

# Case Study

CHANGE IS IN THE AIR

INGENIOUS AIR



## Key Benefits

- ✓ Smaller ducting fits into restricted spaces that standard ducting cannot reach.
- ✓ Discreet air outlets blend beautifully into the stunning interior design.
- ✓ Frees up valuable retail space.
- ✓ Comfortable, virtually draught-free cooling and heating in one system.

## A Hybrid Solution for Exclusive Designer Shoe Retailer

### The Problem:

Loriblu, an international retailer of designer shoes, wanted their flagship store on London's Bond Street to showcase their premium brand style and class. They had invested in beautiful interior design and Italian hand-made mirrored joinery to provide a stunning backdrop for the shoes. But when it came to creating a comfortable indoor climate, Loriblu had two major challenges with the specified equipment:

1. The four ducted fan coils with standard rectangular ducting, could not deliver the air to where it was needed from the very restricted space available behind the joinery.
2. The unsightly and large air conditioning grilles would ruin the luxurious look of the interior design and could not be used.

### The Solution:

An innovative, hybrid solution was created by incorporating components from the award-winning Ingenious Air® Small Duct System. Ingenious Air® mini-ducts were used to deliver air from the standard rectangular ducting to Ingenious Air® circular air outlets, which were positioned in the recess above the joinery.

The induction nature of the air outlets creates a low-pressure area to draw and mix temperate air throughout the conditioned space. This creates comfortable, even temperatures and air conditioning that is virtually draught-free. The discreet, white outlets are fitted with angled, louvred inserts to further enable the delivery of treated air to where it is needed.

In this way, the air conditioning system is hidden behind the joinery and is visually undetectable.

### Follow Up:

The hybrid system is a clever solution that delivers on both style and effectiveness. The luxurious atmosphere of the shopping experience has been enhanced by discreet and clever climate control.