



The Magic of Light®



As the top sports retailer in Austria, Intersport had a vision for a new shop design. Based on the latest trends in retail lighting design, our goal was to refresh and reinforce the Intersport brand image of best in class service, customer guidance and breadth of product offering. Central to this vision was to launch the first shop in Austria fully lit with energy saving LED technology. Recent advances in solid state lighting have enabled, for the first time, the quality and quantity of light necessary to make our shop design vision a reality.

Thomas Schramek  
Architect Intersport

## CASE STUDY

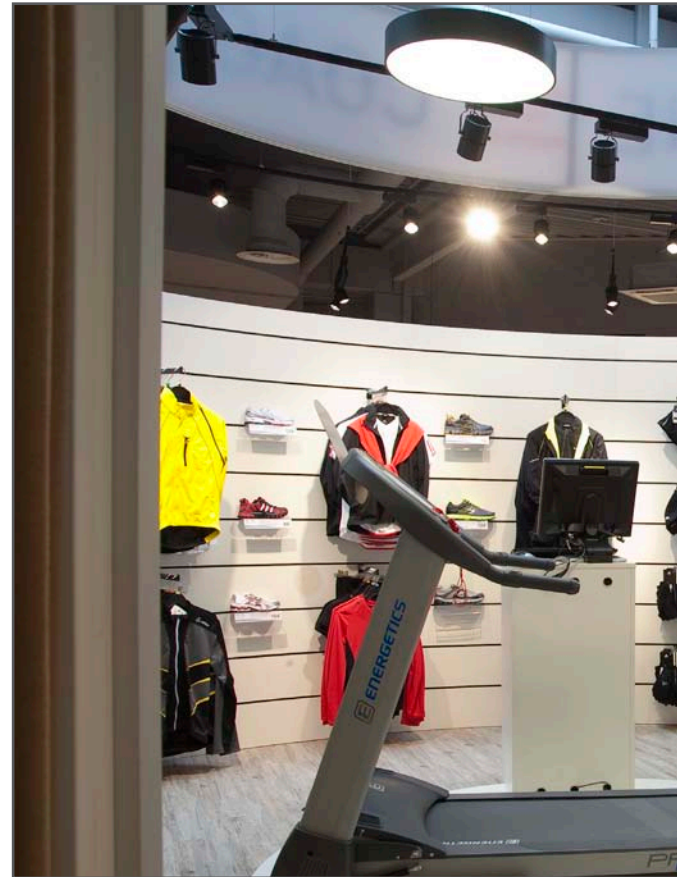


Einkaufszentrum Süd Park, Klagenfurt - Austria

## CASE STUDY



The new shop concept developed for Intersport consists of an open shop design enabling customers to easily survey the entire shop and be guided through islands of merchandise focused on a variety of sporting activities. With one look, the customer should be able to quickly find the location of merchandise for their chosen sport. Intersport selected Molto Luce, an Austrian lighting manufacturer, to develop this lighting concept using energy efficient solid state lighting technology from Bridgelux. The result was an inviting and efficient shop atmosphere distinctly different from tight orderly shop layouts of the past while also significantly reducing the energy consumption of the store.



### BACKGROUND

Intersport is Austria's largest and most successful sporting goods retailer, founded to create an international sporting goods operation providing customers with world class service and support, confidence, and complete product satisfaction.

When planning for the opening of its 275th store in Austria, shop designers wanted to create a new, fresh and innovative shop design that would reflect Intersport's brand values. Molto Luce, a leading edge luminaire manufacturer, was selected to work with the shop designers at Intersport. Together they combined the latest in lighting technology with Intersport's vision for sports retail design. Key to the lighting design was the delivery of high quality light using advanced high flux density LED arrays from Bridgelux.

### THE CHALLENGE

- › Effectively light the 1200 m<sup>2</sup> open floor plan shop while creating the desired atmosphere of "Airiness and Movement"
- › Attract customers into the shop and guide them to the products for their chosen sport, drawing attention to products on display
- › Create a well lit yet comfortable atmosphere to enhance the shopping experience



Until recently it has been impossible to achieve the high quality lighting effects required for retail lighting with LEDs. The Bridgelux RS and ES product lines enable us to deliver solutions to our customers which meet their stringent design requirements.

Bernd Diesenberger  
Sales Manager Molto Luce

## THE SOLUTION

The store layout was designed with concentric paths surrounding sports activity islands to address the desire for an airy and open atmosphere. An atmosphere of movement was achieved via the use of decoration, product display and selective spot lighting.

Molto Luce's FIFTY LED spot light was vital to bringing the sports activity islands to life, bathing them in high quality light to distinguish them from the surroundings.

- › 220 FIFTY LED 29° Spot Lamps
- › 158 FIFTY LED 17° Spot Lamps

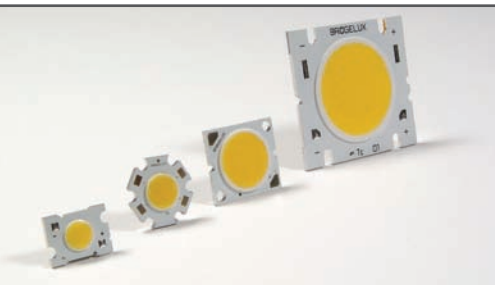
Molto Luce's ONLY M and ONLY XS LED directional down lights were used to create the ambient lighting, enabling customers to easily survey the shop locating areas of interest.

- › 48 ONLY XS 24° Down Lights
- › 8 ONLY M 29° Down Lights

## BENEFITS

- › 30% Reduction in energy consumed for lighting
- › Reduced maintenance costs and long service life
- › Rapid installation and adjustment due to immediate ignition and lack of hot components
- › Lack of UV radiation eliminating degradation and damage to merchandise on display
- › Reduced climate control costs and a more pleasant shopping experience due to the elimination of IR radiation





## FAST FACTS

### Client

Intersport Austria

### Project

Intersport Shop

### Location

Klagenfurt, Austria

### Architect

Thomas Schramek

### Manufacturer

MOLTO LUCE

### LED technology

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