

## Michael C. Fina Jewelry Store - New York City, NY



### PROJECT:

Michael C. Fina  
New York, NY

*The new Michael C. Fina store is an environment that long-time patrons will feel familiar with while refreshing and refining the brand's image for an expanded clientele.*

### LIGHTING DESIGN:

RS Lighting Design

### ARCHITECT:

Morris Adjmi Architects

Since its opening in 1935, Michael C. Fina has been a distinguished, family-owned, Manhattan jewelry and home goods store. After many years at the corner of 45th and Fifth Avenue, the store relocated to 500 Park Avenue in 2013, adjacent to the landmarked Pepsi-Cola Building, re-positioning itself among neighbors such as world-renowned brands Baccarat, Bernardaud, and Swarovski.

### APPLICATION:

DISPLAY, COVE

### PRODUCT:

FLX Stix HDV Series™



As was the case with their former location, the new Michael C. Fina store has a small showroom at street level and expansive sales areas for jewelry and home goods on a lower level. Utilizing the four, oversized street-level windows to catch the attention of passersby, the upper level showroom is bright and open, displaying a curated selection of the variety of merchandise to be found downstairs. The staircase that connects the two levels is denoted with a glowing, 11' tall, backlit image that is changed out seasonally or for special brand promotions. The paving in this ground level gallery is a dark oversized porcelain tile that simulates the look of tumbled limestone, furthering the connection between the store's interior and the life of the sidewalk outside.



In contrast to the glowing showroom, the sales areas downstairs has been designed to provide an environment that is both serene and intimate. To serve as the perfect backdrop to the crystal, silver, and jewelry merchandise, the galleries below are hushed with a rich charcoal carpeting underfoot and a neutral palette of white and grey walls. The 3000 sq. ft. space has been broken up by display walls into various zones, delineated by merchandise type. Sight lines through the space encourage visitors to wander from area to area, while maintaining the feeling of intimacy within each zone.

Fluorescent cove lighting gently washes light up onto ceilings to enhance the volume of space and 11' ceilings that were achieved in some areas through very careful coordination with building mechanical and plumbing systems overhead.



*Early lighting challenges were to convince the owner not to fill the ceiling with down-lights, but allow the interior finishes and display strategies define the light. A ceiling above, painted dark for contrast, conceals a cove to provide ambient glow to the perimeter walls then folds down to create a vertical display, and lead shoppers to the lower level.*

*-- Randy Sabedra, RS Lighting Design*

Display cases are white lacquer, brightly lit with **Feelux Lighting's HDV Series™ (H0) LED** fixtures for the home goods that include china, flatware, and silver. Jewelry cases are also white lacquer, with sophisticated electronic FOB security and fiber optic lighting to provide optimal light quality for viewing diamonds and other precious stones.



*Flatware, highlighted by LED strips concealed within millwork cases, defines the gallery's' bright vertical surfaces.*

*-- Randy Sabedra, RS Lighting Design*



Uniform display niches allowed for creative curating and organizing of objects by style, material, and color. The HDV Series LED strip lighting was optimally positioned within the cases to provide focal front lighting of the objects, and also fill the surrounding vertical surfaces with a soft diffuse glow. A 3000 degree Kelvin temperature was chosen by the owner as ideal to render bone china.



The jewelry gallery ends with a bold architectural wall display, and summarizes the overall retail environment intent – to create a refreshing and exciting visual experience for the shopper.

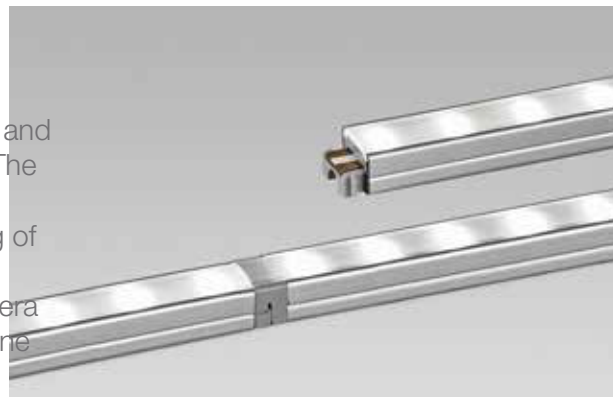
-- Randy Sabedra, RS Lighting Design



## HDV Series (High Output)

Feelux's **HDV Series™** is a low profile linear LED luminaire designed to provide a High Output LED alternative to fluorescent in under cabinet mill-work and display applications.

Available in: 3W to 24W with a choice of 2700 to 6500K temperatures; nominal 6" to 4' standard lengths; optional dimming and round or square diffusers that deliver the appearance of a "Spot Free LED™" luminaire.



## FLX Stix HDV Series™ (HO)

Product Features:

- Nominal 6", 1', 2', 3' and 4' standard lengths
- High Brightness LEDs
- Internal magnets and mounting brackets
- Snaps together for easy installation and mounting
- Full range of dimming available
- Operating temperature: 0-45 degrees
- Energy efficiency : 75lm/W @70% output
- Voltage: DC 24V
- Lamp Life: 40,000 hrs
- Available in 2700K, 3000K, 3500K, 4000K, 6500K
- Color rendering: Ra>80
- cUL and CE listed

Project description provided by:  
Morris Adjmi Architects

Image Narratives by RS Lighting Design

Photographer: Aislinn Weidele

Feelux Lighting Copyright ©2014. Version 1.1\_12\_2014