

Effective Use Of Lighting

ATMOSPHERE LIGHTING

The reflective factor of colours varies considerably and is also affected by the type of lighting used, possibly altering the colour of merchandise. Suggestions for using light effectively include:

1. Increase display light when visual detail is important.
2. Create a buying mood by using various amounts of light or manipulating light and shadow.
3. Save the brightest lights for the merchandise and avoid anything that will detract from the merchandise. For **example, avoid bright, white lights directly on a mannequin's face, elbows or shoes.**
4. Bring out the tempting colours of meats, fruits and vegetables by using fluorescent lamps rich in red energy, including the deluxe cool white type. Cool reflector incandescent lamps may also be used for direct-type lighting.
5. On sunny days, provide contrast to the natural light by using more light in window displays. Check lighting at night, however. Imperfections such as wrinkles and dust in clothing are more apparent under the artificial light, when the softening influence of daylight does not enter the window. Coloured lights also have a different effect when there is no other source of light. What seemed perfect during the daylight hours may appear harsh or loud at night. Make sure lights are not flooding over into the street; into the eyes of passers-by and the road traffic.
6. Highlight women wear, especially bright, cheerful colours and patterns, by using natural fluorescents blended with tungsten-halogen.
7. Heighten the appeal of menswear by using a cool blend of fluorescent and incandescent lighting, with fluorescent predominating.
8. Avoid heavy shadows when displaying major appliances and furniture by using large-area lighting fixtures plus incandescent down lighting.
9. Direct lighting across a display to avoid creating unpleasant and unattractive shadows. Aim the upper left light on the lower right side of the display; aim the upper right light on the lower left side of the display. This creates a crossover of light; a more even, diffused light.
10. Add brilliant highlights to jewellery, gold, silver and cut glass by using concentrated beams of high-brightness, incandescent sources.
11. Hide or disguise electrical wires.
12. Bring out the sparkle and lustre of hardware, toys, auto accessories, highly polished silver and other metal ware by using a blend of general light and spotlights.
13. Create the right setting for merchandise by using coloured light on props and backgrounds. If coloured light is used on a garment to intensify the colour, stay with the pastel filters; pale pinks

for the reds and red-violets, pale straw for the yellows and oranges, daylight blue for the cool colours and Nile green for the greens.

14. Set a timer device to automatically turn off all lights during the night, after the street traffic has diminished. Interior lights may be used for security purposes at night.
15. Emphasise the beauty of china, glass, home accessories and giftware by using general diffuse or overall lighting, accented with point-type spotlights.
16. Highlight the colour, pattern and texture of rugs, carpets, upholstery, heavy drapes and bedspreads by using oblique directional lighting plus general, low-intensity overhead lighting.