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## The Selfridges Corner Shop: Universe – Case Study



### Lighting and video solutions for immersive exhibition-meets-retail experience at Selfridges Corner Shop

#### Project Summary

Client: Selfridges

Location: Oxford Street, London

Timeline: Overnight installation 9th – 12th January 2022, exhibition open to public 13th January – 27th March 2022

WL Delivery Team: Senior Account Manager – Richard Stirzaker

Senior Project Manager – Martin Strods

Lighting Designer – Tony Simpson

Additional crew of in-house and freelance technicians

#### The Project

Universe is a first-of-its kind, multi-layered cultural collaboration between Vasarely Foundation, Paco Rabanne and Selfridges. This extraordinary, immersive exhibition-meets-retail experience explores the world of ground-breaking artist Victor Vasarely, his influence on contemporaries such as Paco Rabanne, as well as future tastemakers. The exhibition consists of over 70 unique artworks, including tapestries, garments, sculptures and pieces of art. As a leading supplier of AV services for experiential installations, White Light (WL) was appointed to provide the lighting and video solutions.



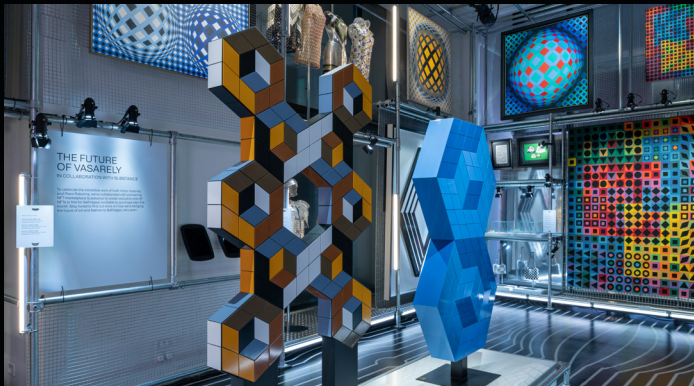
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### The Brief

To create a lighting design and technical solution for the exhibition, to enhance the unique pieces on display and help bring the experience to life. Working closely with the Selfridges team, WL helped to create a vision and style for the lighting that was functional within the restraints of illumination in the Corner Shop space. The lighting had to be low on heat emittance and specific on lux levels to protect the artworks.



### The Delivery

Working closely with Lighting Designer Tony Simpson, WL identified a technical solution utilising our extensive in-house inventory of lighting units. Installation took place over a period of evenings, starting with the main infrastructure and then adding units as we followed the artwork installation.

Once installed the team quickly worked on focusing and checking light levels across the entire space.

WL's Senior Account Manager, Richard Stirzaker comments: "Installing overnight on multiple days to fit around store opening hours meant that all teams involved had to work cohesively with each other. Our main challenge the precise timing of our set-up around the installation of the artworks. We needed to give ample space for this and once the pieces were ready, we worked quickly to create a show environment with the lighting, to enhance the exhibition. The smooth delivery of this was down to communication and our knowledge of the Corner Shop space."

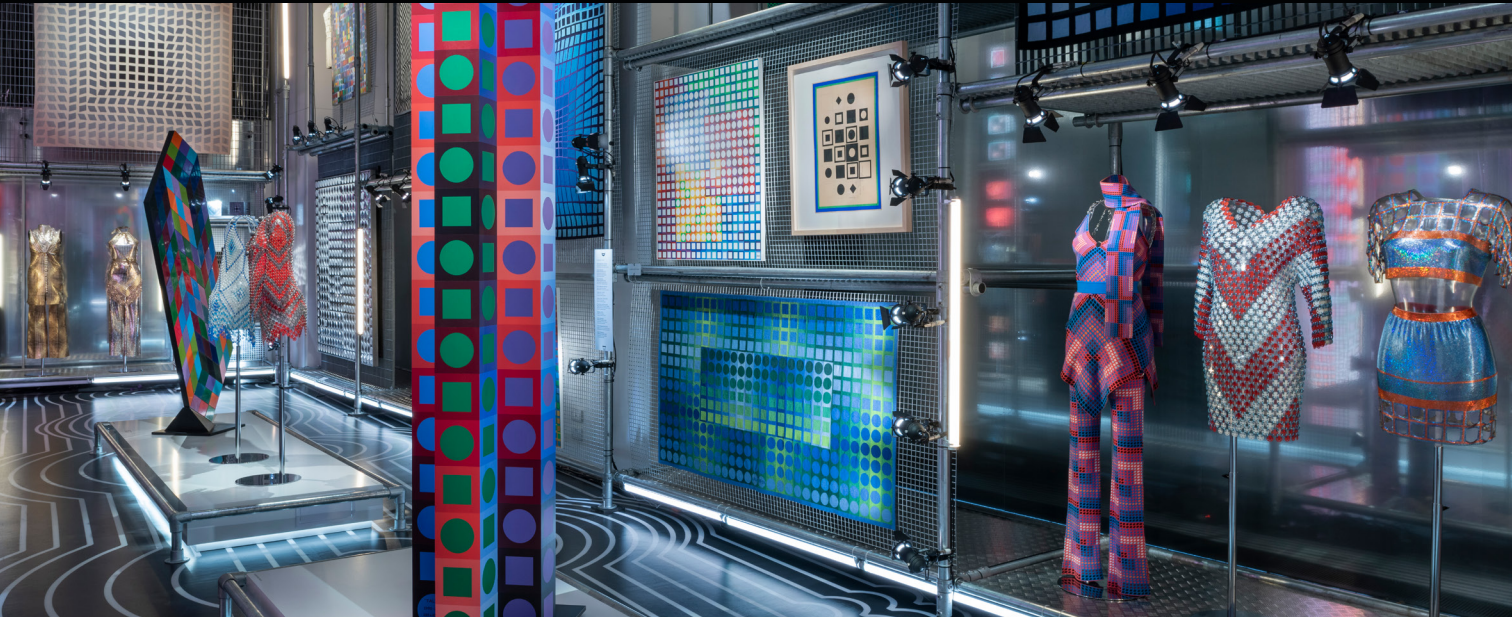




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LD Tony Simpson added: “From the designer’s point of view, Richard and the White Light team were able to provide a flexible inventory for me to respond to the brief with, whilst still working with the challenges of the space itself. Collaboration was key to the success for the lighting brief being fulfilled on time and on budget.”



### Contact us

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