

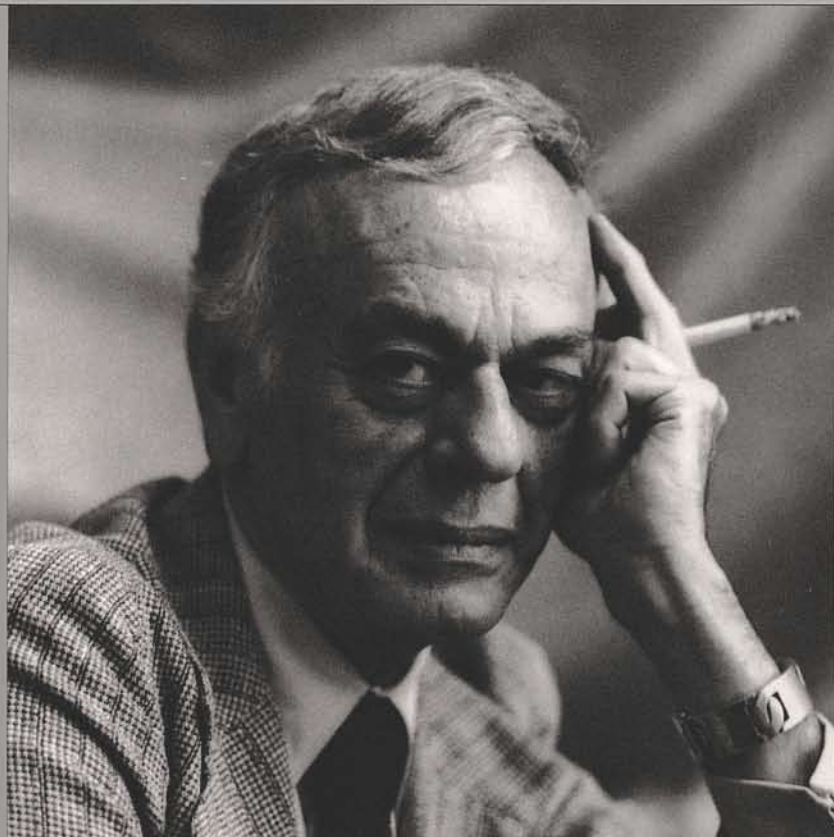
# Display Lighting for Visual Merchandising



Lighting Services Inc

Front Cover:  
**Tiffany & Co.**  
**Lighting Design:** Gene Moore, Tiffany & Co.  
**Display Design:** Gene Moore, Tiffany & Co.

Right:  
**Gene Moore, Tiffany & Co.**



## Display Lighting for Visual Merchandising

### Introduction

For almost four decades LSI has provided the finest lighting equipment available, anywhere, to support and enliven the creations of display artists, lighting consultants, and architectural designers. LSI fixtures incorporate a wide variety of innovative designs, mountings and accessories; each uses a complete range of either standard or low voltage incandescent lamps creating true color lighting for exciting, inviting visual environments.

We have built our worldwide reputation for excellence on innovative design, technical expertise, quality products, and intelligent personalized service. Our mission is to help our clients establish and reinforce store image and, most important, move merchandise by helping to motivate buyers. LSI's leadership position in display lighting is exemplified by the initiation and on-going sponsorship of the Lighting Services Inc/Gene Moore Award, in honor of Gene Moore, retired Vice President of Visual Merchandising at Tiffany & Co. for his creation of the world famous "Tiffany Window". This award is given annually to recognize the talent, creativity and magic of Display Window Designers and their ability to create provocative three dimensional art forms. This competition sets the standard for the industry we so proudly serve. It is the annual apex of our on-going efforts to promote visual drama that enriches and beautifies our every day lives.





