

The merchandise is stationery
The lighting is not



Classic luxury never goes out of style, but it does change. At Lo Scrittoio in Verona, the world's finest stationery, gifts and leather goods are elegantly displayed. And then redisplayed to suit new products, new needs, new moods.

The merchandise ranges from single sheets of paper to desk sets, from business cards to leather briefcases. New products arrive. Shelf height is adjusted. Displays are changed.

So when proprietor Matteo Caffarelli and store designer Pietro Sartori selected new lighting with Arkilux, they needed **the freedom to design the right light**, right now, and to redesign it any time in the future.

The ability to adjust both lighting angles and the fittings themselves was a top requirement. The solution was versatile Pyxis, Libra and Corvus fittings.

'The fact that the reflector system can be changed was key,' says Sara Olivieri of

Arkilux. 'You know from the start that it's **always possible to redesign the light**.'

High light quality and colour rendering were crucial, given the many precision nuances in the colour and finish of displayed goods.

The colour and finish of the fittings themselves were crucial too. 'The visual quality of the lighting has a fundamental role to play in a luxury store,' says Matteo Caffarelli.

'The fact that the LEDs can be individually replaced is very important. It provides a great sense of security and it underlines Roblon's **attention to detail** and to after-sales service.'

Sara Olivieri
Lighting designer, Arkilux



Display lighting

- 108 Corvus 3r fittings (1152 3671)
- 6 Pyxis 1n fittings (1133 3471)
- 8 Libra 2 fittings (1127 2271)
- 48 Lightech 10 W CC drivers (1100 0101)
- 4 Serial Splitter, 2 x RCY (1108 0012)
- 43 Serial Splitter, 4 x RCY (1108 0014)

Lo Scrittoio Fine Stationery and Luxury Gifts
Verona, Italy
www.loscrittoio.com

Photos by Andrea Cristini, Arkilux
More photos at www.roblonlighting.com

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'We wanted to improve the store image and to **improve the versatility** of the layout and displays. For that, we required improved lighting that was technologically advanced.'

Matteo Caffarelli
Proprietor, Lo Scrittoio

LO SCRITTOIO
di Paola Bonari

