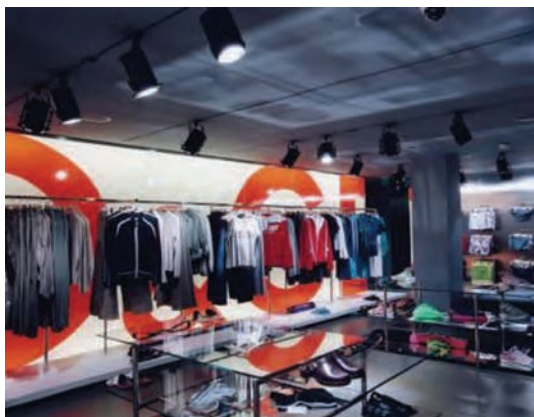




**Figure 12.4**  
Lighting of a  
gondola in a shop



**Figure 12.5**  
A shop lit using  
spotlights on track

Where wall washing luminaires are used, the important characteristic of the luminaires is the light distribution, the ideal being a uniform illuminance from the top to the bottom of the wall. A similar consideration applies to accent lighting built into gondolas. The illuminance distribution from the top to the bottom of the gondola should be as even as possible. Where spotlights are used, the luminous intensity at the centre of the beam, the shape and dimensions of the resulting light spot with respect to the size and shape of the area to be lit are important.

Accent lighting in shop windows has competition from daylight reflected from the window glass and from the windows of nearby shops. Depending on the shielding from daylight and the lighting of adjacent shops, the general lighting of the window during the day needs to be in the range 500 to 2000 lx, while accent lighting needs to be in the range 3000 to 10,000 lx. These illuminances should be reduced after dark.

### 12.4.3 Display lighting

The function of display lighting in shop windows is to gain the attention of passersby and to make the merchandise look attractive. Inside the shop, the main purpose of display lighting is to emphasise the desirable features of specific merchandise. Inside the store, display lighting can be applied to merchandise open to examination (Figure 12.6) or to merchandise in showcases.