

GIORDANO LIVING WORLD MALL SERPONG, JAKARTA



Giordano – Living World Mall



The Living World Mall is dedicated to use 100% LED modules through the mall premises. Located in the commercial district of Serpong area in Jakarta, the mall is home to number of international brands including retailing brand Giordano.

With stores worldwide in 40 countries Giordano is a successful international retailing company with a focus on quality apparel for men, women and children. Giordano, a retailer at Living World Mall set up its first model store using only Vossloh-Schwabe LED lamps in 2011.

With the increase in electricity cost in Indonesia, retailers and tenant at the Living World Mall were encouraged to opt for LED lamps by limiting the electricity capacity and lowering the electricity usage.

The high-efficiency, plug-and-play VS LED lamps with long service life of up to 45,000 hours and low maintenance made PAR38 the ideal choice for this project. With minimum efforts to replace previously installed 70 W HID lamps PAR38 17 W with 38° radiation angle and E27 base not only saved a lot of time and lowered operational costs but immediately delivered energy-saving benefits.

Available in different colour temperatures and field angles the LEDs contain no mercury and are low on energy consumption and are gentle on products (IR- and UV-free). They are making a valid contribution to reducing the carbon footprint and countering the greenhouse effect. These low-power, high-brightness and highly eco-friendly

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PAR38 17 W



lamps set the benchmark for other Giordano outlets opting to move towards converting their showrooms spaces with LED lamps.

VS PAR38 mains voltage LED lamps with dimmable integrated driver fit most standard E27 bases and are dimmable with traditional trailing-edge phase-cut dimmers. Typical applications include commercial lighting for showcases, window displays, car shows and spot lighting. It is also suitable for residential applications.

PT Tridaya Dinamika Elektrindo is a technically oriented partner of Vossloh-Schwabe and provides high-quality, total-solution, top-notch after-sales services on electrical equipment and lighting products, by serving numerous large-scale, project based activities as well as by delivering end-consumer products.

Project: Living World Mall, Serpong, Jakarta
Client: Giordano
Lighting Supplier: Pt. Tridaya Dinamika Elektrindo
Lighting Manufacturer : Vossloh-Schwabe
Photos: Giordano, Serpong, Jakarta