

Press release

Refurbishment of the LAGO shopping centre in Constance: New lighting concept aimed at significantly enhancing shopper experience

- Union Investment is investing several million
- Lighting adapted for target groups, floors and use
- Deliberate combination of various lighting characteristics to guide customers and enhance shopper experience
- Completion in May 2019

Hamburg / Constance, 24 October 2018. Within the next nine months, a brand new lighting concept is to be launched at the LAGO shopping centre in Constance in Southern Germany, managed by Prelios Immobilien Management on behalf of owner Union Investment. Completion is planned for May 2019. The sophisticated lighting design is arranged by target groups, floors and use. The LAGO shopping centre in Konstanz spans a total of around 27,500 square metres of rental space that is occupied by roughly 70 shops on three floors, and offers around 1,000 parking spaces. Union Investment is investing several million in the refurbishment.

Peter Herrmann, Centre Manager at Prelios Immobilien Management, explained: "Lighting is one of the most underrated 'feel-good factors'. This means that, from the outset, lighting improvements should focus not only on energy requirements but also on creating real added value for the user. LAGO is to completely revamp its appearance and offer lighting design geared towards different customer groups." Herrmann added: "after a two-year planning period, renovation is now

beginning with the centre open as normal and is due to be completed in May 2019. This extraordinary refurbishment underlines our goal of making visiting LAGO a special experience.”

“Using state-of-the-art LED technology allows us to significantly cut down our energy requirements at the same time as boosting quality and quantity”, Herrmann went on. “We are installing around 2.5 kilometres of strip lighting, 450 downlights and a dozen special lights for meeting points. All of the lights are integrated into a digital light control system which means that varying brightness levels can be set for different times of the day. We have taken this opportunity to ensure that LAGO is excellently positioned for the future with a unique lighting concept.”

“This bespoke lighting solution allowed us to respond to the requirements of our target groups with improved customer guidance and a feel-good atmosphere through deliberately marking out different zones, as well as giving LAGO a fresh, modern look. We have introduced four key elements for this perception-based lighting design”, explained Sabine Wiesend, lighting designer and owner of ORB, a Stuttgart-based lighting design studio. Following on from the megatrend of “digitalisation”, the lighting planners developed the concept “connected” which uses a circuit board as a basic theme.

“By using variations of basic design principles, we were able to create a holistic concept for various target groups,” added Wiesend. “Under this concept, warmer colours are combined with golden accents on the upper floor where the classic boutiques are located, whereas the ground floor is fitted with neutral coloured lights and more dynamic strip lighting tailored to younger shoppers. The lighting level generally has been considerably amplified in comparison to the previous

system, in particular in shopping centre entrances in order to improve the use of outside light.”

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