

**SPEIRS
MAJOR**

Hedonism Wines,
London, UK

**LIGHT
ARCHITECTURE**

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Light accentuates a unique concept in fine wine retailing, creating the character and identity for the store both by day and after dark. Hedonism Wines in Mayfair is a key destination for wine enthusiasts and collectors from across the globe.

CLIENT
Hedonism Wines

PROJECT &
CONSTRUCTION
MANAGEMENT
Fraser Randall

PHOTOGRAPHER
James Newton

INTERIOR ARCHITECT
Universal Design
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FEATURE PENDANT
MANUFACTURER
Jonathan Coles Ltd

PROJECT TEAM
Keith Bradshaw,
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On the ground floor, glass pendant luminaires, reminiscent of champagne bubbles, provide general ambience and draw the eye. Carefully integrated accent and perimeter lighting is designed to focus attention on the displays.



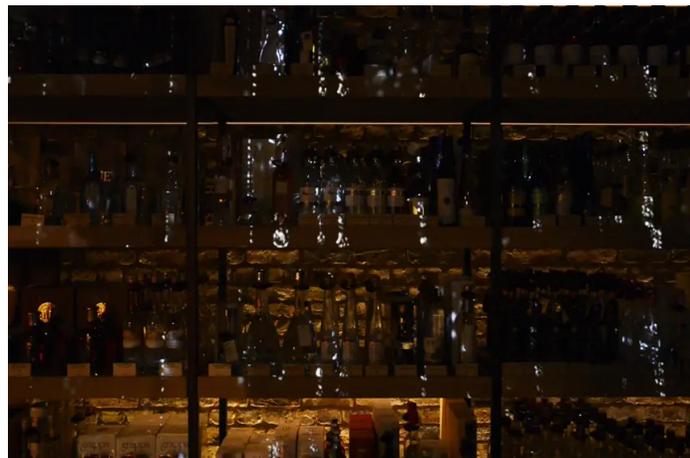
The cellar-like ground floor is home to the red wines, which we highlighted with concentrated light from low hung copper pendants.

To mark out the central staircase connecting the two floors we created a dazzling illuminated sculptural form. This bespoke piece features individually lit wine glasses, upended and mounted at varying heights in an undulating design.

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'Living Light'

Using themed video content projected in the store at night, the movement and content is specifically designed to catch the eye. The content can be adapted for seasons or events and so it also offers the possibility to refresh the after dark identity.



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The LED and fibre-optic technologies used enable the maintenance of the required optimum ambient temperature of precisely 16°C on lower ground floor and 17°C ground floor, preserving the quality of the merchandise.