

Book

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NELCA ROCO

All about Lighting Design

Lighting Design Techniques
for **Retail Shops**

NELCA ROCO LIGHTING DESIGN

Lighting Design Techniques for Retail Shops

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Preface

Hello, fellow lighting designers! Thank you for reading this e-book. This book will be a not-so-formal type of reference materials. You will be reading this book as if I am talking to you in person.

Our main goal for writing this book is to share our knowledge for free. Our mission is to support the borderless-information-world. We would like to see a world where everybody is accessible to all the information we need through internet and no one is left behind. Really idealistic, but it is no harm in dreaming big. A little cautions though, no matter how many information we get, if we do not use it, it will be useless. Like what my mentor usually says, “Knowledge is power until you use it”.

If you have comments and suggestions, please let us know by sending us e-mail to nelca.roc@nrocolightingdesign.com, or join our conversations to our Facebook group Dialux Users. Also, check our Youtube channel for more video tutorials www.youtube.com/user/nelcaroco/videos There are also series of video tutorials included in this e-book, you may find it in chapter 12: Lighting Design Creation – Hands-on Tutorial.

To help us improve and become part of our e-books, please send us your **Book Review**, **Book Critique**, Sample Calculations or Images to nelca.roc@nrocolightingdesign.com.

You may also send us your own Lighting Design Techniques; we may include it in one of the chapters so you will also become part of our book.

This book is dedicated mostly to Lighting Designers.

Thank you and I hope you enjoy reading!

Don't forget to apply it!

Upcoming Books:

RETAIL LIGHTING BOOKS

BOOK 1: Lighting for Retail Shops

BOOK 2: Lighting for Supermarket

BOOK 3: Lighting for Car Showroom

BOOK 4: Lighting for Jewelry Shop

OFFICE LIGHTING BOOKS

BOOK 1: Lighting for Small Office

BOOK 2: LEED Certified Office Lighting Design

BOOK 3: Office with Artificial and Daylight Integration

BOOK 4: Call Center Lighting Design

BOOK 5: Control Centre Lighting Design

INDUSTRIAL LIGHTING BOOKS

BOOK 1: Substation Lighting Design

BOOK 2: Seaport Yard Lighting Design

BOOK 3: Airport Hangar Lighting Design

BOOK 4: Warehouse Lighting Design

SPORTS LIGHTING BOOKS

BOOK 1: Football Field Sports Lighting Design

BOOK 2: Swimming Pool Indoor Lighting Design

BOOK 3: Sports Hall Lighting Design

BOOK 4: Golf Course Lighting Design

LANDSCAPE LIGHTING BOOK

FAÇADE LIGHTING BOOK

ROAD LIGHTING BOOK

Lighting Design to achieve LEED points

Lighting Design to help achieve BREEAM Certification

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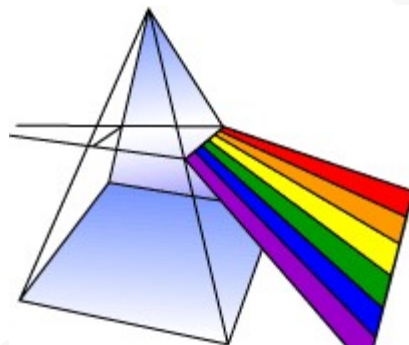
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Introduction

Architecture is the learned game, correct and magnificent, of forms assembled in the light. –Le Corbusier-

T There are four parts that summarize this book. We try to make it simple and easy to read. One part discuss the theory of lighting related to retail shops, then standards concerning the lighting for retail premises, third is the “How-to’s” in doing the lighting design, and last is the evaluation chapters where we will analyze, evaluate and criticize some existing retail shops.



Theory of Retail Lighting



Retail Lighting Design Standard



How-to Design Techniques



Retail Lighting Design Evaluation

Theory of Retail Lighting

This first chapter will be discussing more of the theory of retail lighting design, including a little history of retail shop, types of retail projects, reason why do we need to provide amazing lighting design for retail shop, and who are mostly benefit the lighting design for retail shop and who are the leading brands of lighting manufacturer in retail shops. Please note, this list will be just my opinion, you may object if you don't agree with it. I will not promote any brand. I will just say whatever I think is best based on my experience.

