

LIGHT GUIDE

How to illuminate car showrooms

FAGERHULT

Illuminating the brand

Today people have great awareness and knowledge about the different car brands on the market. They identify with the car they drive and the brand's personality.

A car showroom must first and foremost be able to illuminate a car properly but it should also be a reflection of the brand. The feeling of the showroom, the structure, interior and lighting should reflect the statement of the brand.

A car's brand can be focused on functionality offering space and a safe car for the big family. The focus can be on being as energy efficient as possible with reduced carbon footprint, or being exclusive and expensive, offering a true driving experience. Regardless, with lighting we can contribute to the overall impression and increase brand values. When the customers enter a showroom they should recognize and be able to identify the car's brand.

To achieve this you need suitable lighting knowledge and the right products and solutions. In this Light Guide we will give you important tips on how to do it and suggestions on what kind of products to use.

Enjoy your reading!



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"The lighting should reflect the statement of the brand."



Enhancing light

Car showrooms tend to be very large and only use general lighting. This often ends up in a solution that feels monotone and rather unexciting. Our eyes need some contrast in both intensity and type of light to comfortably be able to see and orientate in the surroundings.

Lighting provides the possibility to create atmosphere and enhance focus areas. We like to divide the showroom into a few different parts. This provides the opportunity to differentiate the amount and type of light for each area. It is especially important for big car showrooms that rarely have less than 3-4 meter of ceiling height.

Try to bring the installation height down in some of the areas where there is no need for that vertical open space. It is possible to create a successful lighting solution for a car showroom when you add elements that harmonise the natural light and reflection from the outdoor space. Perhaps use lighting that resembles the natural light so we can see what the car will look like in action on a road.

Metal and finish

The shiny metallic surface on the cars should create a sparkling light effect. The lighting also needs to recreate the diffuse light from the sky to illuminate the finish of the car. A mixture of these two ideas often results in less glare and fewer unwanted reflections.



High ceilings

Luminaires mounted high up means that you will have to use higher wattage and that will lead to a high intensity in the light source, increasing the risk of glare. Be sure to aim and cut of the light so that it does not produce unnecessary glare.



Flexible track systems

For an easy installation use Fagerhult iTrack, an easy to use track system. It will allow you to move the spotlights as you change positions of cars. This also opens the possibility to use a DALI control system that can give energy savings.



On Demand Design

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



For us it is Crystal Clear

Retailers are more environmentally aware, focusing on creating a sustainable solutions and controls that maximise the energy savings. In our environmental initiative Crystal Clear we highlight the importance on thinking sustainable when creating future proofed lighting solutions.







Entrance

The entrance should be pleasant and welcoming. From the outside the showroom needs to look natural and exciting. As an example use bollards for walkways and recessed or integrated light to shape the structure of the building.

As you enter the showroom try to avoid glare as much as you can. If needed use accessories that help to cut of the direct sight of the light source. Honeycomb louver or cap cones are two great accessories to achieve a pleasant non-glaring light, consider also using barn doors for this effect.

To get a good understanding of the set up, use different light in the different areas of the showroom.

The height of the installation in these showrooms can be a challenge. Use luminaires between 1100 and 3000 lumen up to 3500 mm. Above this height use luminaire with a higher light output.

Product suggestions for the entrance



Marathon
Marathon is a stylish LED-spotlight with a cylindrical shape and clean design. It is designed for track systems and available in three different sizes.



Zone Evo
Zone Evo is equipped with the latest in LED technology and is of stylish conical design, giving it a light and flexible apperance.



Tibi
Tibi produces a crisp, radiant light, floating in the space with its distinct form. Its classical super ellipse shape is maximised with advanced LED technology.



Lunova
Lunova is the perfect choice when it comes to omnidirectional post luminaires for close-to-the-building environments.

