

THE PLACE TO BE

A new look for a cutting edge clothing store in Stockholm proved the ideal opportunity to try out the fixture debut for Xicato's Artist Series

For residents of Stockholm, a trip to the PUB means one thing: a visit to Sweden's oldest department store. Located by the Hötorget area of the capital, PUB was founded in 1882 by Paul U Bergström after whose initials the complex takes its name. Since 2005, the store has undergone a continuous process of modernisation with a focus on selected fashion, accessories, design, music and cuisine. It has become one of Sweden's key cultural and entertainment centres, and aims to create, through its decor, displays and featured brands a vibrant, even inspirational, experience. Nowhere is this more strongly demonstrated than in Aplace, an independent store representing the best of today's young fashion designers. Lighting can of course play a vital role in atmosphere creation and the sparkle, accenting and rendering perfection of halogen previously provided a perfectly satisfying visual solution, but with economic and ecological shortcomings.

The brief for Rikard Ahlstrand of The Stockholm Lighting Company, was to bridge this gap - to mirror the look and feel of halogen but lower energy and maintenance costs. Experiments with compact metal halide lamps provided energy savings, but colours did not look as natural, fresh and inviting as the client wanted. Previous work with LEDs had not been successful owing to insufficient colour rendering and colour point stability.

The final solution, installed in January 2010, uses Projection Lighting's AlphaLED luminaires - the first fixture to use Xicato's 3000K Artist Series modules. It provides the sought after vibrant atmosphere and faithful colour rendering - with a pronounced lift in the rich reds on display.

www.xicato.com

www.alphaled.co.uk



Projection Lighting's new AlphaLED fixtures - used in the Aplace store - are the first to use Xicato's Artist Series modules