



Breaking Boundaries

Lighting designer Romano Baratta has broken away from the norm in illuminating the Frezzato Pharmacy in Lavagna, Italy, thanks to formalighting's Motolux fixtures.

At the Frezzato Pharmacy in Lavagna, a seaside town near to Genoa, Italy, Romano Baratta Lighting Studio has redefined the boundaries for lighting pharmacies – a type of store where lighting is typically as flat and banal as possible.

Lighting in the retail world is usually characterised by design schemes that mean they all look the same, often without any personality. Light becomes a functional element but does not participate in the creation of mood or leading the client through the sales experience.

Romano Baratta instead shows how light can easily make a brand identifiable, bypassing outdated communication methods; if well governed, light alters the perception of space, guiding potential customers and enhancing the message that a brand wants to convey. It helps to involve customers, without intrusive and annoying sales methods. Therefore, to maximise the performances of a store, different perspective levels and new methodologies of visual perception can be used to create dynamic and brilliant environments. In the illumination of the pharmacy, the lighting designer used a mix of traditional and motorised dynamic fixtures, setting up different light layers that, orchestrated together, create a luminous symphony able to direct the attention of the customers.

Different levels of light are able to work separately and, when necessary, overlap together; a functional level, where light is used to show products on display, allowing a good reading of the labels,

and an advanced level, where the illumination divides the shop into different areas and marks out the peculiarity of the goods, using light distribution, different light temperature and colour underlines.

formalighting's Motolux motorised lighting helps to intensify the shop communication. For this purpose, Baratta selected the Moto-Zero In&Out, an extremely versatile but compact motorised recessed luminaire. Its unique pull-down mechanism enables it to function as either a traditional downlight (able to rotate) or an exposed lamp able to emulate a surface luminaire or a track fixture with great cut-off.

The products are equipped with the latest Bluetooth technology from Casambi, which allows for great flexibility in the lighting control and the possibility to create scenarios. For these reasons, Moto-Zero In&Out is able to adapt to the needs of modern spaces where frequent changes of scenery and light orientation are required. In this specific case, its use has allowed the creation of "moving light", not as a simple dynamic attraction, but as a tool for subtle and target communication.

The light, moving through scenarios pre-set by the designer, but easily recallable by staff, allows customers to easily identify new products. Furthermore, thanks to the flexible positioning of the fixtures, the light scenarios focus on different areas at different times of the day, highlighting products suitable for the specific moment. ■

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