

BENCHTEST: THE WORLD'S FIRST DIMMABLE CFLs GO HEAD TO HEAD

Lighting

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Layer cake

Janne Kyttanen creates mouth-watering designs using layering technique

White stripes add style to

Holt Renfrew's flagship Toronto store has a lighting scheme that tunes in to the sculptural aesthetic of the interior design while reflecting the upmarket merchandise. **Jill Entwistle** reports

cool box



Project details

Project: Renovation of the designer collections floor, a 1,486-square-metre space at the flagship Holt Renfrew department store in Toronto, Canada

Client: Holt Renfrew, a 150-year-old company with nine stores across Canada

Lighting consultant: Lightbrigade Architectural Lighting

Interior designer: Burdifilek



Drawing a line: the massive circular ceiling details compartmentalise the collections and conceal cold cathode lamps



► The upmarket retail interior has travelled in a direct trajectory from ornate to minimalist in a matter of decades – though the odd stubbornly traditional outlet still endures. Rich textures and rococo decor are self-evidently luxurious, but the knack with the ‘white box’ approach is to create cool and classy without veering into the cold and clinical.

Canadian interior designer Burdifilek opted for a geometric and sculptural approach for its concept for the designer collections floor at the Toronto flagship of Canadian department store chain Holt Renfrew.

Subtle

The scheme uses subtle textures and varying degrees of transparency and translucency to reveal a complex palette of whites, brought to life by the lighting. “The concept is focused on pristine architectural forms and textured materials used in unexpected ways,”

says managing partner Paul Filek. “Instead of complexity, the concept is based on simplicity and pure shape. Our goal was to evolve ‘sculpture’ from a static addition to

“The concept is focused on pristine architectural forms and textured materials used in unexpected ways”
Paul Filek, managing partner, Burdifilek

Cascade of light: T5 fluorescent lamps illuminate a sculptural screen of clear and sandblasted Lucite cubes that fall from the ceiling (above and left)

