



LIGHT SERVING THE HOUSE

San Donà di Piave, Italy

KEY FACTS

FLEXIBLE LIGHTING HARMONY

A flexible and aesthetically pleasing lighting system was implemented by strategically combining TRACKLIGHT and the TRUSYS system.

AESTHETICS AND PRODUCT SHOWCASE

To maintain the aesthetics of the store, a lighting solution was created to guide customers through different sections, based on specific needs.

SPOTLIGHT ON MATERIAL QUALITIES

A tailored solution showcases material qualities, including color and veining of tiles, furniture, and wood types in displayed doors.

FLAGSHIP LIGHTING FOR SHOWROOM IMPACT

The accent lighting significantly enhanced product visibility in display areas, reinforcing the overall sales focus.

TRACKLIGHT SPOT



TRUSYS FLEX



ELEVATING AESTHETICS AND PRODUCT SHOWCASE

Dynamic lighting solution, featuring TRUSYS and TRACKLIGHT SPOT, enhances customer experience, attracting more clients with a spotlight on material quality and product excellence.

THE CHALLENGE

The furniture industry is intricate, and customers navigate through a vast assortment of products, requiring careful evaluation for informed and tailored purchases based on their actual needs. ZANUTTA SPA, a leader in home furnishings and construction, needed to create a new lighting system specifically tailored for their San Donà di Piave showroom.

THE SOLUTION

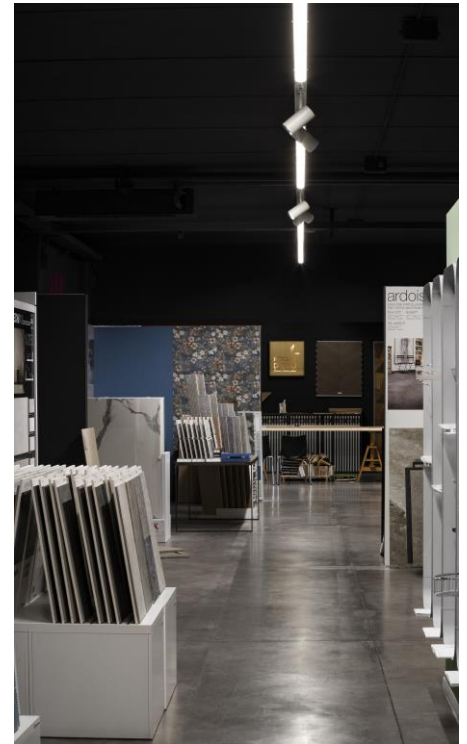
For the San Donà di Piave store, ZANUTTA SPA turned to LEDVANCE to create a new lighting system guiding consumers through different sections, showcasing the qualities and characteristics of the materials on display. Utilizing the TRUSYS system and TRACKLIGHT SPOT fixtures by LEDVANCE, they highlighted exposed products, emphasizing the color and veining of porcelain tiles, bathroom furniture, and various wood types in the displayed doors.

THE BENEFITS

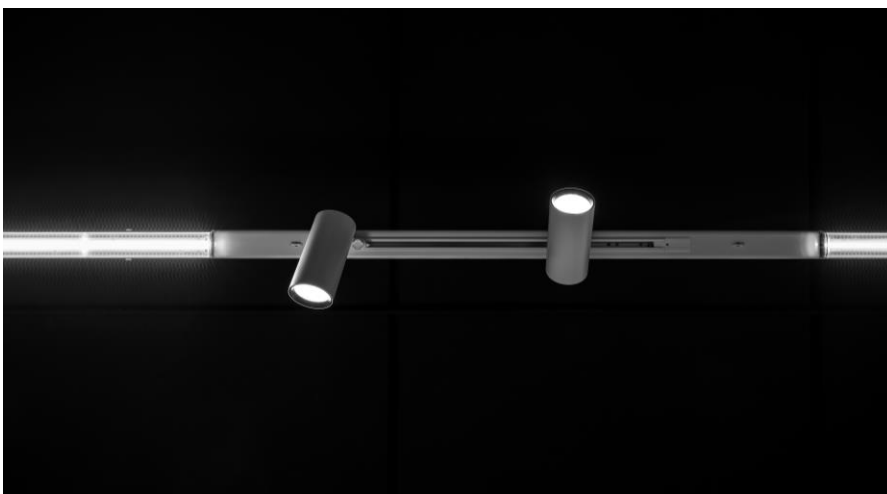
A track system combining two of LEDVANCE's key products, TRUSYS and TRACKLIGHT SPOT, was installed, resulting in outstanding ease of assembly, adjustable orientation, high color rendering (CRI>90), and a continuous luminous row throughout the showroom. The accent lighting effectively highlighted products in the display areas, reinforcing the overall sales focus.

SUMMARY

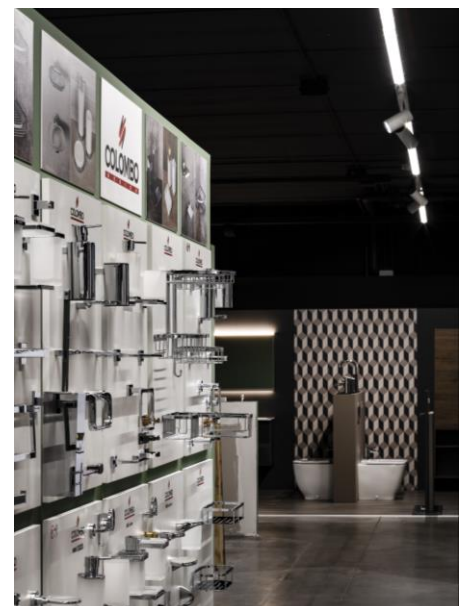
LEDVANCE's meticulous attention to the new lighting system at the ZANUTTA SPA store in San Donà di Piave, designed in harmony with the open space layout, aimed to improve the store's aesthetics. The dynamic lighting solution, featuring TRUSYS and TRACKLIGHT SPOT by LEDVANCE, not only highlighted the displayed products but also garnered appreciation from the store, attracting more customers and creating an environment that reflected the quality of materials and products on display.



New TRUSYS lighting system at ZANUTTA SPA



TRUSYS Flex and TRACKLIGHT SPOT fixtures



New TRUSYS lighting system at ZANUTTA SPA