So, to know more about this theory, we need to read. A lot! There are lots of books and websites where we can read about the theory of retail lighting, but if we really want to know the real application theory of lighting, we need to check what the retail companies are saying about it. Other reliable source of finding the theory of lighting is to read the articles from designers and retail lighting manufacturers. Let's forget the old theories and move on to the latest one.

They have the updated information about the latest trends in retail lighting design because it is sometimes the buyers who dictate what they want to see in these premises.

I would like to suggest checking the following blogs, books and websites. I am not promoting any company or person. I just want to share the reliable sites where we can get valuable information. If you want to add something on this list, please let me know so we can add it in our final e-book.

Here is the list of sites for other retail lighting information:

<http://www.ies.org/lighting/applications/interior-retail.cfm>

<http://retailightinganddesign.com/>

<http://www.self-electronics.de/index.php/applications/index/id/79/lang/en>

<http://luxreview.com/global/retail>

<https://www.shopify.com/retail/120040003-visual-merchandising-101-how-to-create-store-designs-with-high-converting-displays>

<http://fitsmallbusiness.com/retail-store-lighting/>

http://vivaldi.zumtobel.com/?_ga=1.77885716.1694906399.1447047226#/limbic

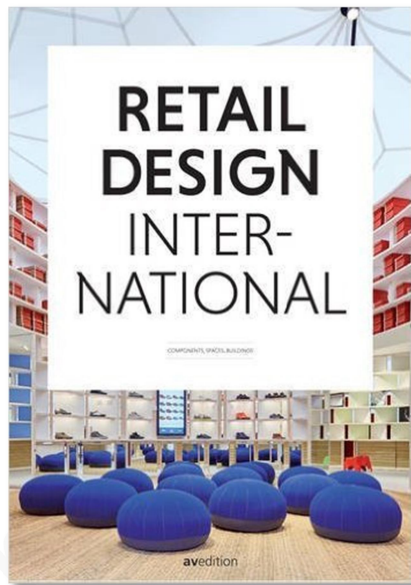
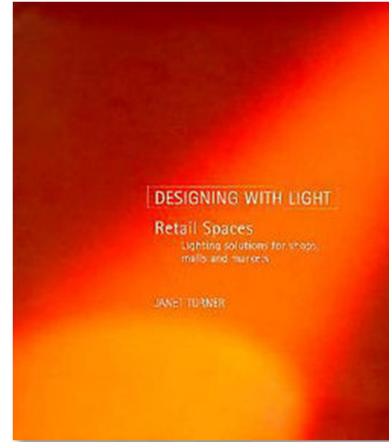
You may also check other strong brands for retail lighting, like Fagerhult, Philips, Erco, and Zumtobel. I would like to suggest seeing the retail application or project page and see how they solve the client's requirements.

Hey! You are not copying. You are just looking for inspiration. It is a too different way.

Another way of studying the theory of retail lighting is to read books. Here are some suggested books which you can also read some pages from Amazon.com.

If you are reading this e-book in your desktop, tablet or smart phone, just click the picture and it will automatically bring you to the web page.

LIGHTING DESIGN FOR RETAIL SHOPS





I know, it sounds boring but I am not forcing you to read books. What all I know is, if you really want to become an effective lighting designer who specializes in retail lighting, then you need to read more. Hahaha! Accept that we don't know everything. Being a lighting designer is always a continuous learning.

Click here for more books to read. <http://www.nrocolightingdesign.com/books>

What are Retail Projects?

You might be wondering what retail projects are. If your boss or your client asks you to design a retail shop, you may immediately think of a clothing store. Actually, that might be for me only. I really don't know what you think. Wink!

Retail projects goes from small to big enterprises. Malls, supermarket, clothing boutiques, grocery stores, car showroom, book shops, toy shops, bakery, and jewelry shops, anything that sells merchandize in a specific place can be a retail project.

Now, we know.

