

Enhancing Art & Life With Light

A PureEdge Lighting Case Study



Location: Private Residence, North Scottsdale, AZ

Lighting Systems: PureEdge Lighting Kurve Display Sign

Specification Sales: Lightform Lighting

Lighting Designer: Chad Rothe

When the owner of a Spanish-Colonial traditional interior style home in North Scottsdale wanted to enhance with light both artwork and a collage of his wife's modelling for magazine covers, he approached Lightform Lighting's Chad Rothe for some ideas. With five art areas needing to be lit, some very wide, many of the lights they found weren't long enough.

Rothe explains, *"There's multiple ways to light artwork, we could have done a recessed can, model points coming off the wall, but I wanted the language to speak uniformly. With his wife's pictures, there are so many that with a track, you're not just going to pin spot one or two of them. So I asked if he was okay grazing the whole collage with light, and he agreed. I entertained the idea of doing recessed cans elsewhere, but we decided to stay consistent and light all the artwork the same."*



Rothe chose PureEdge Lighting's **Kurve** Display Sign which features a Lambertian white diffuser that provides uniform light without hotspots. At 7.5 watts per foot, the 24 volt DC channel contains 85+ or 95+ CRI LEDs and mounts 14 inches from wall. It may be ordered with a 4.6 inch round canopy that fits on a standard junction box or a 2" feed through stem with round plaster ring. Hinges on the fixture arm rotates up to 90 degrees (from facing the wall to straight down). Kurve Display Sign is powered by a Class 2 remote power supply up to 40 feet away. Available from 12 inches to 120 inches/10 feet. May be ordered in 3, 5, 8 or 10 inch increments. Available in multiple color temperatures, as well as Satin Black and Satin Nickel finishes.



Satin Black

Rothe continues, "We were okay seeing all of the pieces not perfectly spotlit, but rather generally illuminated, and that's what we did, and the client loved it. The inspiration to use this fixture was 100% flexibility and customizability giving me the lengths that I need to utilize one continuous fixture. With other manufacturers I'd have to do multiple picture lengths. I also like that I can have different finishes, Kelvin temperatures, different offsets to accommodate picture frame depths, and the adjustable angle of the head."



Rothe concludes, “**PureEdge** has incredible customer support. I can call and say I’ve got a custom need, color temperature, finish, how I want the mounting hardware, and then they provide drawings with the quote giving me the information I need to tell the subcontractor where to put wires. The product offering is unsurpassed to any of the competitors. It’s a really fun line to specify from being a lighting designer. You can just open up Pandora’s box and touch on multiple options on multiple fixture families. They nailed it.”

