
PROJECT

Paulas Shop
Hückelhoven

CLIENT

Johannes Heinrichs, Hückelhoven

Flexible shop lighting

Paulas Shop for home accessories, decorative items and more is located in a building in Hückelhoven, in the proximity of the entrance to the Cologne/Düsseldorf motorway.

The task was to brightly illuminate the 5 m wide outer façade so that the shop would catch the eye, particularly in the evenings and during the darker part of the year. In addition, the open porch was warmly lit to capture people's attention and curiosity and to entice them to enter the shop. Finally, a flexible lighting system was installed in the business premises that can easily and quickly be rearranged to suit the varying product offering on display [home accessories, decoration, gifts, gourmet food, etc.].



INTERIOR AND EXTERIOR

LED-Luc for interior use | LED-Hayat for exterior use

Products

- LED-Hayat WallWasher, warm white
- LED WallWasher type 600-18, amber
- LED-Luc on rails, warm white



EXTERIOR
LED-Hayat

Exterior

On the outside two warm white LED-Hayat luminaires were placed below the gable to suffuse both the façade, with its basket awning, as well as the street with a warm and welcoming light.

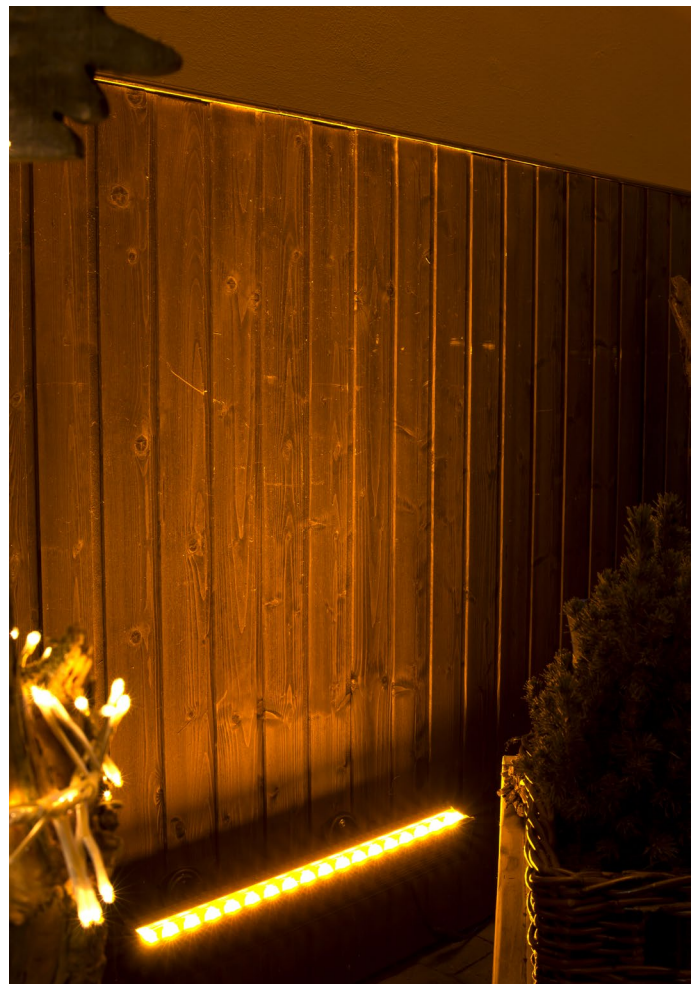
Two amber LED-WallWashers were installed in the open but roofed porch, where accessories and decorations for outdoor living are displayed. This extends a warm welcome to passersby and the beautifully lit, friendly entrance lobby arouses curiosity and incites them to enter the shop.

