



Illumination of the Façade of the Galeria Bronowice Shopping Mall in Krakow

innovation ✨ you



Location: Krakow, Poland
Philips Lighting: eW Graze Powercore

PHILIPS



“The contemporary technologies of the multimedia age provide architects with new opportunities in the scope of lighting systems of buildings, while buildings themselves benefit from illumination that highlights their qualities. In the Galeria Bronowice project, we attempted to embed the lighting fixtures into the façades in a manner emphasising the unique shape of the structure and reflecting its nature.

Each of the independently designed zones required addressing separate goals and solving separate project issues. Thanks to our close collaboration and access to exceptional technological solutions, the structure gained an interesting form. The entrance zone with its expressive façade constitutes the main feature. The soft, linear wall washing highlights the body of the building, while the illumination of the arches complements the lighting of the pedestrian zone. Each of the zones has a different nature and creates a different ambiance, while constituting a consistent, comprehensive concept”.

Maciej Tutaj, Architect, Biuro Rozwoju Krakowa S.A. (Krakow Development Office)



INTRODUCTION

A Shopping Mall Unlike Any Other

The intention of Galeria Bronowice’s designers and originators was to create an important architectural element in the northern part of Krakow’s city space, standing out in comparison with other similar structures. The mall has a very special location, close to the crossing of routes leading to the city centre, the Balice Airport, the Silesia and Podhale regions and many nearby towns and cities. Its representative role is highlighted by its architecture inspired by the Polish Art Nouveau style, strongly connected with Krakow.

The perfectly located structure, combining elements of Art Nouveau and Modernism, has a floor area of about 60,000 square metres. It houses the largest single-story Auchan hypermarket, Saturn electronics store, dozens of shops and boutiques of well-known and popular brands. A wide range of restaurants offer many amenities to parents and children alike. Shoppers do not need to worry about parking their cars, thanks to the three-story, free car park for 2,800 vehicles.

THE CHALLENGE

The Distinctive Light

Such a special place required an individual, innovatory approach to the issue of illumination. The concept of illumination required a great deal of consideration, with the goal to provide good visibility, but also to highlight the unique nature of the structure and its modern, functional architecture. The light in Galeria Bronowice creates space, while dividing it into easily distinguishable zones and merging them within a single, integral design.

Thanks to the individual lighting programmes, such elements as the expressive wall, the pillar casings at the entrance to the car park and the lighting in the stairwells emphasise the specific nature of the structure that stands out in comparison with other shopping malls in Krakow. The lighting programmes used in Galeria Bronowice make the structure attractive and comfortable, improving the shoppers’ satisfaction. Apart from its utilitarian function, the light provides comfortable conditions to the customers and highlights the innovatory architectural concept of the structure as a whole.

The expressive wall – the key element of the façade – highlights the uniqueness of the structure at first view. On one side it draws visually from the traditional lace patterns,

Exterior lighting systems of a newly constructed shopping mall

INVESTOR

Immochan

LOCATION

Krakow, Poland

PROJECT

Exterior lighting systems of a newly constructed shopping mall

LIGHTING SOLUTIONS

eW Graze Powercore

PERSONS RESPONSIBLE FOR THE PROJECT

Kasia Kożuszek Key Account Manager, PHILIPS
Michał Kołodziej Project Manager, PHILIPS
Bartosz Lukas, Project Manager, IMMOCHAN
Barbara Smigielska, Biuro Rozwoju Krakowa (Krakow Development Office)
Maciej Tutaj, Architect, Biuro Rozwoju Krakowa (Krakow Development Office)

IMPLEMENTATION

Q3 2013 (lighting system)



while on the other it displays floral motives, characteristic for the Polish Art Nouveau aesthetics, inseparably linked to Krakow.

Philips was responsible not only for the Gallery's illumination design, but also for the implementation of the project. The scope of Philip's responsibilities also included the implementation of electrical and communication solutions, as well as the start-up of the illumination system. The complex scope of cooperation and its innovative concept, covering both the design and the installation works, required close cooperation between Philips Lighting Polska and the investor, the mall designers and different subcontractors on each stage of the project, as well as a great flexibility and a proper, efficient allocation of resources. Philips maintained close contact with the investor throughout the project's realisation, and in order to achieve the planned effect, many illumination tests were carried out.

THE SOLUTION

The Modern Approach to Tradition

Due to the unusual outline of the structure, with its very long, horizontal facade, it was necessary to adopt innovative illumination solutions. The proper illumination of the structure's edges played an important role, highlighting the

uniqueness of its shape. The light divides the structure into zones, logically and clearly complementing its layout. Light arches and linear fixtures subtly graze the architectural features. The panel lighting on the sides of the building emphasises the unique shape, while the grazing of the arches creates a glow that discretely highlights the uniqueness of the architectural elements. The eye-friendly illumination solutions create an impression of depth, acting not only as a source of light, but also as a space-creating factor. The expressive wall, the showcase of the mall, was inspired by the Art Nouveau floral motives, creating a friendly, inviting ambience.

The innovative illumination of the arches, the Alucobond band and the expressive wall, tailored to the needs of the project, merge into a consistent, perfectly balanced concept, drawing from the architectural tradition of Art Nouveau, so unique and so characteristic of the city of Krakow.

Light images are projected on the expressive wall at the entrance to the mall, which is the showcase of the structure. The unique effect was achieved thanks to lighting scenarios, realised with the use of specially designed control system, adapted to the unique architectural concept and character of the building.



THE BENEFITS

The unique combination

The main goal of the illumination designers was to highlight the exceptional nature of the structure and its uniqueness. It was achieved thanks to detailed planning and adjusting the employed solutions to the investor's expectations. The tailored project reconciled the aesthetic and the economic requirements. The energy-saving LED technology and the use of Philips' own solutions (one fixture per panel) minimised the costs of the project. Thanks to its perfect adjust-

ment to the project assumptions, the illumination system became an integral feature of the mall's architecture, harmonising with the unusual panel façade and highlighting the combination of the Art Nouveau ornamentation with the functional design of the 21st century.

The lighting system brings out and emphasises the unique nature of the structure. It is further highlighted by the innovative grazing solutions of the arches and the band, the expressive wall at the main entrance and the complex lighting scenarios that call attention to the architectural concept.



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