



Photos: Stephanie Wood Photography



A silent sales clerk, good lighting is essential for all retail applications—especially at an eyeglass store, where sight itself is for sale. At the Eye Society eyewear store in Bellevue, WA, Lumen Design used high-CRI, warm color temperature sources and glare-reducing optics to showcase customers, merchandise and the store architecture. The lamps complement “skin tones and the tonality of the eyewear,” says firm principal Andrew Pultorak. Lenses and trims reduce glare, so that “there are no shadows on customers’ faces.” The low-

wattage sources also save energy. All told, the luxurious looking lighting uses only 1.07 watts per sq ft, besting strict state energy codes.

Elizabeth Hall

Eye Society at the Bravern

- 1 Recessed, adjustable 20-W ceramic metal halide PAR lamps graze a textured stone wall.
- 2 Used sparingly, 37-W IR MR16s render colorful merchandise well.
- 3 CFL downlights provide ambient light over the check-out counter.
- 4 The contrasting black-and-white artwork and bold orange wall draw customers to the point of purchase. MR16s accent the art.
- 5 A custom, linear, 3,000K fluorescent pendant hangs over the dispensing table.
- 6 The same lamps are flush mounted aside the mirror. Opaque lenses reduce glare.

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