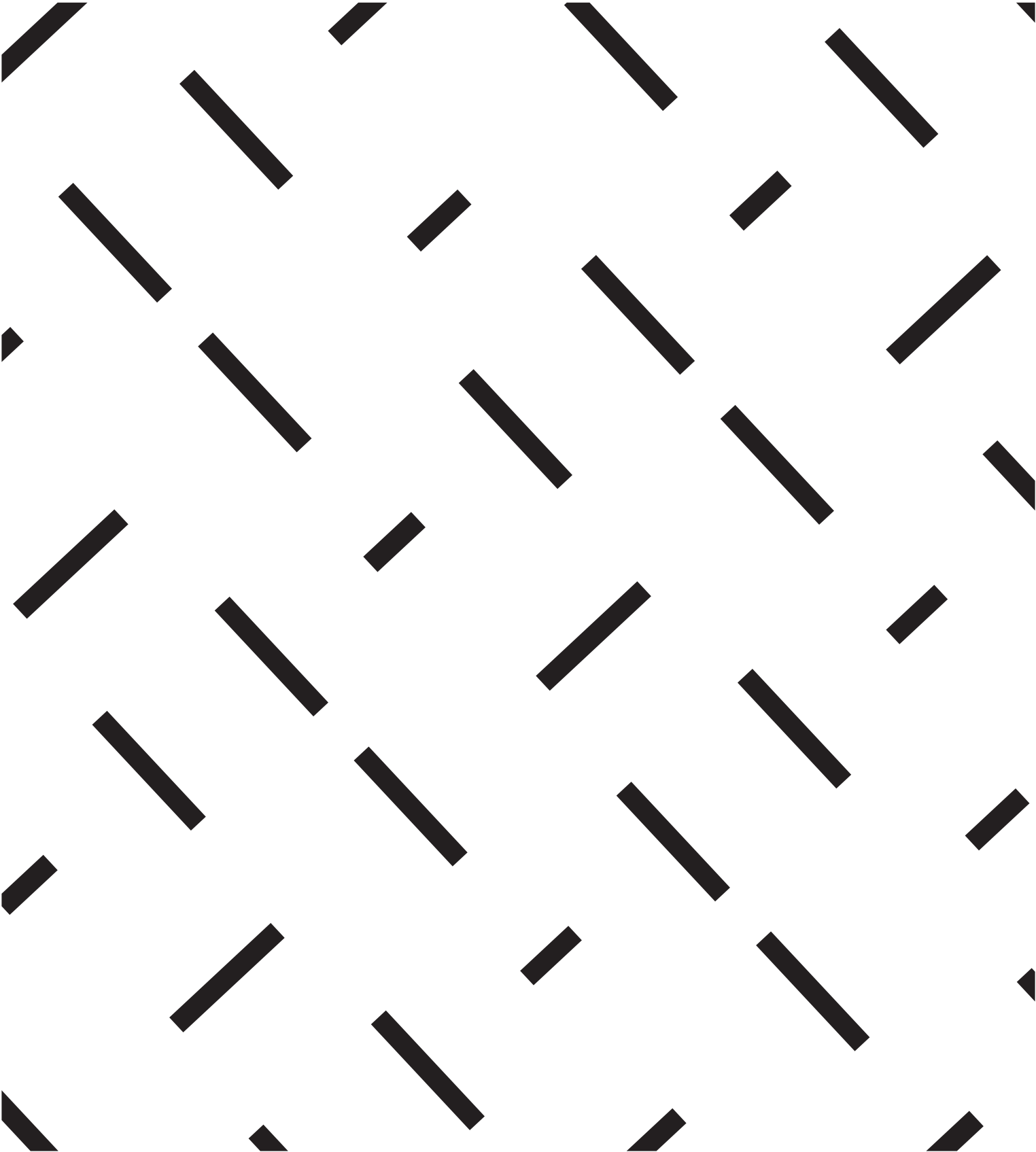


LIGHT + SHADE
EuroShop 2017

Reggiani



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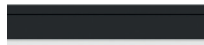
Reggiani at EuroShop 2017

Confirming our strong relationship with the retail world, we bring 'Our bright new ideas' - on the Düsseldorf stage of EuroShop 2017, the leading global trade fair for retailers and their partners. We celebrate the 50th anniversary of EuroShop with a tailored look and concept together with new product proposals. The creative concept designed together with our partner Dalziel & Pow starts from our mission to show how light can change experiences and spaces and engage our interlocutor into an open and constructive dialogue: Light + Shade, the effect of contrasted light and shadow to create a personal interaction between consumers and a product. While the light area shows how an environment can feel bright and alive, the shade area shows how light can elevate products creating a striking and emotional space.

Confermando la stretta relazione con il mondo retail, portiamo "Our bright new ideas" a EuroShop 2017, la più importante fiera globale dedicata al mondo retail e ai suoi partner. Festeggiamo il cinquantesimo anniversario di EuroShop con un look e un concept personalizzati insieme a nuovi prodotti. Il concept creativo ideato con i nostri partner Dalziel & Pow prende le mosse dalla nostra mission: mostrare come la luce possa trasformare gli spazi e le esperienze, oltre a coinvolgere il nostro interlocutore in un confronto aperto e costruttivo: Light + Shade, l'effetto del contrasto tra luce e ombra per creare un'interazione personale tra il consumatore e il prodotto. Mentre l'area Light mostra come la luce possa rendere un ambiente luminoso e vivido, l'area Shade mostra la sua capacità di elevare il prodotto creando uno spazio suggestivo ed emozionale.

Yori Linear

Complement your accent lighting with soft, comfortable and diffuse illumination that transforms a space. Yori Linear fits seamlessly into your scheme with track, surface/pendant or recessed mounting.



Yori Evo

The updated Yori Evo lets you transform the spaces with light. Experiment with your light levels to create the aesthetics you want. Be subtle, be bold, be creative. This light is as flexible and creative as you are.



Yori Evo Ghosttrack

Simple, clean and invisible. When you need impact but subtlety in your scheme the Ghosttrack blends seamlessly with your environment.



Unit

Minimal design schemes need minimal lighting without compromising on performance. Unit is our cutting-edge solution, designed to be flexible, powerful and invisible.



Mood Wall washer

Create subtle, quiet illumination, or bold and textural displays. Mood is a flexible light for many environments, that can make an impact or bring vertical surfaces into focus, and can change the feel of an environment.



Mood Adjustable

Creating areas of visual interest or enhancing the details of products can define a retail scheme. The mood adjustable gives you creative choice to enhance your ambient lighting.



Mood Fixed

Comfortable and soft light for your spaces. You can select from a wide choices of discrete and performing solutions adding a touch of style with different finishes and sizes.



Zoom+lightshaper

When product has to be the hero the zoom and lightshaper is the solution. From soft accents to hard edged spots this light emphasises product shape, colour and texture.

