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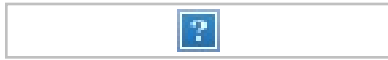
Youfresh bistro, Berlin

Report

display - extends into the mall so as to connect with passers-by. "The counter simulates progression into the depth of the room," explains designer Michael Bertram of the Ippolito Fleitz Group. "From a functional aspect, it offers an impressive range of features and catering essentials, such as chiller trays, drink dispensers, salad containers and, of course, the cash point." Built with versatility in mind, the designers were careful not to assign specific locations to any feature. "This approach gives the shop operators carte blanche to change decorations and create their own merchandising displays," the designer adds.



Optec wallwashers as the only light source masterfully enhance the appetising presentation of ingredients at the toppings station.



The checkout is emphasised by Optec spotlights with flood distribution and optimised glare control for the cash register display.

Vertical illuminance for a fresh, open feel

Thanks to the ERCO LED lighting tools, maximum flexibility extends all the way to the lighting concept. Built entirely around the Optec range, using the three light distribution options flood, oval flood and wallwash, the spotlights are mounted on three parallel track sections under the suspended ceiling, achieving uniform ambient lighting throughout the shop, whilst selected objects are effectively accentuated. Optec wallwashers (12W in warm white) provide evenly distributed light on the vertical surfaces, giving the interior of just under 4m a wider and distinctly spacious feel, with a pleasantly bright and welcoming atmosphere. The menu boards and price lists at the front of the shop are efficiently illuminated in bright light to ensure easy reading, whilst Optec wallwashers at the back bathe the wall in perfectly uniform light for a fresh and appetising presentation of the vast assortment of ingredients at the topping station. The wallwashers are complemented by Optec spotlights with flood and oval flood distributions that accentuate the elongated counter section. At the checkout, Optec with flood distribution achieves brilliant ambient lighting whilst preventing glare on the screen. For emphasis, the oversized plastic frozen yoghurt model near the entrance is illuminated by Optec with flood characteristic, aiming to whet the customers' appetite for more.

The ERCO Optec spotlights used for Youfresh are true all-round talents. In versions with different light distributions, Optec covers the full bandwidth of lighting requirements in the shop. Based on a meticulous design, the lighting concept aims to accentuate the freshness aspect of the Youfresh brand and its products whilst facilitating a flexible response to different presentation scenarios, preparation and sale.



Optec wallwashers deliver superb uniformity on the wall whilst presenting the products in front in the perfect light.



An Optec spotlight with flood distribution makes a point of the oversized plastic frozen yoghurt model at the entrance, aiming to whet the customers' appetite for more.



A wooden bowl at the topping station is positive proof of the outstanding capabilities of ERCO lighting LED lighting tools to emphasise materials and colours in natural light.



Optimal colour rendering thanks to ERCO LED lighting tools: The colours and materials of the various frozen yoghurt toppings are rendered accurately in brilliant light.



The Youfresh shop, opened by Margaretha and Jan Olszewski in the new Mall of Berlin at Leipziger Platz, is testimony that fast food can actually be fresh, healthy and tasty.

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