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EXTREME SHOP: HI-TECH ENVIRONMENT

*Technological environment and innovative chromatism for the retail shop EXTREME
Profesional Beauty Consultants located in the commercial centre of Genoa, Italy.*



Located in the heart of the commercial centre of the City, in the very central street Via XX Settembre, Extreme is a "extremely" innovative beauty store dedicated exclusively to the extremities of the body: face, hands and feet. A technological environment dedicated to the innovation in the beauty treatment sector, where the use of essential materials and of lighting effects designed with accuracy, contribute in the creation of an environment extremely bearable and rich of visual suggestions.



The project carrying out, a really painstaking job, has been coordinated by Barbara Ferraro, Chief Executive Officer of the Nailart © Clinic and, in the years, careful observer of the news in the professional beauty world. In a very strict connection with the typology of business, the design studies have taken very soon to the use of an high level of technological products.

The lighting interprets the longing of the architect Riccardo Lorenzi for the creation of a place very flexible and strictly linked to the products. A place able to follow the product, in the visual sensations and in the chromatic changes. This result has been possible with the use of directional built-in spotlights Mr 16 RGB Tryka with the LED RGB technology with last generation variable optical systems.

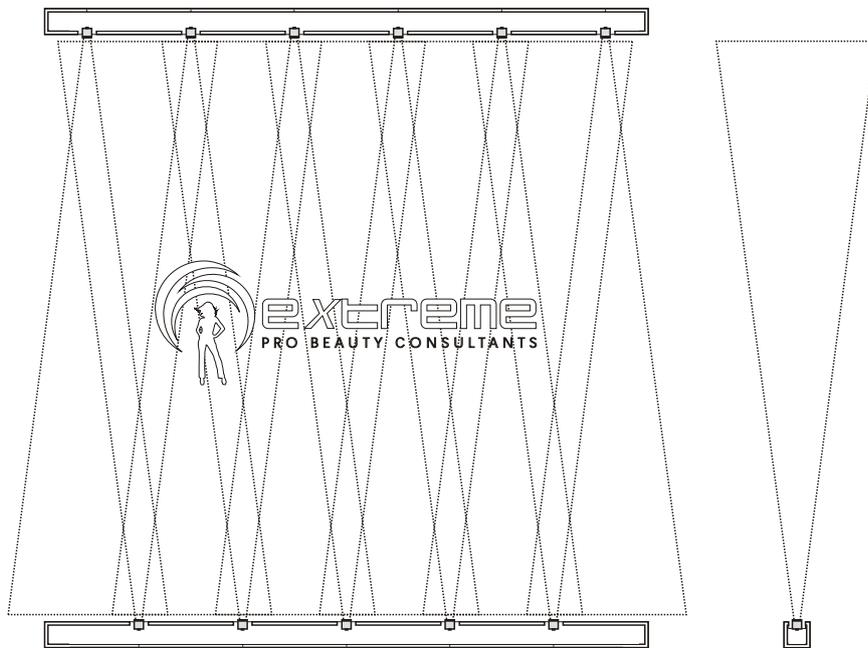


The DMX technology (Digital Control System) and the light controller TC-CD36 Modulation Driver Tryka (DMX for RGB and dimming to 36W) helped the Extreme Shop to live with a sort of "proper light"; the internal environment can change in more than 16 milions of color shadings in all its surface.

The equipment management is completely pre-programmed and automatized. Relevant factor such as the daily 24 hours and the different yearly seasons have been held in consideration.

The projectors, lodged in directional overheads, have been carefully selected and are able to give a complete autonomy of action on the main wall, where the tridimensional logotype is installed. With the system working, the logo appears luminescent and unreal, and the internal environment takes the dominant color, predominating the traditional lighting system of the place.

The latter has been implemented with 18W fluorecence spotlights by Guzzini and 60W cubik spotlights by Esedra.



CREDITS:

Name: EXTREME © Pro Beauty Consultants
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Customer: Media Power Srl
Project Manager: Barbara Ferraro
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Lighting Designer: Marco Medica
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