To get the perfect definition of retail projects, let's go and visit one of the big brands thought about it.

According to ...

Since we know a lot of different retail projects, this e-book will only be focusing on clothing retail shops.

Functions of lighting in retail shops

So, before we go directly to our computer and start clicking the Dialux icon or any lighting design software icon for that matter, let us find out first what are we going to do and why retail shops needs lighting.

Why do you think retail shops need lighting? How do you think lighting will help the retail shops get its goals? By the way, what are the goals of retail shops? These are some of the questions that we need to address before diving into the drawing board.

According to the old people with necktie, retail shops main objective is to sell merchandize. Nothing else! That's the end goal.

Ok? So that is the main goal. Sell goods. How do you think lighting will help that?

To reach that goal there is a process called "attract then satisfies", from which lighting will help a lot. A lot!

From attracting the customers to enter the shop, to sensing the products in their hands, to completing the sale at the cash counter.

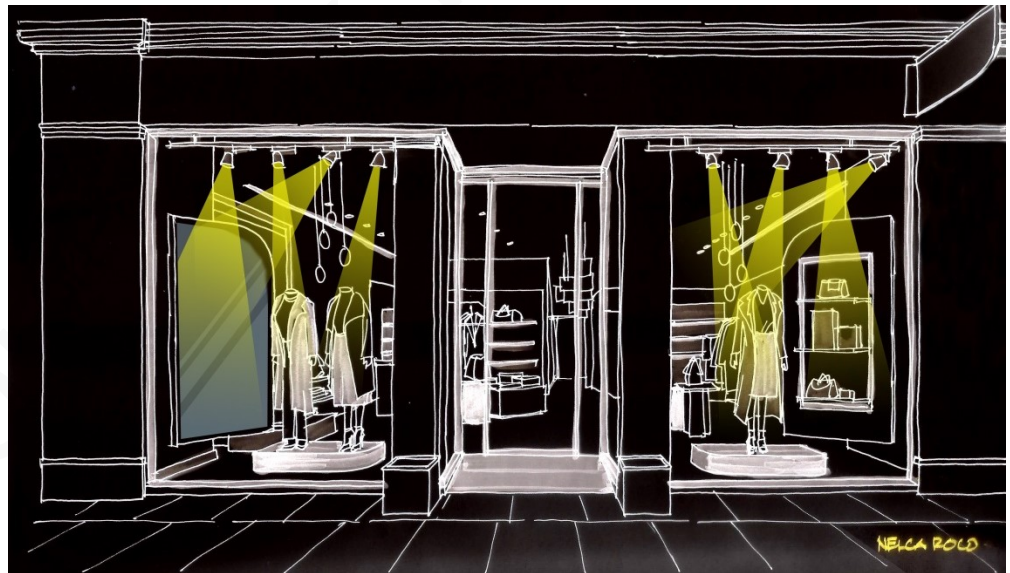
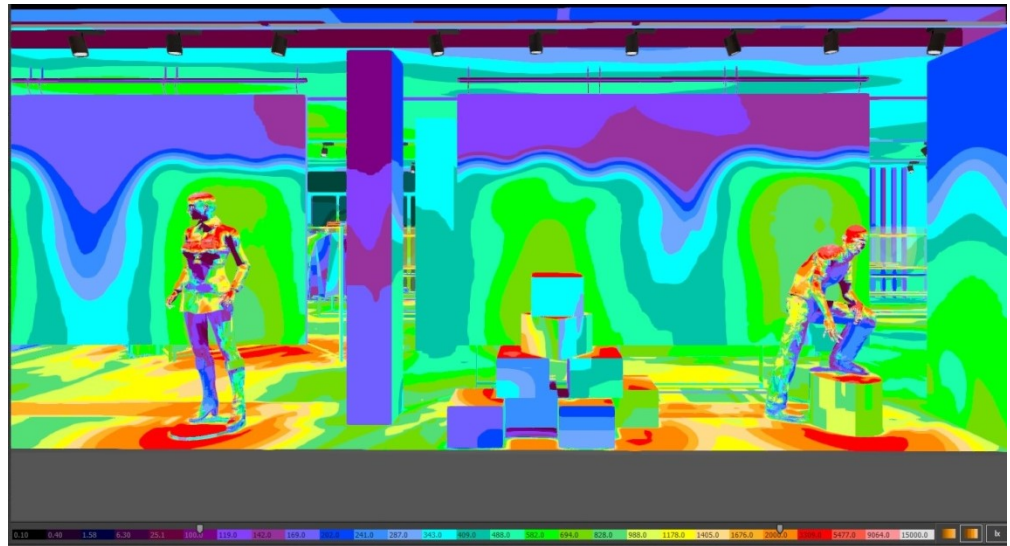
The basic functions of Retail Lighting:

