

## Perceptual Matters

---

Seasonal Greetings,

Gilmore Lighting Design's response to this recent gray spring was a reminder about some basic lighting principles including, Color of Light. For the relentless gloom, we compensated with interior lighting adjustments by programming our RGB LED Phillips Hue lamps to respond to Gilmore's twitter postings! Color of light plays a vital role in perception, both personally and to brand perception.

We happily impart our knowledge and insight about the influence of light in architecture. This newsletter addresses a few key aspects of how light can communicate brand.

As you head into summer, get outside, have fun, and absorb light's longer wave lengths (of color).

**Debra Gilmore IALD, MIES**  
Gilmore Lighting Design

## Illuminating Your Brand

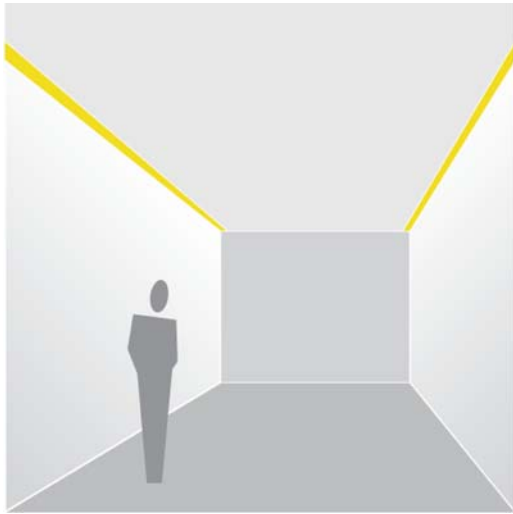
---

" We all **KNOW** what light is; but it is not easy to **TELL** what light is."  
Dr. Samuel Johnson (1709 - 1784)

Making a place where people want to live, work, learn or play requires a fully conceived architectural concept. How a space is illuminated can support or weaken architectural concepts. Does your installed lighting enhance or hinder your brand?

## Integrated

**The architecture speaks for itself when bathed in light.**

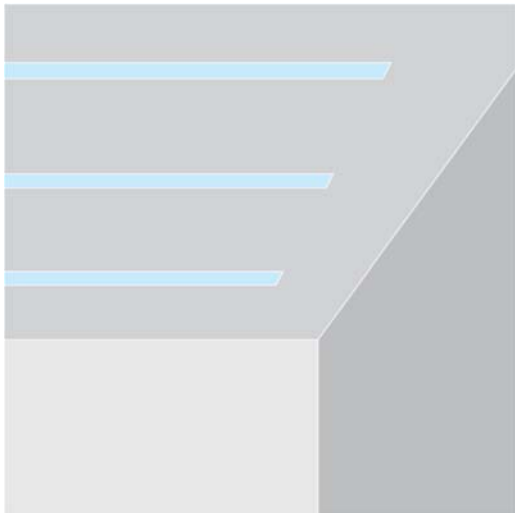
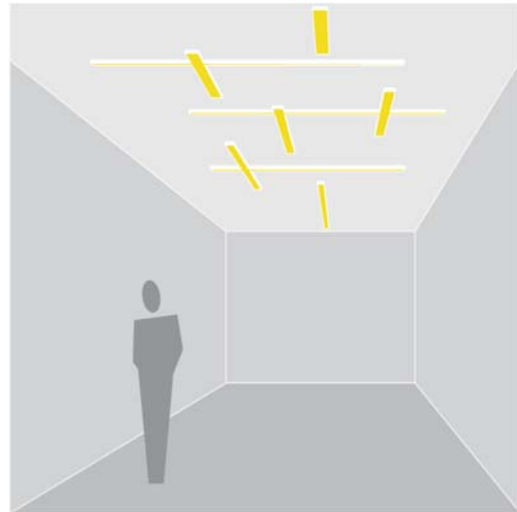


[Society for Neuroscience](#)

### **Expressive**

The physical characteristics of the light reference the brand image.

[CCTV.](#)



### **Crisp and Cool**

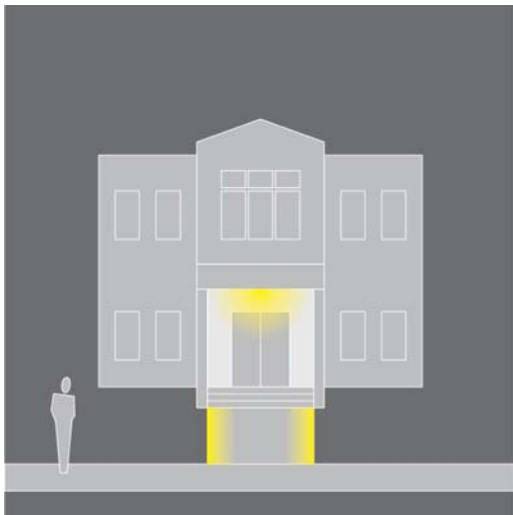
Organized layouts combined with daylight.

