

LIGHTING

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Essay and watercolours in
the light of experience

NEON STILL ON

Cold cathode remains
a sign of the times

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Art and architecture
integrate in Aarhus



HELENE BINET | ABU DHABI NEW MOSQUE | EILEEN GRAY | BLAVATNIK SCHOOL, OXFORD

BOLON EYEWEAR, SHANGHAI PFARRÉ LIGHTING DESIGN

Gerd Pfarré's lighting scheme for China's largest spectacles manufacturer (and third largest sunglasses brand worldwide) is uncompromising in making the merchandise the hero in Bolon's first flagship store. The lighting is integrated into the display elements developed by interior designer Ippolito Fleitz Group. An invisible LED strip behind the rear edge lights the horizontal display panel. The three visible edges are painted in solid white with a high opacity to emphasise the panel's homogeneous appearance. A custom-made LED spot with oval lens is integrated into the vertical fin providing a strong accent on the individual glasses. The combination of the two gives a precise and punchy effect. 'The product presentation is the focus, and one of its aims is to dominate the overall store image,' says Pfarré.

The reflection of the white floor has been used to illuminate the highly reflective foil ceiling. The designers wanted to prevent any light from the ceiling touching the walls or displays, preserving their impact on the space, free from scallops or shadows.

Product presentation dominates the overall store image







Shuhe Architectural Photography



Shuhe Architectural Photography

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