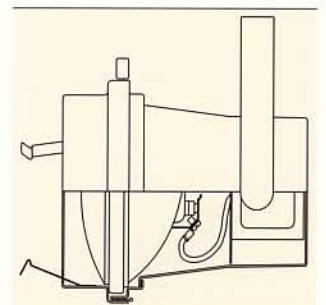
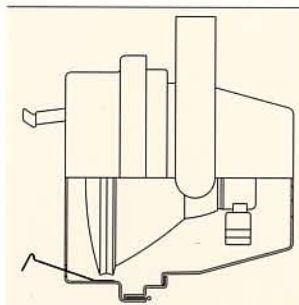
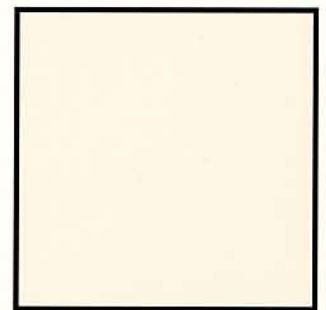
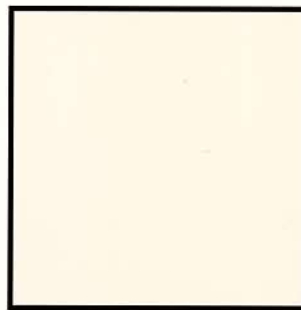
## Display Windows

"Windows become street theater; take the perfect gentleman, add the wit, add dramatic lighting, and you create the magic of a Paul Stuart window."  
—Tom Beebe, Paul Stuart Inc.

Display windows have the critically important task of visually capturing people as they pass and enticing them with the window's message whether it is the conceptual image of the store, about a particular department, or an event at the store. All the creativity and effort invested in the display risks being wasted without the proper lighting, achieving the contrasts, the highlights, the drama that initially catches the eye and then the emotions and mind of the passerby. Great lighting helps the designer and the store make the critically important connection with the buying public.

Left:  
Paul Stuart Inc.  
Lighting Design: Tom Beebe, Paul Stuart Inc.  
Display Design: Tom Beebe, Paul Stuart Inc.

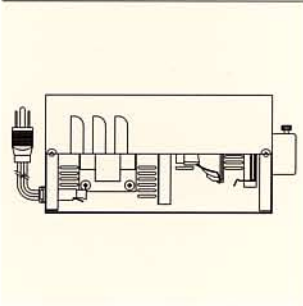
Right:  
Lighting: 200 Series  
Far Right:  
Lighting: 30 Series



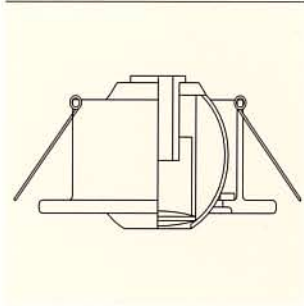




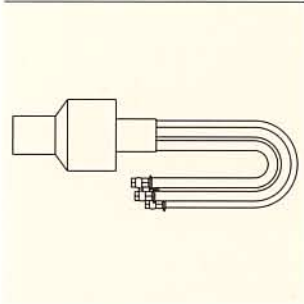
## Display Cases



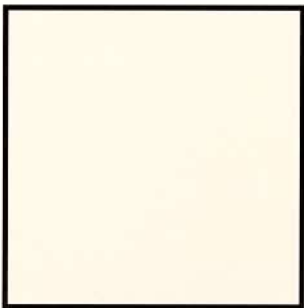
Above:  
**Lighting:** FOTH-50 Series  
Above Right:  
**Lighting:** FOLC Series



Right:  
**Lighting:** Fiber Optic Harness FOH-24/12



Left:  
**Judith Lieber Handbags**  
**Lighting Design:**  
J. Abbot Miller, Design Writing Research  
**Display Design:**  
J. Abbot Miller, Design Writing Research  
**Photography:** ©Jeff Goldberg/Esto



Specialty lighting presents a special challenge: The need for unobtrusive lighting in small spaces and architectural vignettes that produces the maximum dramatic impact. Display cases and interior spaces such as niches and alcoves cannot support large fixtures, nor do they benefit from being washed with general light and suffering the corresponding loss of highlighted details and the drama of contrast. LSI's fiber optic lighting is ideal for these lighting challenges. It has a single light source that is remote from the display area which allows for simple and accessible maintenance; it provides illumination that is free of heat and ultra-violet wavelengths; and it utilizes miniature, unobtrusive, compact fixtures and light bars free of electricity. Perhaps best of all, fiber optic lighting offers the flexibility to accent and highlight merchandise and architectural details, even in small spaces, and to present merchandise in its very best light.

