



PICTURE PERFECT ART LIGHTING EVERY TIME

by Iain McIntosh

We know that when your clients buy art, it is a very personal thing. What one person likes may be completely different to that of someone else. There is, however, one thing that they all have in common, and that is the need to bring the subject matter to life. This might be revealing something hidden in the background that can only be seen when you look very closely. It may be the brush strokes, the layering, the subject matter, or just the feeling that it gives you when you look at it.

When lighting art, it is important to get this right. Your clients should never be disappointed when they light their

art, so we have designed our lighting solutions to produce the light at the right position, height & projection above the painting, to bring out the very best light coverage without producing any glare points every time.

Once the head size and position have been calculated, then the number, spacing and lensing for the LEDs will be calculated to gain the full canvas coverage, whatever the shape or size of the painting. Gone are the days of lighting the top of the frame with a glare point spreading only about 8" below the light source with no coverage at the sides,

middle or bottom sections of the painting. It is now possible to form a uniform level of light across the painting so that your clients gain the most from their artwork.

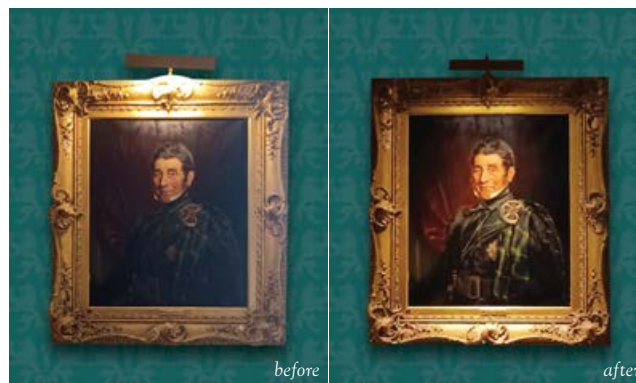
Over the years, we have found that most paintings are lit best with a warm white light, ideally 2700K. LEDs come in different colour renditions, mainly 80 CRI through to 98 (currently the highest CRI available). When lighting art, you will need the highest level to bring out the rich colours, and nothing below 95 CRI should be considered. The combination of 2700K Warm white light with a CRI of 95+ will ensure that the true colours are seen.

It is also essential that the level of light is correct. If it is not bright enough, then you will not be able to see the details that make the painting so special. Too bright and you will bleach out some of the colours, form glare points, and potentially damage the art with high levels over time. To ensure the light levels are just right, each picture light should have its own dimmer. Dimming a wall of paintings with a single dimmer will have some paintings over lit, some under lit and some just right. Lighting multiple paintings with a single dimmer can be a bit of a lottery, but with individual dimming on each painting, you will be able to guarantee that the levels are optimised on each painting every time.

There are many styles and finishes of picture lights available in the market, but there are 6 key points that are essential to good art lighting, and they must always be insisted on:

1. The colour of the light - Warm white (ideally 2700K)
2. Its colour rendition - Not lower than 95CRI
3. The spacing of the LEDs - dependent on the art width
4. The lensing on the LEDs - dependent on the art height

5. The light level - needs to be dimmable, this is art specific, &
6. The position of the head above the art - to remove any glare points



We understand that when all these key points are followed, you will always gain Picture Perfect Art Lighting solutions every time. Whether you are considering new, existing upgrades or remote lighting for your clients, we have built these 6 points into each of our ranges so that you can now offer great lighting to them every time:

New Art Lights	Supreme, Regal, Classic & Contemporary Styles
LED Upgrade Kits	Transform any existing picture lights
Framing Projectors	When remote lighting is needed

To gain the very best lighting, there really is only one choice that is Picture Perfect.



Whatever the shape or size, we are ...

Trusted to light the finest art

Contact Iain: on 07793 581314 or iain@heritagelightingmatters.com
Or visit: heritagelightingmatters.com

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Contact Iain: 07793 581 314 / iain@heritagelightingmatters.com
www.heritagelightingmatters.com