



A FOODIE'S DREAM

Faced with an unusual l-shaped area, 3F Filippi has provided a technical and energy-efficient lighting solution that pays great attention to the Belgian Foodie Market's products and customers.

Following its experience in other retail projects, 3F Filippi has illuminated the new organic and natural food supermarket of the Foodie's Market chain, at Waterloo, in the Bella Vita quarter, Belgium.

To create this retail space, designers paid great attention to the energy consumptions, in order to keep the project coherent with the whole urban surround. One of the most considered aspects of the general design approach was energy saving, that is why the owner decided to rely on 3F Filippi's expertise. For this work the company managed all the light design steps and used two recently developed light fittings: the 3F Linux LED modular system and the 3F Emilio Track spotlight. In the first case, one chose the wide light beam version systems, suspended to 3.5-metres in height along all the corridors. For these surfaces of the Foodie's Market, a 4,000K colour temperature was chosen, providing visitors

with visual comfort while walking inside the shop.

Designed by the belgian designers Serge and Robert Cornelissen, 3F Emilio is a spotlight created by the company to achieve a perfect thermal performance, with a strong balance between lumen emitted and the spot dimension, in order to achieve the same performances of those similar systems already available on the market. Basically conceived for the retail environments, the spot has a small size and its round shape makes it easy to clean.

In the supermarket, suspended to 2.7 metres in height, this light fitting was used to highlight some specific product categories with different colour temperatures. To illuminate the wines and spirits corner, in fact, a 3,000K light was chosen, while for the fresh baked goods (bread and sweets) a warmer lighting (2,700K) was provided. A different colour

temperature choice was, on the contrary, the one for the meat sale area: in this case 'meat' type light sources were provided to highlight the cromatic features of this kind of displayed food.

The lighting design for Foodie's Market was extremely challenging for 3F Filippi due to the peculiar division of the long, narrow l-shaped area, which required special attention to detail and ad hoc analysis of the lighting effects, more in-depth than the one needed for traditional commercial spaces with rectangular plans. This attention to detail was particularly welcomed by the owner, who showed a great sensibility towards the element of light even during the very early stages of construction works and appreciated the technical solutions proposed by 3F Filippi in the projects three dimensional display.

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