



TARGETTI CASE STUDY

Daily Paper

New York City, NY

Project Description

Dutch fashion label **DAILY PAPER** opened its' inaugural shop in the US on a corner plot in East Manhattan, New York. The two-story Daily Paper store spans 1,140 square feet and occupies a prominent corner building in Manhattan's Lower East Side. This unique brand started life as a lifestyle blog before evolving into the fashion brand it is today, producing Afrofuturism-inspired clothing collections that take cues from different facets of the three founder's African heritage.

The brand has two original storefronts in Amsterdam and the New York location is its first North American retail venture. Located on the corner of Delancey and Chrystie Street in the Manhattan's Lower East Side neighborhood, it's striking visual exterior is comprised of over 13,000 flattened aluminum cans that decorate the facade and make a unique visual statement.

The architecture, interior design and lighting design was crafted by 4 Plus International under the lead direction of Heather Faulding, AIA. "When we were first approached by the

Project Details

Lighting Design
4 Plus Design
International
Heather Faulding

Contractor:
Norwood Technical,
Dave Tomaselli and
Sergio Fernandez

Architects:
4 Plus Design
International

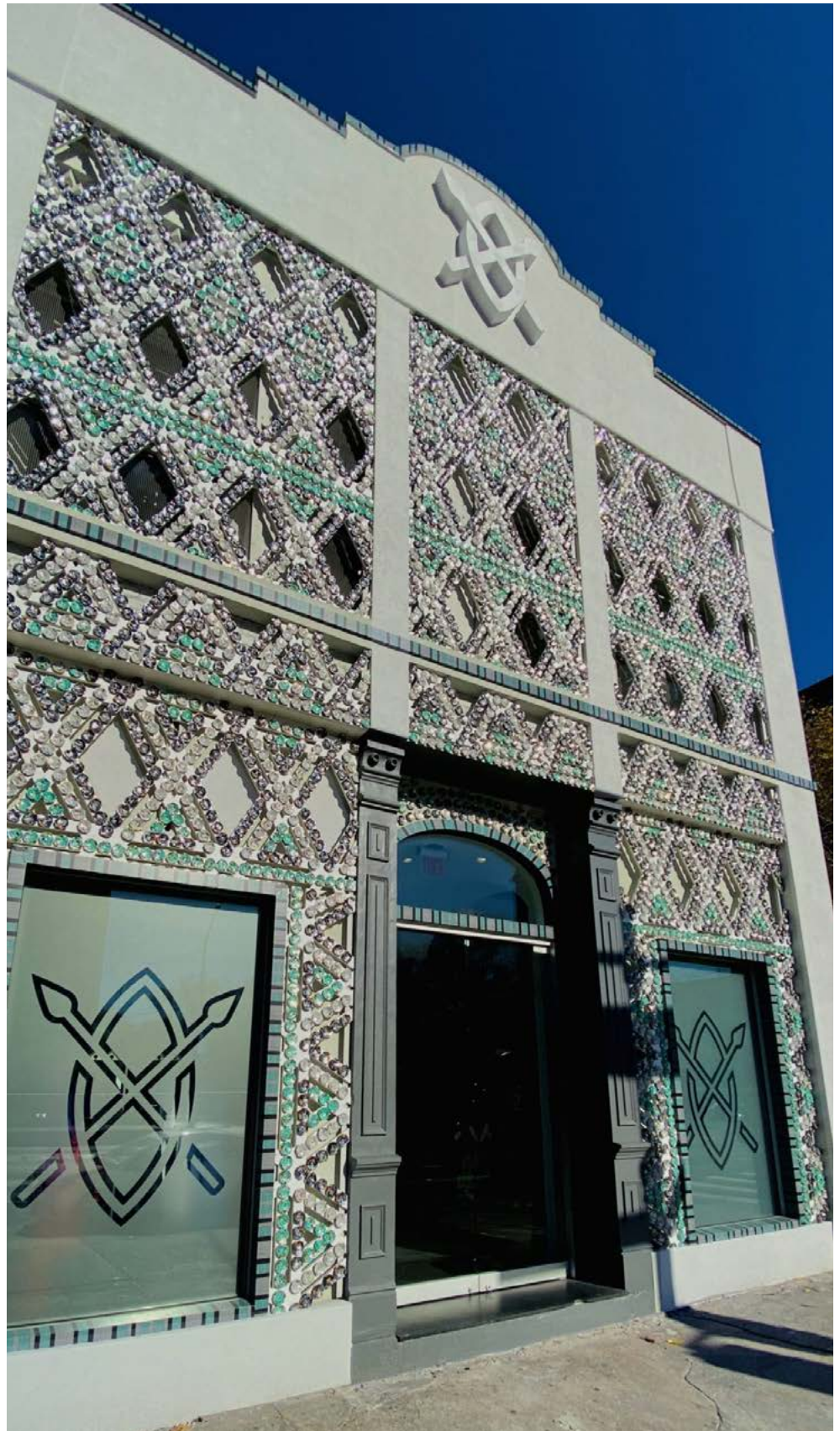
Mural:
Fuschia Steward

Photography
©Andrew Matusik
Photography

store owners, they came to us with a stereotypical “white on white” concept - a “same as everyone else” idea, remarked Heather. “However, they had this amazing clothing and a colorful story to go with the brand so we took it from there.”

