Waanders in Broerenkerk Zwolle – not only a bookstore, but an experience

Feilo Sylvania creates a discreet lighting scheme for Waanders

The traditional bookstore is struggling, e-books and alternative sales channels such as the Internet are having a big impact in the book world. Wim Waanders, owner of Fa. J.M.W. Waanders, publishers, printers and booksellers since 1836, decided to take a new direction with his bookstore and on 13 July 2013 opened Waanders in Broeren. BK. Architects, based in Utrecht, created an inspiring interior décor for the bookstore, completed by a discreet lighting scheme from Feilo Sylvania.

The bookstore was created within the fifteenth century Broeren church in Zwolle and has been turned into a multifunctional space offering books, lectures, exhibitions, concerts and other cultural events. Since its launch the bookstore has attracted thousands of visitors.

Jos Burger and Wouter Keijzer from BK. Architects were responsible for the interior design of Waanders in Broeren; “when designing the interior of the bookstore we needed to consider the historical value of the building very carefully and areas such as the height of the church, the long axis, high arches, huge stained-glass windows and ceiling paintings. Our task was to add 7,500ft² of space to the existing building while maintaining its historic character. Therefore, we created three retail floors

KEY FACT
Client: Waanders
Architect: BK. Architects
Installer: Nooter ETB

KEY OUTCOMES
- The lighting effectively illuminates a difficult space
- It is a flexible system that can be changed if the building changes
- A discreet lighting scheme

by FEILO SYLVANIA
to one side of the church and ensured the space felt like the original for visitors with an organ to one side and a modern stained-glass window to the other. Only wood and white plaster was used for the building refurbishment to ensure the original architecture stood out in contrast to the books.”

Lighting Scheme

Keijzer stressed that Waanders in Broeren wanted to sell other products as well as books in order to be profitable and that meant the architects needed to provide an innovative shopping concept with logical routes and attractive product presentations. The lighting played a crucial role as Keijzer comments, “there were several challenges when it came to the lighting design. The space is high, wide and long and since it is a historic building you should never drill holes to hang fixtures so you are very dependent on the existing lights. Furthermore, you have to deal with changing facilities and the movement of books, so you have to be flexible. After consultation with the installer, Nooter ETB, we chose a mounted rail system from Feilo Sylvania, which was incorporated into a self-designed rail system and large parts were constructed in the church. In this way we could keep the whole nave completely open, so that the architecture was coming into its own and the lighting was purposeful and appealing with subtle highlights.”

Flexible

According to Keijzer, BK Architects undertook a comprehensive search for the right solution for this project. “The whole lighting design was a tough job due to the specifics of the building and our goal of creating a non-disruptive lighting system. The scheme uses Feilo Sylvania’s LS3 Lytespan rail system, equipped with the high performance and energy efficient Beacon CMI-T mini rail 20W spotlights. The lighting is a very flexible solution and is suitable for the retail, exhibition and catering functions required by the owners. An historic building such as the Broerenkerk does not lend itself to frequent changes so the current lighting solution was made sufficiently durable and should the churches use ever changes, then no adjustments will be required to the lighting.”

KEY BENEFITS

- Lighting a difficult space
- Flexible
- Discreet Lighting scheme
Framework

Concord Beacon - winning diversity

The Concord Beacon series spotlights is one of the most comprehensive on the market, with models with new LED technology as well as a wide selection of traditional light sources (Hi-Spot E50, Hi-Spot 95 MR16 12V, Brit E50, CMI-T 35W/70W, CMI-T mini 20/35W, Lynx-TE 26/32/42W). Concord Beacon offers complete versatility for powerful and bright accent lighting in the contemporary retail environment. Beacon has a timeless yet contemporary, full-cast aluminium design. The range of beautifully designed LED versions is still growing. The first Beacon LED 13/26W has now been extended with the award-winning Beacon Muse LED 13/26W with infinitely adjustable light beam (10-65°) (winner Lighting Design Awards 2011, Lux Awards 2011, Lighting Industry Awards 2011, FX Design Awards 2011) and the latest Beacon Projector (finalist Lighting Design Awards 2013).

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 gro up business divisions: Concord, Lumiance and Sylvania, for top quality, energy-efficient solutions.

www.feliosylvania.com