



## The new FrischeParadies in Stuttgart – speciality foods presented in brilliant light

Differentiated lighting design facilitates in-store orientation and attracts the customer's attention with eye-catching product displays: the new market store of FrischeParadies GmbH & Co. KG in Stuttgart showcases the vast creative scope of ERCO LED spotlights and downlights

As Germany's largest speciality market and supplier of gourmet foods, FrischeParadies GmbH & Co. KG operates stores in cities such as Berlin, Hamburg, Cologne and Munich offering restaurateurs and private customers a selection of over 12,000 delicacies. The differentiated lighting concept designed by ROBERTNEUN™ ARCHITEKTEN for the stunning architecture and interior design of the recently opened Stuttgart store of FrischeParadies GmbH & Co. KG gives structure to the spacious interior, emphasising distinct zones and making it easier for customers to find their bearings in the store. ERCO LED lighting tools direct attention onto the appealing fine foods presented brilliantly in light designed to unlock the customers' desire to buy.

ROBERTNEUN™ ARCHITEKTEN designed the new FrischeParadies store in Stuttgart as a striking complex of four separate clear-span halls, including the actual store with some 1,000 square metres of floor space and a ceiling rising up to ten metres under airy lantern roofs. Plenty of daylight, large glass

sections on the front walls, an impressive timber framed roof structure made of untreated wooden trusses on exposed concrete walls as well as sealed concrete flooring lend the store's interior a modern, industrial character. The black track system with ERCO Optec spotlights installed at a height of 3.50 metres blends beautifully with the overall aesthetics. Using just one range of spotlights all throughout the new FrischeParadies store, the designers created a perception-orientated lighting concept based on directed accents for appropriate contrast and a calm ceiling appearance.

The black track system with Optec spotlights blend into the background, directing the attention entirely onto the appealing delicatessen and fine foods of FrischeParadies GmbH & Co. KG. Flexibly aligned along the track, the ERCO Optec spotlights effectively emphasise individual spatial zones and product displays, using warm white light (3000K) with narrow spot (6W), spot, flood or wide flood (19W) light distribution throughout the store, with the exception of the fish counter. Optec spotlights with wide flood distribution

### Project data

Project:	FrischeParadies GmbH & Co. KG, Stuttgart / Germany
Architecture:	ROBERTNEUN™ ARCHITEKTEN GMBH, Berlin / Germany
Photography:	Frieder Blickle, Hamburg / Germany

illuminate the cashiers' desk at 500lx, thereby complying in every respect with the prevailing standards required for workplace lighting.

In versions with different light distributions, the versatile ERCO LED spotlight meets all the requirements of lighting in high-end retail shops and restaurants – high-contrast accent lighting, floodlighting of individual areas or sharp-edged beams for striking effects. With innovative photometrics, Optec combines efficiency with visual comfort, attaining sufficient illuminances in the large store with only 19W per luminaire. Designed for maximum

visual comfort, the lens system with precise projection guides the light exactly where it is needed.

Optec spotlights in the FrischeParadies store are equipped with 3000K LEDs, as warm white light optimally displays the quality of food – excellent colour rendering is essential particularly for fresh produce. The ERCO LED lighting tools used in the store offer superior colour rendering properties ( $Ra \geq 90$ ) as a unique feature, guaranteeing that the products are shown in their true colours.

## Luminaires used in the project



Optec

## About ERCO

The ERCO Light Factory in the German town of Lüdenscheld is a leading international specialist in architectural lighting using LED technology. The family business, founded in 1934, now operates as a global player with independent sales organisations and partners in 55 countries worldwide. Since 2015 ERCO's portfolio has been 100% LED. With this in mind, ERCO in Lüdenscheld develops, designs and produces digital luminaires with focus on photometrics, electronics and design. Work-

ing closely with architects, lighting designers and engineers, ERCO develops lighting tools used primarily for applications in the following fields: Work, Shop, Culture, Community, Hospitality, Living, Public and Contemplation. ERCO understands digital light as the fourth dimension of architecture – providing highly precise and efficient lighting solutions to support creative designers in turning their visions into reality.

**Copies and links requested.**

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