

Architect: Diesel Interior Design Department, Molvena
Photographer: Edgar Zippel, Berlin
Project location: Mailand

Diesel Flagship Store

With its flagship store at the Piazza San Babila in Milan, Diesel leads the way in modern-day store lighting.

In Diesel's shop windows, Emanon LED varychrome spotlights illuminate objects in hues adjustable to the season. The store room continues the concept of coloured accentuation with its concealed Focalflood varychrome spotlights, all comfortably controlled via a DALI Light System.

TM spotlights with high-pressure discharge lamps generate luminous light directed onto the products. Barn doors attached to the luminaires emphasise the studio look and improve visual comfort.

