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10 of the best

The tipping point for LED lighting on the high street is rapidly being reached, but there are still plenty of innovative schemes using traditional sources such as CHM. Mark Faithfull rounds 10 of the most significant recent lighting installations

After some time watching from the sidelines, trial projects with an LED-only approach are being assessed by retailers who have determined that now is finally the time to give the technology its head. Developer and retail property owner/manager Land Securities took the lead role in an LED-only pilot scheme at its One New Change shopping centre in the City of London after determining that it was a viable way of reducing energy load. Book specialist Foyles is the tenant and the project is being examined both for its performance and its aesthetic appeal.

Meanwhile retailers such as Body Shop, Comet, Tesco, Morrisons, Spar and specialist independents have taken the plunge, making LEDs the main stay of their lighting solutions in-store. Much of the readiness to experiment with LEDs has been borne from new product launches, many of which were evident at EuroShop, Dusseldorf earlier this year.

For example, the launch of GE Lighting's latest Infusion LED modules, which was timed for EuroShop, is suitable for spotlighting, down lighting and track/accent lighting. The modules are replaceable with a simple twist fit.

'One Infusion luminaire will accept a complete range of LED modules,' explains Andy Davies,



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CASE STUDY

Hamleys: Light, colour and efficiency optimised

Toy retailer Hamleys has opted to illuminate part of its flagship store on Regent Street with ConstantColor CMH Ultra lamps from GE Lighting. Hamleys' flagship store spans seven floors and GE Lighting's lamps were selected to provide general task lighting for the huge collection of soft toys on the store's ground floor.

'When selecting lighting for Hamleys, we wanted a light source that offered superior illumination, conveying the quality of our goods and also a richness of colour, which is so important in an environment designed with children in mind,' reflects Hamleys operations manager Keane Herman. 'The ConstantColor CMH Ultra lamps from GE Lighting provided us with quality of light, colour and efficiency all optimised.'

GE Lighting's ConstantColor CMH Ultra lamps are exceptionally powerful, offering improved lumen maintenance versus standard CMH lamps and are four times more efficient than the traditional halogen option. In addition, the ConstantColor CMH Ultra lamps last 25 per cent longer than comparable products on the market, significantly extending maintenance cycles to achieve long term cost savings.

Herman adds: 'In addition to specifying a light source that highlights the quality of our products, we are continually looking for innovative ways for our store to become more environmentally aware. The superior eco credentials that the GE Lighting ConstantColor CMH Ultra lamps offer are a positive step in this direction.'

product general manager, LED Solutions, GE Lighting EMEA. 'This overcomes the inflexibility of integrated luminaires, giving merchandisers the ability to vary colour temperatures, beam angles and light packages by simply swapping modules.'

The twist fit mates the module with the housing and provides all necessary thermal, electrical and mechanical connectivity. When embodied in an efficient luminaire design – Infusion LED modules can be even more efficient than many HID solutions and they can also be dimmed as well as instantly lit and restrieked.

EuroShop 2011 saw the introduction of a full range of Infusion LED modules, with retail displays demonstrating modules with 1100, 1500, 2000 and 3000 lumens, in colour temperatures 2700K, 3000K and 4000K.

Much of the imperative comes from a wider push for more sustainable business operations, with Marks & Spencer for example recently announcing that it would shift a proportion of its distribution from road to rail as part of its Plan A sustainability programme. M&S, Sainsbury's and Tesco are among those leading this all-encompassing approach, with former Tesco CEO Sir Terry Leahy opining at the recent Retail London conference:)))



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))) 'Sustainability is at the heart of any future growth for retailers. A retail operation simply must have a proper CSR strategy.'

CMH still popular

Guernsey-based, independent retailer Land of Green Ginger now owns a chain of three stores on the island. Its latest store roll-out needed the brand to distinguish itself on the high street as selling quality and designer clothing for men and women, together with selected items of bespoke furniture.

Land of Green Ginger inherited an antiquated lighting scheme where a tiled suspended ceiling hosted old fluorescent modular fittings and, in addition, some wall washers directed light to the wrong places. The lighting scheme was detrimental to the ambience of the store.

