

Event:  
Date:  
Place:

**ENERGY in BUILDINGS 2018**  
Saturday November 3, 2018  
Athens, Hellas



	<p><b>Evangelia Rentziou</b> Photography and Audiovisual Arts, MA Lighting Design</p>	
Title:	Photographer, MA Lighting Design	
email:	eva.rentziou@gmail.com	•
Presentationtitle:	<b>Retail Lighting Design: Consumer Approach Techniques</b>	
<p>The subject of this research is to study retail lighting design and approach techniques by focusing on medium and economic brands of clothing stores. The issues that the study is mainly addressed at, is the lighting design at the sales area, the approach techniques the designers use and how the consumer is influenced by their lighting design.</p> <p>More comprehensively, the theoretical part describes the need for a retail store to design and develop visual merchandising, while studying the behavior of consumers and their categorization based on culture, social class and gender. Subsequently, it describes the relationship between lighting and marketing and other relevant terms such as brand loyalty and brand personality as they are linked to the characteristics of consumer behavior. Additionally, color is linked with the retail store lighting and attempts to determine how the atmosphere is created and what is achieved through this process.</p> <p>Finally, the use of lighting techniques are studied as a tool for exploring the sensory experience of the consumer, presents different ways of illuminating and displaying the products of a retail store.</p> <p>In the practical part of the thesis, a comparative study by photography observation is being made based on the design data of medium and economic class clothing store. Technical analysis and conclusions are being made with the main target to answer questions related to the lighting design of these store categories, what are the similarities and differences identified and the consumer approach techniques applied by each company with the main focus on the increase of sales.</p> <p>Within this framework, a research and collection of data has been conducted mainly through international bibliography, based on scientific articles, experiments and primary sources relevant to the subject.</p> <p>The results provide an overview of the similarities and differences in the design approach of store lighting depending on the people that each store category is targeted.</p>		

Event:

## ENERGY in BUILDINGS 2018

Date:

Saturday November 3, 2018

Place:

Athens, Hellas



CV:

Graduated from Photography and Audiovisual Arts at the university of Applied Science and holding a master degree in Lighting Design (HOU).

Holding a photography background, she has more than ten years of experience as a photographer, experienced in different kinds of fields such as architecture, interiors, travel and commercial photography. She has also many years of experience in the field of photo editing and has worked in many companies in Greece. She is a member of Hellenic Center for Photography and participated in many photography exhibitions.