



PROJECTS
SHOP

The Best Use of Decorative Lighting in a Retail Project



WINNER

Origin of Wonder - Haberdashery

The Origin of Wonder celebrates the 10th anniversary of Europe's most prestigious retail space; The Wonder Room at Selfridges & Co Oxford Street.

Over 1000 photo-etched and patinated brass panels fixed around a 20m diameter ring depict the story of how precious metals and gems are extracted, refined and crafted into the beautiful objects of desire that can be found in the Wonder Room.

These intricate surface details are illuminated by custom LED arrays designed to highlight the form of the sculpture without providing unsightly glare or hotspots on the display cabinets in the

space below.

'A sculptural story in light and texture that dominates the space with the lightest of touches.'

The sculpture flows between three distinct chapters which depict its narrative and allow visitors to truly explore the space:

The Origin of Wonder - the energy of nature, contorting and conforming the elements

Savoir Faire & Craftsmanship - the shaping and forming of the refined ingredients

The Illuminated Article - the precisely worked and controlled end result.

www.haberdashery.com

Project:

Origin of Wonder

Location:

London, UK

Client:

Selfridges & Co.

Architect:

Househam Henderson, UK

Lighting Design:

Haberdashery