

# Niketown "Just Does It" with MasterColor®

A · C A S E · S T U D Y

It's never too late to adopt a new approach when a dramatic improvement is anticipated. This was the bold decision made by Nike, the cutting-edge sports apparel retailer, which decided to switch to MasterColor® metal halide lamps at its newest Niketown store in Miami and at its new prototype Nike Store in Toronto. All previous stores in the Niketown enterprise use halogen lamps.

A total of one thousand three hundred MasterColor lamps bring excitement and life to Nike's colorful and trendy merchandise. The vibrancy and impact of the lamps prompted the Illuminating Engineering Society (IES) to bestow its 1999 Guth Award of Excellence on Nike's Miami store, and its Award of Merit on the Toronto store.

"These lamps create the feeling that the sun is shining in the room," exclaimed Denise Fong, IALD, LC, Principal of Candela, Nike's lighting design firm for these two stores. "Walking into these stores makes you feel as if you've entered the crisp outdoors on a blue-sky day. It's a wonderful shopping environment for Nike's customers."

Nike's decision to switch to MasterColor was a smart capital investment aimed at providing contemporary, visually-pleasing illumination to its hot line of consumer products. By switching to long-life, energy-efficient MasterColor bulbs, Nike not only latched onto cutting edge technology, but the company will also reap substantial paybacks in reduced maintenance and electricity costs, lowering cost of ownership.

Nike desired a change from the high contrast and shadowing of low-voltage lighting to a more even illumination of its merchandise. Candela knew that MasterColor would provide much broader illumination—at half the power requirements. MasterColor's white light, desirable color rendering, color consistency lamp-to-lamp and over life, and lumen maintenance, made it the clear choice for Nike.

"Since the MasterColor lamps were a radical change for Nike, we thought it would be best to prove the virtue of these lamps by building a full-scale mockup with Nike's own merchandise," said Megan Strawn of Candela, Project Manager. When the display was unveiled to Nike at the Seattle utility's Lighting Design Lab, Strawn was expecting to engage in detailed discussions with the client about the quality of the light. "As it turned out, Nike's management immediately told us that MasterColor is exactly what they were looking for," said Strawn.

**"MasterColor® lamps create the feeling that the sun is shining in the room."**



–Denise Fong  
Principal,  
Candela



–Megan Strawn  
Project Manager,  
Candela



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Let's make things better.



PHILIPS

## PHILIPS LIGHTING MEETS THE CHALLENGE

The architectural environment of the two new stores are quite different, but the look and feel of Nike's merchandise at both locations are the same. According to Strawn, simplicity in lighting was key to enhancing the beauty of the stores. "We used the same lighting vocabulary (35W PAR30 MasterColor® flood lamps) throughout both stores," said Strawn.

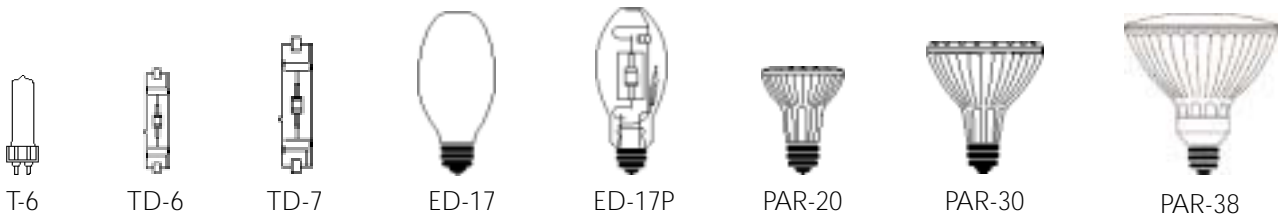
The new Miami Niketown is housed in an upscale retail shopping district. An open interior space enables customers to view most of the store from the entrance. Seven hundred fifty MasterColor flood lamps, all tucked into coves, enhance the character and quality of Nike's merchandise. Slot fixtures with four separate recessed lights are aimed in different directions at less than 30° angles. Since the recessed design hides the lighting hardware, visual clutter is minimized. "Our goal," said Fong, "was to focus on Nike's gorgeous line of merchandise, not on the lighting."

The prototype Nike Store in Toronto is a smaller space that is designed to strengthen Nike's image across Canada. Five hundred fifty MasterColor lamps in track fixtures are cleverly integrated into the interior design of the store. "We found interesting ways to disguise the track in each department," said Fong. For example, in the Hockey Pavilion, where the ceiling is comprised of hockey sticks, the track was installed in the gaps between the sticks. "The overall effect of the lighting in this store is similar to that of a recessed system."

"There was tremendous excitement about the Miami and Toronto stores," said Fong. Management is considering capturing that same excitement by retrofitting MasterColor in existing Niketown stores.

## BENEFITS OF MASTERCOLOR® METAL HALIDE LAMPS

- True 3000K color temperature matches the feel of halogens
  - Uses standard pulse start metal halide ballast and sockets
  - High efficacy up to 95 lpw (compared to low 20s for halogen lamps) and better lumen maintenance compared to standard metal halide
  - Superior color maintenance ( $\pm 200K$  at end of life)
  - High color rendering across full spectrum; all colors are crisp and vibrant (3000K up to 85 CRI, 4000K up to 93 CRI)
  - Up to 12,500-hour life greatly reduces Nike's maintenance and cost of ownership, compared to halogen's 2,000–4,000-hour life range
  - FadeBlock™ technology for reduced UV emissions (similar to halogen)
  - Wide variety of lamps shapes available
- MasterColor greatly lowers energy costs and HVAC cooling load. To achieve the same light levels at these Nike stores, you would have to more than double the lighting energy load with 100W PAR38 infrared lamps; if MR16s are used, not only does the lamp wattage go up, but the quantity of lamps/fixtures increases by one-third.



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