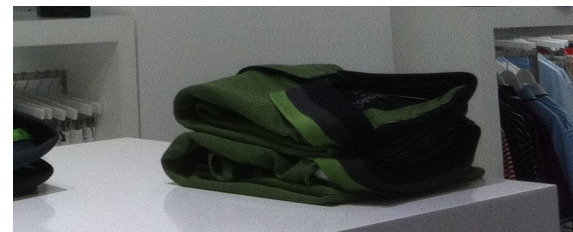
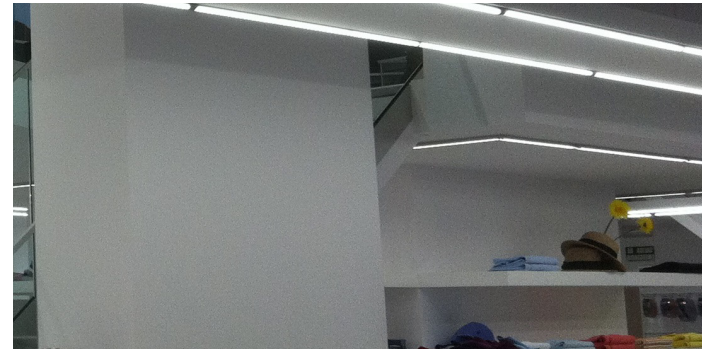


GOLF STORE

CASE STUDY

ARQUILED

BRIGHT NEW FUTURE



Architectural lighting project for the largest golf store in Europe

GOALS

The “Fairway + blue” is the largest Golf and Fashion Store in Europe. Owned by the Eurostyle group, a company founded in Cork, Ireland, in 1820, is the supplier of luxury brands such as Calvin Klein golf, C&B and Pukka, among others.

Located in Puerto Banús (Marbella, Spain), the “Fairway + blue” was inaugurated on April 29, 2014, in an event with extensive media coverage, where different representatives of local municipalities and various personalities from the world of golf were present.

In the heart of the Costa del Sol, the “Fairway + blue”, was born with the aim of being the reference store for golf players. That is why we have designed a modern, attractive and functional space, designed by the Portuguese architect Paulo Trindade, where it is intended that customers enjoy an unprecedented experience in terms of advice and assistance in the acquisition and maintenance of their equipment.

The lighting project fulfills the function of highlighting the intended concept, contributing indelibly to the creation of a unique atmosphere for one of the most exclusive golf stores in Europe.

TESTIMONIAL

“The aim was to adopt a formal approach as neutral as possible so that the ready-to-wear collections and golf equipment would take center stage in the overall perception. The spatial organization was subjected to the principles and commercial objectives of the brand, having this data as a basis, the lighting study was carried out and its integration with the architecture, design and decoration projects; all this was fundamental for the success of the operation, obtaining the result that exceeded all expectations.

The creativity, technical quality and teamwork of ARQUILED contributed decisively to the definition of the architectural project itself and the furniture design, positively influencing it from the very first sketches.

ARQUILED was a huge asset in the development of the Fairway + Blue project in Puerto Banus and, as such, will always be the first choice as a partner in future projects.”

Paulo Trindade
Architect

INSTALLED SOLUTION

EXCLUSIVITY, FUNCTIONALITY AND VISUAL COMFORT

In close collaboration with the studio of Architect Paulo Trindade, ARQUILED designed the lighting project entirely in LED (Light Emitting Diode) contributing to the experience of using a space that manages to reconcile exclusivity, functionality and visual comfort.

With around 600 m², the space is spread over two floors, presenting itself as an open space, where the following areas stand out - showcases, platforms (floor 0 and floor 1), central area ceiling, service counter, VIP area, shoe display area, fitting rooms and pavement.

The lighting project assessed both the functional and decorative objectives of each of the aforementioned areas, providing them with their own lighting, designed or reflected according to the concept of each of these sections.

The space received approximately 350 luminaires, including spotlights, recessed luminaires and linear lighting, the latter standing out with more than 200 meters of linear lighting by the ARQUILINE HP and LP family of luminaires distributed in 1W, 3W, 5W, 8W, 10W and 15W wattages.

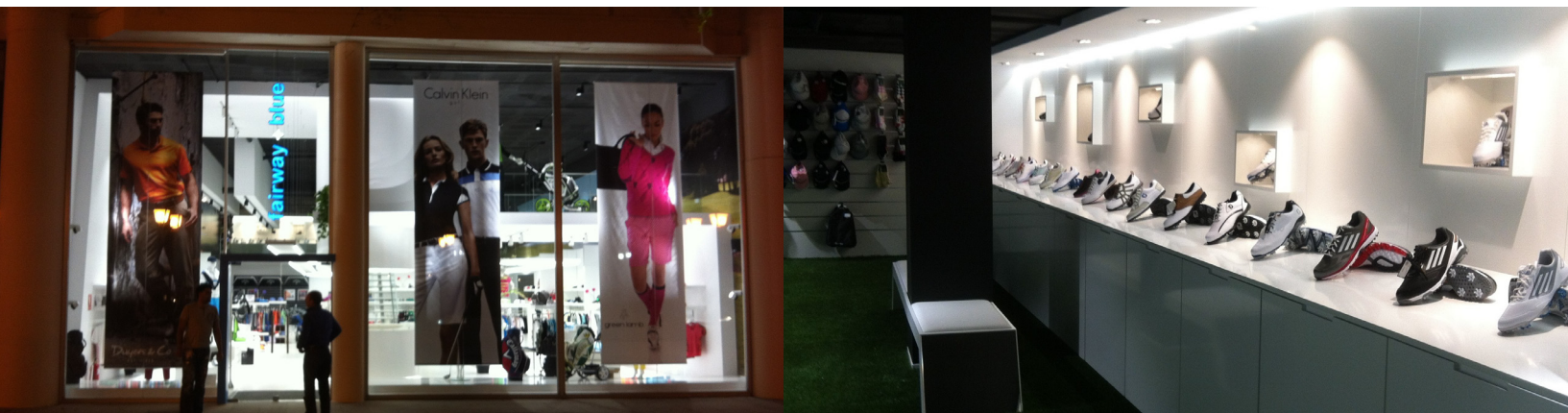
Recessed lighting has been implemented through the ARQUIOFFICE SQUARE line.

BENEFITS

OF PROJECT IMPLEMENTATION

The lighting design for the “Fairway + blue” Golf and Fashion Store consolidated the simultaneously relaxed and exclusive atmosphere and reputation that this brand required, providing all customers and visitors to the space with a unique and excellent experience.

The system is entirely in LED, offering a **60% reduction in energy consumption** compared to the energy consumption of an equivalent system with traditional technology.



ARQUILED

BRIGHT NEW FUTURE

Arquiled is a general LED lighting manufacturer, specializing in professional luminaires for street lighting, systems, and services.

Headquartered in Mora-Alentejo, is a Portuguese industrial company, pioneering the market since 2005, that designs and develops its own products and solutions.

ARQUILED is committed to develop smart management solutions focused on reducing energy consumption and decarbonization, contributing to sustainable urban clusters.

CONTACTS

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