Project Description

The fact that the lighting language of strong accentuation applied primarily in the premium price segment for jewellery and other luxury items can also function in other areas is shown by the modern design concept of a shoe shop in Linz. For example, the shop for "shoe-addicted girls" is in no way positioned at boutique level, but instead opts for an affordable and permanently changing offering which is characterised by the extremes of the fashion capitals of New York, Tokyo, and Shanghai.

The spatial concept develops from the outset as a unity of spatial design, product staging, and lighting composition. In doing so, a modern look corresponds with reflective elements of classic shopfitting. Although the shop gives the impression of being a high-quality concept store at first glance, it is unambiguously laid out for duplication and is thus subject to the strict requirements of high efficiency. Yet because of this, accentuating light that literally uses as few spotlights as it can is far from just being economical: The sparsely used dots and islands of light portray the goods in razor-sharp 3D, bringing them strongly to the fore, sometimes even exorbitantly. In addition to this, every single pair of shoes has its own niche or pedestal to place it in a unique setting.

The conscious use of different lighting techniques with low-wattage, high-pressure discharge lamps and the latest generation of LED lights with very high colour reproduction produces an exciting, dynamic portrayal of the space and goods, which actually ensures the oft-quoted shopping experience and adds a powerful symbol of design and arrangement to the global uniformity normally found in the shoe retail business.

Related Products

- **NANO Showcase Lighting**
- **SASSO 100 flush / offset**
- **TIMO 80 free**
OMG! SHOE STORE
RETAIL PROJECT

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

LIGHTING DESIGNER
Vedder Lichtmanagement, München

PHOTOGRAPHER
Werner Krug

Project Photos

[Project Photos of the OMG! Shoe Store]
OMG! SHOE STORE
RETAIL PROJECT

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

LIGHTING DESIGNER
Vedder.Lichtmanagement, München

PHOTOGRAPHER
Werner Krug