

SHOWAREA
COLLECTIONS

EME LIGHTING

Design concept
COLLECTION by DENIS ARGER

CONCEPTUAL DESIGN PROJECT

PROJECT CONCEPT

THE EME LIGHTING SHOWROOM DESIGN PROJECT IS A PREMIUM INTERIOR SPACE WHERE LIGHT BECOMES THE PRIMARY ARCHITECTURAL ELEMENT.

The space is conceived not simply as a retail space, but as an immersive light gallery: customers experience different lighting scenarios, see products in a real interior environment, and experience how they work in residential, public, and project spaces.



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THE INTERIOR IS BUILT ON A COMBINATION OF CALM LUXURY, MODERN ARCHITECTURAL PURITY, AND EXPRESSIVE DESIGN ELEMENTS.

THE PROJECT'S PRIMARY GOAL IS TO CREATE AN ATMOSPHERE OF TRUST, HIGH TASTE, AND BRAND EXPERTISE, WHERE EACH AREA FEELS LIKE A FINISHED PIECE OF A PREMIUM INTERIOR.



ATMOSPHERE

THE ATMOSPHERE OF THE SPACE IS WARM, INTIMATE, AND AT THE SAME TIME PRESTIGIOUS. SOFT, DIFFUSED LIGHT, DEEP SHADOWS, AND REFLECTIONS IN METAL AND STONE CREATE THE FEELING OF AN EXPENSIVE BOUTIQUE HOTEL, A PRIVATE GALLERY, OR AN INTIMATE SALON FOR ARCHITECTS AND DESIGNERS.

THE INTERIOR IS UNCLUTTERED WITH DETAILS: IT WORKS THROUGH TEXTURES, LIGHTING SCENARIOS, CALM PROPORTIONS, AND CAREFULLY SELECTED ACCENTS. CUSTOMERS DON'T ENTER A TYPICAL LIGHTING STORE—THEY FIND THEMSELVES IN A CAREFULLY CRAFTED ENVIRONMENT WHERE EACH LAMP IS PERCEIVED AS AN ART OBJECT.



INTERIOR STYLE

THE STYLE CAN BE DEFINED AS MODERN, PREMIUM, MINIMALIST LUXURY WITH ELEMENTS OF GALLERY INTERIORS, ART DECO, AND CONTEMPORARY LUXURY.

KEY FEATURES OF THE STYLE:

Warm neutral palette: sand, beige, taupe, bronze, soft gray;

Natural textures: stone, travertine, marble, wood, plaster;

Expressive metallic accents of bronze, brass, and champagne metal;

Sculptural furniture and lamps;

Upholstered furniture made of bouclé and leather;

Decorative partitions and ceiling panels with EME's signature pattern;

A combination of architectural, decorative, and accent lighting.



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THE PROJECT'S UNIQUENESS

The project's key uniqueness lies in the fact that the EME brand is integrated into the architecture, rather than simply being placed as a logo. The signature EME letter pattern is used in the ceiling panels, decorative partitions, and zoning elements. This creates a recognizable visual brand code, yet has a subtle, luxurious, and architectural appearance.

Particular attention was paid to the ceiling, which becomes a standalone design element. Seamless textured tiles with a raised EME pattern create the impression of exclusive handcrafted finishing, while matte mirror inserts add depth and softly reflect the lamps without creating excessive shine.

The project is also unique in that the products are displayed not in standard display cases, but as interior scenes: a lounge area, a gallery, a meeting area, a design solutions area, and an art installation. This helps the client imagine the lamps in real life.



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MATERIALS

The project utilizes materials associated with durability, tactility, and premium quality:

FLOOR AND WALLS: large-format stone, marble, travertine, and soft-textured decorative plaster.

CEILING: modular seamless panels with an EME relief pattern, matte mirror inserts, built-in track lighting, and pendant lamps.

FURNITURE AND DISPLAY CASES: warm oak veneer, natural stone, marble and travertine bases, bronze and brass details.

UPHOLSTERED FURNITURE: bouclé, soft textured fabric, and warm-toned leather.

METAL: brushed brass, champagne bronze, aged bronze, and warm anodized metal.

