



HUGO BOSS Retail Store PROJECT

HUGO BOSS Retail Project – Los Angeles, Costa Mesa & New York City

APPLICATION:

**COVE, TOE KICK,
DISPLAY, WINDOW**

PROJECT:

HUGO BOSS Retail Stores

Beverly Center, Los Angeles,
California

South Coast Plaza, Costa Mesa,
California

Time Warner Center, New York City,
New York

LIGHTING DESIGN:

Michael Mahlum - Visual Terrain,
Chicago, Illinois (Beverly Center
Project)

Kate Furst - Visual Terrain, Santa
Clarita, California (South Coast Plaza
& Time Warner Center Project)

ARCHITECT:

Creative Design Architecture, Inc.

PRODUCT:

Tivoli Covelum 120™



Tivoli Illumiline™



Visitors of the high end specialty HUGO BOSS men's and women's retail stores experience the beautiful lighting accents of Tivoli products.



Tivoli's Illumiline™ linear LED fixture provided the ideal solution to frame the store entrance with soft, continuous illumination. Featuring a small profile that fits into areas of less than 1" for discrete or visible illumination, the Illumiline™ delivers a bright even glow for illumination.

THE PROJECT SCOPE:

The lighting design firm, Visual Terrain was selected to bring to life the many different levels of lighting required in this elegant and modern retail setting. Visual Terrain is an award-winning design firm specializing in Lighting Design for Architecture, Attractions and The Arts, with offices in Los Angeles, Chicago and Connecticut. The design team was led by Michael Mahlum, Director of Design & Production at Visual Terrain's Chicago, Illinois office and Kate Furst, Lighting Designer at Visual Terrain's Los Angeles-area office, who directed the storefront designs for the South Coast Plaza and New York City locations. Both designers worked closely with Tivoli engineers to find the perfect solution for a variety of specific lighting applications required throughout each retail location.

Coast Plaza and Time Warner Center locations, Visual Terrain looked to Tivoli to help solve their illumination issue. Other solutions were initially installed and didn't provide the output or effect that the designers wanted to achieve. Tivoli's Illumiline™ provided the ideal solution to illuminate the critical window display with a soft frame of light that would accent and showcase the window design but not detract from the display itself.

Illumiline, a 1W SMD LED linear fixture, distributes a 120° beam spread for a bright even glow for illumination effects within 3" of light source with up to a 2' throw of light from source. It also features a small rectangular profile of 1/2" x 9/16" that enables it to fit into profiles of less than 1" for discrete or visible illumination. The narrow profile and the even distribution of light was just the right combination to cast a soft continuous glow of light along the top and bottom of each window.

THE STORE ENTRANCE

Tasked with providing the proper illumination for the store front locations in the South

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Covelum 120™ is set up as a "light-box" with the product mounted on the sides facing each other. The white painted interior reflects the light out through the masking Signflex plexi-glass creating a beautiful illumination.

Covelum 120™

- Flexible system bends 90° horizontal and 30° vertical to fit concave and convex curves without special hardware
- Runs directly off line voltage up to 200' on a 12A circuit
- Modular LED board replacement
- No integral driver loss
- Low maintenance, energy efficient lighting
- Operates at 120V AC using 3 module series per foot; 36 LEDs operating in series
- No catastrophic failure due to single LED outage
- Quick connects included for easy extension
- Less wattage than comparable T5 lamp output
- Full range dimming



The soft light cast by the Illumiline™ reflected onto the brushed metal mesh inside each window creating a stunning 3D effect. This creative solution achieved the desired effect without the use of optics, which was originally thought to be required by the design team.

THE COVES

To create the stunning coves that accentuate the main area of the store, the designers selected Tivoli's award-winning **Covelum 120™**. This unique architectural illumination SSL solution runs directly off basic line voltage. It delivers a low-maintenance, energy-efficient LED lighting solution with no driver loss, low power factor and virtually eliminates any dimming issues.

Using only 5.5 watts per ft. with a CCT of 3000K, **Covelum 120™** operates at 120V AC and uses less wattage than comparable T5 lamp output. This flexible system bends 90° horizontal and 30° vertical to fit concave and convex curves without special hardware, making it an easy to install solution for the stores' cove illumination and also for the toe kick area under the cashier desk.

Featuring directional mounting and adjustability of +/- 10°, 20° & 30°, designers were able to manually set the angular throw of light individually, distributing light over a 160° with the Standard Model Series.

Covelum 120™ - Cove



Covelum 120™ - Toe kick



The toe kick is the only location in the store that has illumination coming from below. The design team incorporated this element to help highlight and differentiate the cash desk from the rest of the space, as well as thematically connect the cash desk to the highlighted coves.

more >>>



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COLOR CONSISTENCY

One of the objectives of this project for Visual Terrain was keeping color consistency throughout the store design despite using a mixture of LED and fluorescent sources.

The challenge was to make sure that all the sources in the store matched as closely as possible since there can be many variations of 3000°K. To achieve the color consistency and visually coordinate with the 3000°K fluorescent fixtures, they used Tivoli's custom color temperature mixing capabilities.

