

Lighting That Floats

Between Exposed Beams and Illuminating Product

A PureEdge Lighting Case Study



Location: Veja Store, Brooklyn, New York

Lighting System: Pure Edge Lazer Line

Lighting Designers: 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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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.

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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 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 **Pure Edge's Lazer Line Indirect / Direct linear fixture** in 3000K to provide a fluid line of light that floats just below the unfinished ceiling.

Pure Edge's Lazer Line Indirect / Direct linear fixture 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



"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."



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

Pure Edge's Lazer Line Indirect / Direct linear fixture 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.

Both turnbuckle canopies mount to a standard 4" square junction box; the 2" canopy is supplied with a plaster round ring. Canopies may be painted to blend into the wall/ceiling for a seamless look. For compact shipment and storage, Lazer Line coils like a retractable tape measure; when uncoiled, Lazer Line becomes a 0.6" wide channel that traverses virtually any flat surface. The channel and lens are easily cut in the field. For longer runs, feed power from both ends. For custom designs and quotes, send drawings to: design@PureEdgeLighting.com.

Interested in the possibilities of **Lazer Line Indirect / Direct** for your next project? Designing your layout is easy! Send us your sketches or rough design layout, we will work with you on the bill of materials.