

Design by  
**STUDIO F·A·PORSCHE**

**HELLA**

# **VENTUR ONE & SUN & SKY**

The modular slat roof





## OUTDOOR LIVING IN STYLE

These days, fine living is increasingly about enjoying outdoor spaces around the home and the added quality of life they can deliver. A balcony, terrace or garden fitted out to a high standard could well make all the difference to potential tenants or buyers considering a property.

Europeans now attach much greater significance to gardens, which have become a new and sustainable luxury. A private green oasis extends personal living space and makes outdoor living an attractive option for a larger part of the year.

High-quality design and durable materials are becoming just as indispensable in outdoor living areas as they are in architecture and interior design. HELLA's extensive range of products for terraces and gardens includes numerous solutions to meet virtually every need.

Design by **STUDIO F·A·PORSCHE**

# FUNCTIONAL ELEGANCE

## Common values, uncommon results

The collaboration between Studio F. A. Porsche and HELLA is founded on a shared philosophy: reliability, elegant design aesthetics and an uncompromising attitude to quality. The result is a visually impressive premium product that just works – beautifully. The pergola represents the culmination of a partnership fashioned around trust, precision and a shared appreciation of timeless high-end design.

## Strong by design

The key feature of the VENTUR pergola design is maximum stability. The robust aluminium profiles of the columns convey a sense of both physical strength and emotional resilience – and do so in harmony with the simplified, elegant lines of the product as a whole. The slat roof combines solidity and dynamism. Its meticulously coordinated rotating slats combine functional flexibility with the clear design language of Studio F. A. Porsche. The result is a seamless fusion of form and function. Soft lines afford the pergola an air of lightness and refinement, giving rise to a structure that appears elegant yet firmly grounded. Every design element conceals space to accommodate the technical functions.



Ferdinand Alexander Porsche, grandson of the founder of Porsche, established the design studio with a philosophy of combining reliability, timeless aesthetics and uncompromising quality.



Originally established in Stuttgart in 1972, the design studio was relocated by Ferdinand Alexander Porsche to Zell am See in Austria two years later.

### Timeless aesthetics

The design fits seamlessly into a wide range of architectural contexts, from modern new builds to the most traditional of residences. The concept is based on clear design language and disciplined simplicity. The slim, minimalist profiles are calm and unobtrusive, and harmonise with the surrounding architecture. Smooth transitions and gently rounded internal edges indicative of the blending of indoor and outdoor space enhance the structure's visual and haptic quality. Combined with high-end materials, these features give voice to a timeless design language characterised by lived values and innate reliability.

### Invisible precision

The technical systems enclosed within the unit are likewise highly refined. The compelling design renders the technology all but invisible, with the absence of visible screws and mitres creating a truly seamless look. The light strip, a continuous visual element discreetly integrated into the frame, forms a central element. It produces a soft, indirect light that makes a subtle contribution to the atmosphere without being at all intrusive. A second light in the rain gutter that extends around the edge reinforces this effect. It highlights the elegant silhouette in the dark and creates the impression of being almost weightless. The high-quality lighting components can also be used as a direct light source.

### Modular design scales with ease

The pergola is based on a fully modular concept and scales with ease. The design enables various configurations to be used without impairing structural stability or visual clarity. Particular attention has been paid to the points of connection, which serve not just as functional transitions, but also as intentional design focal points. This ensures the aesthetic concept of the original design from Studio F. A. Porsche persists even with larger installations.

The premium design agency's relationship with Zell am See remains strong to this day, as it is home to the company's headquarters.



Ferdinand Alexander Porsche always strove for the exceptional – and achieved it: he was the one who gave the iconic Porsche 911 its unmistakable look.



# BIOCLIMATIC SLAT ROOF

The name of this design comes from the Venturi effect, a principle of physics from the field of fluid dynamics stating that when moving air passes through a constricted space, its velocity increases and its pressure decreases such that a natural suction effect is created.

The slat roof makes considered use of this very principle. The natural air flow is accelerated between the slats, causing warm air to be drawn out and fresh air to be drawn in. The result, is a pleasant cooling breeze and an agreeable microclimate under the terrace roof even on hot days.

VENTUR is the bioclimatic flat slat roof with adjustable aluminium slats from

HELLA. When closed, the slats provide optimal protection from rain. Opening the roof allows a cooling breeze to flow.

Optional features including sliding glass elements, textile screens as side enclosures and LED strips for attractive mood lighting open up additional opportunities for use at any time of the day or night, in any weather and at just about any time of year. The roof variants offer further advantages, depending on the model. All three variants – the VENTUR ONE standard model, the VENTUR SUN unit with photovoltaic slats and the retractable VENTUR SKY version – constitute an attractive upgrade for any garden or terrace.