The design team subtly incorporated references to both Dutch and African culture into the overall design of the new US flagship location. The facade was a response to African designers incredibly inventive repurposing of materials in their art. And to imitate African beadwork and general geometric design according to Heather Faulding. They extended the ancient-yet-modern exterior to the location’s interior with statues, mosaics, arches, a glass floor, coffee bar, lounge and colorful mural and a variety of artistic African touches.

The 4Plus Team brought this vision to life from concept through execution with the assistance of their long time building partners – Dave Tomaselli and Sergio Fernandez of Norwood Technical. Together they built this store, with so much care and meticulous detail through unbelievably trying times. Lighting throughout the retail space features some of Targetti’s most popular products for the retail sector.



Tiny Fixture for Tiny Spaces

Targetti's magnetic 48V modular system – [OZ](#), delivers a versatile, intuitive, and easy to install solution with multiple system configurations. The vaulted feature of the Daily Paper skylight required a compact track fixture that would fit within a narrow 2ft alcove. The lighting design team utilized Targetti's [OZ](#) magnetic 48V modular system in a surface mount track and OZ Small Adjustable (1" x 1") 4W LED light module in 3500K to fit within the tight space. The 1" width of the OZ powertrack and OZ Light module provided the ideal measurement to install in the alcove and stairwell landing to second floor.





Looking Up...

The vignette windows and massive glass cutout pulls light from the skylight and serves as a window to the second floor.

“The alcove is angled and we literally designed a 1” break for the Oz. We love how it looks and did not detract from this focal point of the store.”

