

Meet Gerald Olesker of ADG Lighting

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Today we'd like to introduce you to Gerald Olesker.

Gerald, can you briefly walk us through your story – how you started and how you got to where you are today.

I studied architecture and received my bachelor's degree (B.Arch) from Cal Poly Pomona. I always enjoyed drawing and the built space, so thought that architecture would be a good career fit. However, I discovered I was more interested in lighting and other architectural elements found in buildings. After working with my family in our own lighting business, where I designed and drew most of the projects, I decided to go off on my own and start ADG, which stands for Architectural Detail Group. This decision allowed me to create a business where we encouraged a team to support and engage in the business part and the design part of building. We are a creative group that has grown each year since 2004. We offer design and fabrication services for more than lighting. We create architectural sculpture, furniture, and work with unique products such as Lumicor as an architectural partner. I have designed and manufactured lighting for over \$3 billion in real estate. Best of all, as we are creative, I have written and illustrated several books, engage in solutions for other colleagues businesses and get to leave an indelible mark all over the world. This is the only way we know how to do business. Collaborate, innovate and have fun.

Great, so let's dig a little deeper into the story – has it been an easy path overall and if not, what were the challenges you've had to overcome?

As an entrepreneur, it is never a smooth ride. But with the resources of EO (Entrepreneurs' Organization), Estate Partners and some very close business advisers, and a great spouse, I am a very blessed individual. The building crash and economic downturn was difficult. But in order to stay afloat, my wife decided that we rescale the business. We did. And then we decided to produce energy-efficient lighting fixtures with some of the best-developed engineering solutions. We received military and civic contracts. So while we may have not been producing sexy lights, we did some sexy projects. We relit Salt Lake City Hall, Washington Penn, and some military installations. Then that all dried up with the commodities of LED coming from China, but decorative building came back. So we have been adaptable. The lessons learned were that it actually was us and not the economy. With those lessons, we started to watch and rescale who we do business with, AND amazingly have had a very steady and good growth curve over the last four years, thanks to our team here at ADG Lighting.

Alright – so let's talk business. Tell us about ADG Lighting – what should we know?

My work appears in luxury and celebrity homes and commercial developments in and around Los Angeles and around the globe. I have an award-winning team of 18 artisanal craftsmen that manufactures my designs at my factories in Chatsworth and El Monte, California. We're a collaborative group enhancing the built environment's needs through positive relationships. Those relationships are people driven, business driven, and environmental site condition driven. Our approach is "curbside to poolside," which relates to how we engage on that site for best use practices. Whether it's gas, LED, or electric is not as consequential as best design practices dictate that it works well on the site.



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All design from an architecture standpoint should always consider and relate back to how that building, element, or product relates to the environment. This same thought process applies to the architectural furnishings and solutions we have been fabricating for clients as they ask. Now we are telling that story as well.

Is there a characteristic or quality that you feel is essential to success?

Our attention to detail and ability to follow a streamlined process. I feel it's important to engage with the design and architectural community at an organized level. We understand there's a time frame, budget, and design need on every project. So when we call on potential projects, we know that time is the biggest asset; however, it tends to be the largest obstacle on a project. As the specialists, we work on the functional details of a project and know that it's not just about going to a website, clicking on a picture, and ordering the product. It is about coordinated efforts and strategy.

