

PHILIPS

Retail lighting

ECE case study

Reinventing the mall experience





The shopping mall **has** **changed**

The mall is no longer just about shopping. Today, it's a destination. It's where people go to meet friends, get something to eat, be entertained. Good lighting is essential for creating a comfortable experience and making the mall somewhere people want to visit again and again.

The right light for the whole customer journey

Reinventing the mall experience with ECE

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Project management consultancy, ECE, faces a common challenge on mall modernization and new-build projects: how to attract customers, keep them engaged, guide them around – and give them the kind of experience that makes them return.

With its 125-year heritage and global presence, Philips Lighting is the ideal partner to support ECE in creating pitch-perfect ambiances for shopping malls. Together we come up with creative lighting solutions that enrich the mall experience from the moment shoppers arrive – from well-lit parking lots and striking exterior façades to stunning interior spaces.

Aquis Plaza Aachen, Germany

The vision for this 130-shop mall was to create a special ambience both inside and out, using extraordinary lighting effects. ECE and Philips Lighting delivered a charming mall exterior that's improved the city's overall ambience – even its popularity.

Inside, the mall's atrium features a large co-developed OLED lighting installation that captures visitors' imagination and delivers the kind of artistic impact the client dreamt of.

And to enhance the experience, Tunable White downlights were installed throughout the mall to create the ideal ambience.



Tunable White – influenced by nature

Humans respond instinctively to natural light – it supports our natural biological rhythms. Warmer light helps us wake at the start of the day and unwind at the end of it, while cooler, brighter light in the middle of the day energizes us.

The Tunable White concept mimics this daylight pattern and was used inside each ECE mall – to change the lighting ambience, engage customers, and encourage them to explore and discover new areas of the mall.

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mall experience
with ECE

Retail

Case study





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The design concept responds to shifting habits of contemporary consumers who consider malls as free-time venues rather than just shopping destinations.

Lighting plays a highly important role. By combining functionality and a decorative value, it has an influence on consumers' overall shopping experience.”

Dariusz Krysiak,
Project Manager Architecture & Construction
ECE Projektmanagement Polska Sp. z o.o.

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Zielone Arkady, Bydgoszcz, Poland

Zielone Arkady is more like a social space, and features a food-court popular with shoppers and employees of local businesses. The mall stands out with its modern architecture and innovative features – for example, at the western entrance there's a perfectly lit, 30-meter-high glazed portal feature in the shape of a diamond.

Complementing the crystal portal inside the mall is Poland's largest LED chandelier, specially designed and created by Philips Lighting. Its cloud-like structure comprises a thousand elements that display a series of dynamic scenes – from a multitude of colors, to a shiny wave, to impressive clouds.

The chandelier has turned the mall into a local landmark, while the unique architectural solutions and the friendly atmosphere have made the mall an attraction for tourists beyond Bydgoszcz.

The mall's 8,000 luminaires were designed and installed by Philips Lighting, and they all use environment-friendly LED technology to help reduce energy consumption.

Crucially, the lighting can be adjusted to create the right mood for different occasions – perfect for the special events held frequently at the mall.

Philips Lighting supported ECE every step of the way, remaining on site throughout the build to implement the design vision and ensure the installations remained within budget.