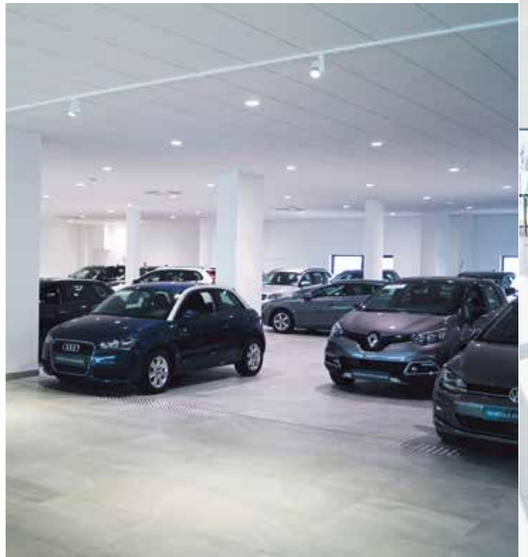


Azur
A LED bollard that works great to illuminate walkways and guide customers into the showroom.



Rondo
The Rondo family can be used for all types of areas in the outdoor entrance, from bollard, ceiling, post or wall mounted.









Sales hall

The sales are can be divided into areas with different purposes, depending of the brand offer; the primary displayed area, where the latest cars and campaigns are displayed and the secondary displayed area, the area where more cars are displayed such as older cars or second hand cars. In the primary displayed area use more spotlights together with general light to create an interesting and dynamic environment. In the secondary displayed area there is not the same need for exclusive luminaires but just as important to use luminaires that give sufficient light.





In general it is important with sufficient lighting but do not only use general light, it can seem flat and give low contrast on the car. On the other hand it can be difficult to just illuminate with spotlights as the displayed items tend to move around and the direct intense light reflects in the cars and can cause glare. But this problem can be solved using spotlight accessories that reduces glare. A mix of spotlights and luminaires with larger bright surfaces are to recommend. With bright surfaces we create a light that is gentler and soothes the shapes of the cars. This can be achieved with continuous row lighting where the reflected light from the luminaire help to define the shape of the cars.

To highlight beamers and logos it is possible to use spotlights. Again take notice of the height and consider what amount of light the luminaire needs to have in order to give enough light.

Product suggestions for the sales hall



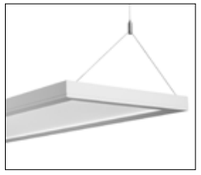
Zone Evo
Zone Evo is equipped with the latest in LED technology and is of stylish conical design, which is light and flexible in appearance.



Zone Evo accessories
Barn doors, honeycomb louvre, baffle ring and cap cone, there are several accessoried for the Zone Evo family that reduce glare.



Marathon
Marathon is a stylish spotlight designed for track systems and is available in three different sizes. It has an cylindrical shape and clean design.



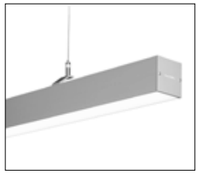
Combilume
Combilume is an inventive family of large surfaced LED luminaires designed so you can develop imaginative light settings.



iTrack
iTrack is a highly flexible, energy efficient track system which combines controls, a full range of luminaires and emergency lighting in one slim, aluminium profile.



Tibi
This LED pendant with the large illuminated surface is pleasant to look at and can be used to create that homely feeling, give atmosphere and general light.



Notor LED
Recessed or pendant illuminated light lines created a stylish ceiling while it also helps us understand depth and will give us the visual knowledge of a car.









Cash desk and office space

Due to the nature of car sales the cash desk tend to look a bit different than normal shops.

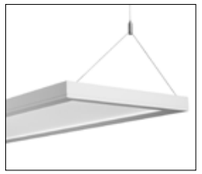
To create a pleasant place where you sign the contract and buy your car, you can imitate the light as if it where in a home or another comfortable environment. Try combining many different types of light experiences. From a high performing downlight to a nice looking pendant. Elaborate with light intensity and notice that a lower general light level with strong contrasts can create a more enjoyable experience.



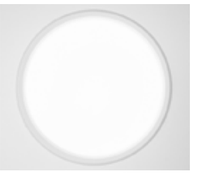
Pleiad
The Pleiad with LED brings general light. It is easy to combine with any other luminaires. With the glare control you avoid the unnecessary glare.



