

H 51997

CHINESE | **ENGLISH** | ENGLISH US | FRENCH | GERMAN | RUSSIAN

No. 39

PROFESSIONAL

**LIGHTING**

DESIGN

Magazine for  
professional lighting d

**LIGHTING DESIGN**  
Retail Spaces

**PHILOSOPHY**  
Light and darkness

**THEORY**  
Trends in retail lighting

Official magazine of:

European Lighting Designers' Association, ELDA+  
International Association of Lighting Designers, IALD







# Back to the 50's and 70's

The Miss Sixty and Energie retail emporium in Palermo/I.

*Roll on retro! This millennium is not the first time the retro look has hit the design world, but never before has it made such an impact in so many different areas of our living and working environment as it does today.*

*In literature, in the media, the fashion world, in consumer goods in general, "retro" is definitely the rage. Architecture, too, speaks the language of past ages. Legendary and time-related elements are combined with*

*modern technology and materials to achieve the desired effect. Lighting can also be retro in appearance. Technical progress and the diverse applications this allows today's designers give rise to ideas that the designers of the 50's and 70's could only dream of.*

*This is particularly evident in shop lighting – and is in line with the current overall design trend – as the following example shows.*

Exciting lighting based on LED technology make the stairs connecting the Energie men's wear department on the ground floor and the Miss Sixty fashion realm on the first floor a special eye-catcher.

On the ground floor, where young men's Energie wear is located, the studio 63 architects wanted to create a public space with the feeling of a private home with human proportions, a familiar atmosphere and a sense of tranquility. They found these characteristics in the design and architecture of the 1950's. The aim was to reconstruct a space that evokes the past, but at the same time is made of up-to-date materials and reflects modern style. The architects believed that this was the only way to create a design that goes beyond a fashionable statement. The shelf units, which resemble shelves designed by Charles Eames, were not only made for merchandise display. The space features clean lines and an organized structure, offering space for some more personal touches. The original vintage vases, ashtrays and lamps that have been placed in the retail spaces serve not only as spots of bright color, but also to jog customers' personal memories. According to the architects the difference between a private space and a public one is marked by our personal memory. Private histories are borne out by personal objects. In this case, second-hand objects.

The world of Miss Sixty on the first floor is a glamorous world made up of fantastic scenery and oozing ginary reality. An organic space with curved walls, sc tured counters, soft and cozy surfaces in bright color all made to create a reality larger than life. The archit aimed to create a dream world inspired by the styles signs and glamorous entertainment world of the 70's. The reference to the 70's was part of the client's brie and led the architects to make profound and thoroug research into the design of times. The organic forms the furniture, the bright colors and the shiny lacquer finish, the heavy velvet drapes and the accent lightir make for a warm, feminine and glamorous atmosphere. An atmosphere that reinforces the Miss Sixty brand young and glamorous women's wear.

The architects were primarily inspired by the grap designs of the 70's, challenging themselves to transf two-dimensional patterns into three-dimensional str tures, taking patterns from wallpapers and textiles ar transforming them into furniture.



The uniform lighting of extensive surfaces is an integral part of the architectural design of the sales space. The interplay of cubic forms, colours and depth makes for a lively, exciting atmosphere, which would be even more effective were it not for the inappropriate pendant luminaires above the counter.



## LIGHTING DESIGN

Miss Sixty in Palermo/I

**Lighting concept**

This project, located in the historical capital of southern Italy, comprises hard materials, vivid colors and aristocratic ambience – a complex and pluralistic image, like the city of Palermo itself. With regard to the lighting concept, the main stairs leading to the first floor form the central element of the store. A unique lighting system was designed for the staircase to invite customers to ascend to the first floor where the Miss Sixty wear is located. The luminaires comprise a series of plexi-glass discs attached to mirrors and equipped with pre-programmed colour-changing LEDs. The round ceiling fixtures were designed by the architects. For the ground floor, where Energie menswear is located, the fixtures that shape the architecture are concealed. Direct lighting is provided by original 50's vintage lighting fixtures, with coned-shaped, 50's-style lighting fixtures designed by the architects positioned above the counters.

