

Lighting Trends

On the opening day of the 2020 edition of EuroShop (the world's largest retail trade fair) in Düsseldorf, Germany, the [Scan Display team explored](#) the lighting halls for the latest trends.



Architectural use of lights and colour



AV projection with no lighting



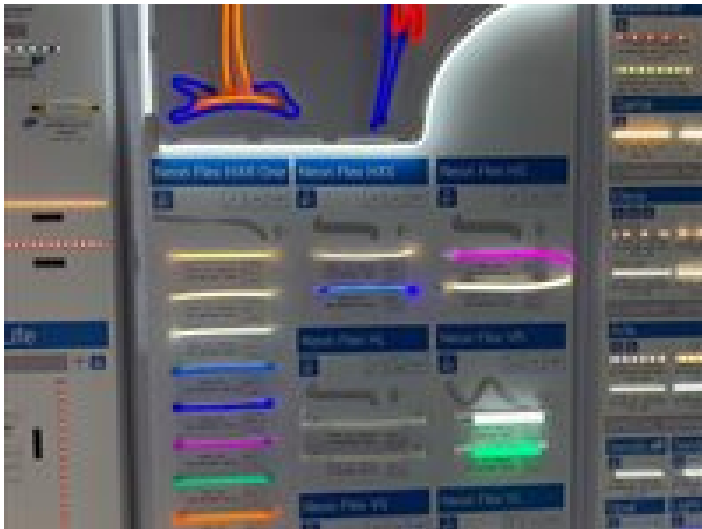
Bespoke designer light fittings - all LED



Ceiling light design showing interesting shape and form



Flexible LED lighting

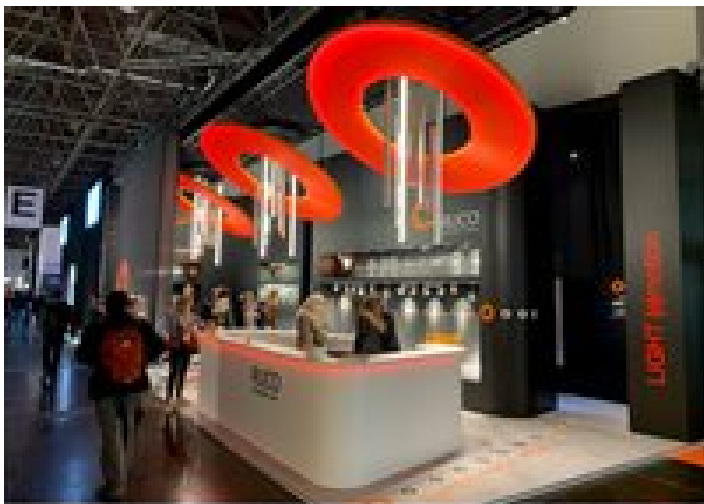




Flexible LED strip lighting



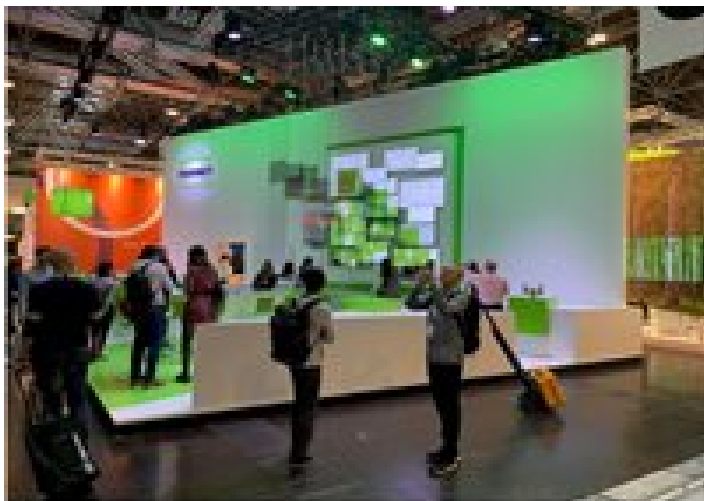
Innovative ceiling lighting solutions



Innovative lighting shapes



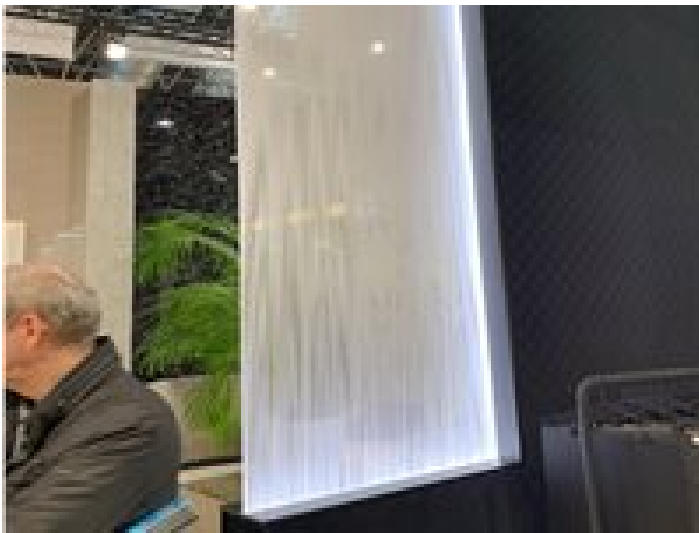
Intelligent lighting for artworks



LED colour lighting combined with Air filters



LED lens technology for lightboxes, reducing costs and enabling long distance projection of light



LED lighting companies advocating greening. Stand construction with sustainable materials



LED tube lighting completely replacing fluorescent lights. No fluorescent present.



Lighting differentiation for different products



Modular shelving display system with product lighting



Multiple flexible LED strip lighting solutions



Multiple lighting features combined for different applications



Subtle accent lighting



Use of LED lightboxes as a complete lighting solution



Use of video walls to completely replace lighting fixtures



The biggest lighting trend is that lightboxes and audiovisual (AV) screens have replaced traditional spotlight applications. There is a move away from spotlights illuminating displays to lighting being incorporated into lightboxes, driven by the reduced cost of LED lighting and the improved quality of prints. Static graphics lit up with spotlights have also been replaced with large format LED screens, displaying moving images.

Many of the displays we saw were lit exclusively by LED lightboxes and LED screens, with no spotlights or light fittings to be seen.

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