The client's requirements were to design and implement a lighting scheme using new technologies that would transform the look and feel of Land of Green Ginger as contemporary and stylish.

Microlights developed a scheme comprising five types of fitting that would increase footfall and help maximise sales per square metre. All existing modular lighting was removed and replaced with Microlights' 35W CMH-TC Gimbal downlighter fittings with adjustable dual heads to enable light to be directed to specific lines. A crucial requirement was to highlight bespoke pieces of furniture which were not only on sale but working as key elements of merchandise display.)))

))) Micropan fittings with wide beam reflectors were chosen as a highly cost effective solution and were positioned down the centre of the store to lead the eye into the whole shop and lend ambience.

Pharos downlighters were installed to light the staircase leading the first floor, while 35W Supermini Easi fittings were selected as the solution to highlight mannequins in window displays. The entrance porch was fitted with IP rated downlighters to entice late

evening browsers and to lend the impression that the store was always open. The retailer's own decorative chandeliers were integrated into the scheme to add further touches of drama.

Values

Jewellery designer Harriet Kelsall's website had always outshone her Cambridge store's performance in communicating her product offer and she had to differentiate the HK bespoke offer from other high street retailers.

Callum Lumsden headed up the team – just before starting a new design company – that created the new concept for the store in a way that reflected all of the values of the HK brand: craft, quality, creativity and bespoke.

Lighting was the major consideration for this store as it performs a major role in influencing the psychology of shopping and is a fundamental consideration for jewellery retail in particular, with LEDs playing a central role.

The approach includes a sculptural display of postcards, conveying customers' stories that inspire the bespoke products of Harriet's studio. 'We adapted two of the Zettel 5 luminaires by Ingo Maurer to provide two major features,' recalls Lumsden. 'For the display cabinets and windows a combination of LED spots and strips by Display Lighting and Enigma Lighting makes the jewellery really sparkle. Ambient light is provided by Enigma's AR111 gimbals and 'Bobby' table lamps from Habitat.'

This created a highly intimate ambience within the store and focuses the attention of the customers on what matters – Harriet's beautiful and unique jewellery. Lighting was supplied by Into Lighting Design.

Boost

Fagerhult has reduced costs for British Heart Foundation shops by installing more efficient and effective light fittings. BHF has more than 560 outlets selling both donated second-hand and new items,



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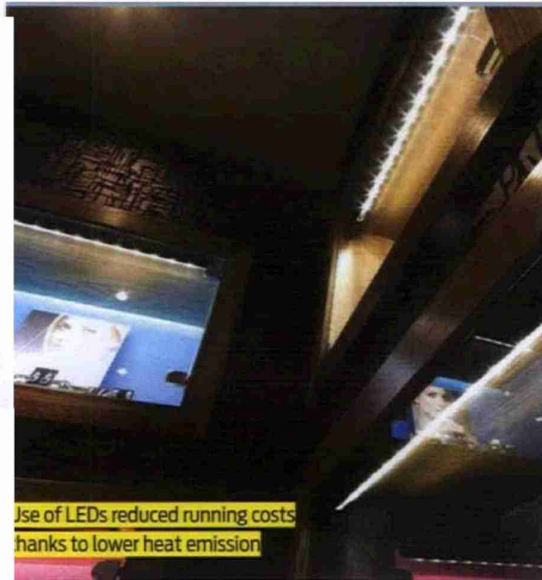
and with 100 furniture and electrical outlets, it is the biggest second-hand furniture and electrical retailer in the UK.

By switching to Fagerhult's Zonesingle recessed adjustable downlights with 70W ceramic metal halide lamps, the light output ratio was boosted from 0.6 to 0.75 and spacings increased from 1.2 metres to 1.8 metres, cutting the number of fittings needed. As well as amore efficient reflector, the new luminaires have a beam angle of 58 degrees rather than 30 degrees.

The replacement fittings have so far been installed in Glasgow, Nottingham and Braintree outlets, with an estimated saving of £300-£400 a store from the reduced number of luminaires alone. "The actual fitting cost is very similar but because we need less of them there's an obvious advantage in going for the Fagerhult fittings," says Neil Batchelor, property development manager of BHF.

