

A·L·3

ARCHITECTURAL LIGHTING

YEARS

INSIDE: GLOBAL DESIGN •
SEAN COLLIER MEMORIAL •
YEAR IN REVIEW/PREVIEW •
OUTDOOR LIGHTING •
PRODUCT COMPATIBILITY •
ONE-ON-ONE: GERD PFARRÉ



BOLON EYEWEAR | Shanghai

Pfarré Lighting Design | Munich

At the first-ever retail store for Bolon Eyewear, China's largest eyeglasses manufacturer, lighting designer Gerd Pfarré partnered with Stuttgart, Germany-based Ippolito Fleitz Group to create a customized, sculptural display wall. Dozens of horizontal and vertical panels, which the designers dubbed "display fins," are lit from behind and above. Each horizontal fin holds a model in the retailer's line, each floating on its own mini stage. Key to achieving the dramatic visual effect was ensuring that no light from the ceiling hit the vertical surfaces. Instead, LED downlights in the ceiling aim straight down to the floor, creating an evenly distributed glow on the white marble, which is then reflected on the gold-toned ceiling above. —E.E.D.