TIVOLI COLORMIX

All of the **Tivoli Covelum 120™** product was specified and manufactured with a custom color specifically developed for Hugo Boss. This color was formulated to coordinate with fluorescent elements still in use in displays in the store so that a consistent color was achieved.

Tivoli has the ability for designers to identify a specific Pantone # or X,Y coordinate on the CIE 1931 color chart and produce a color LED module specific to that color. For this particular project, Tivoli tested several combinations and visually coordinated a match to the 3000°K fluorescent. In addition to the color matching capabilities, the **Covelum 120™** product features the Tivoli T-Bin™ T2: MacAdam Ellipse sub-binning targets within 2 sd (standard deviation) from the BIN target. The use of these industry-leading tools and methodologies greatly assisted the designers in achieving their objective of color consistency throughout the entire design.

TIVOLI T-BIN

As a leading manufacturer in LED systems, Tivoli, LLC utilizes an industry leading quality control process that improves color consistency and LED yields. Tivoli T-Bin™ is exclusive to Tivoli, LLC and involves an additional sub-binning process that delivers LEDs targeted and packaged in custom bins that are within a 2-step MacAdam Ellipse. ANSI standards reflect a "4-step" ellipse as the industry recommendation giving lamp manufacturers a fairly wide range of perceptible differences of the target point on the CIE diagram. Tivoli T-Bin™ guidelines indicate that our products identified as T-Bin™ will stay within a "2-step" ellipse providing our customers with ideal color consistency, color matching and state-of-the-art quality control.

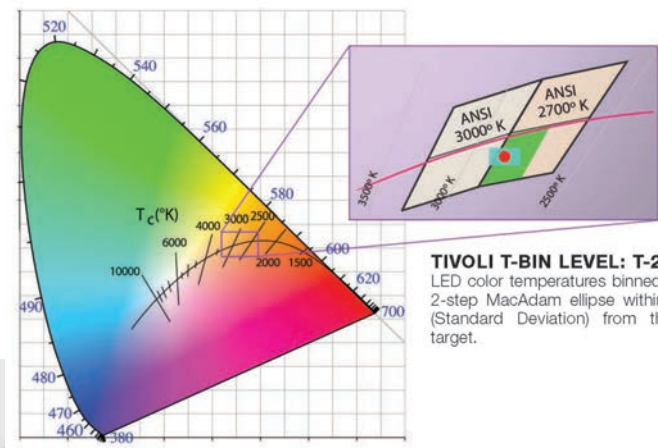


"By having a custom color, that exactly matched the fluorescent lights, it allowed for us to alleviate any potential color temperature issues."
– Visual Terrain

TIVOLI COLORMIX

Tivoli's custom color temperature mixing capabilities visually matched the 3000°K fluorescent color temperature that the designers needed to coordinate for color consistency across all light sources.

SUB BIN RANGES



TIVOLI T-BIN LEVEL: T-2
LED color temperatures binned within 2-step MacAdam ellipse within 2 sd (Standard Deviation) from the bin target.



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ABOUT TIVOLI:

Tivoli is the original innovator with over 45 years experience in LED based linear lighting products.

When Color Matters — Tivoli is the choice.

Uniquely focused on 'the right light' – color temperature and output for low ambient cove and niche applications.

Most other commercial manufacturers in the US are focused on higher output LED illumination. Tivoli is focused on low wattage, highly energy efficient, linear LED systems for accent cove and niche lighting applications. We specialize in small source applications that create the sparkle to delineate a project.

Using our expertise with color mixing LEDs, we have created incandescent color equivalents and even improvements to incandescent.

As the market leader in emerging LED linear lighting, we offer a complete line of architectural, signage and auditorium linear LED based lighting systems. Our products are flexible, adaptable energy-saving LED-based linear lighting products for broad architectural / commercial applications, both indoor and out. Tivoli's architecturally significant designs have been providing visible delineation or concealed illumination effects for over forty-five years.

Lighting is our business, color is our concern.

Tivoli products can be found in various locations of HUGO BOSS Stores throughout the U.S., from the store entrance, to the ceiling coves, to a variety of display areas.



“Tivoli’s Covelum 120™ was selected because of the output and flexibility of the product, as well as Tivoli’s willingness to adjust the product to meet the required criteria. Most importantly the fact that 120-volt power could be used meant we did not need a transformer. It is always a challenge to find the correct mounting location in the millwork for a transformer as it will need to be accessible for future maintenance. The use of this product meant we did not have to find such a location.”
– Michael Mahlum, Director of Design & Production, Visual Terrain



Tivoli Covelum 120™ was the perfect solution to illuminate the ceiling coves and also ideal for providing a toe kick solution for the cashier area..

Tivoli LED line voltage flexible products such as Covelum 120™ are an ideal solution for both low and high ambient light interior coves that require flexibility, adjustability, full range dimming and a choice of standard or high CRI applications.



Tivoli Illumiline™ was designed to incorporate into architectural panel elements and small profiles. This product was an ideal solution to illuminate and frame the store display windows with just the right retail display effect.

Tivoli LED linear strip products such as Illumiline are a multi-purpose, field-cutable LED tape light strip that delivers illumination that is discreet with a small profile.

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