

Architect: Bearandbunny, Amsterdam  
Lighting designer: Iittala, Otto Freijser (NL), Juha Vesamäki (Finland)  
Photographer: Dirk Vogel  
Project location: Amsterdam

## Iittala flagship store

The lighting concept of this shop works successfully with methods used in stage lighting: black background, bright surfaces and spotlights on the products as the main performers.

The Finnish Iittala Group sees itself as a company wholly committed to the development and design of functional, yet beautiful household articles. Its kitchen and home accessories made of glass, ceramic and stainless steel are produced under various brand names - including such design classics as the Savoy vase by Alvar Aalto. The company is set for global expansion, with openings of Iittala shops in every international metropolis.

The flagship store in Amsterdam was devised by Dutch architects "bearandbunny". The concept incorporates classic components of the interior design of Iittala shops already present in Scandinavian countries.

The lighting design of the salesrooms is focused more on the illumination of transparent, shiny and polished objects. The dark appearance of the ceilings and walls draws attention to the products.

The large "northern light", a backlit construction, serves as the central design

element and combines product presentation and salesroom design all in one. Controlled by ERCO Light System DALI, it produces unnumbered combinations of colours in uncomplicated fashion to allow a sheer endless variation of room and product presentations.

Optec spotlights provide the accent lighting needed to highlight the objects and products, with brilliant effects that underline the shiny materials. Other light sources are integrated into the product shelves and tables.

