



Plaster relief in the cupola are emphasised by a ring of Radiant LED FLEX 100 high-power cove lights.

Historic Lighting Company.

The cornicing throughout the rest of the store is illuminated with Ecosense Linear INT LED fixtures.

Controllability is an essential element of the scheme. In the fitting rooms, for example, shoppers are able to view potential purchases under a variety of light conditions. Two strips of concealed KKDC TiMi 504 HCRI LED cove lighting are installed in each cubicle. These can be individually controlled by the customer using Lutron scene panels that shift the colour balance from a warm 2700K to a cooler 3800K. Both strips are high colour rendering and offer the two-step deviation on the colour temperature - a continuation of the design approach to the retail area outside.

In the main store, a Lutron HomeWorks 8 control system, operated via an iPad interface, allows staff to individually control lighting across the store, or quickly switch between two scenes: one for everyday use to illuminate the shop and displays, the other for those times the space is used for events. The latter is a key aspect of the Regent Street store's identity as Burberry World Live. The main space has the ability

to become an auditorium for various events, from live-streamed catwalk shows to choreographed 'audio-visual take-overs'. These can include coordinated video displays that span across the special digital mirrors upstairs and the main LCD screen. Light levels are dimmed to ensure screens have maximum impact and create a heightened sense of dramatic spectacle for those in store and across the social media platforms so embraced by the Burberry brand.

www.officeoflight.com

PROJECT DETAILS

Burberry, 121 Regents Street, London, UK

Client: Burberry
Architect: Bauencorp, London
Lighting Designers: Office of [Light]

LIGHTING SPECIFIED

Erco Parscan spotlights + Hitrac profiles.
Mike Stoane custom profile (based on Erco spotlights)
Ecosense Ecospec Linear INT LED
Radiant LED FLEX 100 high-power flexible linear system
Dernier and Hamlyn decorative lanterns
KKDC TiMi 504 HCRI LED cove - fitting rooms
Lutron HomeWorks 8 control system
Flos Pure - window lighting
Historic Lighting Company long-life tungsten heritage lamps

QUIETLY CONFIDENT

Office of [light] was also responsible for realising a scheme for the new Victoria's Secret, situated just streets away...

The new store comprises differently styled levels catered toward the different markets and display the different brands: a lower ground floor dedicated to the teenage brand Pink; a 'sexier' ground floor space with dark interiors; a more commercial first floor with bright pink everywhere; and a top floor VIP space. The main supplier was Flos who developed special two- and three-way recessed light heads with nitric gold reflectors so that the CDM-TC 35w and 20w lamps would give a tungsten to match the feel of the US stores.

The main stair is illuminated by Light Graphix stair lights and the top of the main stair auditorium is lit by Roblon fibre optics around the edge of the ceiling in a special lighting slot supplied by Light Projects.

The whole building is internally illuminated at night with automatic blinds that create light boxes. acdc blade fixtures are used to light the window reveals. There are three external terraces lit with acdc blade lights for the hedge rows, iGuzzini LED uplights for the trees and Light Graphix external LED tubes for underlighting the concrete seating.



DEUTSCH

Burberry hat kürzlich einen neuen Flaggschiff-Laden in der Londoner Regent Street eröffnet. Seine Inneneinrichtung soll eine reale Darstellung der Online-Identität der Marke übermitteln. Der Bereich stellt innovative Technologie wie interaktive Videospiegel und modernes Beleuchtungskonzept dem klassischen Inneren des Gebäudes gegenüber.

Bei dem Hauptraum handelt es sich um einen zweigeschossigen Bereich mit einer klassischen Kuppel mit Gipsrelief oben. Eine große schwungvolle Treppe im hinteren Bereich des Ladens führt in den Balkonbereich, der seinerseits zu weiteren Nebenräumen führt. Ein LCD-Bildschirm mit dreifacher Raumhöhe dominiert diesen zentralen Bereich, während neben dem Balkon eine Reihe spezieller interaktiver Spiegel die Möglichkeit bietet, Videos zu spielen, entweder individuell oder als Teil einer einheitlichen In-Shop Live-Erfahrung. Die Beleuchtungsdesigner 'office of [light]' benutzten ein kundenspezifisches Schienensystem,

das nicht nur für die Erco Scheinwerferzeilen gedacht ist, sondern auch für die Verkabelung der Lautsprecher, CCTV und die Notbeleuchtung. Eine LED FLEX Strahler Beleuchtung verläuft über den Sockel der Kuppel, um den Verputz anzustrahlen. Im Umkleideraum können die Kunden die Beleuchtung dank eines personalisierten Systems mit KKDC LED Leuchtstreifen unter verschiedenen Lichtverhältnissen sehen.

