

The power of the perfect lightning

Strategic partner for global retailers, Imoon turns plain commercial spaces into eye-catching and charming locations. The company's latest installations made for Carrefour in Turkey and Auchan in France.

by Federica Bartesaghi

Imoon, leader company in the market for commercial lighting in food & retail, is enjoying well-deserved appreciation from the most dynamic distribution chains all over the world. A result achieved thanks to its ability to combine a unique technological know-how with the most authentic Italian passion for design and beauty. Without forgetting key elements like energy saving, effectiveness and customized solutions, in a constant search for innovation. This is the case of two of the company's most recent installations: one in the Carrefour hyper store of Istinye, an Istanbul neighbourhood; and one in the Auchan hypermarket located in the French city of Villebon-sur-Yvette. Two clear examples of how the perfect lightning can turn even the less attracting store in a charming and captivating location.

Imoon: il potere dell'illuminazione perfetta

Azienda leader nel mercato dell'illuminotecnica per il settore food & retail, Imoon gode oggi di una crescente attenzione da parte delle maggiori catene della Gdo mondiale. Un risultato raggiunto grazie alla capacità di coniugare un know-how tecnologico senza eguali allo spiccato gusto, tutto italiano, per il design e per le cose belle. Senza tralasciare elementi sostanziali come il risparmio energetico, l'efficacia e la sua capacità di offrire soluzioni completamente personalizzate, in una continua ricerca dell'innovazione. È il caso di due recenti installazioni realizzate da Imoon per Carrefour, in Turchia, e per Auchan, in Francia. A dimostrazione di come la giusta illuminazione sia capace di trasformare anche il più anonimo dei punti vendita in una location raffinata e d'impatto.

CARREFOUR - ISTINYE (ISTANBUL), TURKEY SHOOTING FOR THE STARS

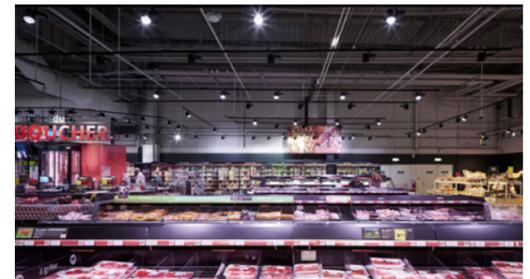


New image, new concept, new light. Carrefour SA in Turkey has just finished the renewing of its Istinye hyper store in Istanbul, with a fresh new approach. And they are (literally) pointing high, not only with a bolder concept, but also with its lighting system. In fact, they decided to replace its old fluorescent lines above the fresh food area with spotlighting, keeping the same installation height of 4,5 m. Such a tall height requires a powerful and flexible fixture, capable of addressing properly the light, and the Venere Pro P is the perfect match. For each kind of product, the matching colour temperature was chosen, creating the right atmosphere. The butchery and the fishmonger, for instance, were lighted with Imoon's exclusive Meat & Fish HD technology, which enhances the natural qua-

lities of these products without artificial colouring. The 2700K gives the cozy warmth required by the departments such as bread, pasta, wine and fresh produce.

Thanks to its class-leading efficiency, with its new lighting system Carrefour SA is able to reduce its energy consumption while increasing the light amount on the product and enhancing its desirability with the according colour temperature. Lastly, the wide range of reflectors of the Venere Pro family means that the unusually high installation is no challenge. The light is addressed accurately to the products and display, creating the right accent effect to the ambience. The result could not be different: a breathtaking store that amazes and gives a hearty welcome to all of its clients.

AUCHAN - VILLEBON-SUR-YVETE, FRANCE A NEW DESIGN LANGUAGE TO THE FRESH AREA



Auchan Retail France has just introduced a new design language to the fresh area of their hypermarkets, with a traditional food market atmosphere. The goal is to reassure customers about the freshness of their products and create a vibrating shopping experience. The Villebon-sur-Yvette hyper was the first prototype store renewed following these new guidelines, and to accurately highlight the new design concept and the merchandise, Auchan trusted on Imoon's know-how on the matter. Spotlighting was used to achieve the proper accent in the fresh zone. The thoughtful colour temperature selection means each type of product has its own properties respected and individually enhanced: a warm and crisp tone was chosen for products such as fruits, vegetables, bread, pastry, cheese and wine; the company's exclusive Meat HD was used instead for the meat and the fish products, enhancing the red tones and the inherit fresh qualities of the goods. Also, the choice of adequate reflectors means the light is perfectly addressed and creates a stimulating scenario. The Sphera suspensions are an elegant touch to the new restauration area, performing brilliantly. The final result is a stunning ambience, combining the performance and flexibility of Imoon led solutions with the attractive new shop design.