Optional integrated frameless vertical textile and closable sliding glass elements, also suitable for retrofitting

RGBW LED or warm white standard LED lighting

Patented 135-degree rotation system

Optional integrated frameless vertical textile awnings

Structurally integrated rain gutter and mechanical and electrical compartments

# THE BENEFITS

- Very high maximum wind and snow loads
- Sophisticated, timeless design by Studio F. A. Porsche
- Smart home integration with the HELLA ONYX control system, including automatic frost and snow detection
- Quick and easy installation with silicone-free seals, concealed screws and clip-mounted facings
- Modular construction for maximum flexibility: multiple units can be combined into a single large installation
- Wide range of design options to suit different settings: can be installed free-standing or flush with a wall or integrated into building structure without columns

# WEATHERPROOF BISTRO

For increased revenue from outdoor spaces



# ROOFTOP ELEGANCE

Above it all,  
come rain or shine



# TERRACE BUSINESS

Year-round service for year-round enjoyment



# FEASTING UNDER THE STARS

Ultimate BBQ setup – with nothing to fear from the weather



# CELEBRATE WITH CONFIDENCE

Party bookings whatever the weather



# VENTUR ONE

The VENTUR ONE combines refined design with intelligent technology to bring new levels of comfort and functionality to the world of modular slat roofs.

Developed in conjunction with Studio F. A. Porsche, the VENTUR ONE embodies definitive, timeless design principles and adds an effortlessly complementary element to a wide range of settings. From private terraces to hotels and hospitality venues, the VENTUR ONE extends living and working space and creates outdoor areas that can be used in all kinds of appealing ways.

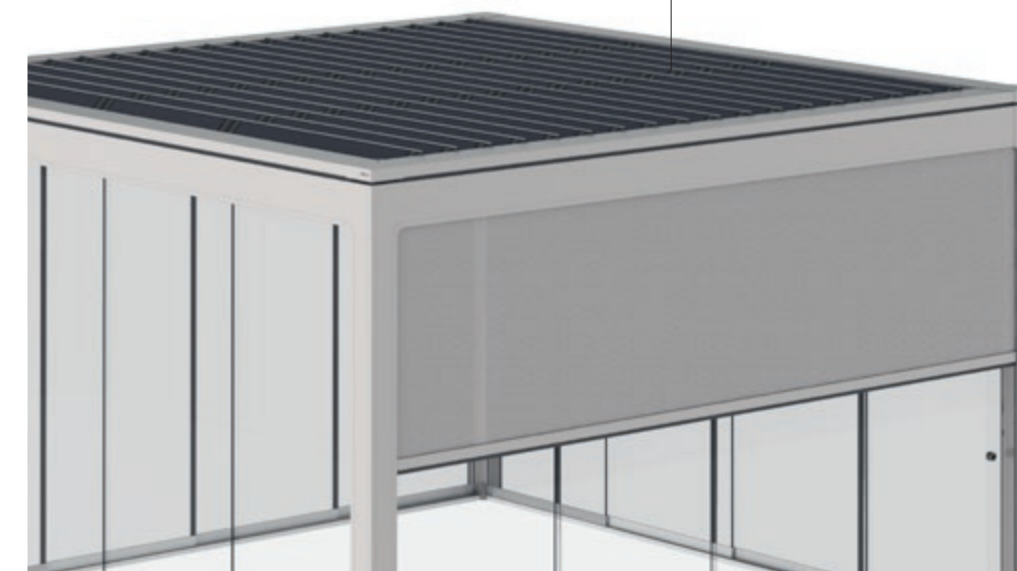
- Max. dimensions: 6200 x 4500 x 3000 millimetres
- Rotating slats: 0-135 degrees
- Opening speed: 15 seconds
- Max. wind speed: 137 km/h, max. weight of snow: 500 kg/m<sup>2</sup>
- Can be configured to individual requirements and expanded in a modular way (e.g. colors, side solutions, glass)
- Silicone-free, maintenance-friendly construction
- Slats installed without screws



# VENTUR SUN

The VENTUR SUN combines refined design with intelligent energy harvesting to form a stylish terrace power plant: with photovoltaic cells integrated into the slats, it represents the perfect union of functionality, comfort and sustainability. Just like the VENTUR ONE, with which it shares its minimalist style and elegant design language, the VENTUR SUN looks perfectly at home in a range of different settings.

- Max. dimensions: 6000 x 4500 x 3000 millimetres
- PV rating per square metre: 155 W
- Rating of a 6 x 4.5 metre installation: up to 3.55 kWp
- Connection: open cable end
- Energy-efficient and sustainable



Available from  
Q4/2026

# VENTUR SKY

The VENTUR SKY combines design and technology to open up new possibilities for flexible outdoor spaces. Its retractable roof enables it to adapt optimally to changes in natural lighting, to the weather and to different uses. Comfort and functionality are the priority. While the ONE and SUN models always provide a certain amount of shade for the façade of the main building, the SKY model allows most daylight to reach the building when the roof is retracted.

