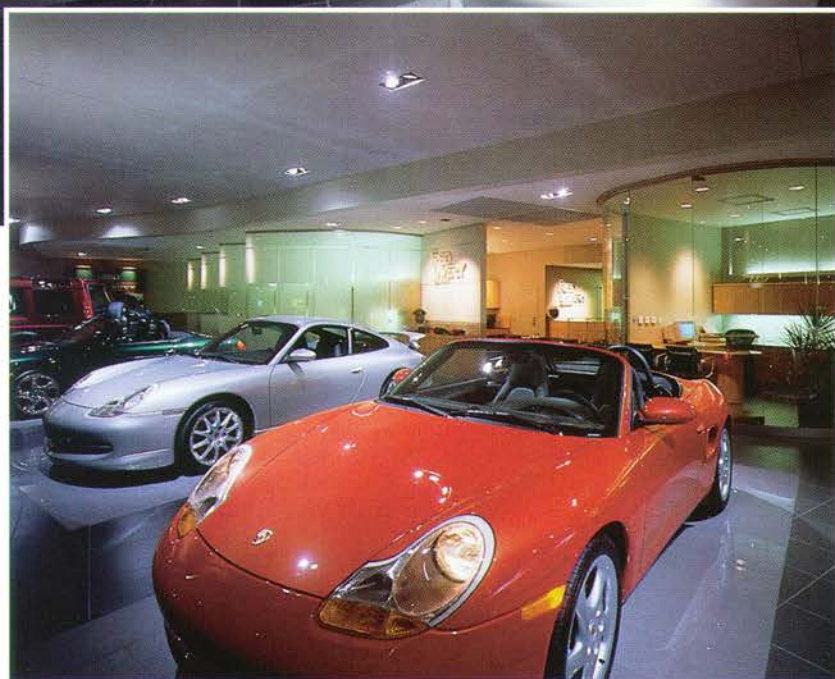


Utilizing the right lighting adds to the elegance of this showroom's upscale cars.

AUTO DEALER, LIGHTING ENTHUSIAST



By Vilma Barr

Frederick A. Lavery knows a great deal about selling luxury automobiles. His new showroom in the Detroit suburb of Birmingham, Mich., houses three of

Illuminart's direct/accent lighting system takes into account the 16-foot diameter area that vehicles occupy on the sales floor. Lamps are adjusted so that the illumination is consistent and symmetrical from one vehicle to the next. JGA, Inc. was the interior design team for the Lavery showroom; Luckenbach Ziegelman Architects designed the building.



Above: Sales offices are defined by full-height sweeping scalloped frosted glass partitions. Each office has uplighting along the rear wall and accent downlighting that catches the partition's edge to further define the space.

Left: Metal halide vehicle accent lights are a cooler 4000K color temperature to differentiate the Porsches, Audis, and Land Rovers on display from the background and give the showroom a European look.

the industry's top imported brands – Porsche, Audi, and Land Rover. Lavery, who pays close attention to current trends in architecture, interiors, and lighting, knew exactly what he wanted for his new headquarters when he selected the design team.

IALD, LC, design director of Illuminart, in Ypsilanti, Mich., the project's lighting designers. When the doors opened to receive the first customers, it was obvious that Lavery got what he set out to accomplish: the final product is one of the region's most spectacular car

“He urged us to push the envelope of automobile showroom design,” says Stefan Graf,

showrooms. The building was designed by the Birmingham, Mich. firm of Luckenbach Ziegelman Architects; PLLC; JGA Inc., located in Southfield, Mich., was responsible for the interiors. Midwest Commercial Services of Pontiac, Mich. was the general contractor.

JGA's senior vice president Tony Camilletti says that integrating three luxury automotive brands into one dealer showcase had to communicate the image of the Fred Lavery Company as well as the auto brands. An expansive front glass



The upscale Lavery image is carried through to the visitor washroom facilities, accented with a glass-enclosed blue neon strip and flattering soft overhead lighting.

exposure on busy Woodward Avenue creates an illuminated billboard effect.

