

# Approaching a lighting design brief

## How do you initially approach a retail lighting scheme?

When developing a retail lighting design concept, we at Ansorg conduct interviews with clients on three primary topics. The first set of questions addresses the brand's

philosophy, values, target clientele, and main competitors. This information helps us define the store's lighting atmosphere, which could range from calm to dynamic or from luxurious to accessible. Next, we examine the sales process, the customer journey, and the activities that will take place in the store. This data is essential for establishing accent zones and creating a visual hierarchy for the presentation. Finally, we discuss the specific characteristics of the building, including its architectural concept, spatial parameters, and installation options. Based on this information, we select the appropriate power levels and mounting types for the lighting fixtures.

## What are the main challenges you typically encounter when working on a retail lighting design brief?

The greatest challenge in retail lighting projects is often obtaining comprehensive information. Gathering all necessary details requires active participation from the client.



Typically, we interview several stakeholders, such as the Brand Manager, to understand the brand's values and positioning, which form the foundation for the overall lighting atmosphere. The Architect provides insights into the interior concept and style, influencing the choice of lighting fixtures and installation methods.

The Store Merchandiser offers crucial information on product presentation and customer navigation, guiding the placement of lighting accents and the strategy for product illumination. If client involvement is limited to specifying quantitative targets like illuminance levels, color temperature, and preferred types of lighting fixtures, the lighting concept becomes overly generalized and restricted.

## How has retail lighting design evolved over the years?

The most significant evolution in retail lighting design is closely tied to the shift towards customer experience-oriented retail. Following the end of COVID-19 lockdowns, it became evident that online retail cannot replicate the quality of customer experience provided by traditional retail. Nowadays, retail spaces are increasingly focused on delivering unique customer experiences, integrating various mixed-use areas such as dance studios, event spaces, or training areas within traditional sales environments. This shift means that lighting design must transcend mere product presentation and seamlessly incorporate a variety of spaces into a cohesive lighting environment.



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