

A place for being

For some, shopping centres are not just for shopping, they are for being, for meeting and perhaps to do some purchases; for others, shopping centres are convenience, park the car close by, walk straight in and execute your errand quickly.

The objective is to make people stay longer and shop more. Shopping centres are not only built to attract the shoppers, they should also attract a large part of the public. Today an increasing number of shopping centres are being built which increases the competition in retail. There is also a increasing competition from e-commerce. Therefore they have to intensify their uniqueness and branding to stand out.

When creating a pleasant environment with unique features the lighting is a very important part that can contribute to the overall impression and increase brand values.

However, to achieve this you need to have the suitable lighting knowledge and the right products. In this Light Guide we will give you important tips on how to illuminate shopping centres and suggestions on what kind of products to use.

Enjoy your reading!



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"The lighting is a very important part that can contribute to the overall impression."

2 INTRODUCTION INTRODUCTION



Comforting atmosphere

The light in a shopping centre should create a comforting atmosphere. This environment needs to support both the needs of costumers as well as support the experience of the architecture; the lighting should not take too much attention away from the shops. Use lighting to enhance shapes and architecture. Gently illuminate vertical surfaces to guide the customer.

Stay true to the concept and do not mix too many expressions in terms of shapes, colours and finishes; let the room speak to you. Carefully choose luminaires and solution

based on wattage, lumen, colour temperature, CRI, colour tolerance and visual experience.

Light when you need it

Plan the areas and its lighting so that they are as environmental friendly as possible. This can be achieved by adding lighting only where it is needed, using energy efficient light sources with LED and intelligent light control system suited for the activities in the area.

Use large illuminated surfaces

Illuminated surfaces are clear to us visually. Use them as elements to help guide the customers around the centre.



Save energy with smart light controls

By using DALI the lighting can be dimmed, switched on and off, it enables lighting schemes, time-controlled changes and to individually adjust different luminaires. If sensors and motion detectors are included in the system you can create responsive lighting or enhance the personal experience of the centre.



Plan the lighting

Try hiding functional light as it often can create glare. Especially the high efficiency light sources have a very intense bright light.



On Demand Design

Take the opportunity to stand out with tailor made retail solutions. We want you to find exactly the right solution for your project. With Fagerhult O.D.D, Fagerhult On Demand Design, we can custom make a luminaire after your project and demands. It could be a special luminaire for the focal points or adopting existing solutions after your needs.



For us it is Crystal Clear

Retailers are getting more environmentally aware, focusing on creating a sustainable environment with efficient luminaires and controls that maximise the energy savings. Shopping centres can be awarded with BREEAM and LEED. Centres have an holistic view in account to heating, materials, ventilation and lighting. In our environmental initiative Crystal Clear we highlight the importance of thinking sustainably when creating future proofed lighting solutions.

4 COMFORTING ATMOSPHERE



Entrance

Attract, impress and welcome! There is no need to change the expression of the building and architecture. Follow the same theme as the shopping centre. If the light clashes with the architecture it can seem distorting.

Make sure that the entrance is clearly marked. This could be done with light as an effect, for example with a luminous surface luminaire. It can also just be enhanced with light, like a well-illuminated sign or coloured light.

Directly aimed light has a dramatic characteristic and will create an impression of contrast. Soft light from big surfaces creates a smooth illumination with gradient shadows.



The powerful entrance at the shopping centre Emporia in Sweden.





Product suggestions for the outdoor entrance

This light should be sufficient to help orientate visitors in to the shopping centre. Use bollards or post luminaires to illuminate the ground and surrounding in a height that suits people.

Outdoor entrance

For the facade remember that light aimed from below can become too dramatic. Try to enhance the structure in a gentle way.

At the parking areas a post luminaire like Vialume is suitiable. Consider the height of the post and the risk of glare. Outdoor lighting needs to create a secure atmosphere, guide the customer and give a first impression.



bollard, recessed, post

and wall mounted.