"The design of the exhibit compelled us to use a pinpointed light system. Fiber Optics was an ideal choice because of the color and intensity, no heat, and the aesthetic value of an invisible light source."—J. Abbot Miller, Design Writing Research.



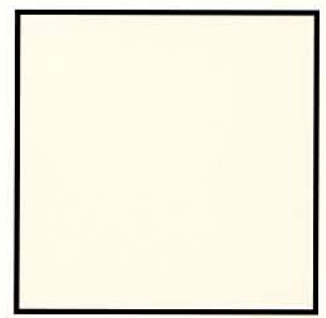
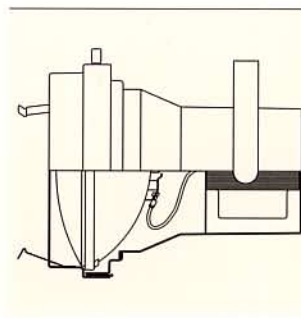




## Stores, Boutiques

"The clean contemporary design creates an almost ethereal-like atmosphere which sets the stage for merchandise and display. The structure of the artificial skylight houses the speciality lighting fixtures that create the drama and contrast."  
—Barbara Bouyea, Bouyea and Associates.

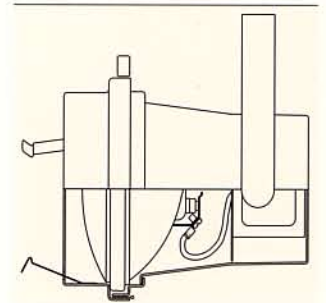
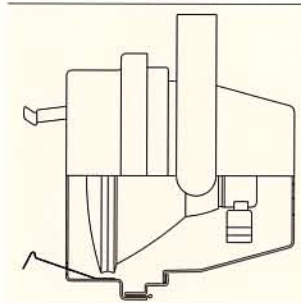
In typical applications that have a variety of ceiling heights, stores are able to take advantage of the large selection of different fixtures and accessories that will create the desired lighting intensities, beam spreads, and effects that will beautify and enrich the interior space and merchandise presentations. Flexible lighting capability helps display designers create an exciting atmosphere, one conducive to lingering and buying.



Left:  
**Polo Sport**  
**Lighting Design:**  
Barbara Bouyea, Bouyea and Associates  
**Architect:**  
Richard Nash Gould,  
Richard Nash Gould Architects  
**Photography:** ©Jeff Goldberg/Esto

Above Right:  
**Lighting:** 120 Series

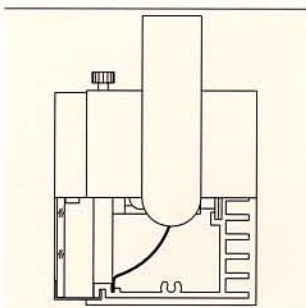
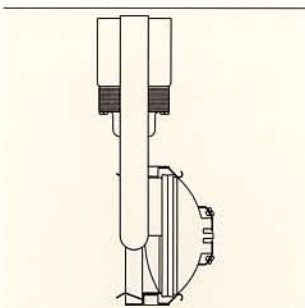
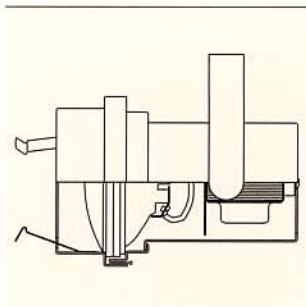
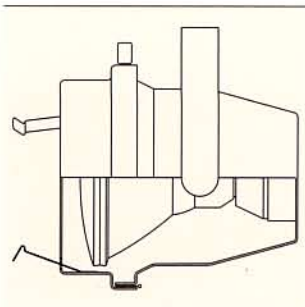
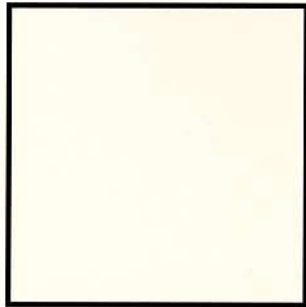
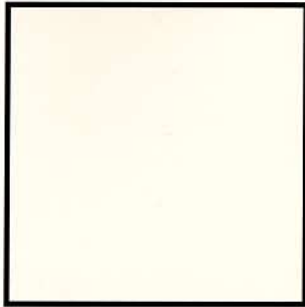
Right:  
**Lighting:** 200 Series  
Far Right:  
**Lighting:** 30 Series