DÉCOR: sculptural art objects, ceramics, glass, natural plants, and textured decorative elements.



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LIGHTING

LIGHTING IS THE PRIMARY TOOL FOR CREATING ATMOSPHERE. THE PROJECT FEATURES SEVERAL LEVELS OF LIGHTING:

Architectural lighting creates basic navigation and emphasizes the geometry of the space. Pendant lights act as collectibles and set the rhythm of the ceiling. Wall sconces and decorative lamps create an intimate atmosphere and showcase products in realistic settings. Accent lighting in display cases, niches, and shelves highlights the textures of the materials and enhances the gallery effect.

Thanks to the large number of pendant lights, the ceiling becomes an active part of the display. The client sees not individual models, but a complete lighting system assembled into a harmonious composition.

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CONVENIENCE AND EASE OF REPAIR

THE PROJECT IS DESIGNED WITH OPERATIONAL AND MAINTENANCE IN MIND. KEY DECORATIVE ELEMENTS CAN BE MODULAR: CEILING PANELS, PARTITIONS, DISPLAY CASES, AND SOME WALL COVERINGS ALLOW FOR INDIVIDUAL SECTIONS TO BE REPLACED WITHOUT DISMANTLING THE ENTIRE INTERIOR.

OPERATIONAL BENEFITS:
The modular ceiling facilitates access to utility and electrical systems;
Pendant lights can be changed and rehung depending on the collection;
Display cases and displays adapt to new products;
Stone, travertine, and decorative plaster are durable and withstand wear and tear;
Localized damage can be repaired zone by zone;
Track systems allow for changing lighting scenarios without major renovations;
The neutral interior base remains relevant for a long time and does not require frequent updating.

This approach makes the space not only impressive but also practical for commercial use.

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ZONING AND USAGE SCENARIOS

THE SHOWROOM IS DIVIDED INTO SEVERAL FUNCTIONAL ZONES, EACH WITH ITS OWN UNIQUE LAYOUT:

ENTRANCE AREA AND LOUNGE
This is the first impression. Here, clients can experience the brand's atmosphere, wait for an appointment, discuss a project in a relaxed atmosphere, and view the lighting fixtures in a residential setting.

SAMPLE AND DECORATIVE LIGHTING AREA
This is a space for displaying table lamps, sconces, pendants, and sculptural lamps. The pieces are displayed on stone pedestals, consoles, and in illuminated niches.

Central Lighting Gallery
This is the main exhibition area. Pendant lamps, pedestal collections, art installations, and accent pieces are displayed here. This area serves as the visual core of the showroom.

PROJECT AREA
This is a space for showcasing engineering solutions, lighting systems, materials, and project configuration options.

MEETING ROOM
This is a space for meetings with architects, designers, developers, and private clients. Here you can hold presentations, discuss specifications, and select products for a specific project.

MINIBAR AND SERVICE AREA
An additional element of premium customer service. It enhances the feeling of a private salon, where clients can comfortably spend extended periods.

ART AREA
A space for seasonal installations, presentations of new collections, photo shoots, and brand events.



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SPACE USAGE OPTIONS

THE SPACE CAN OPERATE IN SEVERAL FORMATS:

A premium lighting showroom;
A private salon for designers and architects;
A gallery of lighting installations;
A space for presenting new collections;
A space for intimate brand events;
A design center for working with private and commercial clients;
An interior photography studio for photographing lighting fixtures;
A VIP area for customized lighting selection.

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THIS INTERIOR ESTABLISHES EME LIGHTING AS A HIGH-END BRAND—SOPHISTICATED, MODERN, TECHNOLOGICAL, AND ARTISTIC. THE SPACE COMBINES THE AESTHETICS OF A PREMIUM BOUTIQUE, THE FUNCTIONALITY OF A PROFESSIONAL SHOWROOM, AND THE EMOTIONAL APPEAL OF AN INTERIOR GALLERY.

The project emphasizes the value of light as a tool for architecture, mood, and lifestyle. Every element from the EME ceiling pattern to the stone pedestals and sculptural lamps—works to create a cohesive, memorable, and commercially viable space.



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