

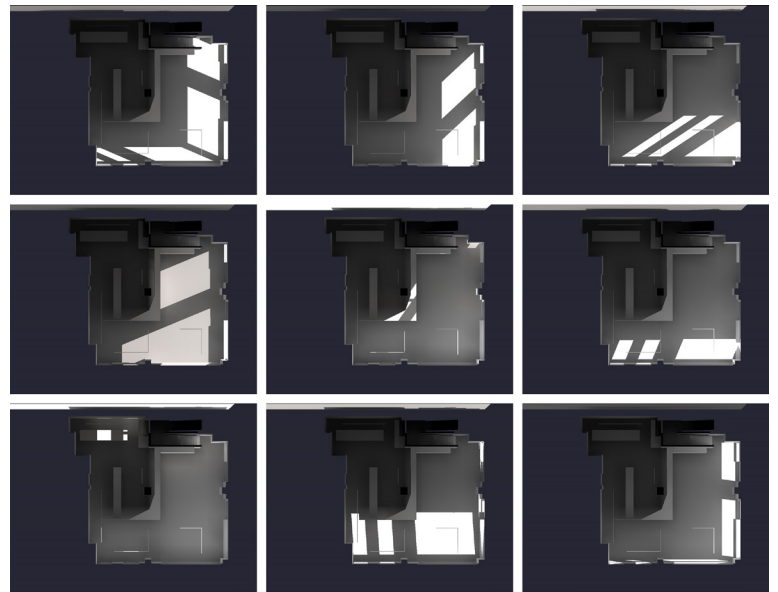


ALULA Lighting provided lighting design and daylight analysis service for the Brooklyn and Toronto showrooms for Focals by North.

Lighting design in the futuristic showroom is not only architecturally integrated, but also layered and controlled to provide specific lighting conditions for various holographic displays, intended to simulate the high tech digital eyewear.

Targeted lighting further inside the store provides focused, yet comfortable illumination that is useful in the eyewear sizing experience, customized for each customer.

Daylight studies were provided for both the Brooklyn and Toronto showroom locations to provide client with an understanding of quantity and pattern of daylight penetration into the retail space, which could affect visibility of specific holographic retail displays, and how the daylight can be controlled architecturally or with shading devices.



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LOCATION New York, USA
OWNER North
ARCHITECT Envelope A+D
SIZE 4,800 ft²
COMPLETION YEAR 2018
MARKET SECTOR Retail

8 DISCIPLINES
MECHANICAL
ELECTRICAL
PLUMBING
LIGHTING DESIGN
COMMUNICATIONS & AV
SECURITY & RISK
COMMISSIONING
ENERGY SERVICES