



OPPLE



Watercrest Shopping Mall

Signature lighting for landmark shopping.

Durban, South Africa

OPPLE SHANGHAI OFFICE
Building V3, The MIXC, Lane 1799, Wuzhong Road
Shanghai, 201103 China

T +86 21 3855 0000
E GlobalService@OPPLE.com

OPPLE.COM

OPPLE.COM



“ OPPLÉ proved to be a great team to work with. They fulfilled the brief completely, giving us excellent even lighting for our retail and other spaces using products that are bringing cost savings. ”

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Introduction

Watercrest Mall is a landmark shopping destination in the Waterfall suburb of Durban, South Africa. Celebrating the beauty and bounty of Kwazulu Natal, the Watercrest Mall features over 120 retail stores. Only a 30 minute drive from downtown Durban, and with easy access to 2 subway lines, the Mall is anchored by attractive retailers such as Woolworths, Edgars, Super Spar, Checkers, Game and Dischem. The 44,000 square meters mall also features a Ster Kinekor movie theatre and a family-oriented food court, making it a complete retail and leisure experience for visitors.

The Lighting Challenge

OPPLÉ's lighting design team were commissioned to develop signature lighting plans for various areas of the mall.

For public spaces within the mall the requirement was for a bright, attractive and open atmosphere that felt immediately welcoming and relaxing. For the parking garages the needs were driven by safety so a strong, even light was required 24 hours a day, 7 days a week. For the food court and shopping areas the requirement was for accent lighting to emphasize displays, branding and key products. The goal was to make the scheme attractive and enticing.

These diverse needs were complicated by the fact that the central mall has a high ceiling, yet required an even lighting distribution on the floor far below. The challenge here was to deliver this difficult lighting solution within the client's budget.

Benefits

OPPLÉ's engineers produced a fully customized lighting solution for the Watercrest Mall using a variety of products. In the public areas, OPPLÉ's 42W and 9W LED Downlight HM units were used in the roof and the corridors respectively to deliver welcoming, even illumination.

In the food area, the OPPLÉ LED Fresh Food Light was installed. Since the meat, fruits and vegetables, bread are three different kinds of ingredients it requires diverse lighting effect, by using spectrum control technology OPPLÉ customized the fresh food lighting solution, which brings out the true colors of fresh fruit and vegetables and prepared meals, making them more attractive to customers at point of sale.

To enhance branding, retail displays and point of sale - or even architectural elements that require impactful lighting - the OPPLÉ LED Spotlight Track Performer was used to great effect, adding attractive and dynamic accent lighting wherever it's required.

For underground parking, OPPLÉ's LED luminaires make areas with no natural light feel inviting and secure, as well as providing excellent illumination for drivers navigating the space. In common with all OPPLÉ LED products, the units are designed for maximum efficiency and require minimum maintenance, thanks to the extremely long product lifetime.

OPPLÉ's lighting design has provided the Watercrest Mall with distinctive lighting that enhances the customer experience, increases retail impact, subtly distinguishes different zones and highlights walking flow routes, and reduces maintenance and energy costs drastically over traditional lighting systems.



LED LUMINAIRES

LED Downlight HM

LED Spotlight Track Performer