

The Philips logo is displayed in a white rounded rectangle on a dark blue background. The background of the entire advertisement is a photograph of a modern building entrance at night, featuring a large glass facade, a central blue light pillar, and a grid of recessed ceiling lights.

Retail lighting

CORESI SHOPPING RESORT



Case study

# The ultimate shopping experience in the perfect light

Being the largest urban regeneration project in Romania and the first experience center in Brasov, Coresi Shopping Resort aims to become the main modern tourist attraction of the city and even of the region. This innovative and inspiring place needed dynamic lighting solutions which can create ultimate shopping experiences so hunted down by the visitors. Said and done: the results speak for themselves.



## Project Information

Investor:	Project:	Location:	Lighting Solutions:	Project responsible:
CORESI SHOPPING RESORT	CORESI SHOPPING RESORT	1 <sup>st</sup> Zaharia Stancu Street, Brasov Romania	Iltri LUCE LED, LUXSPACE ACCENT COMPACT, StyleID Crispy White, MiniPentura Gen2, Coreline Downlight, Dynalite Controls	Mirel Jarnea Key Account Manager for Retail & Hospitality Segment CEE at Philips Lighting



When it comes to new experiences, shopping resorts aim to be a generator of positive energy through innovation

Shopping spaces are always looking to engage with customers in more effective ways, offering to visitors not only the highest level of quality, but also a compelling reason to spend some time there. The innovative LED technology applications have the power to increase the features of retail spaces, helping them to create ultimate shopping experiences for customers and quality light condition for products and shops. Since its construction, Coresi Shopping Resort management wanted a specific ambiance to provide customers happiness and comfort, but also to become the main modern tourist attraction of the region. This is why it acquired more than 2 hectares for leisure, 8 cinema halls, 20 restaurants and cafes and

plenty of shops for all tastes. This caring attitude for its visitors needed a group of innovative LED technologies that combined together allow to obtain a high quality lighting. Philips had the solution.

“Since the beginning we wanted to create a perfect place for our visitors where they can spend their free time, have fun, do shopping or watch a movie. All these are not enough for ever-changing consumers. The light plays a big role in our story, expressing the joy of living. We wanted light efficiency, high color rendering index and energy savings. Philips Lighting was able to create a welcoming ambiance for our visitors and an outstanding lighting design for all our spaces.”

**Ruxandra Bese**  
Development Director  
Immochan Romania



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## Philips LED systems create a modern and stylish atmosphere **for new shopping experiences.**

Coresi Shopping Resort space needed specific lighting solutions for every particular space, starting with the cinema and finishing with the parking, in order to allow lighting design blend discreetly into the spaces and to attract shoppers with high-quality light. Philips Lighting provided six different range of lighting applications to create a welcoming ambience and to put in the spotlight not only the products, stores, parking and walk lines, but also the building itself. The main idea of the technologies used was to make whites appear whiter and colors seem more vibrant.

“Creating a welcoming atmosphere is vital for every shopping area, especially when we talk about a new comer. It was very challenging working for Coresi Shopping Resort because it represents more than design and quality. It is pure happiness and we tried to reflect it by using maximum benefit from the lighting efficiency of LED technology.”

**Mirel Jarnea**  
**Key Account Manager**  
**Retail & Hospitality Segment CEE**  
**Philips Lighting SEE**

For outside, inside and cinema stairs walk line illumination it was used Ilti LUCE system to provide low power consumption for a high lighting performance and to create a safety and warm atmosphere. For the eight cinema spaces we used a flexible and elegant system that perfectly matches the overall design: Dynalite controls. This system creates a welcoming ambience and recalls different lighting scenes which allow to suit the mood to fit best with every movie. LuxSpace Accent was used for interior spaces to attract shopper with high-quality light while offering the ideal energy-efficient solution for the demanding retail environment. StyliD provides a modern atmosphere and enhances lighting effects brand's image in a colorful way. It was used for inside lighting, creating an outstanding atmosphere with every step you take. For very small spaces it was used Philips Pentura Mini to provide low energy consumption and warm light not only for the shops, but also for the visitors. To create a friendly ambience and a natural lighting effect, CoreLine Downlight has successfully been integrated into the design. It provides low energy consumption and a very refreshing atmosphere that creates ultimate shopping experiences for all customers.

## Bringing the brand's vision **to life**



“ Once again, the LED lighting technologies has been **successfully integrated into a demanding retail environment.**

Mirel Jarnea  
Key Account Manager  
Retail & Hospitality Segment CEE  
Philips Lighting