LED-Hayat

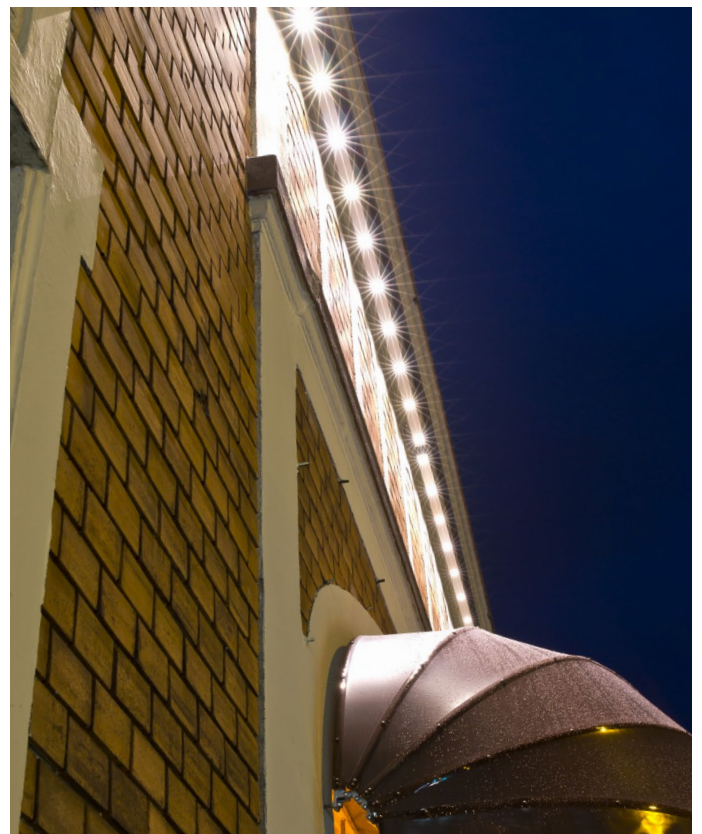
- 2 units, 280 cm each
- Light colour: warm white

LED-WallWasher type 600-18

- 2 units, 60 cm each
- 18 LEDs
- Light colour: amber



FAÇADE ILLUMINATION
LED-Hayat



INTERIOR
LED-Luc

Interior/shop displays

The interior of the shop is divided into a front and a rear area and both are illuminated using the small, magnetic, and due to its ball type head, very flexible LED-Luc miniature spot.

The miniature spots are magnetically mounted on two rails and can be easily and quickly rearranged on the rails to suit the way the product offering is displayed to the customer in new and changing presentations.

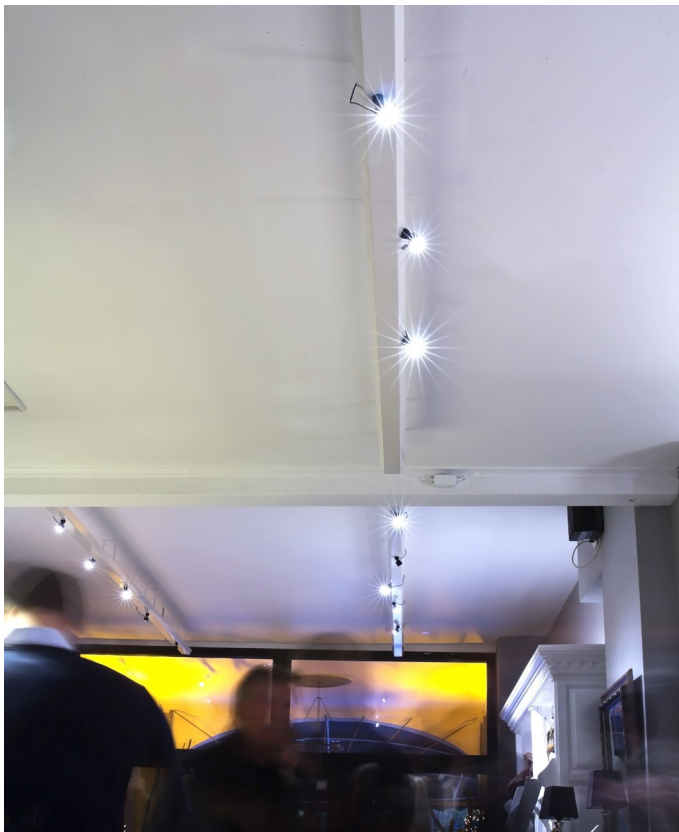
In addition, the LED-Lucs are equipped with different lenses to suit the requirements: 50° for classic full illumination, 10° for point illumination of individual goods.

LED-Luc

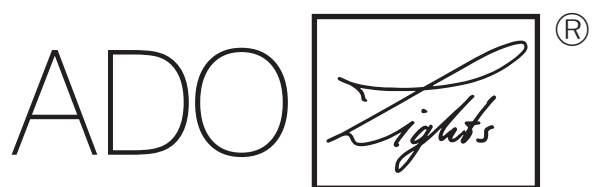
- 2 rails, 400 cm each | front area
- 2 rails, 525 cm each | rear area
- All RAL 9010 coated + suspended from the ceiling
- 5 LED-Lucs | 3 W | front area
- 6 LED-Lucs | 3 W | rear area
- Lens types: 6 units 10° | 16 units 50°
- Light colour: warm white | 2.600 K
- 1 transformer + 2 cable distributors per rail



SHOP
LED-Luc on rails



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