**Project Description**

The Humanic flagship store situated near Stephansplatz in Vienna has undergone an all-round renovation that also does justice to this premier city centre location. Both the facade and the approximately 800-square-metre sales area over two floors were completely redesigned. The result is noted for its spaciousness and rigorously applied lighting concept. First, there are the vertical, white strips of light whose arrangement in a stripy pattern makes the fully glazed two-storey tall display windows through which the daylight falls deep into the interior of the space appear light and transparent, thus grabbing the attention of passers-by from afar. And then there is the new, improved lens technology – only LED luminaires have been used – which for the first time enables total illumination of the goods from the ceiling using power LEDs.

All the shoes, whether in the men’s department finished in balanced brown tones or in the ladies’ department with its feminine pink and downright playful appearance, are also presented in round glass shelves, making their three dimensional nature particular easy to perceive. The arrangement of the LED light sources in individual rows produces a fresh and unique image in terms of colour depth and reproduction. The light points sparkle with delicate discretion and yet great elegance like a chain of small crystals whose narrow light beams and quantity achieve never-before-seen levels of plasticity and presence of the products. Ultimately, flooding the interior of the shop in this way once again makes reference to the facade in that the vertical stripes also give structure to the staircase that leads to the men's department. The staircase therefore becomes an unforgettable design experience in its own right.

**Related Products**

- **NANO**
  Showcase Lighting
- **KARO 150**
- **SASSO 150**
  flush / offset
HUMANIC Flagship Store
RETAIL PROJECT

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Design und Bauabteilung Leder & Schuh AG, Mag. Hans Michael Heger, Graz

LIGHTING DESIGNER
VEDDER LICHTMANAGEMENT | Wolfgang Berger

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Project Photos
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