Although there were also savings on energy consumption, maintenance cost and installation cost, there was minimal loss in average light level. 'It was important to make sure we weren't losing light levels,' says Batchelor. 'The difference isn't noticeable to the human eye.'

Spotlights from Fagerhult's complementary range, Zonepoint, were also installed, plus the company's Pleiad Power downlights. Around 30 BHF stores a year will be changed over to the new fittings as part of its business development programme which involves opening new outlets and relocating existing ones. 



Use of LEDs reduced running costs thanks to lower heat emission

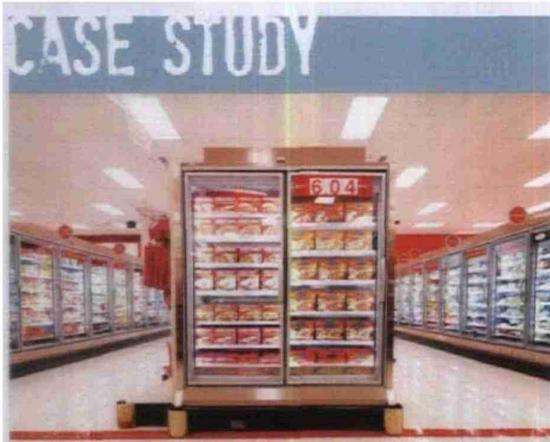
fittings, expected to be in excess of 50,000 hours constant use.

Proprietor and chief goldsmith, Christopher Evans, adds: 'There are two benefits in particular that have come from installing Lumenal's LED lighting. One is the quality of the light emitted by the fittings. They are far brighter than the conventional lights we had previously, and certainly bring our diamonds to life.'

'Second, our main problem with the previous lighting was the amount of heat they emitted, which made the closed shop environment very uncomfortable for staff and customers, and incurred considerable running costs due to air conditioning requirements. As Lumenal's LED lighting emits significantly less heat, these problems no longer exist for us.'



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Target rolls out GE's refrigerated LEDs

US store Target is installing GE's refrigerated display cases in 500 stores nationwide. Putting more energy-efficient lighting in reach-in freezer and cooler door cases will cut energy use by approximately 60 per cent compared with older fluorescent systems.

'Target strives to be a responsible steward of the environment,' says Target vice president Tony Heredia. 'We continue to find ways we can increase energy efficiency and pilot new technologies. Efforts like these, which help reduce one of our largest operating expenses, also curtail our impact on the environment.'

Target converted 150 stores in 2009 and another 350 stores in 2010. The GE LED systems will be used in new and refurbished stores.



CASE STUDY

Christopher Evans Goldsmiths: Sparkle but no heat

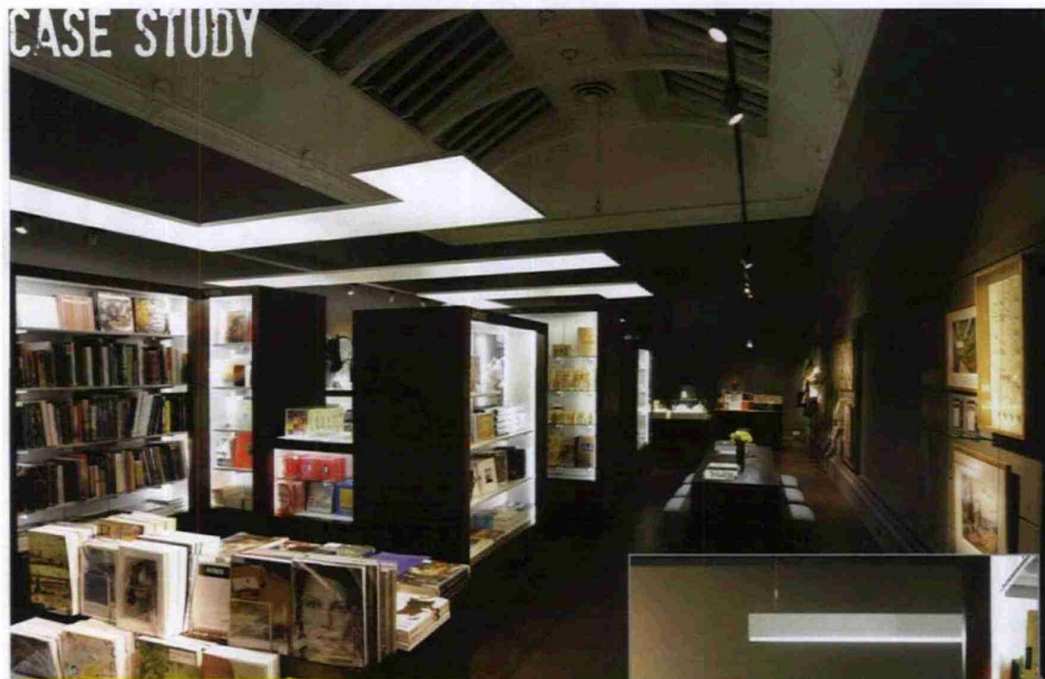
Luminal has fitted out jeweller Christopher Evans Goldsmiths in Poynton, Cheshire, with its premium LED lighting solutions to enhance the shelf appeal of merchandise on display. The company's Sirius strip lights and ceiling recessed Sol lamps were chosen as a more effective, durable and longer lasting alternative to conventional display lighting options.

