

Curtain Up! Light the Lights!

be theatrical with your retail spaces



Paul Gregory, founder and president of Focus Lighting Inc. (New York), will discuss how retailers can access the energy of theatrical lighting techniques at VM+SD's International Retail Design Conference in Miami Beach, Sept. 17-19, 2003.

"What we do in lighting is similar to painting a picture," Gregory says. "It has a foreground, a background, a frame and a focus. If we've thought of all those design elements in the customer's first view of the store, then we can achieve something truly remarkable." ●

High-profile retail projects Focus Lighting has illuminated include: a the Crayola Works store in Hanover, Md.; b,d the Toys "R" Us flagship in New York; c the H&M flagship in New York; e the Ultimo showroom for the Jil Sander collection in San Francisco f Dylan's Candy Bar in New York; and g the Mall at Millenia in Orlando.

For more information on attending, sponsoring or exhibiting at the 2003 VM+SD International Retail Design Conference, Sept. 17-19, 2003, at the Miami Beach Convention Center, go online at www.irdconline.com.