1. Attract the customers
2. Guide Customers
3. Show the correct quality and color of products
4. Provide task light

Attract the customers – this can be done from the entrance, window display and highlighted items. Lighting is the most powerful tool to attract the attention of human being. You might think it's the color, or the shape or the movement. But no, it is the light. It is the secret ingredient to enhance the colors, the shape and even the movement. Light is the hidden hero for all the beautiful things you see in this world. That is for the tangible ones.

LIGHTING DESIGN FOR RETAIL SHOPS

Entrance and window display are the main areas which is critical to get the first impression of the retail shop. The lighting design must convey the correct message from what is inside the shop. It must compliment the architectural feature of the retail shop entrance and provide the best lighting scene for the occasion.



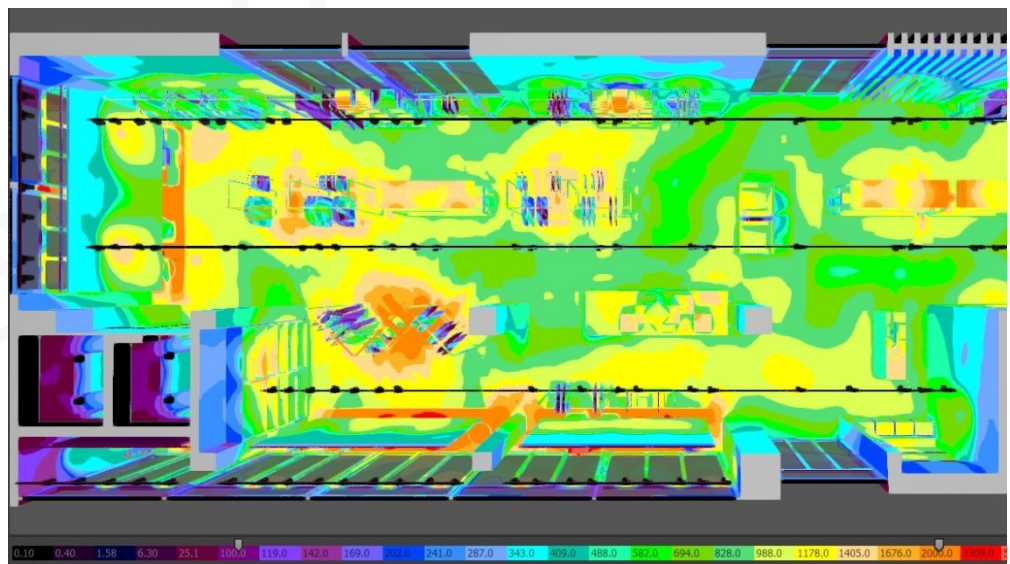
Later in this chapter we will discuss how to light the window display and entrance effectively. There are many ways on how to do it. It must be associated with different occasions, which gives different lighting effect. The retail merchandiser wants a flexible lighting installation, so we as lighting designer must help them accomplish it.

LIGHTING DESIGN FOR RETAIL SHOPS



Guide customers – Lighting must successfully guide customers to proper circulation inside the retail store. Finding the locations of fitting rooms and cash counter inside the retail shop must be easy to customers.

This safety and guidance will be achieved usually by general lighting. Special lighted signage for fitting rooms and cash counter will add emphasis to these areas.



For this particular function, the lighting standard must prevail. Uniformity or lighting ratio is the number one consideration.