

# Lighting That Floats

Between Exposed Beams and Illuminating Product

A PureEdge Lighting Case Study



**Location:** Veja Store, Brooklyn, New York

**Lighting System:** [PureEdge Lazer Line Suspension](#)

**Lighting Designer:** Golsana Heshmati - Principal, Sarah Gentile - Lighting Designer and Lindsey Dieter - Design Director - [The SEED](#)

**Architect:** [Office JDY](#)

**Photography:** ©Eric Petschek

VEJA is a French luxury brand that focuses on using sustainable materials to produce its full range of sneakers and accessories. They are known for creating sneakers in a different way, mixing social projects, economic justice, and ecological materials such as organic cotton, natural rubber, leather, and recycled plastic from Brazil and Peru.

The first US store opened in 2020 in New York City's busy SOHO district and their latest retail space opened its doors across the East River. Veja's in-house design team collaborated with local architectural firm, Office JDY and lighting design firm, The SEED to create their second location in Williamsburg, Brooklyn.



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“Our lighting approach prioritized product illumination while crafting a diffuse environment with a memorable graphic presence.”

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Lindsey Dieter  
The SEED

The 2,300 sq.ft. retail space is situated on the ground floor space of a low-rise structure that was constructed in 1960. At the direction of the design team, a section of the building’s original brick walls is exposed while the remainder is dipped in white plaster. The setting also features concrete flooring and untreated timber furnishings and fixtures.

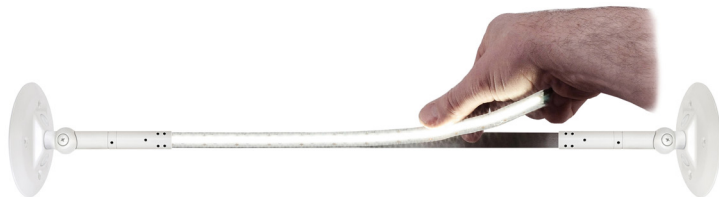
According to lighting designer, Lindsey Dieter from the SEED Lighting Design team, the brands minimal aesthetic and sustainable ethos became a driving force behind the design.



The store features a paired-back aesthetic that’s similar to all its other retail spaces across the planet. To incorporate this look and feel, the design team selected **PureEdge’s Lazer Line Direct/ Indirect Suspension System** in 3000K to provide a fluid line of light that floats just below the unfinished ceiling.

## **PureEdge's Lazer Line DIY Suspension System**

is tensioned from wall to wall with turnbuckles and anchors that allow Lazer Line to be positioned 0-90° relative to the mounting surface, creating a 3-dimensional look that is as functional as it is visually interesting.



According to Design Director, Lindsey Dieter, there were a few design challenges to navigate during this installation. “The first challenge was to balance between diffuse even light, and effectively lighting the retail products”, noted Lindsey. “Pairing the Lazer Line with minimal spotlights hidden between the beams afforded a nice balance between the two.”

“VEJA’s Brooklyn flagship is located on a prominent pedestrian street in Williamsburg, so we wanted to pair the brand’s minimal aesthetic with a strong graphic presence that was visible from the sidewalk.



“The thin linear light fixtures, tensioned from wall to wall appear to float between the exposed beams and illuminated product, creating the appearance of a glowing graphic ceiling.”

Lindsey Dieter  
The SEED



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“The Lazer Line allowed us to float a luminous ceiling plane below the existing beam structure without using any suspension or hangers from the ceiling. The lines of light provided a diffuse lighting quality that the architect and clients loved for general lighting, partnered with additional focused lighting to highlight the shoes.”

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The second design challenge Lindsey noted was working with the existing conditions of the building.

*“Mounting the Lazer Line suspension system to textured brick and plaster surfaces was achieved through a great collaboration between PureEdge and the Construction team. We are very happy with the end result.”*

– Lindsey Dieter, The SEED.



Lazer Line Turnbuckle

**PureEdge’s Lazer Line DIY Suspension System** is tensioned between walls or ceilings using turnbuckles, allowing it to be positioned at any angle from 0° to 90° relative to the mounting surface. This innovative design creates a striking 3-dimensional effect that seamlessly combines functionality with visual appeal.

Lazer Line DIY Suspension offers multiple turnbuckle options, with canopies that mount to a standard 4-inch square junction box. Choose between a 4-inch round canopy or a slim 2-inch round canopy, which is supplied with a plaster ring for easy installation and a seamless aesthetic.

Single, double, and triple turnbuckle configurations provide ultimate customization for virtually any environment. For compact shipping, Lazer Line coils like a retractable tape measure. Once uncoiled, the 0.6-inch wide stainless steel tape easily spans surfaces. Both the tape and Lazer strip are field-cuttable for precise customization. For extended runs, power can be fed from both ends.

Interested in the possibilities of **PureEdge’s Lazer Line DIY Suspension System** or your next project? Designing with PureEdge is simple—just share your sketches or ideas with us, and we’ll provide you with a customized layout and detailed bill of materials.