



Appetising presentation of regional specialities: Casa Tió, Barcelona

How can light be used effectively to accentuate the quality of fine food? Optimal colour rendering is a must, more so when light is used to maximise the appeal of meat products. With this in mind, the new store of delicatessen chain Casa Tió in Barcelona chose ERCO LED lighting tools to present its array of regional specialities in a fresh and appetising light.

Casa Tió is a small chain of delicatessen supermarkets in and around Barcelona, offering mostly meat specialities as well as milk, cheese, eggs and wine from the Catalan region. Opened in 2015, the store on Avinguda Borbó in the heart of Barcelona was conceived with an entirely new interior design as a prototype for other Casa Tió stores. The zonal lighting solution, which forms part of the concept, relies entirely on ERCO LED lighting tools for maximum flexibility using a single range of luminaires. To blend in with the store's black ceiling, Optec spotlights finished in black were mounted on a black ERCO track system. The result is a sophisticated display of gourmet foods and products presented to perfection in light that remains virtually invisible to the customer.

functions – ambient light, focal glow and play of brilliants. Accent lighting draws attention by emphasising certain objects and spatial zones, whereas secondary aspects are toned down by applying a lower lighting level, thereby creating hierarchies of perception that facilitate orientation in the room. The black ceiling of the new Casa Tió store recedes altogether from the customer's perception, as does the black track system on which the Optec spotlights can be flexibly aligned – leaving the light to direct the focus entirely onto the Casa Tió delicatessen.

Natural colour rendering as a standout attribute and unique selling point: ERCO LED spotlights for precision and brilliance

Almost 70 per cent of the gourmet food at Casa Tió is meat products – fine hams and sausages, cuts of chicken, duck, goose, rabbit, pork, lamb, veal and beef sold in fresh, vacuum-packed portions. To help customers distinguish between the different kinds of meats and products presented in professional lighting for maximum appeal befitting the stylish

Project data

Project: Casa Tió, Barcelona / Spain

Photographer: Sebastian Mayer, Berlin / Germany

Easy orientation in the room: Different perceptual hierarchies

The lighting concept builds on the principles of perception-orientated lighting design devised by Richard Kelly, who separated qualitative lighting design into three basic

interior, a primary concern in the lighting design for the new stores was superior light quality to ensure faithful reproduction of the various colours. The ERCO LED lighting tools used in the store – Optec spotlights in 24W warm white light at 3000K – offer superior colour rendering properties ($Ra \geq 90$) as a unique feature, guaranteeing that the products are shown in their true colours. With flood distribution, the lighting tools achieve optimum ambient lighting in the store, whilst the oval flood characteristic accentuates the products on the wooden shelves and in the cooling cabinets lining the sides.

High visual comfort thanks to glare-free light: Qualitative lighting design with ERCO luminaires

Casa Tió has built up a visual identity with rich crimson as part of its corporate colours, and so the new store features walls and flooring

painted in this dark shade of red. The flooring therefore added to the challenge of efficient lighting design. To ensure the highest standard of visual comfort for the customer whilst eliminating glare from unwanted reflections of light on the painted surface, the Optec spotlights in 24W warm white light with oval flood distribution were aligned precisely to illuminate the shelving and cooling cabinets along the sides, ensuring that no light is emitted onto the floor.

The modern style of the sophisticated interior and lighting design at Casa Tia enhances the quality of its foods and products whilst keeping true to the natural quality of the brand. Bright, welcoming and clearly presented: The new Casa Tió store in Barcelona is perfect example of what attractive product presentation of a high-end food brand can look like today.

Luminaires used in the project



Optec

Copies and links requested.

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About ERCO

The ERCO Light Factory in the German town of Lüdenscheid is a leading international specialist in architectural lighting using LED technology. The family business, founded in 1934, now operates as a global player with independent sales organisations and partners in 55 countries worldwide. Since 2015 ERCO's portfolio has been 100% LED. Inspired by "light digital" as its leitmotif, ERCO in Lüdenscheid develops, designs and produces digital luminaires with focus on photometrics, electronics and

design. Working closely with architects, lighting designers and engineers, ERCO develops lighting tools used primarily for applications in the following fields: Work, Shop, Culture, Community, Hospitality, Living, Public and Contemplation. ERCO understands digital light as the fourth dimension of architecture – providing highly precise and efficient lighting solutions to support creative designers in turning their visions into reality.

