

COOLEGE™

CALVIN KLEIN AT MACY'S

New York, NY
Retail 'Shop-in-Shop'



Segmented Luminous Ceiling

OVERVIEW

The goal for the Calvin Klein boutique at Macy's department store was to create a catwalk atmosphere that attracts customers to enter the shop while meeting requirements for low power consumption, accommodating HVAC and sprinkler heads, all the while ensuring high color rendering for proper merchandise presentation.

To achieve this goal, a luminous ceiling using a cold stretch knitted fabric material combined with Cooledge TILE Interior provides the primary illumination - supplemented by track luminaires to give the feeling of a runway show.

ARCHITECT: Nelson Group

LIGHTING DESIGN: William Kader,
Brinjac Engineering

OVERVIEW

The Calvin Klein boutique design called for a luminous ceiling spanning 2600 sqft (240 sqm) to distinguish the Calvin Klein brand from other 'shop-in-shop' brands within the Macy's department store.

The specified product had to accommodate existing infrastructure, meet low power consumption targets to comply with energy codes, and deliver seamless, uniform illumination with high color rendering properties.



Main entrance to the "shop-in-shop"

Coolidge TILE Interior met these requirements with its low profile and adaptability. The TILES were easily mounted directly to the plywood ceiling and cut-to-fit wherever obstructions or support structures were encountered.

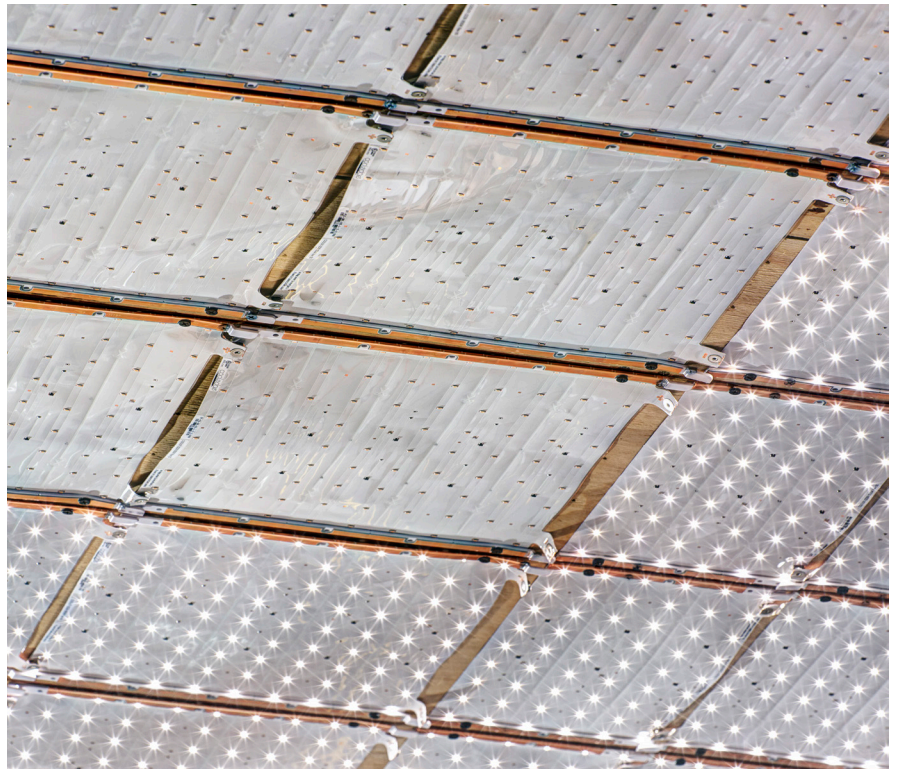
The 300lm model of TILE Interior was chosen to deliver high levels of ambient illumination while simultaneously providing a suitable power density that allowed the design team to stay within the power budget dictated by the local energy codes.



High ambient light levels were achieved within the constraints of the local energy codes

PRODUCT SPECIFICATIONS:

- Product: TILE Interior
- Flux: 300 lm/sqft (3200 lm/sqm)
- Power Consumption: 2.5 W/sqft (27 W/sqm)
- Color Temperature (CCT): 3500K
- Color Rendering Index (CRI): >90



TILE Interior mounted directly to the plywood ceiling without heat sinks



Track luminaires were added to provide the feel of a fashion runway

APPLICATIONS DETAILS:

- Surface Material: Knitted Cold Stretch Fabric
- Illuminated Ceiling Area: 2600sqft (240sqm)
- Setback: 9in (230mm)