

**VELUX®**

*Velux brings new life*  
TO SHOPPING CENTRE



**VELUX®**

## *Natural light* IS CRUCIAL FOR SHOPPING EXPERIENCE

The Halls Head shopping centre in Mandurah, Western Australia, opened its doors to the public in 2001. A major redevelopment in 2016 saw more than 30 new shops and a dining precinct added. Natural light played a key role in the design, explains architect and associate director Andre Jones from The Buchan Group...

### INSPIRED BY THE OCEAN

"Mandurah is a well established seaside holiday destination. Our design aims at celebrating the proximity to the ocean without being tacky. So no pelicans, but heaps of natural light and natural timbers. Look closely at the skylight shafts and you'll notice the resemblance to drops of water."

### 36 SKYLIGHTS BRING NATURAL LIGHT




"The VELUX skylights play an important role. They add natural light and a feeling of space to the shopping centre. You could almost say they bring the outside in...you see clouds passing and rays of sunshine come through. The shafts are designed to let sunlight in but keep it away from the shop windows."

### VELUX MAKES IT EASY

"Choosing VELUX was easy. We obviously have to comply with requirements regarding weathertightness and energy efficiency. VELUX has passed every test and the test results are readily available. On top of that, VELUX is a modular system and available in many sizes, so it's easy and cost efficient to use."

The Halls Head redevelopment was designed by architect and associate director Andre Jones, The Buchan Group.



Restrooms | Parent Room    →  
Centre Management →



FROM 25,000 SHOPPERS

*to 270,000 in one month*

The Halls Head redevelopment has been a huge commercial success. The centre has seen a massive increase in the number of shoppers and all stores are still trading 14 months after the redevelopment. Development manager Andrew Highet, Vicinity Centres, managed the project.

6,000m<sup>2</sup> TO 20,000m<sup>2</sup>

"Before the redevelopment, Halls Head Central was an underperforming local shopping centre with 18 shops. The redevelopment more than trebled the area and number of shops. It was an instant success. Within a month, the centre attracted ten times as many shoppers as before and the numbers keep going up."

#### NATURAL LIGHT SELLS

"Ambience is key to the success of the centre and the VELUX skylights contribute a great deal. The atmosphere they create just can't be achieved with artificial lighting. Sunshine on the mall floor and a view to the sky...it all translates into a better shopping experience."

#### HEAT NEUTRAL

Operations manager Jason Rose is full of praise as well: "VELUX skylights are as good as heat neutral – our instruments can't measure any heat gain. What we can measure is that we're using less artificial light. Another VELUX feature we appreciate on a daily basis is the safety glass. Thanks to that, we don't need to take extra precautions when someone is on the roof."

Jason Rose is in charge of the daily operation of Halls Head Central.



Shopping with a view.





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VELUX skylights are the centrepiece of the Halls Head shopping centre.





## *The skylights*

### ARE THE WOW FACTOR!

Sitting in a kiosk right underneath a bank of VELUX skylights, Jo Walpole experiences firsthand what the skylights mean to staff and shoppers. She loves them...

#### FIRST THING PEOPLE NOTICE

"When Halls Head Central just opened, the skylights were all people talked about. They add a WOW factor that is very rare in a shopping centre. It's not just the light and space they create, it's also the organic shape of the ceiling below them. Such a contrast to the clinical design of most shopping centres."

#### DON'T FEEL THE HEAT, JUST THE LIGHT

"In terms of heat, I haven't noticed any difference at all. I'm not surprised, though. I had VELUX skylights at home in England and they did a great job of keeping out the heat in summer and the cold during winter. VELUX skylights seem to suit all climates and light brings happiness no matter where you live."

#### SHOPPERS STAY LONGER

"I'm sitting right underneath the VELUX skylights all day long and I love it. Lots of natural light and I can see what the weather is doing. The shoppers stay longer, too. I experience it every day...it's just a really nice environment to talk to people in."



Jo Walpole loves working under the VELUX skylights.



Shoppers are enjoying the ambience.





# NATURAL LIGHT *is the future*

Andre Jones believes natural light in shopping centres is a worldwide trend that is now catching up in Australia. He has two new shopping centre projects on the boil in WA – both rely heavily on VELUX skylights for natural light.

### LIGHT WITHOUT HEAT

"Traditionally there's not a lot of natural light in WA's shopping centres. The assumption is that light creates heat. But with energy efficient skylights like VELUX, this is no longer true. At the moment I'm personally involved with two shopping centres, both with plenty of natural light and VELUX skylights."

### LAKELANDS - NATURAL LIGHT THROUGH THE TREETOPS

"Lakelands is a large new shopping centre under construction. Inspired by the tall trees of Western Australia, we used VELUX skylights to create a dapple effect resembling sunlight shining through the treetops. They create a great visual effect."

### BELMONT FORUM - CONTROLLING HEAT

"Belmont Forum is completely different again, showing the versatility of VELUX skylights. It's an existing shopping centre constructed at a time when fake skylights were in vogue. They create a huge amount of heat, so we'll replace them with energy efficient VELUX skylights. VELUX will also be providing natural light in the new wing we're adding to Belmont Forum."



Belmont Forum: an artist's impression.



VELUX skylights look good from above as well.

The new Lakelands shopping centre is due to open soon.





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