Press information

Creating a lighting spectacle for eyewear: Zumtobel illuminates five VIU flagship stores in Europe

VIU fuses high-quality design with sustainable production. The Swiss eyewear label has consciously set out to avoid simply imitating big brands or manufacturing mass-produced goods, choosing instead to pursue the ultimate goal of crafting a truly unique product offering. In line with this thinking, Zumtobel has developed an individual lighting solution for five VIU flagship stores, creating light that specifically highlights the clear lines and distinctive styling of the VIU range.

Dornbirn, 18 December 2017 – Correction eyewear and sunglasses from VIU are designed in Switzerland by Fabrice Aeberhard, the Creative Director at VIU. Each piece of eyewear is then handmade in a traditional Italian company in the Dolomites and on the Japanese island of Honshu, following an exhaustive process that involves more than 80 manual steps.

Fabrice Aeberhard was also responsible for drawing up a VIU store concept that reflects the clear lines and original design language of the products on show, as well as their fundamental simplicity. This approach has been supported by Zumtobel, who were tasked with designing individual shop lighting for the flagship stores in Copenhagen, Vienna, Graz, Salzburg and Lausanne.

The ONICO LED spotlight system has been used to illuminate the shelves. The classic lines of this range enable the discreet integration of the luminaires into the different sections of the VIU stores, subtly illuminating the goods on display. The special reflector technology helps deliver a wide light distribution across the shelves, which means that every pair of glasses is presented in exactly the same lighting situation. ARROWFLEX from Thorn, a sister brand of Zumtobel, provides cove illumination above the shelves to make the stores seem brighter and more spacious.

Diffuse light was needed for the workshop areas and the rooms where eye tests are carried out. The combination of the PERLUCE fitting from Zumtobel with an application-specific light colour proved to be just right for the job. The diffuse luminaire body distributes the warm light evenly throughout the space - without having to sacrifice gentle ceiling illumination. This generates a pleasant lighting atmosphere for the customers and helps the opticians complete detailed visual tasks without inconvenience.
Excursus: Lighting design with Limbic Lighting from Zumtobel

The Limbic® Lighting study by Zumtobel and neuromarketing experts from the Nymphenburg Group have been able to demonstrate that defined target groups display different sensory reactions to specific colour scenes, intensities and light distributions. The effectiveness of light is therefore closely linked to the purchase motivation of these customer groups – especially in presentation and retail applications. Intelligently planned light that adheres to the Limbic® concept has the potential to create focus and positively influence purchase behaviour. As a result, lighting scenarios geared specifically towards relevant target groups are becoming increasingly important in shop and retail applications.

Photo captions:
(Photo credits: see individual captions)

Photos 1 + 2: Uniform illumination of minimalist interior design: the flagship store in Copenhagen, Denmark. Special attention has been paid to ensuring glare-free and homogeneous presentation of the eyewear in the VIU stores using the ONICO LED spotlight system. (Photo credits: Sandra Kennel)

Photos 3 + 4: Modern industrial charm: The flagship store in the Austrian city of Graz complements the dark façade with elegant grey interior tones. (Photo credits: Sandra Kennel)
Photos 5 + 6: The flagship store in Salzburg, Austria, features additional cove lighting with ARROWFLEX from Thorn to give the shop a bright and spacious look and feel. (Photo credits: Sara Bubna)

Photos 7 + 8: Clear lines and pleasantly bright light adds a modern and friendly character to the flagship store in the Austrian capital of Vienna. (Photo credits: Sandra Kennel)

Photos 9, 10 +11: The tiled tiles of the clearly illuminated flagship store in Lausanne, Switzerland, are reflected in the stringent design of the presentation area. (Photo Credits: Mike Wolf)
About Zumtobel

As a leader in innovation, Zumtobel develops sustainable lighting solutions tailored to the needs of people in their respective applications. With a comprehensive portfolio of high-quality luminaires and intelligent lighting management systems, the Austrian company provides optimum indoor and exterior products for working and living spaces - the right light for every activity at any time of day. The applications office, education, presentation and retail, hotel and wellness, health, art and culture and industry are now perfectly complemented with portfolios for living and outdoor areas. Zumtobel is a brand of Zumtobel Group AG with its head office in Dornbirn, Vorarlberg (Austria).

Zumtobel. The Light.