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Media information: reference report Frommer Optik/Akustik, Bad Segeberg (D)

For its 25th anniversary, Frommer Optik/Akustik, the specialist for glasses and hearing aids, relocated its shop to the centre of Bad Segeberg. This in order to be even closer to the customers. Their company slogan is: You tell us your story - we will find the right glasses or hearing aids for you.

Frommer's customers take the first step towards better vision when they visit their optician. As there is already less visual acuity at this point, it is all the more important to support orientation in the shop and to perfectly illuminate the selection of items for sale. The company LichtJa - Licht und mehr GmbH from Hamburg was commissioned with a holistic lighting design that optimally supports the customer. Managing Director Antje Kröplin explains: «The idea behind the implemented concept is that, in addition to the optimal illumination of the articles for sale, a very cosy atmosphere is created in which the customers almost feel at home and tell their story with pleasure.»



When entering the shop, the round consulting counter in the middle of the room attracts attention. This is not only due to the elegant wooden panelling, but also because of the brilliant lighting with SPARK downlights and the focusable VERTICO pendant lamps, matching the round construction. Beside the counter, KIVO pendant lamps illuminate the consultation tables. The high light brilliance shows the

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materialisation of the glasses to advantage. Customers literally see their still unfamiliar reflection, with the new glasses, in the best light.

«The display areas with the high-quality frames are illuminated by suspended MILUM wallwashers. These provide very homogeneous illumination over the entire wall and the customer can concentrate optimally on his choice of glasses», Antje Kröplin continues. The black RIBAG lamps set characterful accents in the carefully selected interior.

According to Antje Kröplin, the rather small floor plan with the high ceilings and the supporting column in the middle of the shop were a challenge in the lighting design. This task was solved to the complete satisfaction of Frommer Optik/Akustik: the desired feel-good ambience clearly emerges.

«RIBAG lamps combine the best lighting quality and lighting technology with restrained, highly innovative design. The quiet design language tells great stories», concludes Anje Kröplin.

Lightning design / implementation / photos: LichtJa - Licht und mehr GmbH, Hamburg

Client and owner: Frommer Optik/Akustik

Photographer: © Jan Haeselich

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