The flexible nature of LED lighting allowed Luminal's engineers to manipulate the colour of light emitted by the strip lights to ensure optimum illumination of the various metals and gemstones on display within each of the store's wall recessed and counter unit display cases. Warm white light was incorporated to make gold items appear lustrous, as well as neutral white light, which optimises the appearance of silver and diamonds.

The superior diodes used within Luminal's products will maintain the consistency of the specially-designed light colours, as well as brightness, throughout the lifetime of the



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Tate Britain stores: Contemplative atmosphere

Two new shops designed by architect Kit Grover opened last month in Tate Britain featuring baroque-inspired furniture from sixinch and a calm, sophisticated lighting design. The Millbank entrance shop has been designed to feel like an installation in a 19th century gallery and features a communal table for reading and has low level lighting to create a soothing atmosphere.

Grover has been involved in several store designs with the Tate, initially helping to evolve original concepts by Lumsden Design Partnership at the Tate Modern, and he was given the task of making the retail elements of the original Tate Britain museum just as distinctive.

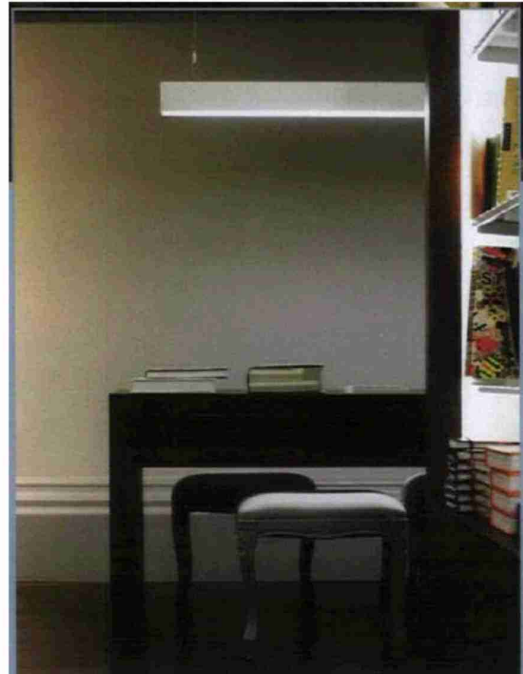
'The Tate Modern had established a very strong sense of what it is,' says Grover, 'but Tate Britain arguably didn't have that. So we wanted to create spaces with real personality.'

The Gallery Shop and Gallery Store were also given different roles, with the former a more restful stopping off point in a journey around the galleries and the latter a buzzy, end of visit experience.

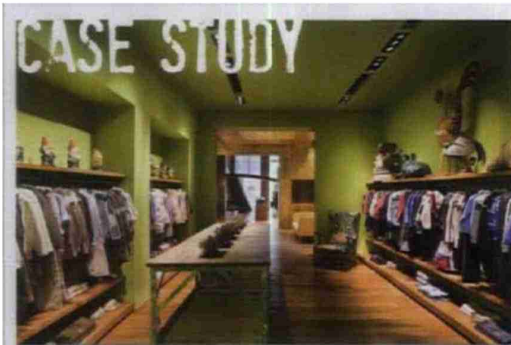
'The Gallery Shop is designed to be more contemplative and particularly features the Tate's book collection,' he says. 'The shop space is set in a beautiful room and we were very aware that our first task was not mess that up! So instead the furniture is free-standing, the space is defined but not separated and the ambient levels are low, with lighting on the top of the cabinets directed upwards on to reflective panels which create a false ceiling. This produces a soft, diffuse light.'