## Department Stores



Left:  
**Nordstrom**  
**Lighting Design:** Jeff McCallum, Nordstrom  
**Architect:** Callison Partnership  
**Photograph:** ©Robert Pisano

Top Left:  
**Lighting:** 290 Series  
 Top Right:  
**Lighting:** 36 Series

Bottom Left:  
**Lighting:** 47 Series  
 Above:  
**Lighting:** Q400 Series

Retail department store space challenges display designers with varying spaces and ceiling heights that require different lighting solutions. Effective lighting must create separate visual areas within the space, using light to overcome a dull, monotone atmosphere, create excitement and capture the eyes, heart and emotions of shoppers. Often the creative solution is to wash the perimeter of the space, showing off the design elements of the space and creating a context within which separate departments are located. Those departments are islands of dramatic lighting, taking skillful advantage of the designer's creativity through the use of varying intensities and dramatic contrasts. These light patterns draw people to and through the space, helping dictate traffic flow and increasing the chances customers will stay and buy.



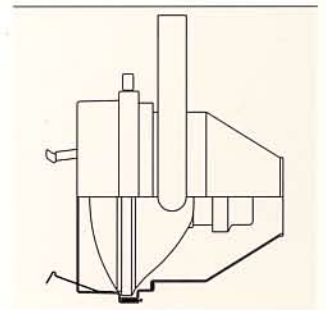
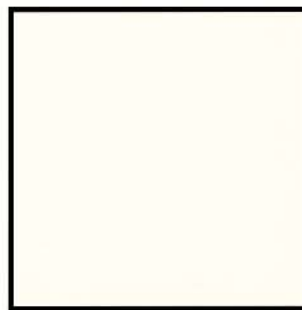




## Malls, Galleries, Atriums

"The atrium was designed with elegant architectural elements of stone and marble. These elements always look best when lit with incandescent light sources. Incandescent fixtures also provided the space with a warm and appealing feel while accentuating the true color of the merchandise in the food court." —William Armstrong, T. Kondos Associates.

In these long throw applications, one of lighting's principal tasks is to enhance the architectural space and accentuate the space design. As part of the creative solution, lighting can help designers overcome what can be the off-putting nature of sheer size by providing contrast and highlights that steer traffic to the various stores throughout the space. The sum of the effect of such lighting is to make the space inviting and the people who come there feel welcome and comfortable, thus creating an atmosphere for shopping and browsing.



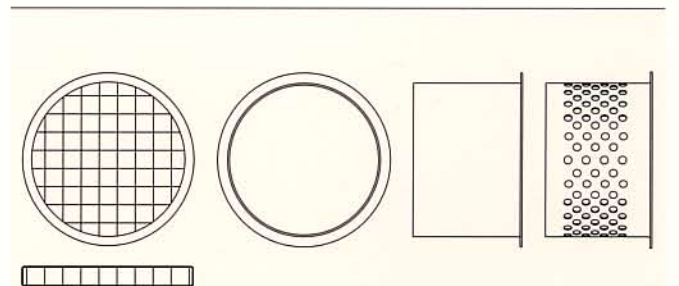
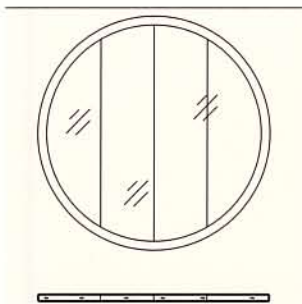
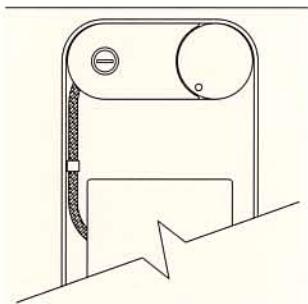
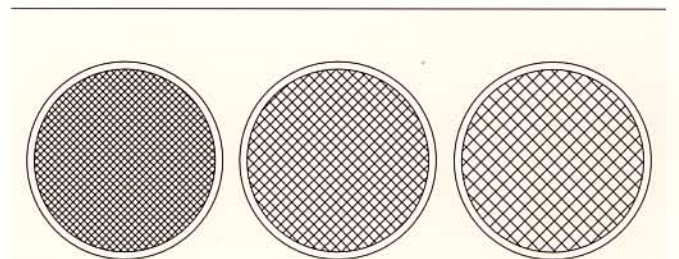
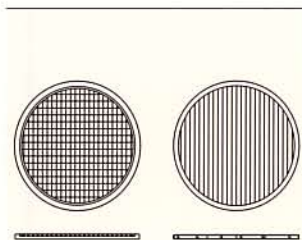
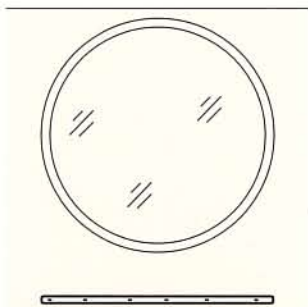
Left:  
Fashion Island Atrium Court  
Lighting Design:  
William Armstrong, T. Kondos Associates  
Architect: RTKL Associates Inc.  
Photography: ©Robert Pisano

