



## 2021 RUSSELL COLE LIGHTING DESIGN COMPETITION GENERAL INFORMATION

Russell Cole was a second-generation owner of Cole Lighting (C. W. Cole & Company), one of the oldest lighting companies in the U.S. Cole Lighting became a well-known in the Los Angeles area and their luminaires have been installed on iconic projects such as The Mann's Chinese Theater, Disneyland, and the Griffith Observatory. The company has been headquartered in Los Angeles since its inception. Russell Cole, the son of founder Clarence Cole, took over ownership of the company in 1952 and ran it until the mid 1980s. Russell continued to come into the office well into his 90s. Russell was an active member of the IES and always attended events with a friendly smile and was ready to chat with everyone. Because Mr. Cole's dedication to the lighting industry and his longevity as a member of IES, the Los Angeles Section Student Lighting Design Competition Award is named in his honor.

The Russell Cole Lighting Design Competition was established to encourage and recognize students in southern California who have shown a passion for light and its effect on architecture. These awards were established by the Illuminating Engineering Society, Los Angeles Section (IESLA). The IES is an international organization whose purpose is to promote lighting education and to develop recommended lighting practices.

Over the last 10 years the Russell Cole Memorial Lighting Design Competition has awarded more than \$120,000 to more than 30 students.





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LOS ANGELES SECTION

## 2021 RUSSELL COLE LIGHTING DESIGN COMPETITION

### COMPETITION TIMELINE

<b>Tuesday, Sept 1, 2021</b>	2021 Russell Cole Lighting Design Competition is announced and competition documents are posted to the website. *Submissions are allowed anytime after this date.
<b>Sept 1, 2021 through April 15, 2021</b>	IESLA Russell Cole Student Lighting Design Competition Committee available for questions from students and educators at <a href="mailto:iesladesigncompetition@gmail.com">iesladesigncompetition@gmail.com</a> .
<b>Wednesday, May 5, 2021 11:59pm</b>	All entries are due. All submissions must be uploaded to <a href="http://iesla.org/design-competition-online-registration">http://iesla.org/design-competition-online-registration</a>
<b>Thursday, May 6, 2021 12:00am</b>	The entry portal on the IESLA website is closed to further entries.
<b>Friday May 7, 2021 through May 14, 2021</b>	IESLA Russell Cole Student Lighting Design Competition verifies all submissions and emails professors regarding student eligibility.
<b>May 8, 2021 through May 16, 2021</b>	Online judges review and score entries.
<b>Tuesday, May 18, 2021</b>	Student finalists are notified and given 24 hours to confirm their availability to present their designs to a live online panel of judges on Tuesday May 25th, 2021 at 6:00pm PT.
<b>Monday, May 24, 2021 5:00pm</b>	Student finalists submit the presentations that will accompany their live online verbal presentation to the competition committee.
<b>Tuesday, May 25, 2021 6:00pm</b>	Student finalists present their projects live online to a panel of judges. Finalist verbal presentations consist of a 7-minute power-point presentation followed by a 3-minute question and answer session with the judges.
<b>June 2021 (date TBD)</b>	Lumen West Awards Gala. Awards presented to students during awards ceremony.



## 2021 RUSSELL COLE LIGHTING DESIGN COMPETITION

### CONCEPTUAL VS. ADVANCED ENTRIES QUICK REFERENCE

Presentation Criteria	Conceptual Entry Requirements	Advanced Entry Requirements
Entry Format in 11"x17" PDF	✓	✓
Cover Page with Project Title and Logo	✓	✓
Design Narrative	✓	✓
Inspirational Imagery to Support the Creative Vision	✓	optional
Scale Plans and Drawings Including Fixture Types and Symbols		✓
Visual Materials Including Conceptual or Graphic Lighting Plans and Elevations	✓	
Fixture Schedule with Detailed Lamp and Electrical Specification Information		✓
Fixture Imagery with Descriptions of Functionality	✓	
Photometric Calculations		✓
Title 24 Compliance Observations		✓
Control Intent Information Including Descriptions of Different Lighting Scenes	✓	✓
Controls Design Intent Including Control Zones and Dimming/Switching Layout		✓
Renderings & Hand Sketches Showing Lighting	✓	✓



