

# mondo

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DESIGNED

## DESIGN ICON

NEW DESIGN MUSEUM  
SHINES IN LONDON

DANIEL STROMBORG AND LAWRIE NISBET INTERVIEWED • LIGHT ART FESTIVALS  
LONDON MUSEUMS • RETAIL LIGHTING • DARCO ROOM • ISOTERA REVIEWED

# FRESH AND FLEXIBLE

*Located in the Mall of Berlin, interior designer Michael Bertram has created a contemporary and bright concept for Youfresh's new store, which uses ERCO lighting tools to accentuate the freshness aspect of the brand whilst remaining flexible to customer needs.*

The Youfresh shop, opened by Margaretha and Jan Olszewski in the new Mall of Berlin at Leipziger Platz, Germany, is testimony that fast food can be fresh, healthy and tasty. The menu offers soups, salads, sandwiches - including vegan options - juices, smoothies and frozen yoghurts. Fresh pea green and white dominate the narrow food parlour that occupies no more than 90sq-metres. Designed to the original plans drawn by the interior design experts of the Ippolito Fleitz Group from Stuttgart and Berlin, the most prominent interior feature is a white Corian counter forming an elongated L-shape; its short section - decorated with fruit, herbs and an XXL sized frozen yoghurt display - extends into the mall to connect with passers-by. "The counter simulates progression into the depth of the room," explained designer Michael Bertram of the Ippolito Fleitz Group. "From a functional aspect, it offers an impressive range of features and catering essentials, such as chiller trays, drink dispensers, salad containers and, of course, the cash point." Built with versatility in mind, the designers were careful not to assign specific locations to any feature. "This approach gives the shop operators carte blanche to change decorations and create their own merchandising displays," added Bertram. Thanks to the ERCO LED lighting tools, maximum flexibility extends all the way to the lighting concept. Built entirely around the Optec range, using the three light distribution options flood, oval flood and wallwash, the spotlights are mounted

on three parallel track sections under the suspended ceiling, achieving uniform ambient lighting throughout the shop, whilst selected objects are effectively accentuated. Optec wallwashers (12W in warm white) provide evenly distributed light on the vertical surfaces, giving the interior of just under four-metres a wider and distinctly spacious feel. The menu boards and price lists at the front of the shop are illuminated in bright light to ensure easy reading, whilst Optec wallwashers at the back bathe the wall in uniform light for an appetising presentation of the vast assortment of ingredients at the topping station. The wallwashers are complemented by Optec spotlights with flood and oval flood distributions that accentuate the elongated counter section. At the checkout, Optec with flood distribution achieves brilliant ambient lighting whilst preventing glare on the screen. For emphasis, the oversized plastic frozen yoghurt model near the entrance is illuminated by Optec with flood characteristic, aiming to whet the customers' appetite for more. The ERCO Optec spotlights used for Youfresh are true all-rounders. In versions with different light distributions, Optec covers the full bandwidth of lighting requirements in the shop. Based on a meticulous design, the lighting concept aims to accentuate the freshness aspect of the Youfresh brand and its products whilst facilitating a flexible response to different presentation scenarios, preparation and sale. [www.erco.com](http://www.erco.com)