Lighting: 500 Series

## Display Lighting Accessories

LSI offers the largest variety of lighting accessories in the industry, products whose innovative design and proven functionality is based on nearly forty years of experience. The premise on which these products are offered is simple: Pure light in a space is not enough. Designers must be able to customize

and control the light in ways such as reducing glare, adding color, modifying beam spreads and changing intensities. LSI accessories such as those seen here enable the creative manipulation of light to fit individual situations, spaces and needs.



**UV Filters:** Eliminate ultraviolet light below 410 nanometers. This, in turn, helps prevent deterioration and degradation of textiles due to fading and embrittlement.

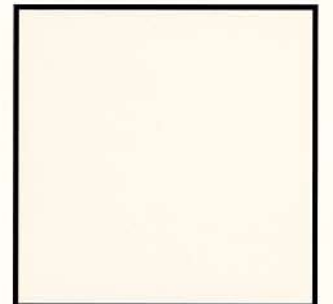
**Integral Dimming:** Allows for individual fine tuning of light units, from off to full intensity. This increases the range of lighting effects and allows the use of lower light levels necessary for aesthetics while simultaneously reducing energy usage and lengthening lamp life.

**Spread Lens:** Designed to modify existing beam spreads. The 995 spreads light beam in all directions—nominal 70°, and the 990 spreads light beam in one axis, 5° x 55°.

**Color Filters:** Subtly change the color temperature of the lights, making them warmer or cooler, or dramatically adding color accents where appropriate.

**Light Blocking Screens:** Can be used singly or in combination to reduce the intensity of light without changing its color temperature. Screens come in: 20%, 30%, and 40% blocking.

**Louvers and Hoods:** Achieve a common goal—control of unwanted spill light and glare through a 45° cut off.







Abraham & Strauss   Ann Taylor Store   Annapolis Mall   Aquascutum   Arnold Constable  
 Arthur King   August Max   Balloons Boutique   Bally Of Switzerland   Barneys  
 Baron's Mens Shop   Baskins   Ben Kahn's Furs   Bergdorf Goodman   Bernini  
 Bloomingdales   Boogie's   Britches   Broadway Beverly Center   Brooks Bros.  
 Bullocks   Burberry's   Burdines   Carimati Jewelers   Carson, Pirie, Scott & Co.   Cartier  
 Cavaliers Mens Shop   Chapel Square Mall   Charles Jourdan   Charlotte Shops  
 Chas. Stevens   Ciro-Evyan   Cole Haan   Cosmetic Center   Crazy Shirts Hawaii