**2021 RUSSELL COLE LIGHTING DESIGN COMPETITION**  
**PRESENTATION CRITERIA FOR CONCEPTUAL ENTRIES**

**Each student must submit electronically in PDF Format:**

- 1) 11"x17" .PDF Format Lighting Concept Design Package
  - a) Name your file with the project title shown on your cover page
  - b) DO NOT include your own name or school information in the file name or any page of the .PDF
  - c) There is no limit on the quantity of pages. (Entries in the past have averaged around 10-12 pages)

**You Must include:**

- 1) Cover Page with Project Title & Logo
  - a) Chose a unique project title that ties into your design concept, it is how we will identify your project during judging
- 2) Design Narrative, a written description of your design inspiration and development, include the following:
  - a) The creative vision for the lighting design, including inspiration and how that vision will be effectively realized with your design choices
  - b) Lighting Fixture selections
  - c) Lighting Techniques (grazing vs. washing, etc.)
  - d) An explanation of any proposed changes to the architecture or finishes shown on the provided plans. Please ensure all changes are motivated by lighting needs not your personal preferences. (example: adding a cove to conceal indirect lighting)
- 3) Visual Materials (conceptual level)
  - a) Inspirational imagery supporting your creative vision.
  - b) Plans showing Lighting Locations
  - c) Reflected Ceiling Plans with Lighting Locations
- 4) Lighting Fixture Imagery with Descriptions
  - a) Include one Image of each Lighting Fixture Type
  - b) Description of Fixture - Include physical description of light, the color of light (example: warm or cool) and quality of the light (example: flood or spot / hard or soft)
  - c) Description of Purpose - what purpose does the light serve in the design (example: general wash light or accent spotlight for artwork)



**2021 RUSSELL COLE LIGHTING DESIGN COMPETITION**  
**PRESENTATION CRITERIA FOR CONCEPTUAL ENTRIES**

- 5) Control intent
  - a) Dimming/control intent with description of different lighting scenes. (For example: How will it look day vs. night)
  
- 6) Renderings / Graphical Representation of design intent - could be
  - a) Computer Renderings (Hand Drawings, AGI, Photoshop, 3D Studio, etc)
  - b) Scanned Hand sketches
  - c) Consider your Control Intent when developing your imagery
  
- 7) All Architectural assumptions - Any changes to the architecture must be justified.

**Additional Information may also include:**

- 1) Details of integrated lighting
- 2) Sketches detailing lighting effects or details
- 3) Elevations

**REMINDER: DO NOT PUT YOUR NAME OR SCHOOL INFORMATION ANYWHERE ON THE DESIGN BOOKLET OR FILES - THE PROJECT TITLE ON YOUR BOOKLET TITLE PAGE AND FILENAME WILL BE USED TO MATCH IT WITH YOUR ENTRANT CONTACT INFORMATION.**

All entries must be submitted prior to the deadline via the IESLA website at <http://iesla.org/design-competition-online-registration>

See the download section of the completion website for additional competition information and documentation.

<http://iesla.org/design-competition/>

Address all questions regarding the competition, presentation criteria, or design challenge to the IES LA Student Design Competition Committee at [iesladesigncompetition@gmail.com](mailto:iesladesigncompetition@gmail.com)