Azur
A LED bollard that
works great to illuminate walkways and
guide customers into
the centre.



Visual comfort and energy efficiency. Use this LED luminaire in the surrounding, parking areas or walkways.

Indoor entrance

To impress and inspire why not use luminous surfaces, luminaries like Freedom and Tibi will help attract the customers. On top of this use a spotlight to highlight structure, signs or other elements in the entrance. This will create a lighting environment that is welcoming for everyone that walk through the doors.

A thing to consider here is to have a solution that can be easily altered. By changing just the smallest thing in the solution every day the light will appear vibrant and full of life. Control systems can be programmed to achieve this and LED luminaires are beneficial to use for this purpose.



Product suggestions for the indoor entrance







Tibi
This LED pendant is pleasant to look at and can be used to create that homely feeling.



Pleiad
General light can be achieved with LED downlights with glare control. They easily combine with other luminaires.



Zone Evo
Use LED spotlight to highlight signs and maps that helps the customer to guide themselves around the centre.





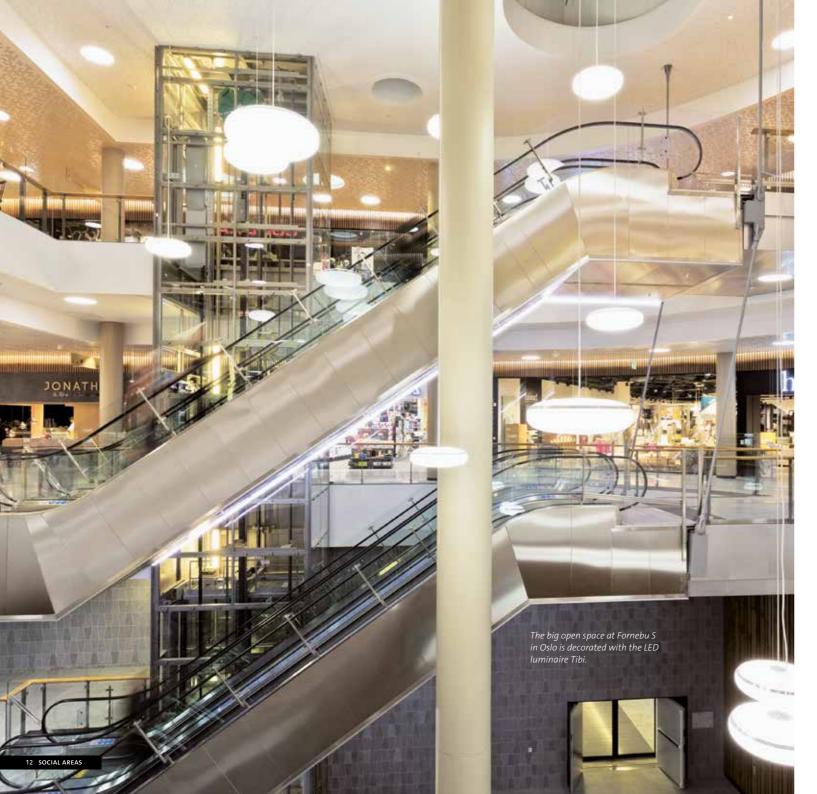
"A relaxing and enjoyable atmosphere."

Social areas

In food courts and general areas where people stay for a longer period of time, it is important to illuminate comfortably. The light should feel natural, but still enhance the surroundings.

The visitors need to get a proper understanding of the surroundings to feel comfortable and enjoy their stay. Vertical surfaces are good to illuminate to create an understanding of the room and its dimensions.





Product suggestions for social areas









Terso

This is a simple yet beautiful LED pendant available in several colours. It is a luminaire that can bring a cosier atmosphere.

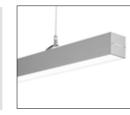
Tibi

This LED pendant is pleasant to look at and can be used to create that homely feeling.

