

PHILIPS

Retail Lighting



Promenada Novi Sad Mall

Lighting and Architecture
Co-creation



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In order to create a personalized solution for the unique façade of Promenada Novi Sad mall we worked closely with the main architect of the project. We designed it with Color Kinetics special product and a dedicated control solution for 5000 K white lighting system.”

Bogdan Ursa, Lighting Application Specialist Signify Romania.

Context

Nowadays, the mall is not just a place to shop. It has become a gathering space and an entertainment venue. To deliver a memorable retail experience, the environment has to be welcoming and engaging, and using the right light is essential.

On the other hand, the habits of shoppers are constantly changing. Consumers are now more selective than ever and better connected with the latest technological innovations. As a result, their expectations towards retail spaces are evolving and developers, as well as providers have to adapt accordingly.

The project redefines the retail scene in Novi Sad and in the region, housing around 150 tenants under one roof, on a surface of 150.000 sqm. In line with the latest retail trends, the objective was to offer the customers a diverse mix of leisure, shopping and entertainment stores.

From the design point of view, Promenada Novi Sad is one of the most spectacular buildings developed so far in Serbia, benefiting from a custom made architectural lighting solution and a dynamic lighting system.

The story behind the lighting system

The client wanted to provide a large quantity of natural light, also using a combination of various light effects which would contribute to the full immersion of visitors and to an enhanced shopping experience for them. The result was a one of a kind lighting design, which was used in Serbia for the first time.

Custom lighting solutions

Promenada Novi Sad needed specific lighting solutions for every area, starting with the main entrance and finishing with the parking, in order to allow lighting design to blend discreetly into the spaces and to attract shoppers with high-quality light. Signify provided personalized solutions for each area, with **more than 8280 lighting points** used on the entire surface.

The outdoor dynamic architectural lighting was designed with Color Kinetics custom made system, with 1130 light knots individually controllable with Pharos system.

The lighting design for the indoor part of the shopping mall started actually from the outdoor solution. The concept was based on different forms of light lines for which we used 4000 luminaires inside the building. The indoor lighting was made entirely with Signify products, with a lighting level much higher than others:

- ✓ Pentura LED luminaires for the ceiling
- ✓ Trueline for the food court area
- ✓ Luceplan Hope for the main entrance
- ✓ Coreline for the general lighting





Team

Investor: Town Hall of Alba-Iulia

NEPI Rockcastle, client

Boris Stevovic, NEPI Rockcastle Serbia, Shopping Center Manager

Paul Rotar, NEPI Rockcastle Romania, Project Director

Anita Krivošić, Signify SEE, Key Account manager

Andreea Doncea, Signify SEE, Retail & Hospitality Key Account Manager

Bogdan Ursa, Signify SEE, Lighting Application Specialist

Alexandru Vaduva, Signify SEE, Lighting Application Specialist

Key benefits

- ✓ Significant energy consumption compared to conventional lighting.
- ✓ Brilliant quality of LED light and color rendering.
- ✓ Flexibility – the possibility to manage individually the light segments.

‘The partnership with Signify was very valuable to us because the company was able to respond to all our specific requests and high demands, delivering unique solutions, starting from the parking and all the way up at each floor. As a result, our visitors can benefit from something completely unique, never seen before in Serbia.’ – **Boris Stevovic**, NEPI Rockcastle Serbia, Shopping Center Manager.

‘We wanted to have a special and unique project and design for our shopping mall and that’s why we chose to collaborate with Signify. We had a great partnership together, both NEPI and Signify.’ – **Paul Rotar**, NEPI Rockcastle Romania, Project Director.