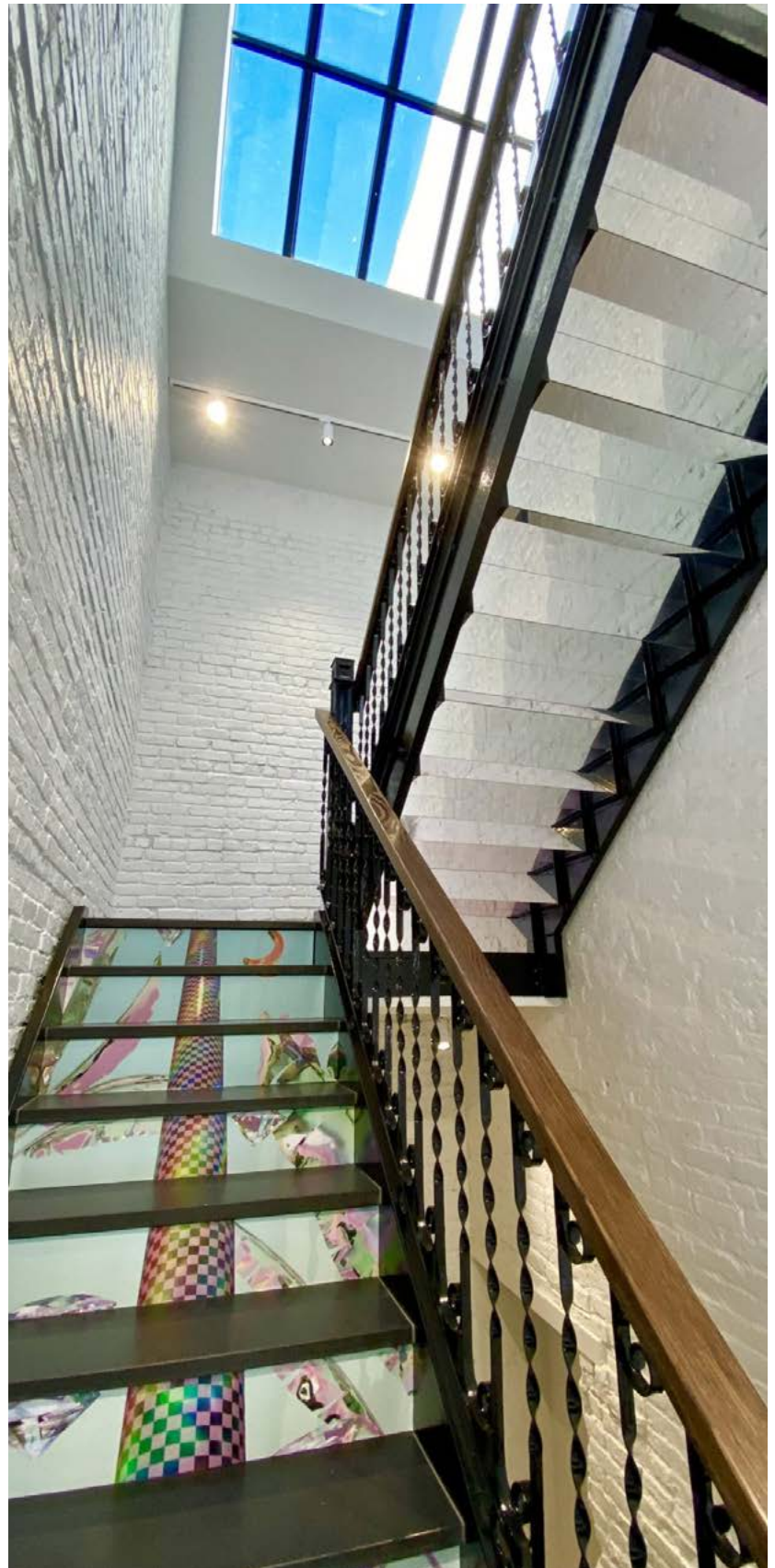


“We are in love ! Its about size and the design of the fixture.”

Heather Faulding, AIA
4 Plus Design International



The use of the OZ Adjustable Small LED Track light was carried thru to the flight of stairs that lead up to the building's rooftop coffee bar and lounge. Upon entering the top floor, OZ Adjustable Small can also be seen adorning the ceiling in a deep black finish providing a beautiful accent to the dark beams and natural grained wood finish.



DESIGNED for Changing Environments



RAY MICRO

Targetti's **RAY MICRO** was the ideal choice to provide a versatile, yet powerful LED track projector for this retail setting. These track fixtures are adjustable from 0° a -90° on the vertical plane and 359° on the vertical plane and can produce different optical effects with precise light beams in a choice of spot or medium wide flood. They are an ideal luminaire to highlight ever-changing retail settings in a skillful contrast of light and shade. The mechanical friction lock and aiming system ensures the center of gravity always remains in axis with the track regardless where it is aimed. Available in 3000K and 4000K with dimming and track options.



“We selected Ray Micro due its compact size and budget friendly price, I loved how much we could get from this more compact fixture.”

