ACHATZ OPTICIAN
RETAIL PROJECT

ARCHITECT
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LIGHTING DESIGNER
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PHOTOGRAPHER
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Project Description

The desire to create a presence that clearly distinguishes itself from the competition is as old as business life itself. Seldom has this been seen so successfully implemented, however, as it has at Optik Achatz in Oberwart, where the status of a high-end optician is actually imparted by the quality of the architecture. Situated in a shopping mall, the optician's shop appears bright and friendly, even from the outside. This open impression is further reinforced by the generously spacious interior and the lack of a conventional entrance, which is instead formed and framed by the individual display cases. A clear formal language, the use of high-grade materials, and the deliberately reduced use of light create an invitingly intimate atmosphere within. Visually, the colours of the company's corporate identity dominate, with white arches generating an extraordinary room-in-room situation in the midst of an orange ambience.

The lighting concept creates clear zoning and ideal usability of the individual areas through different brightness levels and moods. The sales area is clearly and identifiably arranged into areas for men and women, while attractive lighting accents make the presentation of the goods a highlight. Selected items in the collection are presented on individual pedestals and illuminated by overhead LED luminaires with Plexiglas diffusers. Deliberately recessed LED strips ensure that the walls catch the light for a structured and lively effect, which not only guarantees greater attention but also concrete recall values. The try-out zone is fitted with light panels for shadow-free illumination while the lighting used in the ophthalmic treatment area separates it clearly from the sales areas. The latest generation of warm-white LED light characterises the lighting atmosphere of the shop and was chosen both for its visual quality and for its impressive efficiency. Energy consumption has been reduced by more than half, and the lower waste heat produced has significantly reduced the energy required for air conditioning.

Related Products

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