

# Make the most of your next visit to the Lighting Gallery

Story by Michael Lichtenstein, CEO, Lighting Gallery

A professional lighting showroom can help you add the perfect final touches to a room design. An experienced lighting specialist has years of design expertise and product knowledge which they can leverage to help make sure that you select the optimal lighting fixture for your space. However, in order to take advantage of these expertises, a customer needs to visit the showroom prepared. Below I have compiled a list of suggestions to make your shopping experience as productive as possible.

## **Bring Your Project Details**

- In order to properly help you, a lighting specialist needs to have all the specifics of the room or area you are working on. Key project details include: measurements – room dimensions, ceiling heights, furniture sizing, window dimensions, etc.; architectural/construction details – is the ceiling flat or sloped, is there insulation in the ceiling, does the door swing, are there any odd architectural details, what is the key vantage point, is there any trim or medicine cabinets that will obstruct the placement of a wall sconce

or vanity light, what voltage are you working with 12V, 120V, etc.; colors – what is the palette you are working with, what color is your hardware, what metal finish are your bath fixtures, etc.

## **A Picture is Worth a Thousand Words, Bring Images**

- Rather than trying to describe something, which can easily be misinterpreted, simply show your lighting specialist a picture and say “I want something that looks like this.” Even if the showroom does not have something identical to that image, it gives the lighting specialist a point of reference to ask additional questions, such as what do you like about this picture – the color? the simplicity? the crystal? the double tiers? In addition, rather than describe what your room looks like, bring photos as well as samples of your paint colors, cabinets, fabrics and granite, etc.

## **Budget**

- Treat your lighting specialist as a design partner rather than someone who is trying to take advantage of you or who will belittle you if you do not have a large budget. Lighting Gallery welcomes projects of all sizes and budgets and with every introductory conversation we ask “what budget are you working with?” This question is not to determine whether or not we want to help you, but rather allows us to focus the shopping experience and only show you selections that fall within that parameter. In addition this question forces you, the shopper, to really think about this topic and come up with a number that you are comfortable with, as well as

confirm the amount with any partner that may be involved in the decision making process.

## **Give Yourself Enough Time**

- Give yourself plenty of time to select your lighting so that you have the greatest number of options to choose from. It is impossible for a showroom to stock every item that is available, and chances are you will need to special order your selection. Typically a special order will take between 2-4 weeks to be received, but sometimes it can take as long as 6-8 weeks. Don't limit your choices by only allowing yourself days to find something and bring it home. While you may get lucky and find the perfect piece on display and available immediately, most often you will be forced to settle on what is available rather than what is ideal for your room. In addition, starting the process early allows you the luxury of taking your time to consider various options before you finalize your order.

## **Stay Focused**

- Selecting lighting for a single room or an entire house can seem over whelming. The key is to stay on target and focus on one item at a time! ■

*Michael Lichtenstein is the CEO and principal lighting designer at the Lighting Gallery. He has collaborated on numerous residential, commercial and hospitality projects in the Metropolitan area. His work has been featured in HOUSE magazine and Newsday, as well as Dear Genevieve on HGTV. Contact Michael at michael@thelighting-gallery.com*