

The Philips logo is displayed in a white rounded rectangle on a dark blue background. The word "PHILIPS" is in a bold, blue, sans-serif font.The text "Retail lighting" is written in a white, sans-serif font on a dark blue background.The text "Mega Image Store" is written in a white, sans-serif font on a dark blue background.The text "Case study" is written in a white, sans-serif font.The main title "Creating tasteful light" is written in a large, white, sans-serif font, with "Creating" on the top line, "tasteful" in the middle, and "light" at the bottom.A paragraph of white text on a dark background describing the store's expansion and lighting solutions. The text reads: "As part of an intense expansion process across Romania, Mega Image creates a store chain well-known for its way of enriching consumer experience. The welcoming ambience is now completed by dynamic display lighting solutions which transform and individualize the store."



When it comes to enriching customer experience, retail spaces focus on appearance, adaptability and innovation.

The right light increases the force of attraction at the highest level, so that products displayed benefit of unsurpassed lighting conditions and, by consequence, shopping experience reaches a new level of quality. Founded in 1995, the biggest Romanian supermarket chain, Mega Image, now comprising of 410 stores, has always put product quality and freshness on the first place. The specific ambiance is designed to provide customers comfort and easy access to all products offered in a wide variety. This warm and caring attitude towards consumers has attracted a highlight through a new concept – Gusturi Romanesti, a range of products made in collaboration with local suppliers. The new shop for Gusturi Romanesti

needed an innovative lighting system provided by Philips Lighting.

“We want the best when we talk about image and ambience and the lighting had to be part of the Gusturi Romanesti concept. We wanted a subtle and dynamic light, to create a warm and welcoming environment for our customers, but also to be low in energy consumption. We found the perfect lighting partner in Philips, a continuously innovator in this area who understood our way of being and created a warm light for our customers and products.”

Elena Stefanescu Marcu
Mega Image Architect

Project Information

Investor:

Mega Image

Project:

Gusturi
Romanesti
Concept Store

Location:

104 Ion Mihalache
Bd. Bucharest,
Romania

Lighting Solutions:

LED Module mounted on SM120V
LED37S/840 PSU W20 L120
MASTER LEDspotLV D 10-50W 830
MR16 24D mounted on Definitif

Project responsible:

Dan Ionescu
Elena Jaja
Philips Lighting
Romania



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Elena Stefanescu Marcu
Mega Image Architect





Philips LED systems create a welcoming environment, putting both products and customers into a **natural and warm light.**

Mega Image's management wanted a sustainable lighting solution that would create an appetizing ambience. The answer was simple: an LED system. The light design main idea was little accent light done with small and discreet projectors to highlight the products. The rest of the space should have a general light level done with fixtures hidden in the suspended wood ceiling. The small size and black color of the Definitif made the luminaire blend perfectly into the interior design.

One particular challenge was mounting the projectors. "Because the suspended ceiling was made of wood planks with gaps between them and we needed to mount the stick of Definitif luminaire between these gaps, the constructor and the electrical team had to build special mounting plates behind the false ceiling."

Dan Ionescu
LiAS Engineer - Indoor at Philips Lighting

Shopping experience is taken to a highest level thanks to LED lighting concept

For general illumination, LED Module used for Philips SM120V provides a clear visibility to customers, making them feel comfortable in a warm light, enhancing the shopping experience and refreshing the atmosphere. Master LED spot LVD for Philips Definitif was used to highlight the all categories of the store and their vibrant colors, bringing out the quality and freshness of the traditional products displayed.

Everything in seemly light





“ This is another great victory for **innovative lighting.**

Elena Jaja
Retail Key Account Manager at Philips Lighting

