

Licht ist die vierte Dimension im Ladenbau

Erst die perfekte Inszenierung von Hell und Dunkel la?sst Ihre Waren richtig wirken und lenkt das Kundenauge in die gewu?nschte Richtung. So gelingt es ...



Licht schafft Sichtbarkeit fu?r den Laden: Fleischerei Mosshammer in Graz. © Aichinger

9fgh'X]Y'XfUa Uhi f[]gWXY'\bgnYb]Yfi b['j cb'<Y'``i bX'8i b_Y`ž'@]WXh i bX'GWXUhhYb'``Uggh'X]Y'K UfYb']b'XYb'H\Y_Yb'i bX'FY[U`Ybž'Zf]gWX ni VYfY]hYhY'GbUW_g'i bX'XYb'G]hnVYfY]WX'Yfgh'k]f_Yb'''8]Y'cdh]a U`Ui g[Y`Yi WXhYhY'6YX]Ybh\Y_Y'i bX'VYghYbg']bg'@]WXh'[YgYhnhYFY[U`Y'ghY][Yfb'XYb'I a gUhn'''9]b'gh]a a i b[gj c``Yfž'a]h\cWXkYfh][Yb'@Yi WXhYb'Ui g[YghUhhYhYf'G]hnVYfY]WX'Yf\c\h'X]Y 5i ZYbh\U`hgei U`]hUh'i bX'XUa]h'XYb'I a gUhn'''8Yf'9]bVUi 'cXYf'X]Y I a fi ghi b['a]h'YbYf[]YgdUfYbXYb'@98!@Yi WXha]hhY`b'gdUfh'; Y`Xž ni XYa'``Uqgh'g]WX'X]Y'@]WXh]bhYbg]hUh'Ui »Yf\U`V'XYf

C ZZbi b[gnY]hYb YbYf[]YgdUfYbX cdh]a]YfYb "'Hfchn XYf [Ygh]Y[YbYb '9bYf[]Y_cghYb ']gh'ni 'Ya dZY\ Ybž'VY] XYf 6Y Yi W hi b['b]W h'ni 'gdUfYb"

@]W\h'k\YW_h'=bhYfYggY

 $8]Y' @JW h_cbnYdh]cb'a i gg'a Y\f'_cbbYbž'U'g'GhUbXcfhY'Z f @Yi W\hYb'ni 'XYZ]b]YfYb'i bX'bUW\'@ I !Bcfa Yb'@JW\h'ni 'gYhnYb'' 6Y]'XYf'@JW\h_cbnYdh]cb']gh'Ui Z'X]Y'5i <math>\Rightarrow$ Ybk]f_i b['[YbUi gc'ni UW\hYb'k]Y'Ui Z'X]Y'i bhYfgW\]YX\]W\Yb': i b_h]cbgZ'UW\Yb']b'Y]bYf : Y]gW\YfY]''8]Y'a cXYfbY'@JW\hYW\b]_'V]YhYh'\]YfZ f']a a Yf __Y]bYfY'6Ui Zcfa Ybž'i a ZUggYbXY'Cdh]_Ybž'\cW\'Ybhk]W_Y\hY FYZY_hcfYb'i bX'GhYi Yfi b[ggmghYa Y'' 9]bY'[i hY'6Y'Yi W\hi b['nY]W\bYhg]W\'Xi fW\'Y]bY'?ca V]bUh]cb'j cb\Y\'Yf'; fi bXVY'Yi W\hi b['i bX'Ui Za Yf_gUa _Y]hgghYi YfbXYf 5_nYbhVY\Yi W\hi b['Ui g''8]Y'K UfY']b'XYf'H\Y_Y'k]fX'[Yn]Y'h']b GnYbY'[YgYhhh''6Y'Yi W\hYhY'JYf_Ui ZgfY[U'Y'VYk]f_Yb'Y]bY bUW\k Y]g\]W\'g]YVYba U''\c\YfY'JYfk Y]`XUi Yf'Ua 'FY[U'''8]Y ?Ui ZYbhgW\Y]Xi b['ghY][h'XUa]h'g][b]Z]_Ubh''=a 'JYfk Y]`VYfY]W\ gW\UZh\]b[Y[Yb'Y]b'[YXUa dZhYg'i bX'U_nYbhi]YfhYg'@JW\h'VYghY 5i ZYbh\U'hgei U`]hUh''

