

THE SKINNY (ON) RETAIL LIGHTING DESIGN

CHIP ISRAEL AND ARCHIT JAIN
May 7, 2009

As codes become increasingly strict, retailers are looking for ways to save energy, lower costs and project a responsible image. Altering the lighting scheme can help reduce energy loads and save owners maintenance costs. How can this new 'skinner' version of retail lighting be achieved?

DESIGN CONSIDERATIONS:

attract customers - bright displays, focal points, decorative features

initiate the purchase - way finding, illuminated POS

complete the sale - don't forget the fitting rooms

reinforce the image - high end? edgy? romantic?

energy usage - efficiency is the key

store type - how is the brand seen? boutique? bargain? teen?

client profile - who is buying?



DESIGN PROCESS:

conceptual ideas, images and renderings - pictures tell all

layering - architectural hierarchy and focal points

ceiling layouts - clean it up

integration - hide the source

light levels - light what is for sale

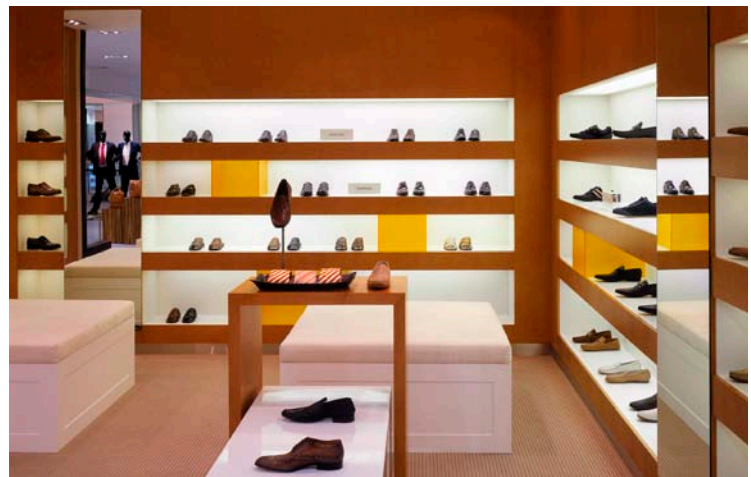
lamps/color rendering - merchandise must look real

codes - quality designs are within reach

FINALIZE DESIGN:

reconcile expectations (value engineer) - simplify

aim - most important aspect of the design - looks are everything



GETTING MORE LIGHT WITH LESS WATTAGE:

- more fixtures (not preferred)
- higher wattage (not preferred)
- use more efficacious lamps (preferred)
- tighter beam (preferred)
- better beam control via lamp/fixture design (preferred)
- filters (as needed)
- dimming (as needed)



ENERGY EFFICIENT LAMPS TO CONSIDER:

- ceramic metal halide (low wattage)
- T5 fluorescent
- halogen infrared
- compact fluorescent
- LED

GETTING A WARM LOOK WITH LESS WATTAGE:

- use high color rendering lamps
- warming filters/reflectors with metal halide lamps
- choose minimum wattage as required
- mix in halogen lamps
- closed decorative fixtures/pendants/lamps with warm CFLs
- architectural lighting with non-obvious lamp sources



CASE STUDIES:

- Harvey Nichols Jakarta
- Cole Haan
- Williams Sonoma Brands