

PRESS RELEASE: FOR IMMEDIATE RELEASE

Light Bureau Complete Lighting Design for Fat Face Store, Brighton

Lighting design by Light Bureau plays a key role at the new Fat Face concept store recently opened in Brighton.

Light Bureau worked with the store designers – Box of Frogs and with the primary lighting supplier, iGuzzini to deliver a fresh lighting design concept to the new store. Located in Ship Street right in the heart of the famous shopping hub The Lanes, Fat Face's new concept store is a bold departure from their familiar surf-shack style. The new building is a double storey building on a former post office site with a large lantern style sky-light over the main space. The interior designer wanted to exploit the volume this space offered, utilising all of the height and creating some dramatic set pieces.

The interior design principle of the new store is drama and relaxing the materials palette which has previously been Fat Face's trademark of timber and texture.

The starting point for the lighting design concept was a theatrical setting, lighting only the merchandise and allowing the spill light to inform the background scene. Lighting of architectural details in this old building was deliberately avoided; illumination of the texture of the brickwork and openings was considered by Light Bureau and then ignored to ensure emphasis was given to the merchandise. The fact that the store is largely finished white ensures that reflected ambient light keeps visual contrast to a reasonable level.

Visual accent is achieved by the striking red containers within the space – to the central area and the junction between general store area and changing rooms. Light Bureau ensured the lighting design enhances these interior finishes by utilizing red LED in-ground uplight sources, saturating the red finish and to particularly emphasise these features.

Central to the store is a large poster display which scrolls between 3 images. This provides a changing backdrop to the store and a way of Fat Face to update and display latest brand images.

Light Bureau worked closely in conjunction with iGuzzini on delivering the lighting design concept. iGuzzini have traditionally supplied lighting to Fat Face stores and the relationship has worked well. Light Bureau were able to choose from a wealth of architectural lighting luminaires to achieve the concept and the new Sidecar range was selected for its simple gallery-like form and range of lamp sources. Long-life, low energy CDM-TC sources were generally selected by Light Bureau for proven effectiveness and impact whilst certain feature sources and window displays utilize LED sources for low-energy and maintenance efficient accent lighting when the store is closed.

It's early days as far as the new interior concept and lighting design is concerned and it's not known whether this image will be generally rolled out, but based on early reactions from the client and Brighton's shoppers, the new Fat Face concept has been well received and is a bright addition to the chain.

Light Bureau's Duncan Hamilton is particularly pleased with the scheme *'the lighting design is a departure for Fat Face and*



provides an energy efficient and visually stimulating environment, this was achieved with a very quick program and on a similar budget to Fat Face's traditional stores'.

Client: Fat Face

Completion Date: April 2010

Interior Designer: Box of Frogs

Lighting Supply: iGuzzini

Light Bureau is an independent lighting design consultancy based in London. Established in 1999, the practice has become one of Europe's leading creative lighting consultancies.



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