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**Imoon and its brand, Makris, illuminate the new look of the Feltrinelli bookstore in
Piazza Piemonte, Milan**

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The products designed by **Imoon** – *leading player in the international market for commercial lighting in Food & Fashion Retail* – and the custom creations by its brand **Makris** are at the core of the architectural transformation of the Feltrinelli bookstore in Piazza Piemonte, Milan. This new concept welcomes visitors to a three-storey multifunctional area where reading, food and entertainment smoothly coexist within a physical and digital space. In this sense, the accurate planning of lighting solutions by the in-house *Lighting Designer* team at **Imoon** has been fundamental in many respects. It now highlights over 45,000 books exhibited, as well as albums and vinyl in the music & home video section, while also animating the virtual challenges of the Comics & Games area, enhancing the green corner by Portafiori, and making every break at the RED café truly special.

The entry to the bookstore was conceived to recall the *Tree of Culture*, which embodies the concepts of writing, beauty and knowledge, expanding both its roots and its branches, with the latter melting into a wooden structure incorporating **Imoon's ALHA ERRE LED** bars, which provide a subtle and uniform light as part of a visual experience aimed at attracting clients. The string course that encloses the main space, with no ceiling, features the **KRONOS I** series – recessed lights with narrow beams, specifically selected to shed a clear, direct light onto the various display islands.

On the same floor, an elegant decorative element draws the attention towards the counter of the café area, highlighted by **Milano 15**, recessed models equipped with a dark light optic. The core solution, a 'bright umbrella' holding the 'Café' sign, is the result of artistic experiments by **Makris**, expressed by the volumes and materials used to better cater to the needs of the client. The final result is an innovative illuminating body made of PMMA and worked on the surface to obtain a 'flûte glass' finish, while directing the light flow upwards and onto the whole structure. Furthermore, the chosen material allows the source of light – LED **Miniline** modules, positioned on the upper and lower profiles – to be hidden from sight while recreating a suffused light effect.

The same concept also inspired the design of **MEMI**, suspended fixture of parallelepiped shape, especially created for the point of sale, together with **Studio ZERO2 Milano**. The painted iron structure is enhanced by several PMMA lighting panels. Light comes to life, and is evenly distributed by the bright upper panel, specifically created for this purpose. On the



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sides, the wave-like finish of the material evokes a suffused atmosphere. Finally, the milk white PMMA lower panel provides functional illumination for the tables.

The ground floor also hosts the **POTAFIORI** corner, an area dedicated to plant lovers, where the **Spark** technology by **Imoon**, paired with recessed fixtures and cylindrical suspended ones, highlights the liveliness of colours, while stimulating the photosynthetic process – and fostering the well-being – of the plants, thanks to its wide spectrum of light.

The floor lights on the steps of the staircase, reconverted into LEDs during the refitting, guide visitors to the upper floors of the store. Here, the **KRONOS I** recessed models unify the whole space, following the lines of the shelves – traditional shelves in the literary essay section, and forming a cross in the Kids area. The two sections are linked by a walkway, an architectural element for which **Imoon** created various solutions: cylindrical suspended **KRONOS S** on the display islands, **KRONOS P** projectors with Edge technology for the wall-mounted bookcases, and **Venere PRO I** recessed lights for the sloped ceiling. In this case, the chosen optics, which have an opening that is inversely proportional to the height of the ceiling, ensure uniform illumination onto the whole surface.

The **Comics & Games** floor is isolated from the other areas. Here, **LED RGB** lighting creates the perfect, immersive environment by contributing to the creation of comfortable gaming stations. Finally, a skylight coated in a reflective material completes the building at its highest point. Its special texture gives both movement and dynamism to light – intended as natural light, during the day, and artificial light, in the evening – thanks to recessed illuminated bodies **VENERE PRO I**, which provide the ideal colour temperature (**4.000K**) to reproduce a light spectrum that is similar to that of the sun.

*“It was an absolute pleasure to give our contribution to this important transformation project of the bookstore, following a completely new concept, where culture in all its forms remains in the spotlight”, commented **Massimiliano Giussani**, Imoon’s **Commercial Director for Italy** and **General Director at Makris**, who then added: “The ambitious lighting restyling of the store revolves around several architectural and stylistic elements that are present on the various floors of the building. The final objective was to create a modern space that could highlight the specificities of each thematic area, while following the common thread of a general design pattern”. He then concluded: “In this sense, we paired the search for the best combinations of quality lighting for various uses with the creation of ad hoc solutions, which allowed us to give a defined personality and character to the different areas, while always focusing on functionality”.*



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Founded in 2010, Imoon is a leading player in the design and production of lighting solutions, completely Made in Italy, within the Food & Fashion Retail. The company, based in Milan, is known on the market as a Partner able to provide its customers with a complete service, following each phase of the design: from preliminary studies, to lighting simulations and energy performance models, fine-tuning and after-sale assistance. Furthermore, Imoon can develop customised solutions thanks to brand Makris, which stemmed from the wish to shape new lighting concepts combined with the best, cutting-edge technology. Imoon has become a strong international business thanks to its branches in the United Kingdom, the Czech Republic, Turkey, South Africa and Finland, and to its trade partners across the EMEA region and the Americas. Imoon solutions are present in more than 40 countries worldwide, and the company completes around 400 projects every year, boasting partnerships with the most important names within Food Retail: Carrefour, Coop, Conad, Auchan, E.Leclerc, Migros, Silpo, Globus, Booths Supermarkets and Warner's Budgens.

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