

ROBINSONS روبسونس

SINCE 1858 منذ 1858



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ROBINSONS, DUBAI

LIGHTING DESIGN: **DPA LIGHTING CONSULTANTS**

Founded in 1858 by John Spicer and Philip Robinson in Singapore, Robinsons department store has subsequently spread throughout South-East Asia. Since 2008 owned by the Al-Futtaim Retail Group, its latest outlet has now opened at Dubai Festival City, the first Robinsons store in the Middle East and, at 18,600 sq m over three floors, the largest department store in the region.

DPA worked closely with retail designer HMKM and the Al-Futtaim's client team to develop a contemporary, energy-efficient scheme. The synergy between design and lighting design is evident in the seamless result.

'Increasingly, retailers are recognising the benefits of integrating lighting design in the very early stages and the impact it can have on the final delivery and the customer response,' says Gary Campbell, partner at dpa lighting consultants and lead designer on the project. 'Robinsons certainly has that vision.'

The store has the advantage of natural light with a main central daylight atrium and a smaller, secondary daylight atrium. There

are 90 exclusive brands, and each department, ranging from designer fashion to food, has been treated individually in lighting terms. 'With many distinct departments, each with their own character and unique feature elements, lighting played a key role in creating the correct ambience and display lighting balance for each area,' says Campbell. 'It was also important to provide a visually interesting journey through the store for the customer.'

Generally through the store the lighting is warm white 3000K with high colour rendering, but different departments are sometimes differentiated with different colour temperature which is also varied to suit the nature of the merchandise.

Eveningwear and lingerie, for example, has an appropriately intimate feel, with a slightly softer light ambient light level and a warmer white at 2700K.

By contrast the men's Urban department has a cooler colour temperature of 4000K 'to provide a more edgy, street ambience and accentuate the interior design in this regard', says Campbell. The cosmetics area also has 4000K with high colour

rendering. 'This was for a different reason – here we wanted a more neutral white light to show the product colours and tones as accurately as possible.'

The challenge in this approach, adds Campbell, 'was to not create views for the customer that looked uncoordinated with harsh contrasts'.

More than 100 different lighting details were developed for the display furniture lighting across the whole store. The scope of the commission also included external facade lighting and the green living walls by designer Patrick Blanc that feature in the store. The general approach was to wash the facades and living walls with discreet but powerful LED fixtures, and integrate concealed luminaires into the facade detailing.

'One of the keys to the lighting scheme is the attention to detail and time spent ensuring the integrated lighting was detailed properly into the interior design and display furniture,' says Campbell. **FX**

Client Al-Futtaim Retail Group

Interior designer HMKM