



## Feilo Sylvania drives mazda to success

**A stylish new lighting scheme featuring Feilo Sylvania lighting solutions has reawakened the interior style of the Mazda Croydon car dealership.**

Designed by Bisset Adams, a Clerkenwell-based architectural practice and Feilo Sylvania, the new scheme embraces Mazda's corporate philosophy and features award-winning lighting solutions, across the three group brands – Concord, Lumiance and Sylvania.

The Mazda retail look is built on traditional Japanese values – origami (paper-folding), Tsubo-Niwa (courtyard garden) and Kirigami (cutting of paper) – and it wanted to partner with companies that could bring these concepts to life in the showroom. The key principle behind Mazda's retail look is to make the cars the stars, so Bisset Adams created an imaginative interior design that places the

cars centre stage, while the new lighting scheme from Feilo Sylvania provides the perfect lit environment. Bringing together beautiful architectural lines, flexibility and excellent quality of light, a modern, warm and welcoming boutique environment has been created while prioritising the core business of selling cars, parts, accessories and services.

"Mazda is more than a brand, it is a philosophy, with the simple aim of defying



### KEY FACT

**Client:** Mazda

**Interior Design:** Bisset Adams

**Installation:** Brian M Ranger  
Electrical Services Ltd

### KEY OUTCOMES

- Warm and welcoming feel
- 60% energy savings have been achieved
- Reduced the number of fitting but increased the light output

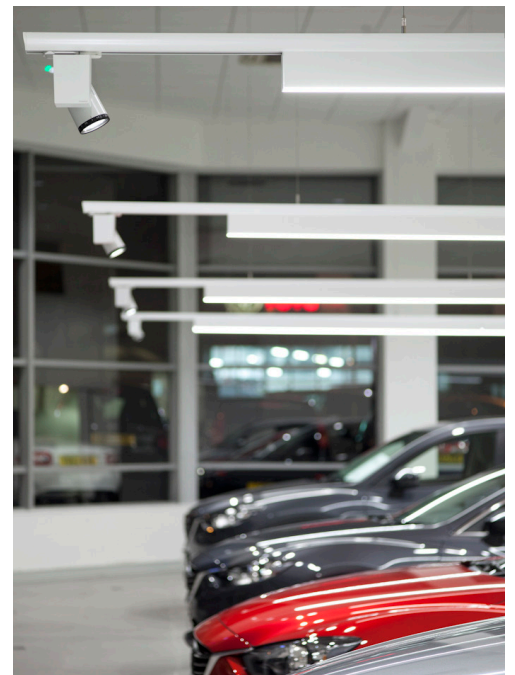
# Concord Lumiance SYLVANIA



convention," comments Graham Doley, General Manager at Mazda, Croydon. "In line with this, the retail ethos at Mazda is undergoing a change and we are focusing on our key Japanese values in the transformation process. The lighting needed to reflect these values as well bringing the cars to life and reduce our energy costs. Feilo Sylvania offered the ideal solution and the upgrade has made customers feel more welcome and comfortable in our retail space."

The main lighting feature is a suspended version of the Concord Mini Continuum LED that has been combined with a track to create a sleek all-in-one solution delivering continuous, highly uniform lines of light across the cars. At each end of the track there is a Concord Beacon Muse LED spotlight to highlight details. The Beacon Muse is a fully flexible spotlight that can adjust from a spot to a flood depending on the area light required.

The customer waiting area has been rejuvenated and given a fresher feel by installing the stylish Matrix LED pendant, which creates pools of light for a relaxing ambience. The Customer Interaction Unit features suspended Concord Myriad Pendant luminaires that provide an elegant lit effect and reflect the style of the zone. The Sylvania PanelLED, Lumiance Giotto and Sylvania's class-leading GU10 and MR16 LED lamps have also been used in the other areas.





# Concord Lumiance SYLVANIA



For complete flexibility, integrated lighting controls have been installed with pre-programmed scene settings to offer touch-of-a-button functionality via iPads. Individual cars can be highlighted by dimming or reducing the light around other cars and can be controlled by a simple switch-control.

The Feilo Sylvania products installed by Brian M Ranger Electrical Services Ltd of Newhaven empower the Mazda dealers to present their cars in the best way and enchant customers. The showroom is now a destination site for customers and is designed to make everyone feel at ease whether they are buying a car or waiting for a service.

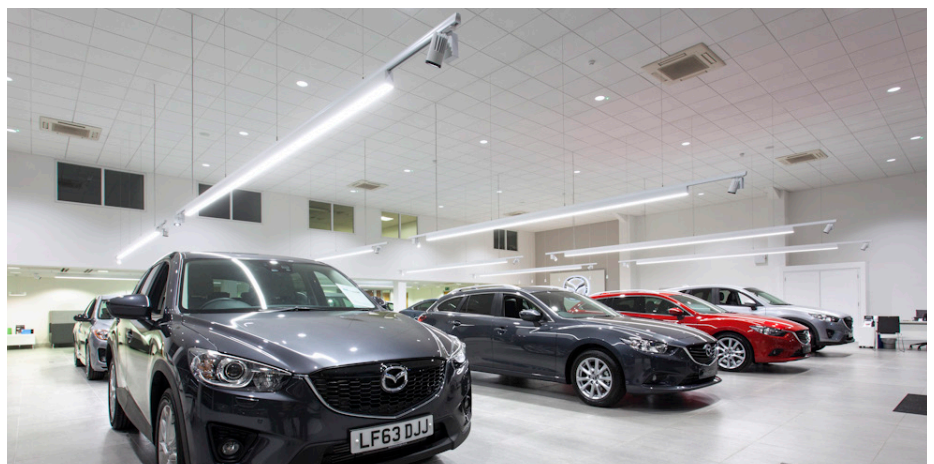
The scheme also has the added benefit of significant energy savings for Mazda. The showroom is now achieving energy savings of approximately 60%, through the switch from traditional fluorescent and incandescent technology to LED and the incorporation of a user-friendly control system. The new lighting scheme also

reduced the number of fittings required – 35 LED units instead of 70 ceiling fixtures – whilst also delivering an increased lumen and light output.

Feilo Sylvania is also working with Mazda and Bisset Adams on other showrooms across Europe including in Italy, Germany, France, Benelux, Scandinavia and Switzerland. The same innovative approach to the design has been taken across all showrooms to ensure a consistent message is portrayed for the Mazda brand.

## KEY BENEFITS

- Improved Ambience
- Energy Savings
- Reduced the number of fittings



## About Feilo Sylvania

Feilo Sylvania is a leading, full-spectrum provider of professional and architectural lighting solutions. Built on over a century of expertise in lamps and luminaires, Feilo Sylvania supplies internationally state-of-the-art products and systems to the public, commercial and private sectors. All over the world, people rely on group business divisions: Concord, Lumiance and Sylvania, for top quality, energy-efficient solutions.

[www.feliosylvania.com](http://www.feliosylvania.com)

by **FEILO SYLVANIA**