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Standing Behind Their Brand

New corporate workspace design embodies the culture

Branding is typically visible through business cards, logos and witty advertising. However, Sharmila Kumbhat, director of luminaire manufacturing company K-Lite Industries, is of the belief that office design, including lighting, has a dramatic impact on brand perception too. That philosophy is evident in the new K-Lite Action Centre in Chennai, India, which was overhauled to reinforce the company's work culture, attract fresh talent and demonstrate its corporate philosophy to clients. •

Having majored in design, Kumbhat redesigned the 3,600-sq ft space herself, calling upon Lighting Research & Design for lighting expertise. The raw, unfinished look of the industrial office is accentuated by a layered lighting approach. "Given height constraints, ceiling luminaires are used only when absolutely necessary," says Amardeep M. Dugar of Lighting Research & Design. "Instead, task illumination consists of linear downlights built into the furniture or mounted under the exposed ceiling beams." In meeting areas, indirect pendants shine upwards, making the low ceilings appear higher, while concealed linear grazers wash the walls vertically and highlight niches and shelves. Finally, drum-shaped ceiling-mounted luminaires in the company's signature colors highlight the reception area—offering a final nod to the K-Lite brand.