

Architect: Werner Kleon, Innsbruck
Lighting designer: Manfred Draxl, Conceptlicht.at, Mils bei Innsbruck
Photographer: Frieder Blickle, Hamburg
Project location: Lans

MPreis supermarket

The supermarkets of the Austrian chain MPreis stand out from the competition, both due to their offer as well as their architecture and lighting.

MPreis claims to provide the right atmosphere at the point of sale even as a supermarket and has proved to be a pioneer in the self-service sector. This is evident both in its new properties and in the redesign of existing locations, as here in the Tyrolean municipality of Lans.

As an Austrian chain of stores, MPreis calls familiar brand philosophies into question. Instead of built uniformity, its creed is "variety of the architectural use of forms". Every design is based on the specific location. This individualised utilisation of architecture for its now 150 supermarkets with the typical red MPreis cube has become a trademark.

The master plan developed by the Austrian lighting design office conceptlicht.at specifies key planning elements and is now individually adapted to suit different conditions. The key concept of the lighting designers: "All the light of the markets emanates from the products".

The MPreis market thus does not feature the classic ambient lighting. Instead, Optec spotlights on ERCO tracks create the required effect on product shelves and show off the materials, textures and colours of the products to advantage. The warm, lively atmosphere clearly differentiates the markets in look, feel and their amenity values from the competition.

