

Healthy light for Discovery's store

by Anthony Tischhauser, Pamboukian lightdesign

In September last year Discovery Health opened a store in Sea Point, Cape Town. The first of its kind in the country, it is a physical manifestation of the Discovery brand, offering integrated Discovery services.

Located in The Point, an upmarket retail complex, but with a street front, the general public and members can literally explore and be advised on Discovery's Vitality programme, in keeping with the company's motto of living a healthy life and being rewarded for doing so.

On sale are trendy Discovery-branded merchandise and wellness products. A fulltime nurse, dietician and biokineticist advise on the principles of a healthy lifestyle in the Fitness Zone. The store also serves as a group meeting point for Vitality members embarking on a run, a cycle or engaging in other sporting activities. During the evenings, Discovery may offer talks around topical subjects such as nutrition or finances. Other events are also envisaged: consultants and finance specialists advise on the different tiers of the Vitality programme and members can also learn how to engage with Discovery insurers online or through programmed self-service tools.

Hotcocoa Interiors & Designers determined the space off the street on ground level for bodily well-being and originally placed all contractual matters up the stairs. On entering between two orange light boxes, the rectangular double volume threshold is crowned by a suspended metal screen. This high-hung curtain gives privacy to the first floor procurement zone and curbs the view off the street. It is lit with continuous RGB LED strip either side

of the fixed edge. A shuttered projector on top of the boxes adds mood to the warm white curtain, throws shadow and adds depth to the logo-mesh.

The frosted decal glass partitions of the fitness assessment booths transmit the changing shades of white LED light recessed either side in the ceiling. The Circadian system is centrally and automatically controlled by an astronomical clock. None of the incidental ambient light sources that create the changing atmosphere are visible to the eye, only the light is seen. By contrast, semi-recessed off-set squares of custom RGB LED strip pattern the informal waiting area and fitness zone. These graphic elements were first conceived to radically convert the space into a studio for a session in yoga, jogging or cycling. The pre-set moods are blue, red and yellow respectively.

The retail zone, against a cove washed background with steps as display surfaces glows under six dimmable and adjustable AR111 luminaires. Vibia standing lamps, Moooi table lamps and Luce Plan work lamps add to the atmosphere. Circular Barrisol discs of different circumferences demarcate the functions in the office zone.

Pamboukian lightdesign's brief called for dynamic lighting and light in flux that would change the mood and feeling by day and on into the night. The look should vary and be different every day according to activities and functions planned.

