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# Toward A New Light

ADG strives to provide innovative lighting products and solutions. **BY LIBBY JOHN**

## Company Profile

**Architectural Detail Group**  
[www.architecturaldetailgroup.com](http://www.architecturaldetailgroup.com)

- **HQ:** Agoura Hills, Calif.
- **Employees:** 15
- **Products:** Lighting
- **Gerald Olesker, CEO/founder:** "We wanted to be something that could offer distinct value to our customer base and to the general public."

**A**rchitectural Detail Group (ADG) was founded in 2004 to be a true design collaboration that would enhance the built environment through positive relationships, founder and CEO Gerald Olesker describes. "We created the company with the intention of being more than a lighting company," he says. "We wanted to be something that could offer distinct value to our customer base and to the general public that really went back to the traditional roots of why American manufacturers [can generate] high-quality products and also provide innovative products and solutions."

The company's focus lies in creating sustainable and green lighting products that require less energy. "We sought out a solution and [use]

induction lighting and some other lighting [products] that [use] 50 percent less energy than what's used today," he says.

These products can be used in decorative, as well as functional environments such as retail, commercial, hotels, resorts and parking garages, he adds. "When we have something that is such a high value or quality, we can match it in any environment," Olesker says. "It's like sneaking vegetables into a meal. [We put it] with something that looks good and functions well."

ADG began focusing on induction lighting last year and many of its light fixtures today use the technology. Induction lighting can replace fluorescent lighting – which is poorer quality – and metal halide lights, which burn too much



Architectural Detail Group says its main focus is to create sustainable and green lighting products that require less energy to operate. Its products are used by sectors such as retail, commercial and hotels.

energy for those fixtures – which can't be used in large areas and cause glaring.

The company is also striving to incorporate green methods in-house, he adds. It is a member of the U.S. Green Building Council and is an Energy Star partner. It is also looking into a national recycling program, he adds.

"We have been collaborating with a national franchise pick up system to pick up discarded old lights that are being replaced with new induction lights," Olesker explains.

#### NEW COLLECTIONS

Last year, ADG acquired the rights and licenses for the premier, estate and antique reproduction collections of the Hearst Castle – decorative lights and iron collection, a range of home décor originally designed by architect Julia Morgan and newspaper magnate William Randolph Hearst.

"The licensor of the estate had called us and said [they'd] liked the quality of what [they'd] seen," Olesker says. ADG also plans to introduce an inspired by collection, manufactured by the company.

"Being a American manufacturer has given us the advantage over other fixture makers," he says. "Anything from decorative to functional. This is what we deem as functional detail."

#### AFFORDABLE DESIGNS

In 2010, the company plans to introduce its newest selection, a collection that emphasizes affordable well-designed lights that are comparable to what has been shown at Williams Sonoma Home (WSH) – which are made in China. "They [WSH] could be a potential reseller of the line but we are looking at all possibilities to introduce a quality to the public that is truly needed," he says.

"It will allow the general public to have



ADG focused on induction lighting last year and many of its light fixtures use the technology today.

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more affordable interior designs." Unlike most affordable design options, these will be American-made, he explains.

"We're innovative and [want to] bring those options to the table," Olesker explains. "We have a responsibility, as an American manufacturer, to bring back the greatness we have. We have the opportunity to introduce products from an innovative point. We're taking our cues from Julia Morgan. They were very innovative and very upscale for the times.

Hearst was so proud that he had electric lights, not gas. The light bulb was celebrated as part of the design," he continues. "The metal work was well crafted by artisans, and the building materials were of the age. We see that in the 21st century we can be as innovative with no VOC finishes, induction lighting or LED bulbs and well-crafted materials.

"Affordability is a culmination of good design," he continues. "American ingenuity and the willingness to work for the general good. ADG does this for its clients."

#### EXTENSIVE EXPERIENCE

ADG is the second company Olesker has founded. "I drew from my experience from the past," he says. "As an architectural designer, I launched my first light and product company in the early 1990s. It was a similar economic time as now and I still survived and grew a thriving company.

"Now, ADG is five years old and is ready to thrive as well. It is because there is a recognition that times change, clients are in need of quality and value, and the energy crunch is on. We can make all those things work together."

His experience is more extensive than the leaders of most lighting manufacturers, he says. "We had the opportunity to meet many great [architects] throughout the course of my career," he says. "First of all, I'm one of them. I'm formally educated as an architect. I am seeing the built environment through the eyes of an architect, not just of a manufacturer."

ADG currently does made-to-order lines because they have the ability to bring more value to projects, he adds. "We're going to pursue it differently in 2010 through multiple distribution points," he says. "We're going to create greater accessibility by actually taking on new distributors, new [companies] and people who want to embrace that line."

Olesker says his goal is for the company to sit



Founder and CEO Gerald Olesker says he created the company to offer distinct value to its customer base and to the general public. Staying sustainable is part of ADG's plans.

provide innovative solutions in today's marketplace. "As technology has grown and energy demand has changed, we seek out appropriate solutions," he explains.

#### SEEKING SOLUTIONS

Sustainable options, such as induction lighting, are a part of that solution. "We're using a lot of green [technology] now," Olesker says. He adds that his vision for the company is "big."

"I would like to see the eco division grow nationwide," he says. "We also want to take an innovative approach and it's very important that we offer value and service in our operations.

"To meet these goals we are adding additional [sales force] energy efficiency liaisons to our staff with open positions nationwide," he says. ■