Since budget was crucial to the success of Pink Dolphin’s 900-square-foot flagship store, the lighting design had to use minimal fixtures to create a maximum effect. Only three highly efficient and readily available sources were used. Linear fluorescent fixtures accentuate the 95,000 individually placed screws mounted on undulating plywood panels and help to create the effect of a rippling wave across the store’s ceiling. High CRI linear LEDs highlight the colors of the merchandise, with halogen downlights creating a punch of light on the architecture where required. Reflective surfaces enhance the overall ambient light levels throughout the space while judiciously placed mirrors give the illusion of a much larger retail store.