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Lighting Executive Alexandra Mathews on Better Ways to Light Home and Office

Five tips from the globe-trotting executive of Lucifer Lighting show how design and technology merge for better, more exciting interiors.

SAN ANTONIO, TX., Nov. 19, 2012 – If you ask Alexandra Mathews, she'll say that much of the lighting in our homes, stores and workplaces isn't living up to its potential – or is done just plain wrong. Exposed lamps cause glare and eyestrain. Intrusive lighting fixtures ruin the aesthetics of beautiful homes, both traditional and modern. Worse yet, poor choices often deflate the drama and beauty of our best living spaces, entries and gathering areas.

A top executive at Lucifer Lighting Company, the influential and design-forward company based in San Antonio Texas, Mathews has been quoted recently in *The New York Times*, the *Minneapolis Star-Tribune* and *Charlotte Observer* on lighting trends and their U.S.-made products. Her meetings with the best and brightest in lighting – leading architects, great hotels and retailers, developers and high-end homeowners, among others – back new ideas merging the latest design ideas with cutting-edge technology.

Mathews also sees how lighting and design trends are used best, and offers five tips on making better use of light:

- **Accentuate the positive.** "Light should fall on the best spaces and objects in the room: The most attractive furnishings and built-ins, focal points and feature walls, and beautiful spaces," says Mathews. Accent lighting should cast a comfortable brightness at prized possessions and unique architectural features, so light fixtures should be aimed and "tuned" to hit their targets just right.

- **Use the best technology.** Lucifer Lighting works with new, proven technologies for light, including LED and halogen sources instead of old-fashioned incandescent bulbs or

flickering fluorescents. These advances are available to everyone, and while they may cost more they're long-lasting and save lots of electricity. "What matters most," says Mathews, "is how the lighting renders color over time. You should get absolutely consistent, evenly maintained color and light levels, for as long as possible."

- **Downplay the source.** Decorative lighting fixtures are important – but lamps, sconces and such are for beauty and aesthetic impact, not good-quality room illumination. "These are objects of beauty, but rarely are they designed for performance lighting," says Mathews. "And if you can see the source, such as the light bulb, you're causing eyestrain and glare because of these 'hot spots,' which detract from the décor."

- **Use hidden lighting for drama.** On a related note, Mathews and great architects alike advocate for hiding the light source, whenever possible. This means all you see is the illuminated object or surface – creating drama and visual interest. A related issue: "If you can see evidence of the lighting source, such as bright blobs on the wall or floor, it's probably time for a new fixture," she adds.

- **Make it flat and flush.** Today's best recessed lighting should be flat and flush to the surface. This is ideal for traditional or historic homes, where you want modern-day light fixtures to disappear. But it also makes contemporary interiors look better. "There's nothing worse than a plastic faceplate on a light switch in a space full of beautiful finishes such as wool, stone and wood," says Mathews. New, "zero sightline" built-ins are the latest trend, she adds – the mounting hardware is completely hidden behind the wall.

There's more to lighting, of course, but with these few rules of the road, homes and businesses – even shops and hotel lobbies – will look better than ever, with more comfortable and engaging surroundings.

Lucifer Lighting is known for both technological innovation and design leadership, and they've long had strong relationships with architects and lighting designers – as well as high-end homeowners, retailers and hoteliers.

A leader in efficient, elegant lighting solutions

Lucifer Lighting manufactures high-end architectural lighting fixtures that are widely regarded as innovative and of exceptional design quality. Appealing to acclaimed architects

and designers around the world, Lucifer Lighting fixtures are found in museums, five-star hotels, top restaurants, corporate headquarters and luxury residences. Many of the products use sophisticated LEDs as the illumination source.

Lucifer Lighting has become a global leader in creating sophisticated, precision-engineered lighting systems that allow unmatched design possibilities. Known for harnessing and concealing their powerful, advanced light sources within elegant, inconspicuous housings, Lucifer Lighting has attracted architects needing solutions for a range of interior challenges.

According to many customers, Lucifer Lighting's progressive, research-oriented building product solutions allow architects the ability to advance and develop their craft in new directions.

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About Lucifer Lighting Company

For more than 30 years, Lucifer Lighting has created precision-engineered, original lighting solutions with a focus on leading-edge technology and aesthetic appeal. Made in the USA, [Lucifer Lighting fixtures](#) and systems are favored by architects and designers worldwide, choosing from downlights, light strips, track and spot lights, and landscape lighting with powerful, efficient light sources, from halogen and metal halide to LED and fluorescent. The company is regularly recognized for distinction, and its robust, appealing fixtures are found in installations for five-star hotels, distinguished institutions and cultural venues, high-end retailers, luxury residences, corporate headquarters and more. Acclaimed for innovative products and contributions to award-winning architecture, Lucifer Lighting manufactures from its headquarters in San Antonio.

For more information, please visit www.luciferlighting.com.