**2021 RUSSELL COLE LIGHTING DESIGN COMPETITION  
CONCEPTUAL JUDGE SCORE CARD**

<p><b><u>Design Narrative:</u></b> <i>Max. Value 20 Points</i> How well does the student describe their design? Does the narrative address: The designer’s creative vision, plan for execution, luminaire selection, lighting techniques, and use of controls?</p>	<p>1-4 - Poor 5-8 - Below Standard 9-12 - Meets Expectations 13-16 - Exceeds Expectations 17-20 - Distinctive/Excellent</p>	<p align="center">20</p>
<p><b><u>Imagery / Drawing Clarity:</u></b> <i>Max. Value 15 Points</i> Do the drawings and visual imagery clearly illustrate the locations and intention for each light? Is there imagery for each light type? Does the imagery support the design intent?</p>	<p>1-3 - Poor 4-6 - Below Standard 7-9 - Meets Expectations 10-12 - Exceeds Expectations 13-15 - Distinctive/Excellent.</p>	<p align="center">15</p>
<p><b><u>Control Intent:</u></b> <i>Max. Value 10 Points</i> Does the imagery and narrative clearly present a dimming/control scheme?</p>	<p>1-2 - Poor 3-4 - Below Standard 5-6 - Meets Expectations 7-8 - Exceeds Expectations 9-10 - Distinctive/Excellent</p>	<p align="center">10</p>
<p><b><u>Design Intent &amp; Creativity:</u></b> <i>Max. Value 20 Points</i> Is the design intent clear and creative? Does the designer have a clear and distinctive point of view in their design? Does the design demonstrate creativity or innovation?</p>	<p>1-4 - Poor 5-8 - Below Standard 9-12 - Meets Expectations 13-16 - Exceeds Expectations 17-20 - Distinctive/Excellent</p>	<p align="center">20</p>
<p><b><u>Meeting the Challenge:</u></b> <i>Max. Value 15 Points</i> Is the design intent appropriate for the challenge outlined in the brief? Do the fixture selections work with the architectural conditions?</p>	<p>1-3 - Poor 4-6 - Below Standard 7-9 - Meets Expectations 10-12 - Exceeds Expectations 13-15 - Distinctive/Excellent</p>	<p align="center">15</p>
<p><b><u>Execution:</u></b> <i>Max. Value 15 Points</i> Do the drawings and plans achieve the design intent outlined the visuals and narrative? Will the fixture selections achieve the desired effect?</p>	<p>1-3 - Poor 4-6 - Below Standard 7-9 - Meets Expectations 10-12 - Exceeds Expectations 13-15 - Distinctive/Excellent</p>	<p align="center">15</p>
<p><b><u>Discretionary Points:</u></b> <i>Max. Value 5 Points</i> Points for creativity and exemplary design development.</p>	<p>1-5 - Distinctive/Excellent</p>	<p align="center">5</p>



**2021 RUSSELL COLE LIGHTING DESIGN COMPETITION**  
**PRESENTATION CRITERIA FOR ADVANCED ENTRIES**

**Each student must submit electronically in PDF Format:**

- 1) 11"x17" .PDF Format Lighting Design Package
  - a) Name your file with the project title shown on your cover page
  - b) **DO NOT** include your own name or school information in the file name or any page of the .PDF.
  - c) There is no limit on the quantity of pages. (Entries in the past have averaged around 10-12 pages)

**You Must include:**

- 1) Cover Page with Project Title & Logo
  - a) Chose a unique project title that ties into your design concept, it is how we will identify your project during judging
- 2) Design Narrative, a written description of your design inspiration and development, include the following:
  - a) The creative vision for the lighting design, including inspiration and how that vision will be effectively realized with your design choices
  - b) Lighting Techniques (grazing vs. washing, etc.)
  - c) Luminaire selection choices
  - d) Light Sources (color rendition, dimming compatibility, etc.)
  - e) Compliance (IES recommendations, standards, and codes)
  - f) Lighting control scenes and presets with a description of how they are used.
  - a) Notes on all Architectural assumptions or adjustments. Please explain any proposed changes to the architecture or finishes shown on the provided plans. Ensure all changes are motivated by lighting needs not your personal preferences. (example: added a cove to conceal indirect lighting)

*Please Note: The design narrative is a written description of your design inspiration and development. Inspirational imagery may also be included in support, but not in place of, the written narrative.*

- 3) Drawings
  - a) Plans & Reflected Ceiling Plans (Include Fixture Types & Symbols Key)
  - b) All drawings must be to scale with the scale noted.



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**2021 RUSSELL COLE LIGHTING DESIGN COMPETITION**  
**PRESENTATION CRITERIA FOR ADVANCED ENTRIES**

- 4) Renderings / Graphical Representation of design intent
  - a) Renderings (could use any tool any including Hand drawings, AGI, Photoshop, 3D Studio, etc)
  - b) Consider your Control Intent when developing your imagery
  - c) Describe you design intent and how you achieved it
  
- 5) Fixture schedule Including:
  - a) Fixture Type
  - b) Fixture Image
  - c) Description of Fixture - Include physical description of light, the color of light (example: warm or cool) and quality of the light (example: flood or spot / hard or soft)
  - d) Manufacturer & Catalog Number
  - e) Lamp / Source Information
  - f) Relevant Notes
  - g) Control Intent
  
- 6) Photometric Calculations
  - a) Show photometric calculations in footcandles or lux. (units must be indicated on the page)
  - b) Describe how the achieved levels meet the needs of the spaces and the design intent.
  