Heather Faulding, AIA / 4 Plus Design International

Project
Description
& Details

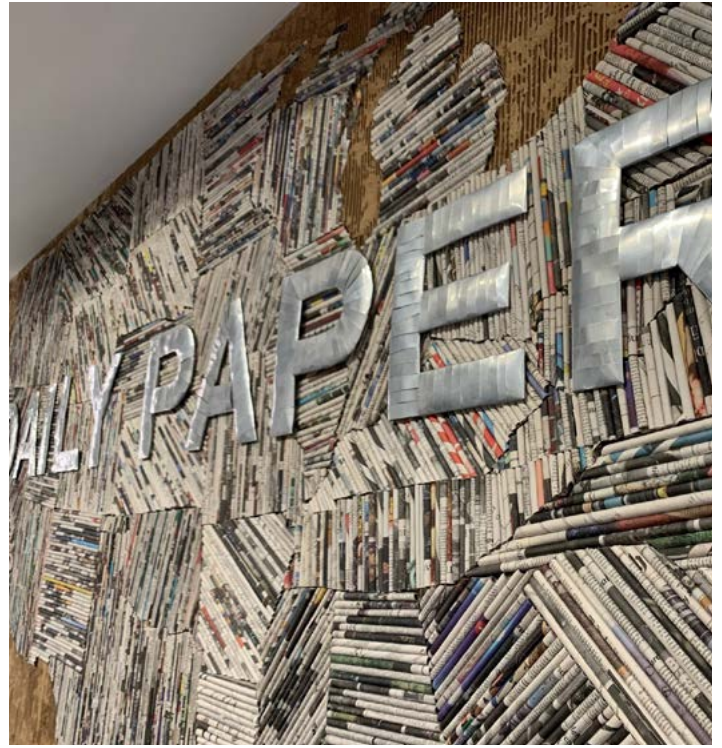
Tiny Fixture
for Tiny Spaces

DESIGNED for
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One Fixture...
Multiple Solutions

Lighting a
Dressing Room
is Key...

Products
Used



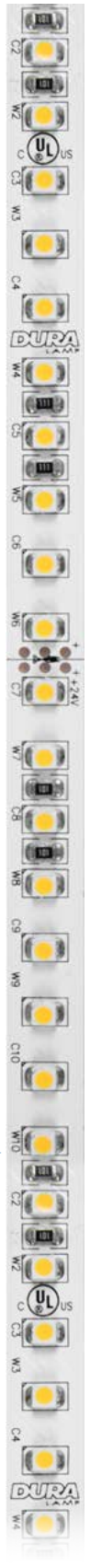
Project Features RAY MICRO in a deep black finish and 3500K color temperature.





One Fixture... Multiple Solutions

When designs require a spot free, consistent color tape light for accent, coves, toe-kicks and general illumination where a tape light is required, the family of [DuraTape](#) Light Lines delivers multiple options. The lighting design team selected [DuraTape ES](#) – a high CRI (95), extreme spacing (0.33" OC LED Spacing /36 LEDs per foot) LED static tape light in a 4.4W, 3500K color temperature for various applications throughout the space. The design intent of the ground floor was to be reminiscent of a museum setting, with bright-white surfaces and tall glass cabinets that display accessories. These displays are illuminated with DuraTape ES in linear channels.



Lighting a Dressing Room is Key...

The original design intent of the dressing rooms was to use a pendant chandelier accented with DuraTape ES. However, a last minute change in design resulted in the use of a flexible linear tape light that could curve to accent the pyramid shaped ceilings. DuraTape's [DURAFLEX ARCH](#) flexible linear tape was the ideal solution as it is flexible enough to create a 1.97' min. diameter curve with 147° visibility and enough light output to properly illuminate the dressing rooms. [DURAFLEX ARCH](#) Top profile in 3500K was recessed into the ceiling and creates artistic lines of light in a unique visual pattern that plays off the nearby mirrors.



