



Project 04/23

LJC PLUS FLAGSHIPSTORE
PALERMO/IT

GOOD
LIGHT
STORIES

MOLTO LUCE®



LJC PLUS FLAGSHIPSTORE PALERMO

Shopping experience in the heart of the community.

The LJC Plus flagship store in Palermo, which opened in October 2022, truly demonstrates that conventional retail stores and the social media community are not contradictory entities and that there is good reason for both to work together in harmony. "Connecting sport culture to communities" was the driving principle behind the store concept, which was designed by Italian architects Michele Trevisan, Alessandro Giannavola and CD10. The main challenge consisted of creating a new retail format dedicated to sustainability, while the goal was to integrate physical and digital products to create a unique, virtuoso store concept with a great user experience.

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But we are not talking about a simple store. LJC Plus is a true social centre where visitors can admire and purchase the collections of the most important international sports and streetwear brands. And above all, they can share their passion and interest in the urban streetwear culture in a social setting. Physical and digital experiences are interwoven: the use of three classic materials such as wood, iron and concrete is combined with prominent digital touch points. Customers can scan QR codes to receive detailed information, learn the story of the brand and find out more about the products.

The underlying concept of the two-story 200m² store is to ideally blend the real world and the virtual world. The urban context has been integrated into the retail experience using different artistic expressions that are very popular with the target customers. For example, street art brightens up the store and artists customize products on site. The store features an "Instagram wall" that is periodically revamped by local and international artists. It attracts the social media community and is used as a background for stories shared on social media.

Both the client and the architects had many creative ideas and a specific vision for this project. Close attention was also paid getting the lighting right. A sophisticated lighting concept designed by the Austrian company Molto Luce has created different lighting scenarios in the store to cover three different requirements: 1) technical lighting for the perfect product staging, 2) atmospheric lighting for a welcoming ambience in the lounge and checkout areas and 3) wall washer lighting for the large wall dedicated to street art installations.

Both the concept and the luminaires were supplied by Molto Luce, a specialist in retail lighting. The store's main focus is perfect product presentation, taking into account atmosphere and the human touch. Molto Luce solves these high expectations with energy efficient MOVA track spotlights which can be placed anywhere on the track. The spotlights can be pivoted to precisely target the product. They skilfully draw the customers' focus to textiles and sports shoes and all their details, with the best colour rendering.



The store itself is illuminated with LOG50 PD linear luminaires arranged in multiple, parallel rows across the entire store ceiling. The linear lights symbolise athletic vitality. Round, direct-beam pendant BINA luminaires create visual relief and bring the desired casualness to the lounge area. The round luminaires create a pleasant atmosphere and add the necessary emotional touch to the centrally placed counter, which is used both by artists to creatively customize products and for the check-out process.

The RIDE track system with RDB light inserts skilfully and stylishly stages the Instagram wall. This subtle system with enormous planar and homogeneous lighting effect completely illuminates the entire area. Storytelling is inherent here.



Overlooking the historic Piazza Politeama in Palermo, the innovative store is a timeless blend of the honesty of natural materials, a lighting concept that skilfully accentuates product details and the physical space, and a completely new approach that combines the real and digital worlds. Diverse, engaging, and hybrid are the defining characteristics of this project.



AUSTRIA | MOLTO LUCE GMBH

HEADQUARTERS WELS
Office & Showroom
Europastraße 45
4600 Wels
T: +43 7242 698-0
M: office@moltoluce.com

VIENNA
Office & Showroom
Vorarlberger Allee 28
1230 Vienna
T: +43 1 6160300
M: office.wien@moltoluce.com

GRAZ
Office
Robert-Viertl-Straße 2
8055 Graz
T: +43 316 672525-0
M: office.graz@moltoluce.com

INNSBRUCK
Office
Orbis Office, Resselstraße 33 / Top 5
6020 Innsbruck
T: +43 512 345688
M: office.innsbruck@moltoluce.com

GERMANY | MOLTO LUCE GMBH

MUNICH
Office & Showroom
Walter-Gropius-Straße 23
80807 Munich
T: +49 89 4520565-0
M: office.muenchen@moltoluce.com

COLOGNE
Office & Showroom
Gut Maarhausen, Eiler Straße 3v
51107 Cologne
T: +49 221 222882-0
M: office.koeln@moltoluce.com

HAMBURG
Office & Showroom
Wandsbeker Allee 77
22041 Hamburg
T: +49 40 2847850-1
M: office.hamburg@moltoluce.com

ITALY | MOLTO LUCE srl

BRESCIA
Office
Viale Duca D'Aosta 28
25121 Brescia
T: +39 030 2400679
M: office.brescia@moltoluce.com

SWITZERLAND | MOLTO LUCE AG

LENZBURG
Office
Niederlenzerstraße 25
5600 Lenzburg
T: +41 62 885 70 30
M: office.lenzburg@moltoluce.com

www.moltoluce.com

