



# Case study

# Coin Budapest

Location  
Philips Lighting

Budapest, Hungary  
Mastercolour CDM lamps and LEXEL DLM

**PHILIPS**  
sense and simplicity



"I'm really satisfied with the way in which all the different products are perfectly lit; each area presents a pleasant and varied ambiance. What is more, all the modernly designed luminaires, especially those in the Hauszman Hall, are perfectly integrated into the original architectural context."

Elena Sandre, interior architect at Coin International



# Philips' lighting solution transform Budapest's monument-status Coin department store into an eyecatcher



## Project info

Customer

Coin

Location

Budapest, Hungary

Luminaire

Turnlights

Philips Products

Mastercolour CDM lamps and LEXEL DLM systems

Account manager Philips

Francesco De Vivo

## Background

With 81 departments ranging in size from 2,000 to 10,000 square metres, Coin is one of Italy's leading department stores. Coin's mission is 'to give customers the best shopping experience in town in an open, multi-experience setting'. And it shows: Coin welcomes more than 30 million visitors each year. Encouraged by its nationwide success at home, Coin has gone on to set up franchise stores in other countries. In 2009, the first fully owned Coin store was opened in the historical centre of Budapest.

## The challenge

Elena Sandre, interior architect at Coin International, was closely involved in the Budapest project. "Designing this specific Coin store was a significant challenge because of the building's monument status. The Hungarian Fine Arts Council imposed strict conditions in terms of style and materials. The most severe limitations of all were imposed on the central Hauszmann Hall. In order to maintain its original splendour, we were not allowed to use the walls for display shelves and had to design detached furniture made entirely of glass." The complexity of the Budapest setting also had an enormous impact on the overall lighting plan. Sandre: "We had to find the right balance between the displayed goods and the architectural context, without detracting from the Coin philosophy."

## The solution

Luminaire manufacturer Turnlights, Coin's preferred light supplier, was

asked to build the lighting plan. "We installed Mastercolour CDM lamps, LEXEL DLM systems with spot beams and several halogen spots – 1077 luminaires in total", says Nereo Bianchi, CEO for Turnlights Italy. "We consider the light quality of Mastercolour CDM lamps to be superb and reliable. Their sparkling lumen output creates lots of possibilities in terms of optical features. For example, we designed a luminaire whereby mirrors are used to reflect CDM-TC beams onto the shelves from a hidden body." For general lighting, Sandre chose a lightweight suspension system with various lamp types to minimize the visual impact in the hall. "To illuminate the large glass ceiling, we were given permission to place a stucco rim at a height of 5 metres. We then attached groups of luminaires to this 'shelf' to illuminate both the hall and the glass ceiling via cross projection. And in the hall we created continuously changing light effects with LEXEL DLM to support special events as well as natural daylight variations."

## Benefits

"I'm really satisfied with the way in which all the different products are perfectly lit; each area presents a pleasant and varied ambiance", says Sandre. "What is more, all the modernly designed luminaires, especially those in the Hauszmann Hall, are perfectly integrated into the original architectural context." Bianchi: "One of the main benefits is the homogeneous light quality achieved with the extensive use of Mastercolour CDM lamps. The luminaires create excellent light-shadow effects, which make a visit to this Coin store a truly eyecatching experience."



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