

# Occhio

ROW ON 5  
Press release  
London | Munich  
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## Occhio illuminates the future of fine dining at Michelin-Starred Chef Jason Atherton's New Flagship Restaurant, Row on 5

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Row on 5, the latest flagship restaurant by renowned chef and restaurateur Jason Atherton, has opened its doors at No. 5 Savile Row. With Occhio's bespoke lighting concept at its core, created through meticulous collaboration with Jason Atherton and Rosendale Design, the restaurant redefines the luxury dining experience in the capital with a space that is welcoming yet theatrical. Every detail has been thoughtfully designed to seamlessly integrate light into a remarkable 15-course dining journey.

Using Occhio air, the Bluetooth-based technology that allows lighting scenes to be controlled via an app, diners can feel the effect of the light rather than merely see it. The result is a dynamic, intriguing interplay of illumination that harmonises with the restaurant's concept of both comfort and theatre, tailored to impress London's most discerning diners.

The dining experience unfolds across two levels, each space with its own ambiance. The ground floor exudes sophistication, featuring small tables, banquette seating, and a long bar illuminated by Occhio's Mito sospeso. These lights, with their extra warm colour tones, evoke the cozy, comforting glow of a fireplace.



Mito sospeso, Luna pura, Sento verticale



At the heart of the restaurant, a spectacular Luna sospeso double-helix chandelier descends within the spiral staircase, linking the two floors. This centrepiece guides guests to the lower level where they can enjoy a comfortable lounge-like atmosphere.



Luna sospeso



Luna sospeso, io verticale

The VIP wine room on the lower level adds a final touch of drama through light and movement with Occhio's Mito cosmo which, when required, elegantly descends from the ceiling.

The lighting concept exemplifies Occhio's dedication to creating environments where light enhances every sensory moment. From carefully curated lighting tones creating cool or warm spaces, to the seamless interplay of dynamic and concealed effects, each element is designed to elevate comfort and enjoyment.

Helen Neumann, Director of Lighting Design at Occhio: "At Occhio, our mission is simple, we're creating a new culture of light to enrich people's quality of life. We believe that light is not just a design element, but an essential ingredient when curating an atmosphere and an emotional experience. Our lighting concept for Row on 5 is designed to transform the space, guiding each guest through a sensory journey where light enhances their relationship with their surroundings and celebrates the art of dining."



Jason Atherton said: "I've opened many restaurants in my time but Row on 5 is different; I'm hoping for it to be my legacy. So, when considering its design concept, it was important to me that we created something special. I wanted the atmosphere to be elevated yet comfortable; offering an exceptional dining experience without fussy formality. And as guests move through the restaurant, enjoying different courses in different spaces, that atmosphere needs to feel cohesive. The lighting achieved through Occhio's products has brought my vision to life. The result is a theatrical yet welcoming experience that takes a new approach to fine dining."

Row on 5 is more than just a restaurant—it's a testament to how light can transform spaces and elevate dining into a magical, emotional experience.



# Notes to Editors

**Project sheet**

**Client:** Jason Atherton

**Architecture:** Rosendale Design

**Luminaires:** Occhio air, Mito sospes, Sento vertical, Luna sospeso, lui piano, Mito cosmo

**Lighting design:** Occhio

**Photos:** Mark Cocksedge for Occhio

## Occhio – the brand | the company

Creating a new culture of light to enrich people's quality of life - that is what inspires and drives the minds behind the Occhio brand every day. With its holistic philosophy, paired with international award-winning design, outstanding lighting quality and the unique 'joy of use', Occhio has created a new standard.

The visionary success story began in 1999 with a revolutionary idea from designer and company founder Axel Meise: A holistic lighting system that offers the perfect lighting solution for every room and every situation, in a consistent design and with the highest possible quality of light and unprecedented 'joy of use'.

As a European leader, Occhio is today one of the most innovative companies and has developed from a German design icon into an international brand in the luxury segment. Based in the heart of Munich, Occhio currently employs over 250 people. Sales and advice are provided by more than 400 lighting and furnishing retail partners as well as the company's own showrooms.

More information about Occhio on [occhio.com](http://occhio.com).

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