'Above the cash-tills, we fitted Wever and Ducre pendant lights to create some hotspots and above the seating area simple Zumtobel luminaires mounted on ceiling hung track provide unobtrusive task lighting for sitting and relaxing while looking at the merchandise.'

LED lighting illuminates the bookshelves themselves while to add to the relaxed and classic feel of the retail space, specialist sixinch has supplied eight 'Louis' benches from its New Classics collection in a medium grey colour to match the understated shades used in the décor of the room.



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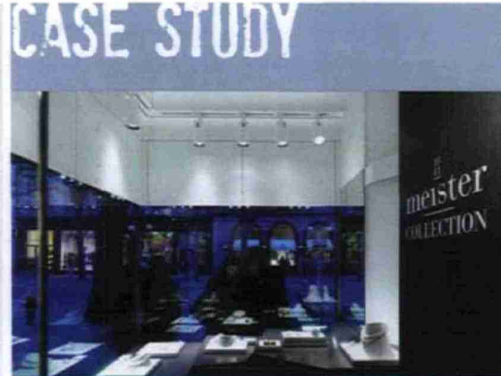
Napapijiri: Emotive solution

Lighting for the the Napapijiri store required a full immersion in the flavours and colours that explain the vocation for travel and discovery, designed by architect De Carlo Gualla.

Beyond the entrance, two huge cubes fixed to the ceiling introduce visitors to the "Napapijiri world" with a series of colour changes and video projections. The entire lighting installation is managed by the Color Equalizer control system from iGuzzini.

Deep Minimal fixtures illuminate the exhibition halls with a mix of men's, women's and children's collections. Ground recessed LedPlus fittings have been installed inside the cabinet to play with colour shades and clothes details.

Tecnica fittings installed on a track on the walkway uprights illuminate the exhibition areas below.

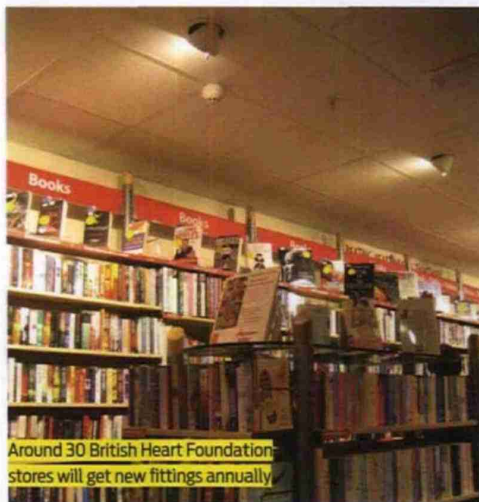


Jewellery: Adding sparkle

In collaboration with Zumtobel, Meister Juwelier's 120 square metre jewellery store in Zurich implemented a balanced lighting solution for the display windows. In the process, more than 60 Arcos spotlights and three-phase LED units from the Supersystem lighting systems have been installed. The hybrid solution provides both accent and general lighting for the flagship of the master jeweller's exclusive brand image.

Adrian Meister, owner of the store, recalls: 'We sought a contemporary lighting solution for our display windows that should properly highlight our exclusive pieces of jewellery, gemstones and watches, and would entice customers into our store.'

The designers and client opted for the Arcos spotlight system, which provides a wide range of optics and accessories. The warm light colour (3000K) of the Arcos spotlight in particular creates an exciting atmosphere in the display windows, supplemented by the Supersystem LED lighting system with a colour temperature of 4000K. The intermediate light colour used makes the exclusive goods sparkle, while thanks to the excellent colour rendition and high lighting quality, the jewellery items are brilliantly set centre stage in true colours.



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At Harriet Kelsall lighting plays an important psychological role