Project Description

Each individual shopping area is staged like a scene from its own film. However, the focus at all times is on the shoe, which is stylised as an erotically charged and unique fetish. This is how the women’s department at the new Humanic store in the heart of Munich greets its customers, i.e. with concentrated yet highly sophisticated visual force, with the contrast in the white rear-wall area intensified even further and veritably exaggerated using cool floodlighting and fiery spots on the goods and the red chairs. Even the unpopular area under the stairs becomes a beauty spot: The large floor lamps form a spatial bracket with their colour providing a contrast which competes with the delicate flower design covering the wall and flooring.

The soft lighting points on the underside of the stairs are the icing on the cake. By contrast, the way that the large pendant luminaires arrange the areas in the men’s section provides for a cool atmosphere that is open and modern at the same time. The premium-quality leather sofa in the centre of the room provides a daring contrast to the room’s open and rugged ambience. This way, the closer you get from the premium models to the casual designs, the more laid-back the thrust of the design. The uncomplicated and laid-back theme is quite consciously intended to be reminiscent of the atmosphere in a sports club. The goods storage area, which is normally painstakingly concealed behind plasterboard walls elsewhere, is intentionally presented here, becoming a stage for the tempting goods.

Overall, the light setting throughout the store is as reserved as it is effective. Materials and colours come alive using light clusters and light intensity, thereby giving the rooms depth and excitement. This way, each area has an authentic and naturally powerful effect in its own individual manner.

Related Products

<table>
<thead>
<tr>
<th>Studio</th>
<th>Karo 100</th>
</tr>
</thead>
</table>

1/4
HUMANIC SHOE STORE
RETAIL PROJECT

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

LIGHTING DESIGNER
VEDDER LICHTMANAGEMENT, Wolfgang Berger, Mitterberg

PHOTOGRAPHER
Werner Krug

Project Photos
HUMANIC SHOE STORE
RETAIL PROJECT

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

LIGHTING DESIGNER
VEDDER LICHTMANAGEMENT, Wolfgang Berger, Mitterberg

PHOTOGRAPHER
Werner Krug
HUMANIC SHOE STORE
RETAIL PROJECT

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

LIGHTING DESIGNER
VEDDER LICHTMANAGEMENT, Wolfgang Berger, Mitterberg

PHOTOGRAPHER
Werner Krug