

Southwestern Hospitality Blends with Modern Cowboy Lighting

A PureEdge Lighting Case Study



Location: Feta Cowboy Restaurant, Tempe, Arizona

Lighting Systems: Cirrus LED Suspension Downlight Modular

Lighting Specifier: Lightform Lighting

Lighting Designer: Chad Rothe

Interior Designer: Weston Broadrick

Photography: Matt Winkvist Photography

When the owner of the wildly popular Pita Jungle restaurant chain in Arizona was getting ready to open his new concept Mediterranean meets Southwestern fusion restaurant, Feta Cowboy, the lighting function needed to have a Western form. When Interior Designer Weston Broadrick approached Chad Rothe, owner of Lightform Lighting for ideas, the mission was to find an expansive fixture to cover the community table. Initial discussions centered around linear lighting. According to Rothe, *"Weston said he wanted something with a little bit more body and little more depth. I said, okay, why don't we take the PureEdge Cirrus channel and do a custom rectangle and then can form and fit it to the dimensions of the table"*.

The design vision was elevated with the Cirrus Modular Suspension System. Crafted with an architectural aesthetic and featuring interchangeable L, T, and X connectors, this system provides the flexibility to corral multiple channels into geometric compositions tailored to any space. Embracing the power of human-centric lighting—fine-tuning the interplay between light and the circadian cycle—to boost performance, enhance mood, and promote overall well-being. The linear LED channels deliver direct illumination in a clean and contemporary style. Options include High or Standard Efficiency 100° lenses in diffused white or clear frosted finishes, available in lengths from 12” to 120” with a range of premium metal finishes. Black or White Louvers are available for extra diffusion. Remote 24VDC power supplies are required and are available separately.



In keeping with the cowboy theme, decorating the Cirrus system with boots, hats, holsters or spurs were thought to be gimmicky, but Weston Broadrick's idea to wire on driftwood on top was agreed to be the perfect way to saddle up and rustle up some vittles surrounded by symbols of the frontier.

Rothe concludes, *“The driftwood conceals the light fixture and you don’t even know where the light’s coming from. I absolutely love PureEdge because of the kind of form factor for customization. I can let my creativity go a little wild! Understanding Kelvin temperature, with restaurants being a little warmer with tunable and dim to warm technology, I like the idea of just how simple and impactful that light fixture is. PureEdge knocked it out of the park with this whole line of products”.*

