LUMEN FELTMAN

1-NATURAL
New York, NY

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This New York City cosmetics store needed to compete for attention within a landscape of Soho designer stores and restaurants. Once inside, the lighting needs to be flattering to customers sitting at make-up tables.

The narrow, tall space is filled with light. General illumination is provided by a series of white translucent glass clerestories, using two rows of T8 fluorescent lamps. 3000 Kelvin is used for its warm color, complementary to skin tones and the pale yellow paint finish.

Over the make-up tables, incandescent pendants hang from long stems to accentuate the high ceiling. White glass globes, located just above head height, provide warm colored light at low, flattering angles. Ceiling mounted recessed MR-16 adjustable accent lights are located just behind customers sitting at the make-up tables. The added punch of light provides shine to the customer's hair without causing facial shadows.

Wall displays are rear illuminated by fluorescent channels mounted to the backs of the cases and concealed by frosted glass. Added punch on the cosmetics is provided by Q35MR-16 downlights mounted within the cases. The end wall display, filled with strong graphics and cosmetics, is highlighted by a series of light weight wall brackets, complete with adjustable angle Q35MR-16/Narrow Flood lamps.

As this store serves as the prototype for a nation wide chain, all fixtures were selected with budget in mind.