



## ERCO - WILLOW - Emporium Melbourne

Since its debut at Mercedes Benz Australia Fashion Week in 2003, the WILLOW brand has been known worldwide for inspiring designs and the quality of garment finishes. These concepts were the inspiration for the WILLOW store design located at Emporium Melbourne.

The ERCO Opton spotlight was selected for this application. Also known as 'The lighting tool for shop lighting,' The Opton with its many optic variations & low profile, was the ideal luminaire for the WILLOW store.

The layout of the WILLOW store is comparable to a art gallery, with a majority of merchandise displayed along the perimeter of the store. Using the ERCO Opton 24W LED 4000K with wall wash lens was the perfect choice to provide a uniform wash of light over the clothing and to bring out the natural colours and quality of material used. Through the middle of the store the ERCO Opton 24W LED 4000K with spot distribution was used to highlight the display table and to give general ambient light to the store.

Opton is ideal for shop windows and retail spaces due to its low height. ERCO achieves this with intelligent positioning of control gear and luminaire head. The cast aluminium head ensures excellent thermal management while featuring ERCO's efficient projected light optics. Opton allows for highly economical and energy-efficient illumination with the flexibility of multiple light distributions which is so important in the retail space.



*Images by: BIG*



**ERCO OPTON  
SPOTLIGHT**  
Product Information >>>



## WE-EF Dingley Roundabout, Dingley Village, VIC

As part of the Kingston City Council's commitment to Dingley and the enhancement of the Dingley streetscape, a redevelopment of the Dingley Village Gateway was commissioned. The works involved landscaping of the Gateway roundabout with native plants aligned to represent furrowed land. The centrepiece of the redevelopment is a public art sculpture 'Tillage' which celebrates Dingley Village's heritage. The sculpture represents the age-old process of preparing the soil for agricultural production. 'Tillage' comprises a series of suspended forms, arching above the ground in shapes that represent metal tools, wheels, discs and farm machinery that were once common place in the area.

To ensure the public artwork will remain a stand-out feature at night time, a suitable lighting solution was found to illuminate the artwork. WE-EF FLC141 RGBW LED 36W projectors with snoots were installed beneath the five elements of the artwork. Utilizing remote DMX drivers the luminaires were able to be synchronised to create a colour changing glow to illuminate the feature artwork.



(top left) Day shot of Dingley Roundabout.  
 (top right) Night shot showing the sculpture being lit from underneath.

(above) FLC141 RGBW with snoot.  
 (bottom left) Colour changing effect of the FLC141 RGBW.



**FLC141 LED**  
**Product**  
**information >>>**

## NORLIGHT APERIO



Aperio represents the most modern contribution to interior lighting. Thanks to its high technological content, its large size (over 2.6 m high) its ability to convey both light and movement at the same time it stands out as the newest way of representing light indoors. The result of a collaboration between Castaldi Lighting and Studio A++, this innovative project is a source of emotion and excitement. When illuminated, Aperio progressively spreads out its light as it comes out of the wall, leaving a trail of light behind. When switched off, it folds away and disappears into the wall

**APERIO**  
Product information >>>



## TRILUX LATERALO PLUS



Lateralo Plus offers impressive, innovative and intelligent two-level networking of the latest prism technology. Homogenous emission from the light surface and aesthetic dynamic light are the result of bilateral edge injection of LED light into two light guide panels with corresponding light guide points. Compared with a single emission surface, the light is more efficient, more intense and more capable of filling a room (>100 lm/W available luminous flux). The optimized 50/50 ratio between direct and indirect light and the balanced luminance create a comfortable atmosphere.

**LATERALO PLUS**  
Product information >>>



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