

Spotlight: Designing For Light

Color. Temperature. Eco-friendliness. Cost. Incandescent. Florescent. LED. Are you wondering just what the best, latest and smartest options are for your home's interior and exterior lighting – and how to use lighting to benefit all your interior design ambitions?

Then you'll find the "Designing For Light" pavilion at this year's New Orleans Home+Interior Design Show equal parts inspirational and educational.

"This area of the show will feature the only location where you can see and compare all different types of light sources – and see how they affect interior design," says **Patricia Smith, with PEMBA Lighting, Automation and Electrical**, the respected resource in the New Orleans area for lighting design, layout and products as well as home automation. **"This is actually the first time consumers and designers can see a variety of incandescent, fluorescent and LED lamp technology on display and also have the chance to see how the various lighting looks on fabric samples."**

Smith and her colleagues with PEMBA have organized the Designing For Light feature to be of special help to show visitors who want to learn:



- How the correct selection of Kelvin temperature of light affects a design
- How to evaluate lighting along the chromatic scale, including why some lighting gives off the familiar green hue
- How the same lighting looks in different color settings
- How to choose among the various alternatives for incandescent lighting

"My best advice to consumers is this: **dispose of the idea that the only way you can go green in lighting is the 'curly bulbs,' meaning CFLs,**" says **Ken Kelly, president of Vintage Hardware & Lighting**, who will have new-to-market products on display at the show. "Compact florescent bulbs, or CFLs, are simply not the only solution. There is also LED and induction lighting, which most people haven't even heard about."

Kelly says induction lighting is becoming of special interest within the interior lighting industry. This new lighting technology is similar to fluorescent lighting but uses different technology to produce light. "The 'wow factor' of it, though, is that it doesn't hum or buzz like florescent tubes and it lasts 100,000 hours," he says. "It produces an incredible amount of light and we're on the cutting edge of that."



Smith and Kelly agree that when consumers and designers understand all their options, they are more likely to make the right choice for where the lighting will be installed in the home. There can be multiple solutions to properly lighting a room, but the goal is to satisfy the homeowner's needs by taking into consideration how the various areas of the room is used. But all the options now available can make it more complicated, which is why the Designing For Light was developed for the show.

Among the products to be demonstrated in this feature area are:

- LED Inspirations will show a high quality, **dimnable LED tape light** designed by its owner, electrical engineer Nick Senofsky of Texas.
- Philips Lighting, which believes that designing with light can dramatically change the mood, look and functionality of any room, will be providing a wide variety of bulbs for this area's display. This means designers and consumers can see how the different lights affect their design. Philips will also bring **the latest LED lamps** in their inventory.



- Vintage Hardware & Lighting of Port Townsend, WA, will bring a selection of the **reproduction antique lighting** they manufacture in their Port Townsend, WA, facility. These pieces faithfully preserve the design motifs from eras including Georgian, Victorian, Arts and Crafts, Waterfall and Art Deco.
- Four manufacturers will display **the latest in LED recessed lighting options**. This is the first chance in this market for designers and consumers to see what this group of manufactures is making in LED lighting to replace and improve on the original incandescent light: **Cree LED Lighting, Philips, H.E. Williams and Juno Lighting**. Additional manufacturers may be showing as well.

“Incandescent lamps produce approximately 95 percent heat and 5 percent light. LED lamp technology is the opposite: approximately 95 percent light and 5 percent heat,” Smith says. “The problem is LED lighting is more costly and for the money we all need to know what we will get. So we’ll be showing pricing as well as options.”



As part of the focus on lighting, Smith has also arranged for a seminar on Friday, Sep. 9 at the show. It will be led by LED Inspiration's Senofsky who will discuss the quality points to consider in LED lighting and how to use that information to select the right LED lighting for your specific use.

Links:

PEMBA Lighting, Automation and Electrical: <http://www.pembaserv.com/>
Vintage Hardware & Lighting: <http://www.vintagehardware.com/>
Philips Lighting: <http://www.usa.lighting.philips.com/>

Cree LED Lighting: <http://creelighting.com/>
H.E. Williams, Inc.: <http://hewilliams.com/>
Juno Lighting: <http://www.junolightinggroup.com/>

Photos, top to bottom:

- Philips Living Color lights
- Philips 75 watt LED
- Vintage reproduction chandelier
- Cree LED recessed lighting

About the New Orleans Home + Interior Design Show

From **Sep. 9- 11, 2011**, the **New Orleans Home + Interior Design Show** will be held at the Morial Convention Center in New Orleans. The show will feature hundreds of booths brimming with the latest ideas, products and services for both design industry professionals and homeowners. Vendors and craftsmen will come from across the country as well as the Gulf Coast area.

Show hours: Friday, Sep. 17, noon to 9 p.m.; Saturday, Sep. 18, 10 a.m. to 9 p.m.; and Sunday, Sep. 19, 10 a.m. to 6 p.m. **Tickets:** \$9 adults; Military Tickets are \$5.00 with ID.

For more information about becoming a vendor at the Home + Interior Design Show as well as information on buying tickets and a \$2 off coupon to attend the show, please visit: www.NewOrleansHomeShows.com.

Brought to you by the Home Builders Association of Greater New Orleans, the same people behind the New Orleans Home & Garden Show, held each spring in the Louisiana Superdome.