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The Attraction of Colour and Colour Mix Effects



For those of us charged with designing attractive and interesting retail or commercial areas we cannot disregard the allure of both static and moving colour.

Standard white light for windows and internal lighting can be effective, However, introduce a scene with white light and fixed or changing colours and the attraction value is increased 10 fold.

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The Essential Elements for Colour Mix Lighting

1. In previous issues we have stated that the store front and areas of special interest or importance must stand out from the general ambient lighting provided by daylight or the influence of lighting from adjacent areas

Customers are attracted by movement. The use of moving light and colour mix is the simplest and most effective way of getting their attention.



2. In-store colour change gives an environment that is different but subtle enough to create a feeling of well being as shown above.



3. The simplest installations can create interesting and dynamic scenes, shown here in the above photographs changing from blue to red.

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Colour mix can also be effective if introduced into ceiling panels and alcoves.



There are hundreds of colour variations available, the two pictures above illustrate variations of blue to peach.



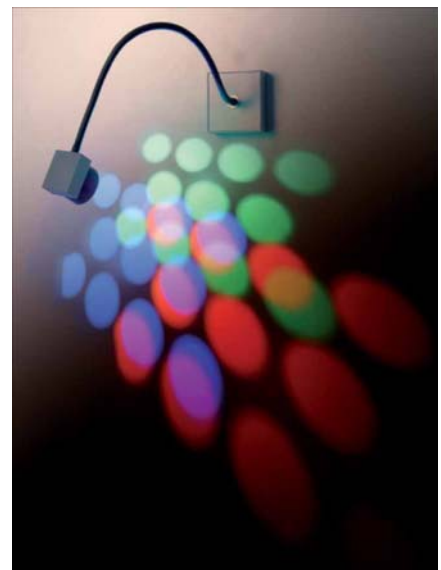
There are several different white lamps available which provide lighting effects from cool to warm appearance. Many stores are using and controlling the Warm, Intermediate and Cool lamps to give a different mood in their stores during the day which relates to outside temperatures. For example a cool look in hot weather and a warm inviting look for the colder months.

The Conclusion

We are not suggesting that we turn areas of the stores into a discos but with a well thought out scheme the subtle or aggressive changes will attract more people to the store and give the client the opportunities to increase your sales.



Static LED lights for points of interest.



Moving Colour change grabs the attention.

Our Fluorescent and LED systems have unique patents and design registrations.

Contact me to discuss the advantages of this uniquely advantageous system which will increase retail sales. Remember people want to shop in a atmospheric environment and enjoy talking of their experience. What have you got to loose ?

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