



## **ARCHITAINMENT LIGHTING PARTNERS WITH MINDSEYE AND ECOSense LIGHTING FOR PRESTIGIOUS BMW SHOWROOM IN PARIS**

FOR IMMEDIATE RELEASE

**- Paris, 21<sup>st</sup> January 2013 – Iconic car and automobile manufacturer, BMW, has installed EcoSense Lighting throughout its new 'brand store' in Paris, calling on specialist lighting solutions provider, Architainment Lighting Ltd, to supply best-in-class LED fixtures.**

Architainment worked very closely with the lighting designer, Mindseye Lighting and the project architect, Carbondale, on this high-profile installation at the new BMW location in Paris. The goal was to make the space feel fresh, clean and simplistic. Architainment suggested EcoSense Lighting as the perfect, high quality fit for the project across a variety of areas within the store.

Following a rigorous selection process, EcoSpec Linear HP INT Wall Wash was chosen for the store's 'White Room', a communal area with soft white furnishings and television screens embedded in the walls. Integrated into the interior design, this high-output interior linear solution was installed to efficiently place controlled light down the room's angled wall, with the use of next generation optics ensuring no socket shadow and a smooth, consistent beam from right out of the fixture. EcoSense Lighting provides a product range that employs the most stringent LED binning process, which results in minimal visible variation of colour temperature and a 2-step MacAdam Ellipse colour consistency from LED to LED. This unbeatable quality of light and colour consistency particularly appealed to Mindseye as being ideally suited to the achromatic nature of the space.

Architainment Lighting supplied 15 four foot and 3 one foot fittings in 4000K for the 'White Room', all with a 17°x35° beam angle. A further 46 one foot and 22 four foot Linear HP INT Wall Wash fixtures in 3000K, 30°x60° beam angle, were recessed within a slot running around the perimeter of the showroom, immersing BMW display graphics in the highest quality white LED light. Directly connected to mains power, with no external drivers or complicated wiring to consider, installation of the EcoSpec Linear HP INT Wall Wash was easily accomplished, with each "plug and play" unit being connected end to end as required. This simple methodology can speed up time on site and greatly reduce the cost of installation and on-going maintenance.

Subject to widespread critical acclaim in the industry, this design by Mindseye has recently been shortlisted for a prestigious Lighting Design Award. The BMW showroom is a nominee in the 'International Project - Interiors' category and the winner will be announced at the awards ceremony on 27th March. Commenting on the project Architainment Lighting Key Account Manager, Lee Shields, said: "When Mindseye approached us to provide suggestions for the lighting for Paris' BMW showroom we were thrilled to have the opportunity to contribute to such a high profile project, and also excited to demonstrate what we knew the EcoSpec Linear HP INT Wall Wash could achieve. The result was clean, minimalist lighting that was easily installed and in keeping with Mindseye's vision for something simple and fresh."

Admir Jukanovic, an Associate at Mindseye Lighting, added: "Having tested various products on the market, Mindseye made the decision to go with the EcoSpec Linear HP INT Wall Wash from EcoSense as its overall performance convinced us hands down, that it was the right one for this project."

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#### **About Architainment Lighting**

Architainment provides its clients with an in-depth quality service and detailed product knowledge. It supplies the highest quality LED fixtures, controls and accessories from manufacturers including EcoSense Lighting, Philips Color Kinetics, Philips Entertainment Group, Philips Selecon, Philips Dyalite, Green Hippo, Pharos, Led Linear, Soraa, City Theatrical, Sensacell and Tempest Lighting. [www.architainment.co.uk](http://www.architainment.co.uk)

#### **About EcoSense**

Founded by a team of long-serving industry experts with proven know-how in the development and best practices of solid-state illumination, EcoSense Lighting provides best-in-class LED lighting solutions for use in commercial and residential applications. The company offers a comprehensive line of LED fixtures that meet the technical requirements of the most demanding projects while delivering substantial benefits over traditional lighting sources. Established in 2008, EcoSense Lighting is privately held and has offices in Hong Kong and New York City. [www.ecosenselighting.com](http://www.ecosenselighting.com)