



MINOTTI NEW YORK BY DDC

New York, NY
Designer Furniture Showroom



Segmented Luminous Ceiling

OVERVIEW

Minotti, a renowned Italian manufacturer of timeless furnishings, brings new light to its flagship DDC showroom on Madison Avenue, New York. Luminous surfaces were employed to create a more immersive type of illumination that not only addresses technical light level requirements but also elevates the experience of the space and the merchandise on display. Cooledge TILE Interior products were used to replace the fluorescent lighting that was initially installed to ensure the performance of the lighting delivered on the design intent.

“*The light TILE installation from Cooledge illuminated the Minotti furniture during the day and night in the most beautiful way.*”

Jens Ahlemeyer - Art Director, DDC

HIGHLIGHTS

A segmented stretch ceiling and matching continuous luminous feature wall are used to create a well lit but comfortable environment to complement the stylish furniture on display. However, the shadows and hot spots created by the fluorescent lamps initially installed detracted from the clean, uniform aesthetic that makes luminous surfaces such a powerful design tool.



Original Fluorescent Lamps – Luminous Ceiling



Original Fluorescent Lamps – Feature Wall



Luminous Ceiling with Cooledge TILE Interior



Luminous Feature Wall with Cooledge TILE Interior

“I personally think it was a very easy transition from fluorescent bulb to Cooledge TILE. It is a cleaner look and was fast and efficient to install. It makes the space look better as you see in the pictures of before and after.”

Christian Plaza - Junior Designer, DDC

Cooledge TILE Interior was used to replace the fluorescent sources and deliver the immersive illumination that provides customers with a stimulating atmosphere in which to engage with the products.

The ceiling utilized high lumen output (600lm) TILES to ensure illumination levels in the interior of the loft space were complementary to areas located closer to the natural light spilling in from outside.

CEILING APPLICATIONS DETAILS:

- 5 panels at 14' x 6.25' each (4.3m x 1.9m)
- TILE Interior: 600lm, 3000K



Cooledge TILE Interior



Interior Light Levels



Cooledge TILE Interior is used to Supplement Daylight at Street Level



Cooledge TILE Interior

Standard light output (300lm) TILES were chosen for the continuous feature wall to act as a supplement to the daylight provided by the floor-to-ceiling windows in the street level area of the showroom.

WALL APPLICATIONS DETAILS:

- 24' x 7' (7.3m x 2.2m)
- TILE Interior: 300lm, 3000K