



TRI LUX
SIMPLIFY YOUR LIGHT.

AKZENTA

Premium quality, both in terms of light
and product range, Germany

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Under the direction of REWE Dortmund, the Akzenta brand is expanding with premium stores between the Wupper and Ruhr rivers. The sophisticated lighting concept at the new location in Dortmund-Hörde underlines the high standards.

The new supermarket is part of the Stiftsforum, a new building complex with residential, office and commercial space on Lake Phoenix. The product range and retail design reflect the high standards of the residents of the new district on the former site of a steelworks. The clients of REWE Dortmund developed a tailor-made lighting concept with the Essen-based lighting designer Ralph Kensmann and TRILUX: accentuating light in differentiated light colors presents space and goods as attractively as it does vividly.



Address

Fred-Ape-Weg 77,
44263 Dortmund,
Germany



Lightplanner

Ralph Kensmann









Innovative: The special Efficient White light color illuminates the entire shelf surfaces. This spectrum displays colors precisely and richly - at the same time, white remains white. The overall result is a fresh lighting mood that matches the 1920s look of the store with its glass, stainless steel and marble elements.

The principle: by zoning the lighting according to product groups, with luminaire types used throughout as a common thread, a recognizable lighting atmosphere with a high quality of stay and experience is created. The lighting specifically directs the customer's gaze, subtly attracting attention and at the same time helping them to find their way around the store.









Individual product groups with special requirements stand out: For example, fruit and vegetables as well as the bread and cheese counters, with the sunny, warm Brilliant Food light color. At fish and meat counters, a mix of the special Meat+Fish light color and standard LEDs with 3000 Kelvin is used, individually adjustable via DALI control.



In the "Fuchswinkel" market restaurant, which is also used for events such as wine tastings, lighting scenes can be called up or adapted to suit the situation thanks to Bluetooth LE-based LiveLink Retail. Agira Plus recessed spotlights and floodlights are used in the lighting concept, as are B-Veo directional spotlights on track.



Power tracks also serve as the basis for the frozen goods, where they are fitted with Lightpanels in the cooler 4000 Kelvin light color to match the product range. Finally, the long-distance effect of the large, round Loretto pendant luminaires above the checkout area cleverly directs customers to the checkout.

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USED PRODUCTS



LIVELINK CONNECT



LIGHTPANEL

The new Lightpanel: Maximum efficiency in a simple design



AGIRA PLUS

Flexible power in the ceiling



B.VEO TRACK

Near-seamless track transition