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ERCO lighting in the Leica Store & Galerie Munich, Munich, Germany



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## **Cameras and photographic art perfectly staged ERCO lighting in the 'Leica Store & Galerie' Munich**

- Photography: Leica Store | Gallery Munich Maffeistrasse
- Leica Store & Gallery, Munich

- Place: Munich
- Country: Germany
- Website: [www.leica-camera.com](http://www.leica-camera.com)

**The new Leica Store & Gallery Munich presents a passion for photography on more than 250m<sup>2</sup>. The store is opened at the end of 2020 in a completely new design: natural surfaces made of sustainable wood in warm tones create a calm, restrained atmosphere in the rooms. The special feature: The store is a mixture of shop and art gallery. Both sales areas and showrooms are ideally staged with Eclipse spotlights from ERCO.**

## Photography equipment presented in the right light

Professional cameras, lenses, high-quality camera bags or illustrated books—in the front area of the store, visitors can browse through the world of Leica. The variety of products is highlighted on presentation walls and tables by Eclipse spotlights with oval and oval wide flood light distribution in 3000K. Partially equipped with barn doors, they ensure maximum visual comfort and a pleasant stay.

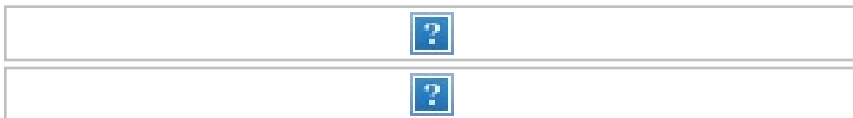


## Photographic art on display

The rear area is dedicated to the artistic results of photography: exhibited photographic art lends the store a gallery character. Here, Mick Jagger and the Queen share the attention of interested visitors—as in the "Exposed" exhibition by musician Bryan Adams, which shows intimate and eccentric portraits of celebrities.



Eclipse wallwashers and spotlights with wide flood light distribution in 4000K ideally illuminate the portraits and walls. The exhibitions in the Leica Store & Gallery change, and the rooms are also used for events during vernissages. The lighting must be adaptable to changing exhibition concepts. Mounted on tracks, the Eclipse spotlights can be flexibly repositioned and aligned. Thanks to the luminaire's modular design, lenses for different light distributions can be changed quickly.



Thanks to wireless control with Casambi Bluetooth, the light is easily controlled via app: luminaires can be individually switched and dimmed, light scenes are quickly set up. Especially in the shop window area, it is possible to create new looks in the store again and again by changing the lighting scenes. In the new appealing design, camera lovers, hobby photographers and fans of exciting photographic art will get their money's worth in the Leica Store & Gallery Munich.

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