

**TRI LUX**  
SIMPLIFY YOUR LIGHT.

# TELEKOM FLAGSHIPSTORE

Worlds of light for the perfect brand  
presence, Germany

# Telekom Flagshipstore

## Worlds of light for the perfect brand presence

Trilux supplies lighting solutions for the individually designed stores from a single source: with spotlights from the B.Veo and Lenty ranges as well as Grado floodlights and Idesto wallwashers - all wirelessly networked and controlled via LiveLink.

As a lighting partner of Deutsche Telekom, Trilux has been providing attractive and energy-efficient lighting in Telekom branches and flagship stores since 2019. The most recent example: the Telekom flagship store in Düsseldorf.

The previous space was completely renovated and modernized. The result is a 584m<sup>2</sup> experience space with many different areas for direct customer contact. The furnishing concept for all Telekom branches was created by Lepel und Lepel, while AG Licht was responsible for the lighting design. The focus is on Telekom's core values: technology, design and sustainability.



### Address

Schadowstraße 39,  
40212 Düsseldorf,  
Germany



### Photos

HGEsch

## Sustainable brand experience

In the new flagship store, private and business customers can experience the Telekom brand on two floors. In addition to areas for product presentations and consultations, the lounge and coffee bar create a pleasant atmosphere and space for community building. Recycled materials and the use of renewable energies underline the sustainability claim, which is also fulfilled by the lighting: The efficient and smart Trilux solutions save a significant amount of energy compared to the previous store lighting.

## Smart store lighting

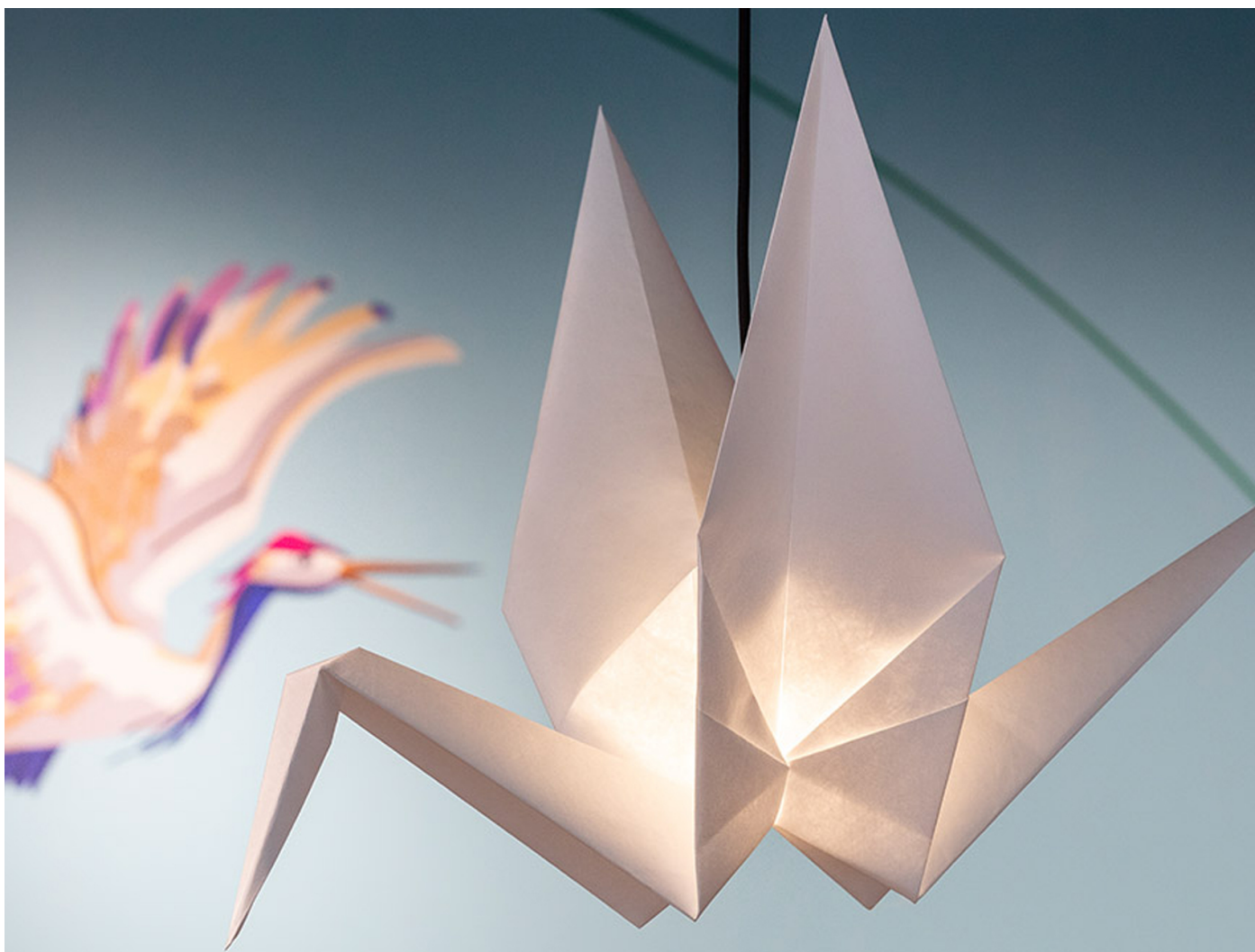
The lighting concept supports the functional and aesthetic character of the store: track provides the infrastructure, while B.Veo spotlights provide efficient and powerful ambient lighting. The Lenty spotlights with low-dispersion ConVision LED optics provide focused lighting accents. As vertical lighting components, Grado floodlights illuminate the green wall in the checkout area without dazzling staff and customers, while the designed motif wall in the lounge and coffee area is uniformly illuminated by Idesto wallwashers.

A curved light profile guides customers through the rooms. All luminaires are wirelessly networked via Bluetooth Low Energy (BLE) and controlled via LiveLink. The lighting management system automatically calls up individually programmed lighting scenes that are tailored to the time of day. This means that the rooms always have the right atmosphere and the products are optimally staged.





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"By staging the shop windows as an "art installation", we are integrating the Telekom flagship store perfectly into the cityscape and giving the entire store a lively shopping experience with a high regional recognition value,"





## LIGHT AS AN EYE-CATCHER

Regional motifs are part of the Telekom Store concept, in this specific case, for example, backlit images of the Rhine Tower, the Media Harbour and the Düsseldorf Lion. Decorative elements such as a group of lights by British designer Tom Dixon, suspended at different heights, serve as eye-catchers. Luminous origami cranes by artist Mahela Rostek float above the coffee bar, a reference to the strong Japanese community in Düsseldorf. Trilux was responsible for coordinating and integrating these decorative and technical-decorative luminaires into the overall concept.





## SUCCESSFUL COLLABORATION

Prior to the new store in Düsseldorf, Trilux was already involved in Telekom flagship stores in Stuttgart, Frankfurt, Cologne and Hamburg - each individually designed. Telekom also wants to expand in the future. Trilux is involved as a lighting partner to continue this success story.

## MORE PICTURES





## USED PRODUCTS



### **LENTY**

Premium concentrated illumination



### **LIVELINK BASIC**

TRILUX LiveLink – when intelligence comes to light



### **GRADO**

Graphic spotlight with variable light distribution



### **B.VEO TRACK**

Near-seamless track transition