



Case Study

Vegas Mall - Ginza

Location
Philips Lighting

Vegas Mall, Ginza, Moscow - Russia
iColor Accent, iColor Graze Powercore, iColor Cove MX
Powercore, iW Cove, Recessed LEDline, iColor Flex MX, Color
Blast Powercore, UrbanScene

PHILIPS
sense and simplicity



“Vegas turns shopping into an exciting adventure attended with mystery and change.”

Emin Agalarov, Commercial Director, Crocus Group.

LED brings a taste of Tokyo to Russia's first themed mall



Fast Facts

Client

Crocus Group

Project

Vegas Mall - Ginza

Location

Moscow, Russia

Light Sources

iColor Accent, iColor Graze Powercore, iColor Cove MX Powercore, iW Cove, Recessed LEDline, iColor Flex MX, Color Blast Powercore, UrbanScene

Lighting Design

Recreating Tokyo's famous Ginza shopping street

Lighting Effect

Backlight, LED screen, Wall washing, Dynamic Lighting, Gobo effect.

Project Support/Responsibility

OnurYigit, Philips Turkey, LiAS
Elif Gün, Elemeği Project Solutions

Background

Developed by the Crocus Group, the Vegas super mall covers a total area of 386.000 square metres, making it one of the largest retail sites in the world. It's also the first and only themed shopping mall in Russia. The mall includes an amusement park, an 18-meter observation wheel, a tower drop ride and an ice rink. But the real centrepiece of the development is the recreation of Tokyo's famous Ginza shopping street; a unique lighting challenge that demanded the most breathtaking of solutions.

The Challenge

The Crocus Group wanted to recreate the pulsating, vibrant atmosphere of one of the busiest districts in Tokyo and embed it harmoniously into the rest of the shopping mall. To achieve this vision a lighting solution was required that would create an exciting, dynamic ambience with changing colours and light effects to enthrall shoppers. At the same time it also had to highlight the distinctive features and materials in each of the 32 separate facades along the 130 metre street whilst maintaining the sense of a unified, cohesive space.

The Solution

The ambitious concept was brought to life using a range of LED lighting solutions that were embedded into a variety of surfaces from acrylic beams and glass shutters to wood and metal panels. An array of

dynamic lighting patterns and colour grazing effects enhance the experience even further, continuously changing on each surface to create different moods and ambiances as shoppers move along the street. And to complete the illusion, a myriad of sparkling LED lights twinkle like a starry night sky to recreate Tokyo's outdoor shopping experience indoors.

Benefits

Philips LED lighting solutions were the perfect choice to create the mall's extraordinary lighting experience. Their structural flexibility and small size made a seemingly impossible challenge a reality. Not only is the lighting scheme strikingly beautiful, thanks to the energy efficiency of LED it is also economical when it comes to operating costs. The lighting solution now gives a dazzling performance that entertains and amazes shoppers, bringing a taste of Tokyo to one of the most significant retail developments in Russia. A concept that has transformed the shopping mall into an exciting visitor attraction that arouses curiosity and encourages people to stay as long as possible.



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