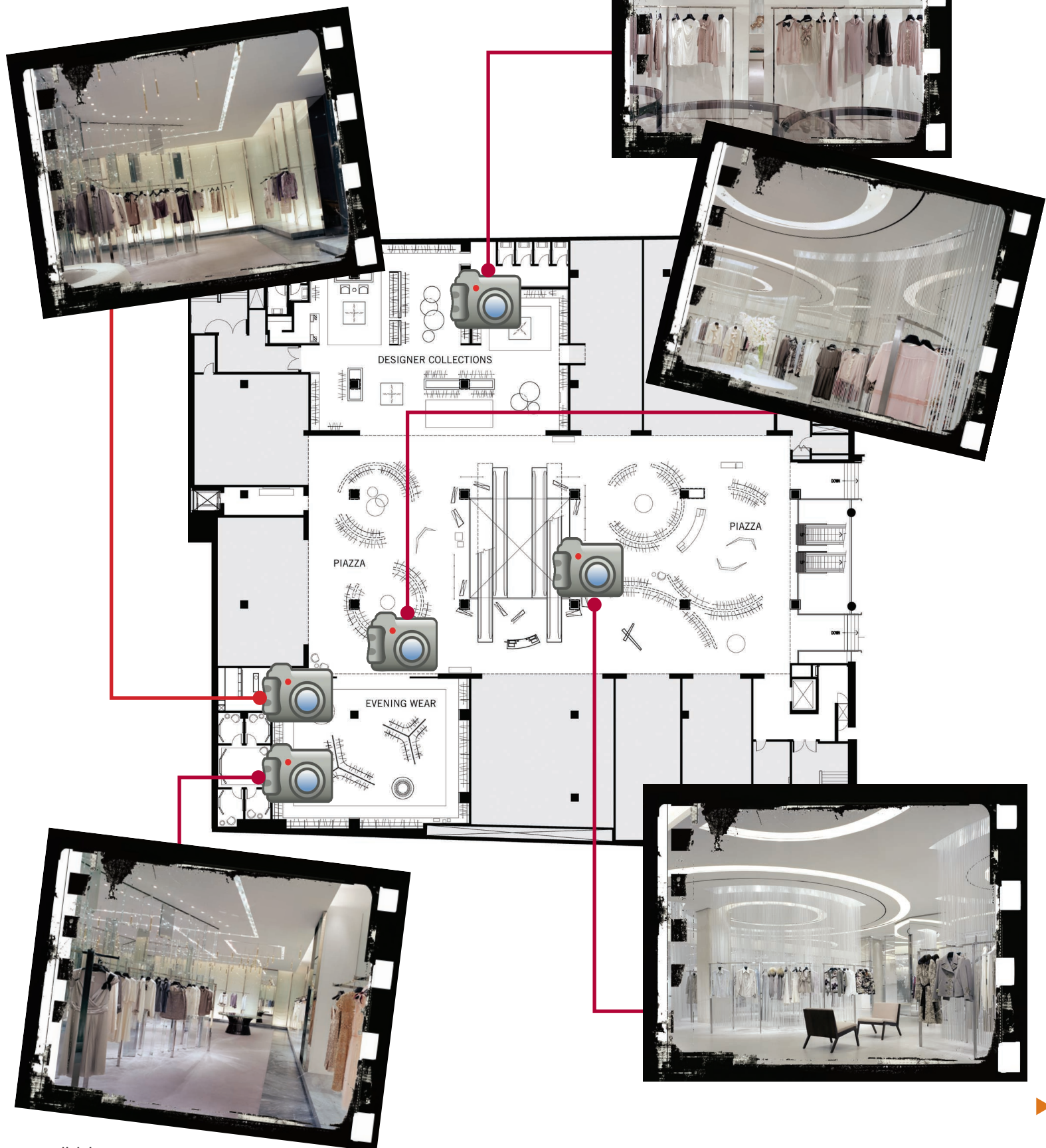
A journey into ethereal space

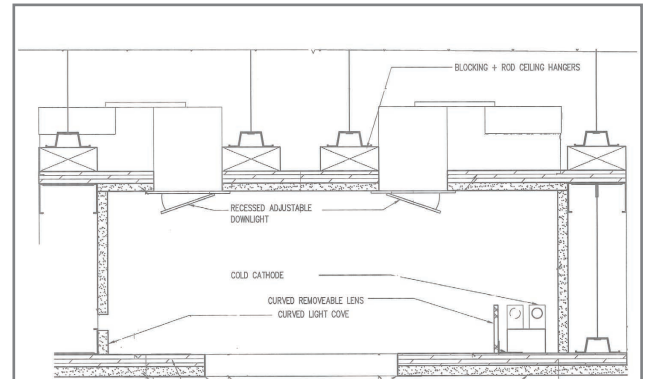
The design concept

Lighting concept: The design concept focuses on infusing a sense of art and drama into fashion retailing. “The thinking behind the lighting approach was to create an ethereal space true to Burdifilek’s vision,” says Rhomney Forbes-Gray of Lightbrigade. “This meant that while the lighting was paramount in making the interior design successful, it had to be subtle, efficient and as glare-free as possible. The light effect was to take precedent over the luminaires.”



Snap happy: take a shopping trip around the designer collections floor of Holt Renfrew's Toronto store with our photographer in tow





A slice through the ceiling

The key light sources in the designer collections area are MR16s in conjunction with dimmable cold cathode that highlights the circular coves. Narrow beam spots are used throughout to heighten light levels on the merchandise with little spill light. The interconnecting ceiling coves required detailed calculations to ensure the clothes were optimally lit. The careful design of the cove and snoots on the MR16 luminaires reduce glare. MR16s are also aluminium-backed, eliminating the dichroic back-spill that draws attention to the luminaires rather than the merchandise.

Swaying steel: low voltage downlights illuminate 40,000 white steel rods suspended from the circular curves

geometry successfully illuminated the product, while maintaining the interior design vision and patterning,” says Forbes-Gray.

A sculptural screen of clear and sandblasted Lucite cubes fall from linear openings in the ceiling details, bathed in light by T5 fluorescent lamps, again producing a diffused lit effect which adds another fluid element to the space.

“Technically the vision was very difficult and it took some time to make it work,” admits Forbes-Gray. “But the end result is spectacular.”

► a completed space to a place where it is hybridised into the architecture.”

The brief for lighting consultant Lightbrigade was to stay within the pre-renovation electrical load while improving the quality and amount of display illumination. The result was only a slight increase in load, and lighting quality and levels were greatly improved.

Key features are the massive circular ceiling details which act to compartmentalise the collections and which conceal cold cathode. “In order to keep the ceiling coves as light and pure as the other design elements, the cold cathode was hidden inside the cove behind frosted acrylic,” says Rhomney Forbes-Gray of lighting consultant Lightbrigade. “This emphasised the height and provided a very, very subtle wash throughout.”

Accent

The features also house MR16 spots that accent the clothes, which are displayed on brushed steel floor-mounted fixtures that follow the line of the ceiling details. Low voltage downlights on either side illuminate 40,000 white steel rods that are suspended from the circular coves and sway gently, creating an ethereal backdrop.

“The circular coves which house the adjustable recessed accent lights had to be worked and reworked until the



“The cold cathode emphasised the height and provided a very, very subtle wash throughout.”

Rhomney Forbes-Gray,
Lightbrigade