Miss Sixty and Energie are two brands that are especially popular with young fashion buyers. Behind these trendy brands is a carefully calculated uniform sales concept that is successfully implemented throughout the world – what better place to present trendy fashion if not in trendy designed shops? We all know that well designed lighting is indispensable when it comes to enhancing the quality of fashion garments and indeed architecture, but it is always a pleasure to see a good example of this fact, as portrayed in the Miss Sixty and Energie boutique in Palermo.

This project demonstrates particularly well how closely architecture, interior architecture and lighting design are intertwined, and how much they affect and complement each other. Light as a purely functional means of illuminating a space, light as a focal point of interest and a guide, light as a decorative element – this is a project that combines all these aspects, finely tuned to produce a diverse, but confident and uniform concept. Individual garments and accessories are displayed in an exciting, even dramatic way. Together with the colour-changing discs in and around the staircase, they attract the customers' attention and make them curious to discover more. The mirrored surfaces in the staircase augment the effect of the optical illusion. One minute you think you are looking at an array of three-dimensional spheres, the next you notice the objects suspended at different lengths above your head have turned slightly to reveal their two-dimensional quality. These playful, but striking elements successfully complement and underline the concept of both the Miss Sixty and the Energie range. Only the teardrop-shaped pendant luminaires suspended above the counter blur the overall effect slightly. They are neither modern nor purely retro. They look as if they have been added as a last-minute solution for a task that demanded something more creative.

The project demonstrates current trends in lighting design. Round, sweeping forms and extensive, uniformly lit surfaces, the latter often realised using diffuse material and LEDs, because LEDs are as a rule used in "packs" and not very effective as loners. What is new is dynamic light and coloured light, which were unknown in architectural projects in the 50's and 70's, and the reduction of lighting fixtures to their formal minimum. It is



The design is applied consistently throughout the shop. Retro furniture and bright, saturated colours provide the backdrop in the changing rooms and in the shelved areas, with the lighting creating reserved emphasis where necessary.





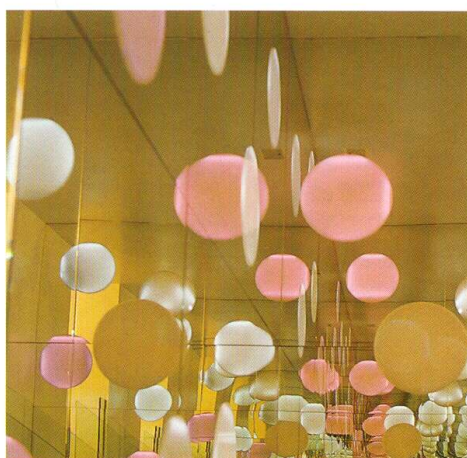
20





not the luminaires that dominate the design of the space, but the shapes that are revealed through the effects generated by the light, which is what lighting design is all about. And for those who are familiar with the styles inherent to the 50's and 70's, they will know that in those days light was also used to define architectural forms and spaces. For years the function of light has lain dormant in architecture. Why were we never able to recognise its qualities?

Text: studio 63, Petra Steiner, Joachim Ritter  
Photos: Yael Pincus, Tel Mond/IL



Light reigns unchallenged in the staircase. The fascinating interplay of changing light and moving shapes draws customers towards the stairs, coaxing them to investigate the upper floor. At first glance, you think you are looking at a mass of coloured luminous spheres. When you get closer, you see the shapes are discs equipped with colour-changing LEDs. Depending on the way they rotate and your angle of vision, different constellations form and re-form in endless random patterns.

#### Project team:

Client: Vicky Hassan, Rome/I

Interior architecture and lighting design: Studio 63, Florence/I

#### Products applied:

LEDs and fluorescent battens: Polverini Lampadari srl

Vintage luminaire:

original with modern lighting technology Polverini Lampadari srl

Halogen spotlights (shelf lighting): EgoLuce

Studio 63 Architecture and Design was founded in 1998 by Piero Angelo Orecchioni and Massimo Dei and is situated in the centre of Florence/I. In 2003 Piero Angelo Orecchioni and Massimo Dei, together with Francesco Florio, celebrated the opening of a new office on West 26th St. New York City.

