

adidas NEO Store, Tauentzienstrasse

Architect: adidas Visual Merchandising Team, Herzogenaurach
Lighting designer: adidas Visual Merchandising Team, Herzogenaurach
Photographer: Edgar Zippel, Berlin
Project location: Berlin

NEO is the new Adidas label for young fashion. The NEO stores are a stage for customers and products, dynamically illuminated with sharply contrasting light produced by Optec spotlights alongside coloured accents using ERCO's varychrome LED lighting tools.