Inside, the sleek Euro-style showroom with curvilinear lines visually links the cars on display with their interior environment. "By using the floor as the canvas of the vehicles, the brands are defined by distinctive geometric shapes in the porcelain tile floor," Camilletti explains. Audi vehicles are exhibited on the brand's iconic rings. Land Rovers are shown on circles echoing its trademark. Porsches are set on squares between the other two brands.

Illuminart first worked with Lavery when they collaborated on the lighting design for a previous

showroom. "He believes in the value of lighting design," Graf confirms. "He is aware of the issues concerning the patterns and colors of light." Graf's presentation for the auto showroom's lighting included a review of the contribution that lighting makes to the overall design. "It is important to establish a level of expectation on a job," says Graf, whose firm has completed dozens of auto showroom lighting projects. "By verbalizing the intent of the lighting design, the client knows that their expectations are met when the project is completed."

Graf's lighting program for Lavery incorporates these elements:

- A properly designed lighting system can attract attention, improve visibility, and dramatically

reduce operating costs

- The Lavery showroom utilizes advanced lighting techniques and technologies to enable more accurate viewing of the vehicles
- Direct and indirect components complement each other to provide the quantity of light needed to carry out various tasks and functions
- The optimum illuminance range is 70 to 120 footcandles
- Illumination is used as a "visual amplifier" that controls direct glare and reflected surface glare

DeVeaux Gauger, LC, Illuminart's project designer, points out that the reflected contrast glare that



The exterior of luxury car dealer Fred Lavery's new showroom in Birmingham, Mich. has expansive front glass exposure on busy Woodward Avenue that creates an illuminated billboard effect.

prospective buyers see in the finish of vehicles in dealer showrooms results when only direct lighting is used on car surfaces and the ceiling above is dark. "Indirect lighting on the vertical and ceiling surfaces reduces contrast glare and improves a 'perception of brightness' to showroom visitors," Gauger says. During daylight hours, when views to the outdoors and bright sunlight can make the showroom seem uncomfortably dark, Gauger recommends uplighting the ceiling and creating luminous wall surfaces.

"We used asymmetric uplights

from Focal Point and Elliptipar that give the effect that the ceiling is an illuminated sky. During the day, they balance out the daylight to enhance views into the showroom as well," Gauger indicates. The metal halide uplights are 3000K to work in conjunction with the medium color (3500K) of the fluorescent lamps and warm color of the quartz halogen lamps.

Illuminart's direct/accent lighting system takes into account the 16-foot diameter area that vehicles occupy on the sales floor, and that angles beamed from luminaries must be consistent and symmetrical from one vehicle to the next. "The accent lights add controlled brightness and sparkle to the product, and also draw

attention to the graphics and Lavery logo," Gauger notes. Recessed adjustable fixtures from Cooper's Portfolio line and "combo" lights have a semi-specular haze or diffuse finish on the reflector cones to minimize glare from the lamp source. A glow is thus created on the reflector surface, Gauger explains, so the apertures do not look dark from certain viewing angles. The metal halide vehicle lights are a cooler 4000K color temperature. "This better differentiates the cars and gives the showroom a more European look," Gauger adds. The entire lighting system is designed to be energy efficient and low maintenance.

The lighting system is controlled by an automated, pre-programmed control system with pre-set "scenes" that are connected to an astronomical time clock. This automatically changes the light scenes based on the time of year. According to Graf, the pre-set scenes adjust the light within the showroom to work with the available daylight and to also give the showroom a presence at night after normal business hours.

RESOURCES

4' 2-32w T8 wall mounted asymmetric uplight: Focal Point
32w compact fluorescent recessed downlight: Cooper/Portfolio
50w MR-16 IR recessed adjustable downlight: Cooper/Portfolio
50w PAR30 IR recessed adjustable downlight: Cooper/Portfolio
50w AR111 recessed adjustable downlight: Cooper/Portfolio
70w T-6 metal halide asymmetric uplight: Elliptipar
Automated Lighting Control System: Lutron