[1129 20th Street NW](#)

### **Warm and Soft**

Comforting and relaxed color temperatures.

[Rasika Restaurant](#)



### Inviting

Draw people to your project.

[Germantown Park](#)

### Monumental

Instill a lasting nocturnal image.

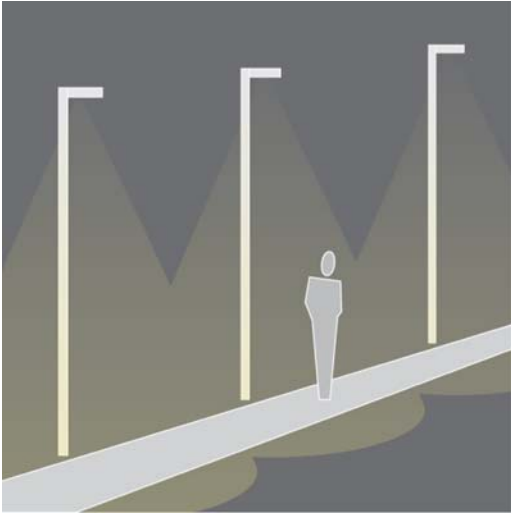
[Thomas P. O'Neil Jr. Federal Building](#)



### Even

Uniformity and smoothness from shielded sources.

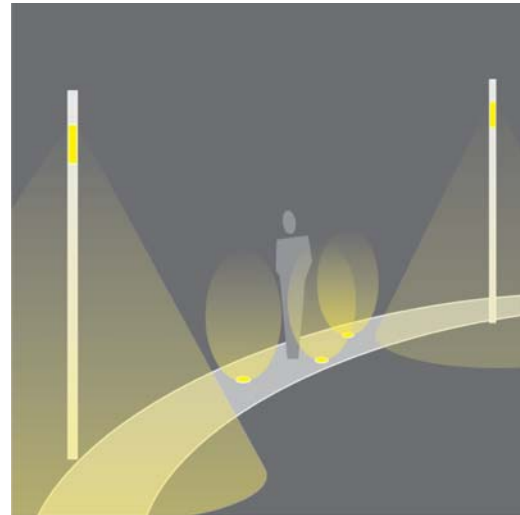
[Chicago Botanic Garden](#)



## Accented

Encourage exploration

[Asia Trail](#)



## Speaking Engagements

---



American Public Gardens Association 2016 Conference

This month Debra will be presenting on her topic "[Visualizing a Garden's Night Potential](#)" alongside Lisa Delplace, Principle at Oehme van Sweden and Stephanie Oberle, Director of Brookside Gardens and Claire Sawyers, Director of the Scott Arboretum.

This presentation explores ways public gardens can enhance their features, functionality, and revenue-generating potential while offering more memorable, positive experiences for visitors. Three case studies will be shared that utilize night lighting to create spectacular backdrops for evening programs, develop additional revenue potential and making use of existing underutilized resources.

## Lights in Alingsas

---



Lights in Alingsås started 17 years ago. Since then about 90 Professional members have been Workshop Heads in this beautiful little Swedish town, to work with the next generation of lighting designers and other young members of the design community.

This year Debra Gilmore is one of eight selected international lighting designers who will create temporary installations highlighting the 17 United Nations Sustainable Development Goals adopted in December 2015. Teaming with the lighting designers, students will install the creations along a designated light trail running through the town of Alingsås in Sweden

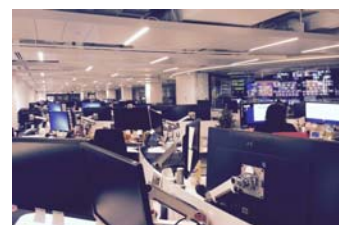
Before the festival opens to the public in late September 2016, Debra will participated in the workshop teaching theoretical and practical knowledge in lighting design. The main aim is to have a professional lighting designer guide the participants through the complete lighting design process of an actual full-scale project. The week long workshop is supported by the architectural lighting industry with cutting-edge lighting equipment.

[Go to Lights in Alingsas for more info.](#)

## Project Postcard

The header and most recent postcard featured our project at the Al Jazeera DC Bureau, Washington, D.C.

Gilmore Lighting Design collaborated with [Lawson Architects](#) and Design Tech Inc. Engineering on the design and construction of this 28,000 sf television studio owned by [Al Jazeera Media Network](#), a Doha-based Qatar-funded broadcaster.



Sweeping curves of light accentuate columns and ceiling planes, creating a hierarchy of visual interest while maintaining bright, consistent task illumination. Linear recessed LED slots were custom manufactured in curve segments for seamless integration into the ceiling. The fixtures provide a consistent color temperature and output, important for background shots when the cameras pan the newsroom.

VISIT OUR WEBSITE



Gilmore Lighting Design, 7939 Norfolk Ave., Bethesda, MD 20814

[SafeUnsubscribe™ {recipient's email}](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by [gilmore@gilmorelight.com](mailto:gilmore@gilmorelight.com) in collaboration with



Try it free today