Available  
from 2027



# COLOR EQUALS EMOTION

The color, optics and haptics of the VENTUR models are integral to the design, never an afterthought. The development process included the definition of special color schemes alongside the clean and elegant design language.

CMF specifications define product colors, materials and finishes. Altogether there are six different ideal combinations available to suit current aesthetic preferences and styles to simplify selection and variant configuration.

Curated by the design team at Studio F. A. Porsche, the various color schemes have a direct influence on the emotional and visual impact of the product. The six different schemes have been inspired by current trends and timeless classics from the international architecture and design worlds. The entire HELLA color and fabric palette is also available for special requirements.



	Color scheme	Side cover	Frame	Top boards and coverings	Slats
1	Titanium	SA 5959	9007 MF	9005 MF	9016 MF
2	Charcoal	SA 6060	9005 MF	9005 MF	9016 MF
3	Pale white	SA 1111	9016 MF	9007 MF	9016 MF
4	Chestnut brown	SA 6060	DM 1000 MF	9005 MF	9016 MF
5	Graphite	SA 0109	7024 MF	9005 MF	9016 MF
6	Natural beige	SA 3006	C0 PB	9005 MF	9016 MF

# ONE FOR ALL

The modular nature of the HELLA slat roof ensures maximum flexibility in product configuration for a wide range of possible uses while maintaining a consistent visual effect. Multiple units can be combined in large installations with the smallest possible number of columns, for example, even over very large areas. This modularity means easy retrofitting too, and enables textile components and glass elements to be used together as required. Certain components are common to all models, ensuring they will remain straightforward to install and repair well into the future.

The sliding glass elements are fully integrated and where building constraints allow, will extend flush with the ground with no barriers to movement. The number of elements and their alignment can be varied. VENTUR GLASS turns the slat roof into an enclosed outdoor space that can be used almost all year round. It can remain closed in winds of up to 123 km/h.



The fabric for the textile side enclosures is selected from the HELLA vertical awnings range. The VENTUR SIDE elements enhance the look of the unit as well as affording more privacy and protecting against glare and wind.



THE FABRIC  
FINDER CAN BE  
FOUND HERE

# STRENGTH WITHOUT COMPLEXITY

The VENTUR pergola is built for maximum stability, with TÜV-tested structural integrity. The components are manufactured from robust aluminium profiles shaped to enhance the simplified, elegant lines of the product. Its wind stability and snow load figures render it one of the absolute strongest in its class, making it suitable

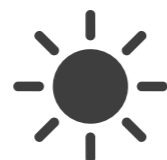
for use – including with the sliding glass elements closed – on windy coasts and in high alpine areas with significant snow and ice accumulation. The robustness of the product means longer operating seasons too, whatever the weather.



Max. wind speed 137 km/h  
(123 km/h with sliding glass  
elements closed)



Max. weight of snow be-  
tween 125 and 500 kg/m<sup>2</sup>  
depending on installation size



PV rating of  
SUN model 3.55 kWp  
from 6 x 4.5 metre area





# THE WORLD OF HELLA





The HELLA headquarters and plant Abfaltersbach, East Tyrol

**Alois Kraller**  
Founder of HELLA

## PREMIUM QUALITY FOR GENERATIONS

HELLA was founded in 1959 in Abfaltersbach, Austria. Since then, the company has been in the hands of the Kraller family and from a small family business in the East Tyrolean mountains it has become one of the leading companies in sun and weather protection technology. As one of the few full service providers in the market, HELLA attaches great importance to producing everything in-house. Technology, production, consulting and also installation if required – premium quality is the benchmark here. All products are manufactured individually to measure, and the in-built components are designed for robustness and long service life.

### **A look at the whole room**

Venetian blinds, roller shutters, awnings or pergolas – sun protection systems from HELLA are more than just smart shade providers. The intelligent systems play with light and shade and create individual spatial experiences. With the products made by this premium provider from Austria, you can control your personalised daylight profile in all internal and external spaces. HELLA shading systems can also help to reduce energy consumption when combined with weather sensor technology.

**Terrace & Garden**



**Window & Façade**



**Build & Renovate**



**Control devices**



# EVERYTHING FROM A SINGLE SOURCE

A full-service provider, HELLA's innovative prowess enables it to offer a broad portfolio of made-to-measure sun protection solutions. Premium quality is the benchmark here. Be it refitting, refurbishment or new construction – HELLA has the right solution for every building project!



**HELLA**

**Brochure | VENTUR ONE & SUN & SKY**

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