9bYf[]YYZZ]n]Ybh'i bX'XUb_'8][]hU`]g]Yfi b[Y]bZUW\'ni 'ghYi Yfb

6Y] BYi! cXYfI a VUi]gh'@98!@JWX h'YfghY'K U\`"8]YgYg']gh'b]WX h bi f'XYi h`]WX 'YbYf[]YYZZn]YbhYfz'gcbXYfb'@JWX hgh]a a i b[z'@JWX h]bhYbg]hUh'i bX': UfVY'`UggYb'g]WX'Y]bZUWXYf'i bX'j cf'U``Ya Ui WX'_cghYb[i bgh][Yf'ghYi Yfb' 'cZh'gWX cb'a]h'Y]bYf'5dd'Zi f Ga Ufhd\cbY'i bX'HUV`Yh"'8]Y'8][]hU`]g]Yfi b['Yf`Ui Vh'X]Y'Y]bZUWXY J YfbYhni b['i bX'cZZbi b[g!'i bX'hU[YgnY]hUV\Ub[][Y

@]WXh``Yb_h`X]Y`5i Za Yf_gUa _Y]h`XYf`?i bXYb

8]Y'5``[YaY]bVY`YiW\hib['gW\UZZh'@]W\h'nia'GY\Yb"'G]Y'gc``hY Y]bY'ac[`]W\qh'[`Y]W\aU»][Y'; fibX\Y``][_Y]h']a'FUia'qW\UZZYbž XUa]h:X]Y:K UfY:[YbUi:Yf_Ubbh:kYfXYb:_Ubb":8]Y:\dbcj Uh]cbYbVY]:XYb:Jc:`gdY_hfi a!@98g:YhUV:]YfYb:XUVY]:bYi Y:GhUbXUfXg":Ni Ya dZY\`Yb:]gh:Y]bY:k Ufa kY]»Y:@WkhZUfVY:a]h:Yhk U:' "\$\$\$:?Y`j]b"8]YgY:k]f_h:ZfYi bX`]WkYf:U`g:Y]bY:hU[Yg`]Wkhk Y]»Y:@WkhZUfVY:i bXk]fX:j cb:XYb:aY]ghYb:AYbgWkYb:U`g:gY\f:Ub[YbY\a:Ya dZi bXYb"Jcf:U``Ya:]b:?caV]bUh]cb:a]h:Y]bYf:Xi b_Y:[Y\U`hYbYb:8YW_YgWkUZZh:gc:VYfY]hg:X]Y:5``[Ya:Y]bVY`Yi Wkhi b[:5i Za:Yf_gUa_Y]h"

