

## IES Award of Merit TIVOL JEWELRY STORE

Based on mock-ups, new 70-W TB CMH downlights were positioned 4 in. from the front edge of the cases to reduce veiling reflections in the glass.



Photos: Michael Spillers

Dimmable 5-W, 2,400K xenon covers add warmth and character to the ceiling plane.

Linear spread lenses were added to most of the downlights to improve light uniformity and extend light levels beyond the cases.



Decorative wall sconces are fitted with 60-W incandescents.

**D**iamonds may be a girl's best friend, but lighting is a diamond's best friend. "A unique lamp-reflector combination, superb light levels and high color rendering highlight a jewel's detail, cut and brilliance," explains lighting designer Ginger Rucker. Along with director of Impact Illumination, Julie Pierce, and Tivol's director of retail operations, Brian Butler, Rucker designed the lighting for the renovation of the Tivol jewelry store in Kansas City, MO. "The biggest challenge was achieving the proper illumination and color rendition of both cool-toned jewels, like diamonds, and warmer metals, such as gold," says Rucker. To balance the tones, the team selected energy-efficient 3,000K, 90 CRI ceramic metal halide downlights with a platinum color reflector to replace existing halogen fixtures. By manipulating the 3,000K source and cool reflector, the light appears 3,500K, delivering warmth to the gold and the cool intensity needed to penetrate stones weighing more than two carats.

By Elizabeth Hall