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



Combilume
Combilume is an inventive family of large surfaced LED luminaires designed so you can develop imaginative light settings.



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



Multilume
Multilume is a family of LED luminaires for recessed mounting. Choose from different light experiences and shapes and let your preference determine the impression.

Volvo, Lyon, France

Fagerhult in France have illuminated the Volvo car showroom in Lyon. The big open showroom in two floors is illuminated with a mix of LED spotlights and LED luminaires of bright surfaces that complement the bright area.

When entering the car showroom you get a feeling of a fresh and stylish area with daylight that enters through the big glass windows. The chosen lighting adds to this feeling and the feeling of the brand. To highlight and illuminate the cars in the sales area track mounted Marathon spotlights are used. They are focused on the cars to highlight their shapes in the room. Since they are mounted on track it is easy to change the lighting setting along the displayed cars.

The general lighting is provided by Fagerhult's LED pendant Tibi. Tibi has a distinguished and decorative design that works excellent in the big open atrium. They function as a decorative piece of lighting when walking up the stairs and the large area below it gets plenty of general light even though the high distance to the ceiling.

The final result is a good mix of decorative and functional lighting that contributes to creating a welcoming environment that emphasise the Volvo brand.

Škoda, Finland

The importer of Škoda cars in Finland, Helkama Auto Oy, has started to renew their Škoda-retailers´ showrooms with a new concept. Their aim is to offer all customers a high-end and homogeneous experience of the Škoda-service.

Fagerhult Retail was an active player in the project by consulting the lighting designer. The mission was to create an elegant and energy efficient accent lighting to the showroom in order to highlight the new Škoda car arrivals.

White Zone Evo 4000 K spotlights were chosen for the project. These luminaires are equipped with the latest LED-technology and their stylish conical design makes them flexible and gives a pleasant appearance. Zone Evo has also an effective, segmented MIRO-reflector, which gives an excellent visual performance.

Another task was to illuminate a special "Highlight wall" that function as an eye-catcher in the showroom.

Zone Evo spotlights were chosen to illuminate this wall with two different colour temperatures. Spotlights with 4000 K are illuminating the car in front of the wall and the wall itself is illuminated with special Zone Evo 5000 K spotlights, which Fagerhult developed specially for this project.

When the spotlights were installed, Fagerhult also took care of that every single spotlight was focused on the cars according to plan. 3-phase lighting tracks were also delivered.

As an end result Škoda cars are now seen in a bright, stylish and enhancing light from Fagerhult.

Porsche, Colchester, United Kingdom

The refurbished and extended Porsche showroom in Colchester up-graded to an LED lighting scheme, offering the same feel of well-designed exclusivity but with a reduced energy consumption.

The very essence of the Porsche design concept is to create a high performance car which uses energy efficiently, so the evolution towards LED felt like a natural progression. The bricks and mortar extension of their brand plays an essential part in maintaining the sense of attainable exclusivity, not only by showcasing the product in a high-quality backdrop, but also providing a platform for various events and activities which encourage both existing and prospective owners to engage with Porsche.

Spotlights were supplied in black to fade into the ceiling, producing a crisp yet defined light on the cars. In the crucial meeting rooms, downlights provide a comfortable lit experience, using a unique Anti-Glare Control Ring which harnesses the efficiency of the LED lights source while maintaining the lighting ergonomics.

Munsterhuis sportscars, Hengelo, The Netherlands

Munsterhuis Sportscars is a local car dealership that sells prestigious brands like Ferrari and Maserati. When creating a new corporate identity, Ferrari/Maserati redesigned their showroom and Fagerhult delivered the complete LED lighting solution to the project.

The interior concept was created with a strong contemporary look back to the retro feeling. Therefore luminaires with a colour temperature of 3000 K was chosen. Each car also has its own “light stage” through stretch ceilings with integrated ambient LED that mark the position of each car.

To accentuate the architectural lines, LED stripes are integrated in well thought out positions, which gives an outstanding lighting experience.

Recessed Notor LED illuminates the lounge and office areas. Zone Evo Recessed provides all accent light with specifically selected 3000 K LED modules and reflectors.



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.

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