Clarico

If the recessed luminaires with LED are required this is a luminaire to consider. It is available in many expressions that give it an edge unlike generic recessed bright surfaces.







Iceberg

This square shaped bright surface can be used in a big cluster or as a stand-alone. Its shape is clear and fresh.

Notor

Lines help us to understand depth and will give us the visual knowledge while creating stylish light lines.

Freedom

This luminaire helps to guide and can be a nice design element in the social areas, it enables imaginative light formations with its light lines.

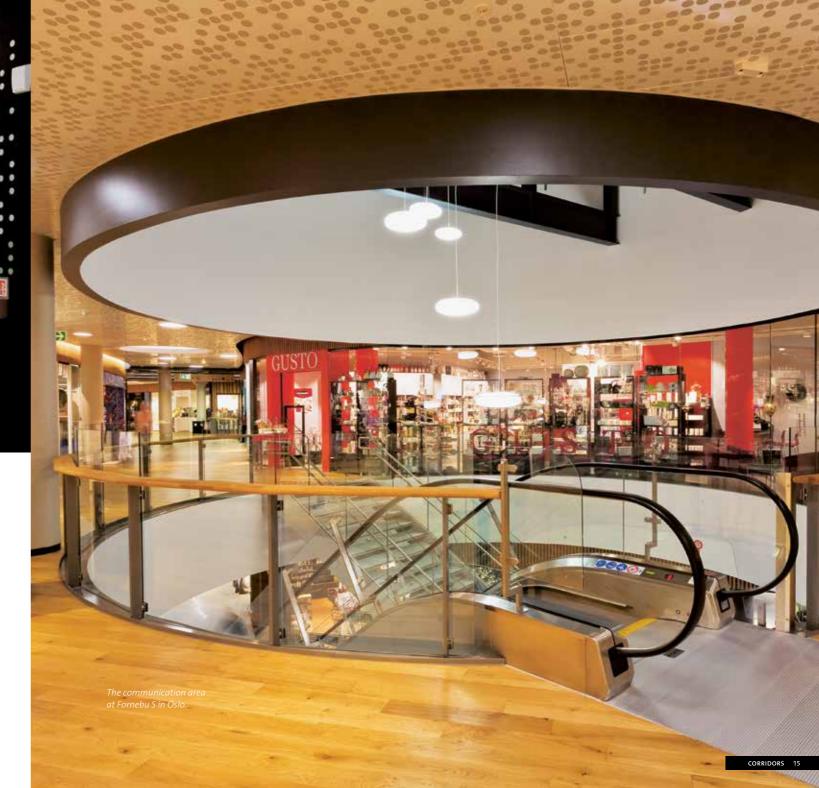




Corridors

This is an area for transport between different areas and the lighting should not compete with the shops. At the same time the communication areas should help customers to see the walkway clearly, to interact with other people and to help them to interpret their surroundings.

To give these areas more life, use a track mounted spotlight. That kind of luminaire will give some contrast to the area and it will appear more pleasant and comfortable.





It doesn't matter if it's talking with friends, sales assistant or random people, the light should be at a good level for illuminating walkways, a level that does not seek the attention from the experience of the display windows. Glare easily emerges in glass at the front of stores. Avoid this by using high cut off angles or luminaires with the light source deep inside the fixture.





Product suggestions for corridors



Pozzo

This LED luminaire is a round recessed piece of "sky" that gives nice patterns of light at the ceiling.



the unwanted glare.

The Pleiad with LED will bring general light. It is easy to combine with any other luminaires. With the glare control you avoid

Pleiad



Notor LED Light lines help us to understand depth and will give us the visual knowledge that we need to understand the length of for example a corridor.



Wallwing A decorative wall fixture with LED that illuminates the important vertical surfaces.

