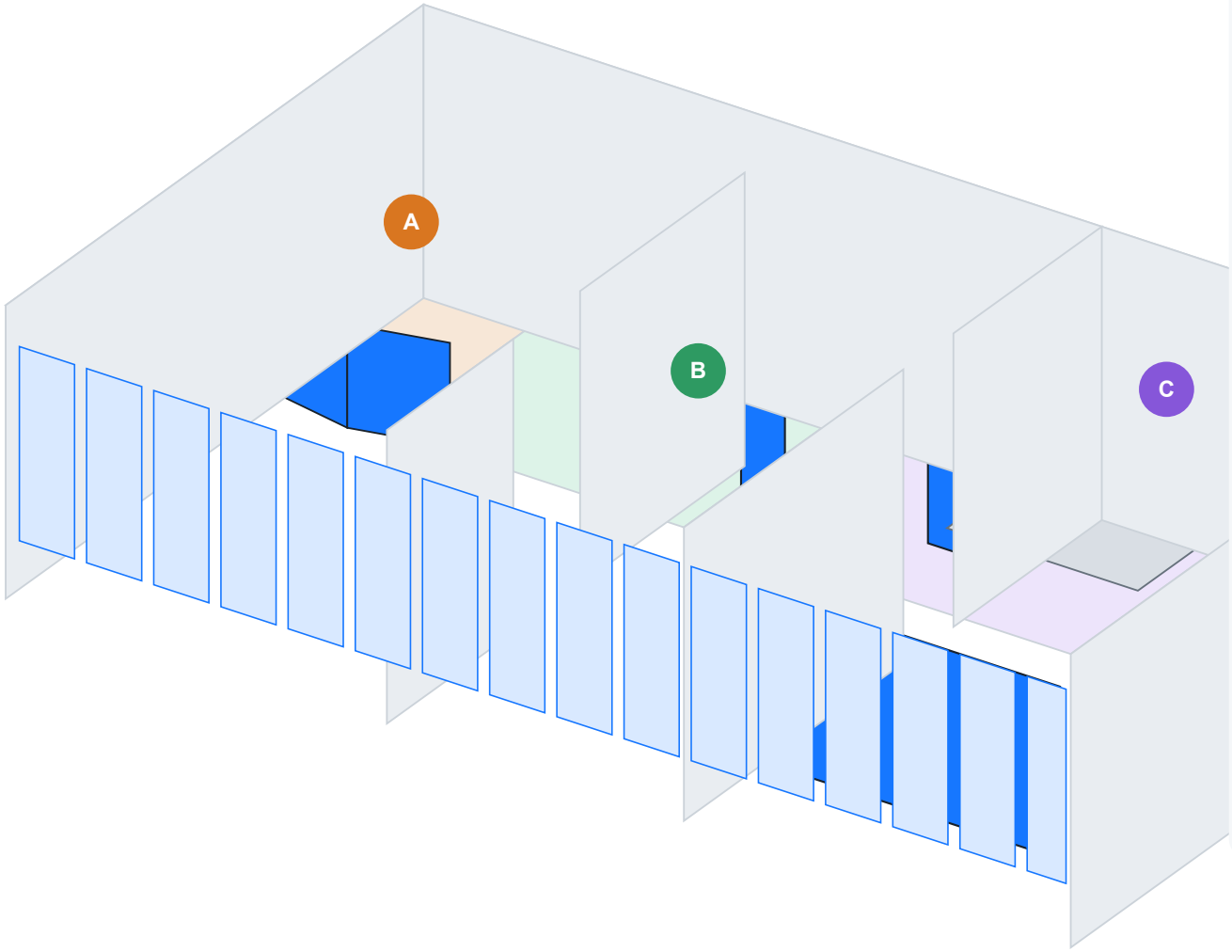
Legend

- **S1** wall-mounted LED
- **S2** suspended LEDs
- **S3** flexible floor LED
- **S4** meeting-room LED

Solid walls follow the brokerage plan.
Blue elements are displays identified in the video.
Openings and all equipment locations require a final site measurement.

3D spatial reconstruction

CUTAWAY AXONOMETRIC



Spatial logic

- Zone A — primary wall display and flexible-panel demonstration area.
- Zone B — open portal frame with three suspended portrait modules.
- Zone C — meeting and demonstration room facing the glazed façade.
- The front wall is removed in this diagram to reveal the interior.

The interactive microsite adds orbit, zoom, pan, view presets and screen selection.

Display schedule

ID	Type	Estimated size	Installation	Zone	Confidence
S1	fine-pitch LED	≈ 4.0 × 1.7 m	wall-mounted	A	medium
S2	portrait LEDs	3 modules	portal suspension	B	high
S3	flexible / folding LED	≈ 3.8–4.0 × 1.0 m	floor-standing	A	medium
S4	large-format LED	≈ 4.3 × 1.6 m	two stands	C	high

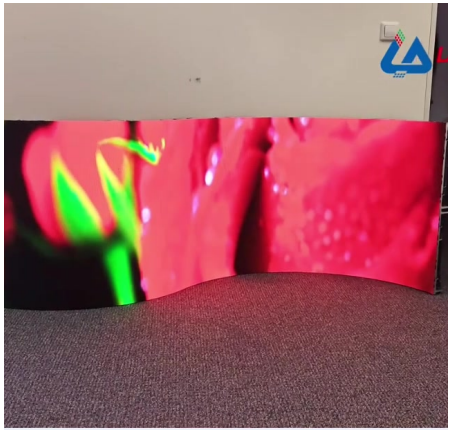
Video reference frames



S1 — wall display



S2 — suspended portal



S3 — flexible display



S4 — meeting area

Historical context

Before 1950s — Agrarian edge of Aalst: fields, smallholdings and the traditional Brabant rural landscape.

1960s — Voldijn developed into a modern residential district; schools and the 1969 sports hall followed.

c. 1971 — A mixed employment area, Bedrijventerrein Voldijn, took shape beside the neighbourhood.

1975 — The Primulalaan 44/46 and Salvialaan 7 complex was built in a functional office and light-industrial idiom.

1990–2019 — Various businesses were registered here, including wholesaler Sortel B.V. and later construction/project firms.

Today — The address operates as the LPDISPLAY European showroom / Netherlands support centre and is associated with Daisys Visual B.V.

Assessment

No evidence was found that the exact building is a protected monument or the scene of a nationally significant event. Its interest lies in the post-war shift of Voldijn from agrarian edge to a residential and business district.

Sources and limits of use

Required site checks

- Laser survey of walls, openings and clear height above/below the suspended ceiling.
- Exact LED cabinet dimensions, S2 portal, S4 stands and the bending radius of S3.
- Power, signal distribution, ventilation and structural capacity of overhead suspension points.
- Fire routes and egress: the brokerage drawing may pre-date later interior alterations.

Primary references

• LPDISPLAY European Showroom Tour — LinkedIn video post, supplied recording.

• Primulalaan 44 brokerage brochure and floor plan — Hoogland Makelaars.

• BAG-derived address/building data — AlleCijfers.

• Businesscentrum Voldijn property listing — Funda in Business.

• Neighbourhood history — Weekblad De Schakel, “Waalres Erfgoed: Winkelcentrum De Voldijn”.

• Municipal planning material — bestemmingsplan BP00193.

• LPDISPLAY Netherlands Support Center — official contact page.

• Historical company record for Sortel B.V. — Bedrijvenarchief.

Intended use

Suitable for concept design, presentation and preliminary zoning. It is not a measured survey, architectural construction set, suspension calculation or electrical design.