



VENTURE  
LIGHTING

# CASE STUDY

Industrial Range  
in a Commercial Application

*“Had a lot of positive feedback from the customers using the arena. Plenty of light but not too harsh. Creates the perfect solution....”*

**VINCE CONOLLY**  
OWNER OF ASGARD GAMES UK



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## Asgard Games UK

**Client:**  
**Asgard Games UK**

**Industry:**  
**Entertainment**

**Location:**  
**Walsall, UK**

**Project:**  
**Gaming Arena**

**Background:**  
Asgard Games UK is a gaming workshop in the centre of Walsall, UK. A warehouse with 10-metre-high ceilings accommodates a café, shop and gaming arena all under one roof. This three-tiered business offers the ultimate gaming experience. An upgrade from a small shop, the owner, Vincent Connolly took on the challenge of creating an all-encompassing gaming escape for his customers, offering something that the internet can't and creating a space for people to connect.

### Challenge:

Operating a café, shop and gaming arena, the mood, aesthetics and lighting requirements for each space were very different. Second City Electrical took on the challenge in creating the perfect space through lighting. The main focus was the gaming arena. The specification required high lighting levels over each of the gaming tables with minimal light spillage into walkways and adjacent tables.

### Solution:

The lighting scheme was put together by EXLP, who determined that highbays were needed but to be suspended at a lower height than usual. An innovative solution to avoid excessive light spillage but still achieving the higher lux required on each gaming table.

Venture Lighting Europe's VRacks were commissioned for the job. Using the 30 x 70 degree attachment, EXPL were confident this product would achieve the client's unique requirements.

### Results:

Although the VRack is designed for high level warehouse racking it has achieved outstanding results at low levels, delivering 1500 lux at the tabletop with minimal overspill.

### TESTIMONIAL

*"...really good, impressed with the lighting that they have given off. Had a lot of positive feedback from the customers using the arena. Plenty of light but not too harsh. Creates the perfect solution."*

**VINCE CONOLLY**

OWNER OF ASGARD GAMES UK



Venture Lighting Europe  
**VRack Highbay**  
Watts: **83W +**  
narrow optic beam

Mounting Height:  
**4m with a 10m**  
ceiling height

*"...The specification required high lighting levels over each of the gaming tables with minimal light spillage into walkways and adjacent tables.*

*EXLP had used the Venture VRack Linear led highbay previously and utilising the Venture 30 x 70 degree attachment knew we could meet the clients requirements."*

**VAUGHAN SMITH**  
EXLP