Fornebu S

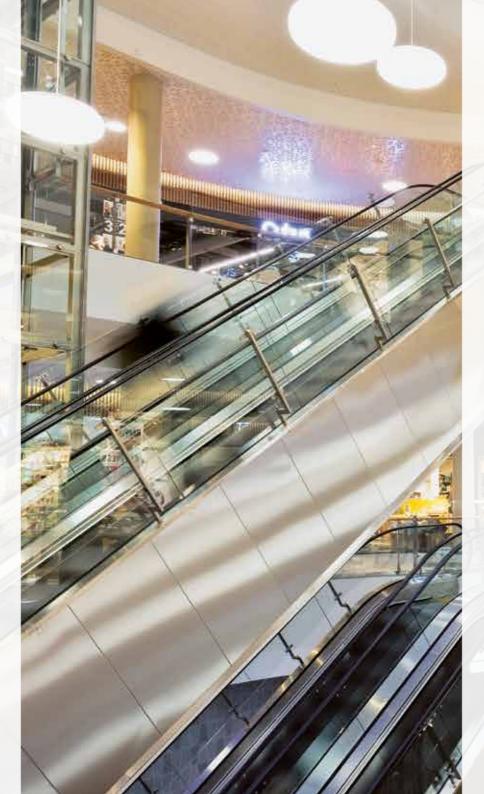
Fornebu S outside of Oslo is the world's first shopping centre with a BREEAM "Outstanding" classification, which is the highest classification on its scale. At the annual BREEAM Awards 2015 Fornebu S also received two awards in the category Retail New Construction and the Your BREEAM award. And in March 2015 the building recieved another honourable price, the building of the year 2014 at the annual Norwegian Building gala.

Full focus was on energy efficient lighting solutions. Fagerhult lowered the light levels in the main passage to 150 lux, where it is common with 400 to 500 lux. This enabled the shops in the centre to lower their light levels, without creating any contrast to the corridors.

The communication areas between the shops are illuminated only with LED, with round recessed Pozzo luminaires and the pendant Tibi is floating in different sizes in the big open spaces.

The general areas are controlled with Helvar 910 DALI Routers, and the lighting at the communication areas are controlled with presence sensors and daylight sensors.

In total Fagerhult delivered lighting to about 16 shops in the centre including the general areas, such as the corridors, outdoor area and parking garage.



Some of the shops at Fornebu S illuminated by Fagerhult

Annen Etage



Vinmonopolet



Dressmann







Emporia

Emporia is the first shopping centre in Sweden that is awarded with a BREEAM "Very Good" classification, and it is located in the south of Sweden. The concept behind Emporia was to be more than a shopping centre. The total experience within the space was a key consideration for the owner Steen och Ström during the planning stage, focusing on art, design and architecture.

Gert Wingårdh, one of Sweden's most internationally celebrated architects, was entrusted with bringing this vision to life. With a background in creating inspirational public buildings, such as the Swedish embassies in Berlin and Washington, his work has been featured in the prestigious Phaidon Atlas publications.

When planning the routes into the building, the Sea and Amber entrances, Gert drew inspiration from the feeling of enclosure he experienced when walking into the Pantheon in Rome when he was younger. Over 800 coloured panes of glass were all bent into unique shapes, similar to the peel of an orange segment, creating an immediate impression on the visiting customers.

Fagerhult delivered lighting to shops at the centre and also to the general areas.







At Fagerhult we feel passionate about retail lighting and can cover the entire spectrum of your lighting project — with high-quality products, education, concept development, on demand design, light planning, aiming and on-going maintenance. In this Light Guide we will give you tips on how to create a sustainable retail environment and give suggestions on what kind of products to use.

Fagerhult is a part of the Fagerhult Group, one of Europe's leading lighting groups, with about 2,400 employees and operations in approximately 20 countries around the world.

FAGERHULT RETAIL AB

MAIN OFFICE Rinnavägen 12 517 33 Bollebygd, Sweden Phone: +46 33-722 15 00 www.fagerhult.com/retail

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