$AY\f'9ZZY_h.'8]Y'5_nYbhVY`YiWXhib[$

 $8]Y^5_nYbh!^cXYf^9ZZY_hVY^YiWhib[^V]YhYh^@]Whnia^<]bgY\Yb"$ G]Y 'ghYi Yfh'X]Y '5i Za Yf_gUa _Y]h'XYg'?i bXYb'i bX'`Yb_h'XYb'6`]W_ Ui Z'VYgha a $hY'CVY_hY'cXYf'Ui Z'8YhU]`g''< Y``Ygž'[Yf]W\hYhYg'@]W\h$ Y][bYhig]WX 'Ua 'VYghYb"'?ibXYb 'XifZYb 'b]WXhi[YV`YbXYhik YfXYb i bX`gc``Yb`XYbbcW\`XUg`; YZi\``\UVYbž`]a `<Y``Yb`ni `ghY\Yb"': i f K UfYbž'X]Y']b'K UbXfY[U`Yb'dfUgYbh]Yfh'k YfXYbž'g]bX GhfU\`Yf`Y]ghYb'ni 'Ya dZY\`Yb"'8]YgY'VY`Yi W\hYb'X]Y'DfcXi hY'j cb $cVYb''ibX''ghfU\ Yb''b]WXh']b''XUg'';Yg]WXh'XYf''?ibXYb'''8UVY]'aigg''$ VYUW\hYh'k YfXYbž'XUgg'Yg'b]W\h'ni 'Y]bYf'FYZYI]cbgk]f_i b['a]h XYf'K UbX' ca a h" ⇒XYU``g]bX`@98!@Ua dYb`]b`XYf'H\Y Y`cXYf']b`XYf'8YWY'a]h $\c\YfYa\ FchUbhY]^*"8]YgY``UggYb`X]Y`: `Y]gWX!`i bX`K i fghk UfYb$ bcWX·Zf]gWXYfik]f_Yb"·9]bYigWXk UfnYiH\Y_Ybk UbbYii bXigWXk UfnY Fi W_k UbX []`h'Yq'ni ']bqnYb]YfYb. 'Y]b '@c [cž'Y]bY 'gW\cbY 5 i ZgWX b]hha UgWX]bYž'XYf'8fml5[Y!GWXfUb_cXYf'Y]b'6fchfY[U`ž XUgʻ6UW_ca dYhYbn'j Yfa]hhY`h" =a 'J Yfk Y] 'VYfY] WX 'g WX UZZh'Y] b 'k Ufa k Y] WX Yg'@] WX h'a] h'&"+\$\$?Y`j]b 5i ZYbh\U`hgei U`]hUh'i bX 6Y\U[`]W_Y]h" 8Y_cfUh]j Y @YiWkhYbiVYfXYbiH]gWkYbigWkUZZYbi5iZaYf_gUa_Y]hibX ghfi _hi f]YfYb'X]Y': `UWXYb"'I a 'X]Y': `UWXYb'ZYI]VY``bi hnYb'ni _cbbYbžg]bX^@]W\n`Y]ghYb`ni 'Ya dZY\`Yb`cXYf`U`hYfbUh]j 'ni 'XYb

$DYfZY_hYg@]Wh]bXYfH\Y_Y$

< Ub[Y`Ua dYb'_`Y]bY'@|W\hqdchq'i VYf'XYb'H]qW\Yb"

8]Y::f]gW\Y'j cb'@YVYbga]hhY`b']b'?i\`h\Y_Yb'k]fX'dcg]h]j ibhYfghihnhž'k Ybb'X]Y'@]W\h]bhYbg]hUh']b'cXYf'iVYf'XYf'<mark>?i\`h\Y_Y</mark>

\c\Yf'U`g'X]Y'i a [YVYbXY'; fi bXVY`Yi W\hi b[']gh"'→XYU`']gh'Y]bY']b k Yb]['≠!'i bX'l J!GhfU\`i b[ž'ni XYa 'YbhghY\h'Ub'XYf @|W\hUi ghf|hhgei Y``Y'_Y|bY'K Ufa Y"'8|Yg'| Yfa Y|XYh'X|Y ibYfkibgW\hY`5ighfcW_bib[`XYf`CVYfZ`UW\Yb`XYf`DfcXi_hY`ibX $X]Y'; YZU\backslash f'| cb'JYf_Y|a ib["'6Y]XYg'fYXin]Yfh'XYb': ccX'K UghY"$ 8]Y @98g UfVY]hYb]b XYf _i \ `Yb I a [YVi b['VYgcbXYfg $YbYf[]YYZZ[n]Ybh'ibX'g]bX'gY\f``Ub[`YV]["$ $: i f'Y]bY'K i fghl'i bX': `Y]gW\h\Y_Y'k]fX'Y]bY'k Ufa k Y]» Y$ 6Y`Yi W\hi b['a]h'%", \$\$ '? 'Ya dZc\`Ybž'Zi f'Zf]gW\Yg': UgW\]YfhYg']gh a]h'a Ul]a U`Ya 'FchUbhY]`'ni 'VY`Yi W\hYbž'k U\fYbX'VY]'\Y``Yb : `Y]gWX!'i bX'K i fghk UfYb'cXYf ; YZi [Y`Y]b 'ghUf_YfYf'; Y`VUbhY]``]XYU``]gh"'5i WX ']b 'XYf'? UgYh\Y_Y `UggYb `g]WX `X]Y `? UgYgcfhYb `X]ZZYfYbn]YfhYf `dfUgYbh]YfYb. `Y]b $\c\Yf'; Y`VUbhY]``Zif'[YfY]ZhY`?UgYgcfhYbž'Y]b`\c\YfYf'KY]»UbhY]`$ VY]'N]Y[Yb!'i bX': f]qWX_UqY"

6 Ygi WX Yb G]Y i bg Ui Z Z Y]gWXi b X Wc "Uh