ITALIANO

Burberry ha recentemente aperto un negozio di rilievo nella Regent Street di Londra, il cui interno è stato progettato per essere la vera e propria incarnazione mondiale dell'identità online dello stesso marchio. Lo spazio contrappone un interno dai toni classici a contenuti di alta tecnologia, come specchi a schermo interattivo e uno schema d'illuminazione contemporaneo. La stanza principale contiene uno spazio a doppia altezza con in cima una cupola classica con rilievi in gesso. Una scalinata notevole nella parte posteriore del negozio conduce ad una zona balcone, che a sua volta conduce a ulteriori stanze laterali.

Uno schermo LCD a tripla altezza domina questo spazio centrale, mentre lungo la balconata viene disposta una serie di specchi interattivi con contenuti video sia individuali che come esperienza dal vivo integrata nella vita del negozio. I progettisti dell'illuminazione 'office of [light]' hanno utilizzato un sistema a traccia personalizzato in grado di contenere non soltanto le linee dei faretti Erco ma anche il necessario cablaggio per le casse, la televisione a circuito chiuso e le luci di emergenza. Una illuminazione Radient LED FLEX corre lungo tutta la base della cupola per illuminarne i rilievi in gesso. Nei camerini, i clienti possono ammirare i vestiti indossati in condizioni di illuminazione diverse grazie ad un sistema personalizzato di fasci di luce LED KKDC.

ESPAÑOL

Burberry abrió recientemente una nueva tienda principal en la calle Regent Street de Londres. Su interior pretende ser una personificación del mundo real de la identidad online de la marca. El espacio yuxtapone el interior clásico del edificio

con la tecnología de vanguardia, como espejos de videos interactivos y un proyecto de iluminación contemporáneo.

El salón principal es un espacio de doble altura rematado con una clásica cúpula con yesería. Grandes y amplias escaleras en el fondo de la tienda conducen al área del balcón, el cual a la vez conduce a más salones. Una pantalla LCD de triple altura domina este espacio central mientras que una serie de los espejos interactivos especiales exhiben contenido de video a lo largo del balcón, ya sea individualmente o como parte de una experiencia cohesiva en vivo dentro de la tienda. La oficina de los diseñadores de iluminación de [light] utilizó un sistema personalizado de rastro que no solo pueden llevar las líneas de las luces direccionales Erco sino también el cableado para los parlantes, CCTV y las luces de emergencia. Iluminación Radient LED FLEX corre alrededor de la base de la cúpula para iluminar el trabajo de los techos.

En los probadores, los clientes pueden ver las prendas bajo diferentes condiciones de iluminación gracias a un sistema personalizado de tiras de luces KKDC LED.

VIRTUAL REALITY

Dubbed Burberry World Live, the fashion retailer's latest and largest store opened on Regent Street, bringing the brand's online identity into the real world.



With the dawning of our internet age, the concept of 'identity' has gained a whole new dimension. For individuals and businesses alike, cyberspace now offers the opportunity to interact and explore in previously unimaginable ways; as well as the ability to emphasise certain traits over others or even create characters far removed from their real-world counterparts.

With the opening of their new Regent Street store, Burberry has purposely brought these real and virtual worlds together, using themes found on their website to structure the retail space, as well as adding an extra interactive element to the shopping experience.

"Burberry Regent Street is really a merging of our burberry.com site and a physical experience," explains Christopher Bailey, Burberry's chief creative officer. "Burberry Regent Street is one of the most architecturally and culturally significant projects we have undertaken. In renovating this iconic London building we have worked with some of the UK's finest craftsmen to restore a wealth of historic features, at the same time as pushing the boundaries of digital technology. The result is a space defined by contrasts: at once imposing and intimate, its juxtaposition of craft and innovation is designed to delight, surprise and entertain. It is a reflection of how we approach everything at Burberry - revealing the different layers of the brand's heritage within a modern context, and forever celebrating design and expert craftsmanship."

The 44,000 square-foot space is divided into rooms that, in various ways, express the different themes found online: 'acoustic', 'foundation' and 'heritage'.

Shoppers enter into a double floor space topped by a classical cupola with plaster-relief. Grand sweeping staircases at the rear of the store lead up to a balcony area, which in turn leads onto further side rooms. A triple-height LCD screen dominates this central space whilst, along the balcony, special interactive mirrors have the ability to display video content, either individually or as part of a cohesive in-shop live experience.

For their part, lighting design company of- fice of [light] answered a brief to develop a scheme comprising 'contemporary lighting'. Like the digital video technology, the fixtures chosen were intended to juxtapose

A triple-height LCD screen dominates the main space and a series of interactive video-mirrors line the balcony. Occasionally they work together to create 'audio-visual take-overs'. A customised Erco Hitrac system adds a modern minimal touch to the traditional architecture of the space.



Cornicing throughout the store is illuminated with Ecosense Linear INT LED fixtures. Decorative lighting elements, such as the those outside the original theatre changing rooms (pictured below), were provided by Dernier and Hamlyn.

with the very traditional architectural environment.

