

Press release  
Dornbirn, March 2011

## Scintillating crystals

### Swarovski introduces standardised shop lighting



B1 | The Zumtobel lighting system installed in the Swarovski boutique at the Carrousel du Louvre shopping centre in Paris boasts a very high level of colour rendition quality, so that the exclusive exhibits can be presented to optimum effect.

Passion, luxury and beauty is what awaits visitors of the Swarovski store at the Carrousel du Louvre shopping center in Paris. Before long, nearly all visitors of Swarovski boutiques all over the world will experience the same impression, for the leading manufacturer of precision-cut crystals places great emphasis on maintaining a congruent brand identity which customers can easily recognise. For this reason, Swarovski commissioned the development of a global lighting concept for all stores to emphasise the elegance and exclusiveness of the Swarovski brand. From the beginning of the planning stage, the new Zumtobel lighting solution is now rolled out step by step in all boutiques all over the world – such as in the two boutiques in Paris at the Carrousel du Louvre and the Champs Élysées: a well-thought-out general and accent lighting concept featuring downlights and spotlights – including a Luxmate Emotion control system for lighting scenarios in dynamic colours.

A shining example of the global brand image is therefore also the 80 square metre shop at the Carrousel du Louvre shopping centre, which is attracting special attention already from the outside thanks to its large, brightly lit glass windows. The shop's elegant appearance is enhanced even further by the linear architectural design and the lighting concept matching the high-quality products. Shop windows and display cabinets are sparkling with brilliance. The predominantly white room concept provides a clear, uncluttered appearance, with warm colours creating a cosy feel-good atmosphere. "What we want is to make visitors sense the lightness and beauty of the exhibits on display already from the outside – in particular the delicate crystal element called "Chrysalis" which is more than five metre high –, so that they are enthralled and stop to enter the shop. Thanks to the subtly matched interplay of brilliant light, crystals and reflections, we managed to create a highly emotional ambience", explains Urs

Schreiner, the lighting designer in charge of the Paris stores.

While the luminaires themselves recede unobtrusively into the background, the light reflected from the precious crystals has a mesmerizing effect. Ambient lighting is provided by Zumtobel's 2Light Mini downlights flush-mounted in the ceiling. The gimbal-mounted pivoting lighting heads can be perfectly adjusted to changing displays and flexibly adapt to architectural and functional requirements. A variety of radiation angles and the application of a special diffuser disc allow the consistent use of the downlights in various areas of the showroom. Thus, thanks to this consistency, the ceiling maintains a uniform, uncluttered look. The 2Light Mini downlights installed feature high-quality HIT lamp technology, which ensures excellent colour rendition of the top-rate crystals and jewellery items.

Impressive illumination of the "Chrysalis" art piece is provided by two spotlight systems which are in perfect harmony not only in terms of design, but also in terms of lighting technology.

All in white, the spotlights remain completely unobtrusive on the consistently installed 3-ph-

se track section. Moreover, the high-performance LED spotlights installed in the shop window are dynamically controlled via the Luxmate Emotion lighting management system, which enables easy control of brightness and allows to set a variety of colours for the LED spotlights. In the process, the colours or brightness level can be changed individually at any time at the press of a button. Thanks to dynamically changing light colours – that for example have been used in the boutique at the Champs Élysées – the coloured reflections from the crystals within the room become clearly visible.

The emergency lighting system was globally implemented by Zumtobel as well, with very few exceptions. Especially impressive are the very discreet design of the Artsign escape sign luminaire and the excellent luminaire features of the Resclite LED emergency luminaire. The high efficiency achieved by Resclite powerLEDs ensures that the emergency lighting system meets all relevant standards with a minimum number of luminaires. This is a major advantage in terms of interior design, but also with a view to maintenance, and allows for potential energy savings of as much as 85 %.



B2 | The Swarovski boutique located at the Champs Élysées features almost an identical lighting concept features as at the Carrousel Louvre. It is intended to successively implement the Zumtobel lighting concept in all stores all over the world.

**Fact box:****Swarovski, Paris/F****Client:**

Swarovski France S.A.S., Paris/F

**Architecture :**Thomas Madoery, Swarovski Corporation AG,  
Zurich/CH**Lighting design:**

Urs Schreiner, Studio Dinnebier/D

**Lighting solution:**Zumtobel  
2LIGHT C Mini downlights, VIVO spotlights,  
ARCOS LED spotlights,  
RESCLITE and ARTSIGN emergency lighting,  
Lighting management system: LUXMATE EMOTION



B3 | The large display window of the boutique at the Carrousel du Louvre attracts passers-by, who are drawn nearer to marvel at the Swarovski exhibits brilliantly sparkling in the light.

For more information, please contact:

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