“Using the DuraFlex Arch was a really fantastic last minute change of design in the dressing rooms. And the lighting in dressing rooms is key! – commented Heather. “We designed pyramid shaped ceilings to add a little glamor and separate the rooms. We initially conceived these with a little chandelier and strips at the edge but really wanted to highlight the ceiling shape. So we decided to use neon strip at the joints for an all in one solution and the output is perfect solution.”

Heather Faulding, AIA
4 Plus Design International



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Heather Faulding

AIA / 4 Plus Design International





The building was completely gutted and a bold design was cultivated with the help of interior architect and designer Heather Faulding of 4 Plus Design. One of the most iconic elements of the design is the outside of the building which features recycled Arizona Iced Tea cans repurposed into embellishments meant to mimic the look of traditional African beadwork. Many of the materials used in the store are upcycled or recycled, including signage featuring a map of the U.S. made out of old newspapers and the bamboo that lines the ceiling on the first floor.



Products Used



OZ 48V Series



Ray Micro



DuraTape ES



DuraFlex Top Bend



“We love Targetti because their engineering is exquisite, they are budget conscious and very sophisticated well engineered solution which is rare in the lighting world. The limited shadowing and clean clear output and fixture designs make it our go to !”

Heather Faulding, AIA

4 Plus Design International

Products Used



OZ Small

OZ is the new magnetic 48V modular system: versatile, intuitive and easy to install with which it possible to create multiple system configurations using special connections and different profile fixing systems. Free shapes to create on the ceiling, wall and suspension with the use of a power rail or with special profiles that can also be recessed or surface / suspension mounted.

The system is fitted with small magnetic LED light modules in two different fixed sizes also in an adjustable version.

OZ Small 48V

- Magnet Mounted Modular Light System
- 1" x 1" Fixed and Adjustable Light Modules 4W
- 1" x 5" Multiple Light Module 9W
- 2700K / 3000K / 3500K / 4000K
- SP / FL / MWFL
- Power Rail / Optional Suspended / Surface / Recessed Profiles
- On Board or Remote Power Supply Solutions
- Plaster White / Deep Black

[USEFUL LINK](#) [↓](#) [OZ 48V](#)

Ray Micro



Targetti's Ray Micro features a powerful LED track projector that is adjustable from 0° a -90° on the vertical plane and 359° on the vertical plane. These fixtures with an essential, simple design produce different effects with a choice in optical choices that enable precise light beams with a spot or medium wide flood that highlight objects or architecture in a skillful contrast of light and shade. Featuring die-cast aluminum construction, the versatile track projector features a mechanical friction lock and aiming system that ensures the center of gravity always remains in axis with the track regardless where it is aimed. Available in 3000K and 4000K with dimming and track options.

- 3.0w x 4.33" H x 3.50D
- 14W
- 3000K / 4000K
- Phase Dimming
- SP, MW
- Plaster White / Deep Black

[USEFUL LINK](#) [↓ Ray Micro](#)

DuraTape Essential White



Essential White Strip Light – Flexible linear LED strip for static white consistent color linear applications.

INDOOR

DURATAPE ES IP20

- 0.33" OC LED Spacing
- 36 LEDs per foot
- 1.5W/ft / 3.0W/ft / 3.9W/ft / 4.4W/ft
- 2200°K / 2700°K / 3000°K / 3500°K / 4000°K
- JA8 Compliant
- Advanced LED binning with +/- 2-step MacAdam Ellipses
- +95 CRI
- Max continuous length up to 22' per run for 3.0W/ft

[USEFUL LINK](#) [↓ DuraTape ES](#)

DuraFlex Arch Top Profile



Energy Efficient spherical profile LED light for extremely flexible indoor/outdoor applications. Available in top-bend for arcing applications or side-bend for curving applications.

- 144° visibility
- Flexible enough to create a 1.97" min. dia. curve
- Static white / monochromatic color
- 2.8W/ft / 4.2W/ft
- Extruded Silicone with milky White diffusion lens
- Mounting clips / aluminum profiles
- Spherical lens profile
- 24V
- Multiple remote power supply options available

USEFUL LINK [↴ DuraFlex Arch](#)