

LA DESIGN AS TB

AMERICAN SOCIETY OF INTERIOR DESIGNERS - LOS ANGELES CHAPTER

INSTALLATION

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FRACTAL FANTASTIC

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LABOR OF LOVE

Reinventing PATH's Gravity

DESIGN WITH INTENT

New Directions with Light

The WELL Building Standard
Air, Water, Power, Thermal, Light,
Fitness, Comfort, and Equity

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By Tiffany Harris, AIA President, past board member

How does one create lighting designs that are "Given," "Original" and "Future Forward"? "It is paramount to design the LED into the light fixture as part of the functional and aesthetic detail," says Gerald Olesker of ADG Lighting. "It is true LED provides advantages that incandescent cannot, but conversely, it also creates many challenges, demanding a completely different approach to each design." This is where the collaborative efforts of the interior designer and an experienced lighting designer become critical.

Working with trademark like ADG provides the opportunity for designers to create the perfectly proportioned fixtures for the spaces they are developing. Previously with familiar light sources, the designer was limited to variations of what has been done in the past. "Now, if it can be imagined, with an experienced lighting designer on your team, it can be manufactured," Olesker proudly declares. The key is finding the right expert to bring your designs to life.

"When collaboration with a devoted trademark takes place, everyone's experience is elevated" has become the mantra of ADG. Their team believes that there is no limit, it is about enhancing architectural space and creating the atmosphere required. With market, pay and all other in hand, design process begins. Significant designs and inspired collections have been developed by Gerald Olesker of ADG who has, for 25 years, worked in tandem with some of the most prominent architects, designers, builders and building owners around the globe developing both lighting and metal furniture designs. Collaborating and learning from each of these professionals has sharpened the skills and resources that are key to ADG.

When asked, what makes an expert, his reply is simple, "Design with Intent". While designing and fabricating pieces specifically for thousands of unique projects he has honed his skills and expanded his skillset, placing him legitimately in the league of the expert. He is proud to say even though his original products are seen in many of the most published homes and projects, he most looks forward to the new challenges that are presented each day. "Figuring out how to make the architect's and interior designer's own vision come to life is always inspiring." ■

adglighting.com

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with
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