



Case study

Jò Casta Milan

Location
Philips Lighting

Milan, Italy
CDM-T 35 W Elite and LEXEL DLM downlighters

PHILIPS
sense and simplicity



“By installing the Elite lamps we have reduced energy consumption for general lighting by 80%. What's more, my employees are happier and less tired at the end of the day. Since the renovation they're more engaged and more aware of the green motives behind the overall project.”

Andrea Maini, owner of Jò Casta Milan



Hairdresser Jò Casta offers customers greater comfort, more colour and better quality thanks to Philips' lighting solution



Project info

Customer

Jò Casta Milan

Location

Milan, Italy

Luminaire

Side lighting

Philips products

CDM-T 35 W Elite and LEXEL DLM downlighters

Philips account manager

Francesco De Vivo

Background

When Andrea Maini opened his Jò Casta hair studio in 2001, he was able to get started right away. There was just one problem – the outdated '90's interior. "Customers were happy and satisfied with our service, but actually I wanted to offer more," says Maini.

"More comfort, more style, more quality and – very important – less light. The studio was literally awash with light because of the six 500 W halogen luminaires and 20 dichroic spotlights, each of 50 W"

The challenge

Maini decided to introduce a trendy new look in which the entire lighting concept would play an important role. "For most customers time is a precious commodity. Being with us must be an overall experience, it has to be relaxing. Just like home. That's why I wanted to make the studio more comfortable and to create a warm, cosy atmosphere." But Maini looked further than that. "Besides implementing enhanced comfort for my guests, I was interested in a sustainable energy-efficient solution that would prevent unnecessary power consumption. In fact, I wanted to compensate for the hot water and hairdryers we use. I thought that reducing energy consumption by installing green luminaires would be the perfect way to achieve this goal. It was also important for the new lighting concept to reduce stress for my employees, who sometimes used to complain about eyestrain and a slight headache at the end of the day."

The solution

The bright, power-hungry halogen lamps and dichroic spotlights were replaced by six CDM-T 35 W Elite luminaires and three LEXEL DLM downlighters. Quantity was replaced by quality. Maini: "The Elite luminaires shed a warm light on the pearly coloured walls, creating a uniform and pleasant light distribution. The downlighters in the shop windows generate tremendous effects because of their varying colour combinations, especially during the evening and at night. Jò Casta is situated in a side street. Thanks to the downlighters, the shop is now a real eye-catcher. Suddenly we are being noticed by people who are walking along the main street."

Benefits

"First and foremost, by installing the Elite lamps we have reduced energy consumption for general lighting by 80%. What's more, my employees are happier and less tired at the end of the day. Since the renovation they're more engaged and more aware of the green motives behind the overall project." The successful transformation of Maini's shop has not gone unnoticed. "Philips customers from all over Italy visit us to see how we've created a unique and useful lighting solution. Reactions are very positive, especially because we managed to combine comfort, colour and quality in quite an easy and effective way. It makes me happy and proud!"



©2009 Koninklijke Philips Electronics N.V.

All rights reserved. Reproduction in whole or in part is prohibited without the prior written consent of the copyright owner. The information presented in this document does not form part of any quotation or contract, is believed to be accurate and reliable and may be changed without notice. No liability will be accepted by the publisher for any consequence of its use. Publication thereof does not convey nor imply any license under patent or other industrial or intellectual property rights.