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Sleeping Dogs store, Hamburg



Sleeping Dogs store, Hamburg

Architect Büro Wehberg, Hamburg / Germany

Lighting designer team licht, Hamburg / Germany
Photographer Frieder Blickle, Hamburg / Germany
Project location Hamburg / Germany

The Sleeping Dogs concept store at Hamburg's Rödingsmarkt offers a superb curated selection of furniture and home accessories. In a space of almost 500 square meters, the objects by world-class designers and young talents are presented much like exhibits in an art gallery - perfectly staged with state-of-the-art ERCO LED photometric technology.

Sleeping Dogs stands out in many respects from conventional home furnishing stores: In a prime location between Rödingsmarkt and Fleet, not far from Hamburg's Hafencity and Speicherstadt districts, the store welcomes customers with a bright and spacious feel over almost 500 square meters, featuring glass façades on two sides as well as a formidably high ceiling ranging up to 5.80 meters. Glass, steel and concrete, complemented by visible cable ducts and vent pipes under the ceiling, lend the room a timeless industrial character. In this neutrally designed ambience with its technical features, the unconventional and often brightly colored furniture, luminaires and interior objects for sale by designer and owner Carmen Gloger are showcased perfectly alongside accessories, jewelry and art. Quality, not quantity: In gallery style, the selected objects are presented in changing exhibitions and combined with matching large-sized pictures and canvasses.



The lighting concept, designed by team licht from Hamburg, takes up on the gallery idea - blending vertical illuminance, for general orientation within this massive space, with pinpoint accent lighting focused on the objects displayed in the store window and on the sales floor - all of this is achieved using DALI controlled ERCO Optec LED spotlights. For a perfect balance between wallwashing and spotlights and to enable a flexible response to the changing exhibition scenarios, both elements of the lighting concept can be addressed individually. "The main entrance area facing out to Rödingsmarkt features tinted glass," explains lighting designer Hauke Giesecke describing the situation they faced. "Now the store windows are illuminated throughout the day with Optec spotlights, allowing customers to see through the tinted glass that the store is open." Optec spotlights on track were also used across the sales floor area, presenting the furniture and products in effectively enhancing light. "How do you prevent spill light in spaces with ceilings up to 5.80m high and focus the light precisely to accentuate the products on display?" ponders Hauke Giesecke as he reviews the project challenges. At 8W, the ERCO Optec spotlights with narrow spot distribution carry it off with a narrow beam angle, creating striking, sharp-edged accents on the exhibits. The 3000K warm white tone renders the product colors ideally, emphasizing each nuance of the fabrics, such as the covers of armchairs and sofas. Adding to this, the three-dimensional shapes and high-quality materials of the unconventional interior and design objects at Sleeping Dogs are set off perfectly thanks to the highly efficient ERCO LED photometrics. Almost as design objects in their own right, the minimalist white spotlights recede unobtrusively into the background, blending subtly with the overall aesthetic concept. In their supporting role, they give focus to the pendant luminaires paired with them along the track system, to show them off in the best light as part of the sales exhibition.



Luminaires used

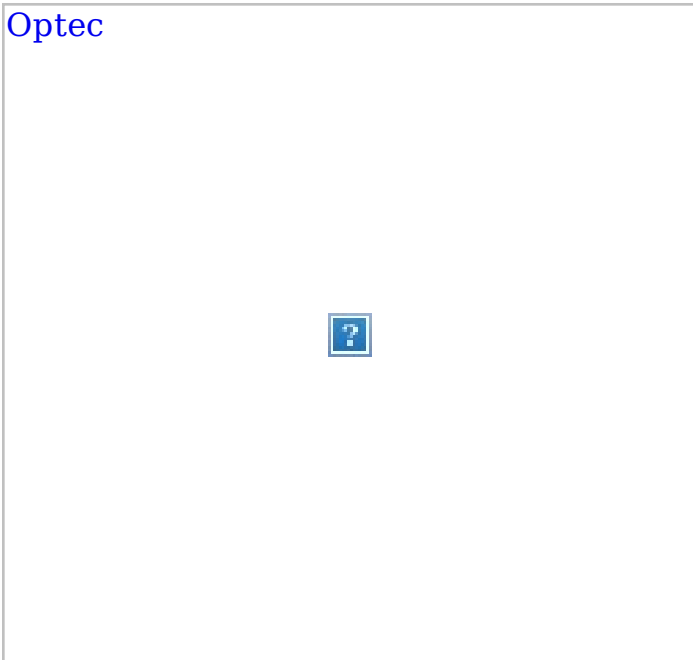
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