



# SOMA-Designed Unilux Group Lighting Showroom Debuts in Beirut

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*Allows High-End Lighting Company to Showcase Both Light and Lighting Fixtures in Unique Way*

International architecture firm **SOMA** announced today that the **Michel Abboud**-designed **Unilux Group** lighting showroom, a marvel of both contemporary design and ingenious problem solving, is completed and now open in Beirut, Lebanon. The lighting company tasked Mr. Abboud, SOMA founder and principal, to design a concept to help the store's limited depth appear larger to the eye. He also delivered a unique way for products to be displayed there.

Though Unilux's new showroom has 65 feet of frontage, its internal configuration measures just 13 feet in depth. Working within these confines, Mr. Abboud used advanced parametric tools in order help array 1,000 50cm x 50cm white glass-reinforced plastic cubes at various lengths, helping the room appear as one continuous large space. The room's lighting is given different surfaces to play on, and its stunning results are sure to draw in passing shoppers. Mr. Abboud's innovative main room was also designed to be used in tandem for events, and features a separate bar area that fits seamlessly into the room's design.

The main room also acts as an entryway to the more intimate lower level of Unilux's showroom. Sales associates begin the customer experience by engaging shoppers in the sparkling main room, only then leading them to the store's lower level, where the design concept is a complete contrast. Providing space for Unilux's lighting products to be displayed, Mr. Abboud created a series of niches along the narrow basement corridors. The walls and floors are rendered in a highly reflective black, while each lighting fixture's niche is rendered in white. This allows for the individual characteristics of each product to be cleanly displayed.

"I am very proud of the Unilux store and how our concept came to life. The space was challenging because the store is very shallow and we needed to find a way to help it appear larger as well as draw people in," said Mr. Abboud. "The sculptural elements that we created deceive the eye and create the illusion of greater depth. We are very excited Unilux chose SOMA to give them an unforgettable space."

## About SOMA

International architecture firm SOMA, headquartered in New York, was founded in 2004 by Michel Abboud. With its focus on incorporating craft, digital technologies and environmental responsibility, the firm's designs and work have attracted critical acclaim for their boundary pushing nature. SOMA's work is rising around the world today—in New York, Dubai, Lebanon and other international markets—with remarkable offerings of luxury hotel, condominium and mixed-use developments that underscore the firm's cutting edge appeal.