

# LD+A

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Office On Tap

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# Imagine That

What would you do with one day as lighting royalty?

**T**en years ago, as part of the IES Centennial celebration, *LD+A* waved a magic wand and transformed an eclectic mix of lighting professionals into “lighting czars” for 24 hours. Charged with the power to change one thing about the industry during their reign, the designers, manufacturers and academics called for streamlined manufacturing, better education, and bans on product substitutions and footcandle meters.

Mark Corcoran of OSRAM Sylvania requested business transactions be recorded electronically. That’s one sign times have changed—what *isn’t* recorded electronically today? With that, *LD+A* dusted off the magic wand and placed a new group of lighting kings and queens atop the throne. Their modern commandments follow.

*Samantha Schwirck*





**Greg Murphy,**

ABB Lighting, Inc.

I would raise the minimum standard for indoor lighting to be “Human Centric Healthy Lighting” so that **indoor lighting always mimics the natural sun and sky**. The medical data is overwhelming—lighting can have a positive impact on our mental and physical health. We have been expecting LED luminaires to do more than other light sources and they can. The cost is higher which yields a slightly longer ROI . . . big deal! We spend billions on energy savings with LED. For a slightly longer return, though, we can make indoor lighting healthy in our schools, our workplace and everywhere else we spend long periods of time indoors.



**Amy Nelson,**

Metropolitan Museum of Art

Lighting designers should reconsider the form light takes. As technology advances, there is freedom to approach design in a new way; we no longer need to be restricted to standard lamp types. That being said, lighting designers need to enter the design phase earlier. We must **work as partners in the developing stages** and alongside the architect, exhibition designer or interior designer. Lighting can and should be integral to its environment.



**Theo Richardson,**

Rich Brilliant Willing

I'd **focus our collective brain trust on users**. We might then overcome some all-too-common problems: lack of standardization from terminology to infrastructure, overly complicated products and (especially) controls, unnecessary and messy margin structures and finally, a lot of products that serve the interest of groups other than those who will experience light. What's more important than delivering the best experience to our user?



**Susie Minton,**

DMF Lighting

I would restore beautiful, simple light control to the empire! We have abundant digital lighting and control options today but too few elegant results from our farms to palaces. Under my reign, lighting and control manufacturers, along with designers and technologists, would work together to define **simple, open and fully integrated solutions**. These seamless lighting networks would ensure beautiful, flexible and efficient lighting each and every time . . . for all applications and price points . . . throughout our kingdom today and into the next monarchy.