“It was an intensive project with many things to be taken into account,” explains office of [light]’s creative director Russell Lipscombe. “All services were to be hidden, including air conditioning. The cameras were designed in the same style as the spotlights and the speakers, cameras and power cabling were installed in special suspensions to the tracks so there are minimum intrusions into the ceiling.

“The lighting reflected the style and quality of the brand but more importantly the enhancement of the architecture. The key brief was to install a modern lighting system into a traditional background.”

Throughout the store, Erco Parscan spotlights were used as part of a Hitrac system with different lamp types and light levels specified to accommodate the different room heights. In the main room, high power, direct lighting illuminates merchandise without adversely affecting the image quality of the LCD screens. These included special profiles created by Mike Stoane Lighting that allow the use of high output Erco spotlights plus provided LED illumination of the cornicing. It is into this same track that wiring for speakers, CCTV and emergency lighting are incorporated.

Radiant LED FLEX 100 high power fixtures are placed in a continuous ring around the base of the cupola, helping to accentuate the plaster moldings. This approach is repeated on a second, smaller cupola in a side room that faces onto Regnet Street. Special, traditional style pendant lanterns supplied by Dernier and Hamlyn add to the classical style of the interior, their long-life tungsten heritage lamps supplied by the



JAPANESE

バーバリーは最近、新しいフラッグシップストアをロンドンのリージェントストリートに開店しました。内装コンセプトは、バーバリーのオンラインでの世界観を現実の世界で具体化すること。ストア内は、インタラクティブミラーやコンテンツボラリーな照明システムなどの最新鋭技術と建物のクラシックな内装との融和空間となっています。メインホールは、石膏レリーフが施されたクラシックな丸屋根で覆われた天井の高い作り。店舗後方には華麗に弧を描いた階段が上のバルコニーエリアまで伸び、そこからいくつかの部屋にアクセスできます。メインルームで目を引くのが3倍の高さのLCDスクリーン。バルコニーには、ユニークなインタラクティブミラーが配列され、個々にまたは合体して店内でライブ映像体験が楽しめます。照明デザインコンサルティングoffice of

[light] の照明デザイナーは、特製のトラックシステムを用いて、幾筋もの列を構成するErco社のスポット照明だけでなく、スピーカー、CCTV、緊急用照明をワイヤで吊るせるようにしました。燦然と光るLEDのFLEXライトは、円天井の基点を覆い、石膏レリーフを照らします。試着室には、顧客が様々な照明状態で洋服のフィット具合を確認できるよう、KKDC社特製のLEDライトストリップが採用されています。

CHINESE

前不久巴宝莉在伦敦摄政街新开了一家旗舰店。其室内装饰意在将品牌的网络身份实体化。像互动式视频显示屏和当代照明系统一样，建筑空间融建筑的典雅装潢和前沿科技于一体。大堂空间高两层，典雅的圆屋顶装饰有石膏浮雕。位于店堂后面的宽敞楼梯直通阁楼，穿过阁楼可达厢房。一个三层高的液晶

屏占据了该中心空间，与此同时，沿阳台安装了一系列特殊的互动式显示屏，可显示视频内容，既可单屏显示，也可并屏共同显示专卖店现场实况。

‘office of [light]’ 照明设计事务所使用了定制轨道系统，不仅可以发射Erco聚光灯光线，还可以为扬声器、闭路电视和应急照明供应线路。沿圆屋顶底部安装了Radiant LED FLEX照明设施，以便为石膏饰件提供照明。更衣室里，由于安装了个性化KKDC LED光条系统，顾客可在不同的照明条件下审视服装。

FRANÇAIS

Burberry a récemment ouvert un nouveau magasin phare sur Regent Street à Londres. Son intérieur est destiné à être un mode de réalisation dans le monde réel de l'identité en ligne de la marque. L'espace juxtapose intérieur classique du bâtiment avec une technologie de pointe, comme des miroirs vidéo inter-

actifs et un système d'éclairage contemporain.

La pièce principale est un espace à double hauteur surmonté d'une coupole classique avec du plâtre-relief. Grands escaliers de balayage à l'arrière du magasin mènent à un balcon, qui à son tour mène à d'autres salles latérales. Un écran LCD triple hauteur qui domine tout ce espace central, le long du balcon, une série de miroirs spéciaux interactifs ont la capacité d'afficher du contenu vidéo, que ce soit individuellement ou dans le cadre d'une cohésion in-shop expérience en direct.

Bureau de [la lumière] Les concepteurs d'éclairage utilisé un système de suivi personnalisé qui pourrait porter non seulement sur les lignes de spots Erco mais de câblage pour l'éclairage haut-parleurs, CCTV et d'urgence. Un Radiant éclairage LED FLEX s'étend autour de la base de la coupole pour illuminer le pasteurwork.

Dans le vestiaire, les clients peuvent voir des vêtements sous différentes conditions d'éclairage grâce à un système personnalisé de KKDC bandes de LED.