



Figure 12.1

A budget retail store



Figure 12.2

A 'high end' retail outlet

12.2.2 Daylight or electric light

Many retail premises do not allow much daylight penetration into the shop so this question is moot. However, in many out-of-town 'shed' stores, daylight may be admitted through roof lights. The use of daylight adds an attractive dynamic element to the store.

12.2.3 Nature of merchandise

The type of lighting and the colour properties of the light sources used depend on the nature of the merchandise. Merchandise, such as bedding, needs to be displayed in a warm, cosy atmosphere. This calls for low light levels and a warm colour appearance. Conversely, free standing white goods are best shown at high light levels with light of a cool colour appearance, although when incorporated into displays simulating a home setting, lighting that looks like attractive home lighting is desirable. Merchandise such as meat, fish, fruit and vegetables needs lighting that emphasises whatever characteristic indicates freshness, e.g. redness for meat. Therefore, understanding the nature of the merchandise is essential when designing retail lighting.

12.2.4 Obstruction

Some stores, such as DIY stores, have more in common with warehouses than shops. The store is divided into a large number of aisles and the merchandise is displayed in racks extending to head height and above. Where obstruction occurs, it is essential that the layout of the lighting and the merchandise is coordinated.

12.3 Lighting recommendations

12.3.1 Illuminances

Retail lighting is essentially a balance between general lighting, accent lighting and display lighting. This balance itself depends on the shop profile. Therefore, the illuminances to be used depend on the shop profile. For low budget shops, where there is no accent or display lighting, the average illuminance should be in the range 500 to 1000 lx. This illuminance should be provided on the merchandise. For a supermarket, this means on the vertical faces of the shelves.