D. Porthault Linens   D. F. Sanders   D. H. Holmes   D.K.N.Y.   Daffy's   Dansk   Davidsons   Daytons  
 Denver Dry Goods Co.   Diane Von Furstenberg   Dillards   Donaldson's   Douglas Stereo   Durnell Jewelers  
 Eastland Mall   Espirit De Corp   Estee Lauder Co.   Evans   Famous Barr   FAO Schwartz   Fashion Island Atrium Court  
 Feld Pausch   Fendi   Ferragamo   Field Brothers   Florsheim Shoes  
 Forrest Fair Mall   Fortunoffs   Franklin Simon   Fred Leighton Jewelers   G. Fox & Co.  
 GAP   Garden State Plaza Mall   Garfinckel's   GEAR   Georgetown Leather  
 Giovanni Shoes   Godchaux's   Goldwater's   Grand Avenue Mall   Greentree Mall  
 Gucci, Inc.   Gumps   H. P. Foley   Hall's Crown Center Mall   Hallmark Cards  
 Hammacher Schlemmer   Henry Bendel   Henry Lehr   Hermes   Hess's   Higbee's  
 Hindsgaul USA   Hunter Flowers   I. Magnin   J. Crew Shops   J. L. Hudson  
 Jaeger Sports   Jones & Jones   Joseph Magnin   Joseph   Judith Lieber Handbags   King of Prussia Mall  
 Lamps, Lights and Shades   Lane Bryant   Lanvin Charles Of The Ritz   Lazarus   LeMarca Shoes  
 Leuger's Furniture Store   Linda Lee Shop   Lord & Taylor   L'Herberier De Provence   Macy's   Madigans



Maine Mall   Mall of America   Manhattan Ad Hoc   Mark Cross   Marshall Field & Co.  
 May Co.   Mayer/Berkshire   McCrory's Dept. Store   Miss Jackson's   Missoni  
 Monmouth Mall   Montgomery Ward   Morrell & Co. Liquors   Nancy & Co.  
 Nebraska Furniture Co.   Neiman-Marcus   New Park Mall   New York Fur Store  
 Nike   Nordstrom   North Beach Leather   Northland Mall   Northpark Center  
 Oak Hollow Mall   OMO Norma Kamali   Oneida Furniture   Ormond Shops  
 Paramus Park Shop Center   Paul Stuart Inc.   Pier17/South Street Seaport

Polo-Ralph Lauren   Pomeroy's   Pompians   Raleigh's   Randhurst Shop Center   Raphael  
 Renny's Flower Shop   Rich's   Rileighs   Riverwalk   Rubenstein Bros.   S & T Handbags   S. T. Kluh Jewelers  
 Sage Allen   Saks Fifth Avenue   Sam Goody   Sanger-Harris   Santa Cruz Shops   Slax & Jax's   SONY  
 South Town Mall   Spencer Gifts   Stamford Town Center   Stanley Korshak   Stern's   Stix, Baer, Fuller  
 Strawberry's   Strawbridge & Clothier   Sulka   Susan Bennis/Warren Edwards   Swatch   Sweezy's Dept. Store  
 T. Jones   Thalheimers   The Lighting Studio   The Minimal Space  
 Thompson Consumer Electronics   Tiffany & Co.   Topanga Plaza   Town Center at  
 Boca Raton   Toy Safari   Tracey Kamenstein Jewelry   Turpan Sanders  
 Turtle Creek Mall   Valentino's   Valley Forge Exec. Mall   Van Cleef & Arpels  
 Vegas Meadows Mall   Von's Market   Wallachs   Wanamaker   The Plaza at  
 West Covina   White Marsh Mall   Willow Grove Mall   Wilson's Suede & Leather  
 Woodward & Lothrop   York Galleria   Zales Jewelers   Zemsky Bros. Dept. Store

From Top:  
**Bergdorf Goodman Men**  
**Lighting Design:**  
 Clint Ross Colter, Bergdorf Goodman Men  
  
**Tiffany & Co.**  
**Lighting Design:**  
 Gene Moore, Tiffany & Co.  
  
**Gumps**  
**Lighting Design:**  
 Ross De Alessi,  
 Ross De Alessi Lighting Design



**Lighting Services Inc**  
2 Kay Fries Drive  
Stony Point, NY 10980-1996

Telephone: (800) 999-9574  
(914) 942-2800  
Fax: (914) 942-2177

<http://www.LightingServicesInc.com>

CM123 4-99