- 7) Control intent
  - a) Control Zones with explanation of how they are used
  - b) Dimming / Switching layout



**2021 RUSSELL COLE LIGHTING DESIGN COMPETITION**  
**PRESENTATION CRITERIA FOR ADVANCED ENTRIES**

- 8) Title 24 - 2016 Compliance Observations - Just for design intent. Please include:
- a) Square footage of the project
  - b) Assumed Title 24 categorization for the project or areas
  - c) Assumed Title 24 watts per square foot allowance for the project or areas
  - d) Final watts per square foot of the project.
  - e) Comments on how Title 24 was taken into consideration in the development of your design.
  - f) Title 24 - 2016 code documents can be found here
    - i) <http://www.energy.ca.gov/title24/>
  - g) Additional Title 24 information can be found here
    - i) <https://cltc.ucdavis.edu/publication/nonresidential-lighting-guide-2016-building-energy-efficiency-standards>

**Additional Information may also include:**

- 1) Inspirational Imagery
- 2) Sections
- 3) Elevations
- 4) Scanned Hand sketches detailing lighting effect or details
- 5) Details

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**2021 RUSSELL COLE LIGHTING DESIGN COMPETITION  
ADVANCED JUDGE SCORE CARD**

<p><b>Design Narrative:</b> <i>Max. Value 15 Points</i> How well does the student describe their design? Does the narrative address: The design, plan for execution, luminaire selection, lighting techniques, use of controls and code compliance?</p>	<p>1-3 - Poor 4-6 - Below Standard 7-9 - Meets Expectations 10-12 - Exceeds Expectations 13-15 - Distinctive/Excellent</p>	<p>15</p>
<p><b>Drawings / Renderings:</b> <i>Max. Value 15 Points</i> Do the drawings clearly illustrate the locations and instillation intent of each light? Are the symbol key and light types shown? Do the renderings clearly depict the lighting effects and accurately represent the lighting of the selected fixtures?</p>	<p>1-3 - Poor 4-6 - Below Standard 7-9 - Meets Expectations 10-12 - Exceeds Expectations 13-15 - Distinctive/Excellent</p>	<p>15</p>
<p><b>Schedules / Title 24 / Photometrics:</b> <i>Max. Value 15 Points</i> Do the schedules include fixture type, image, description, manufacturer &amp; catalog number, lamp/source information, and relevant notes? Does the presentation include Title 24 observations including: the codes estimated allowed wattage, project watts per foot, and how they met their energy allowance?</p>	<p>1-3 - Poor 4-6 - Below Standard 7-9 - Meets Expectations 10-12 - Exceeds Expectations 13-15 - Distinctive/Excellent</p>	<p>15</p>
<p><b>Control Intent:</b> <i>Max. Value 10 Points</i> Do the drawings clearly present control zones and how they will be used? Is there a dimming/control scheme? Were there descriptions of the lighting presets for each of the venue's purposes?</p>	<p>1-2 - Poor 3-4 - Below Standard 5-6 - Meets Expectations 7-8 - Exceeds Expectations 9-10 - Distinctive/Excellent</p>	<p>10</p>
<p><b>Design Intent &amp; Creativity:</b> <i>Max. Value 15 Points</i> Is the design intent clear and creative? Does the designer have a clear and distinctive point of view in their design? Does the design demonstrate creativity or innovation?</p>	<p>1-3 - Poor 4-6 - Below Standard 7-9 - Meets Expectations 10-12 - Exceeds Expectations 13-15 - Distinctive/Excellent</p>	<p>15</p>
<p><b>Meeting the Challenge:</b> <i>Max. Value 15 Points</i> Is the design intent appropriate for the challenge outlined in the brief? Do the fixture selections work with the architectural conditions?</p>	<p>1-3 - Poor 4-6 - Below Standard 7-9 - Meets Expectations 10-12 - Exceeds Expectations 13-15 - Distinctive/Excellent</p>	<p>15</p>
<p><b>Execution:</b> <i>Max. Value 10 Points</i> Do the drawings, rendering, photometric calculations and schedules achieve the design intent outlined the renderings, visuals, and narrative? Will the fixtures achieve the desired effect?</p>	<p>1-2 - Poor 3-4 - Below Standard 5-6 - Meets Expectations 7-8 - Exceeds Expectations 9-10 - Distinctive/Excellent</p>	<p>10</p>
<p><b>Discretionary Points:</b> <i>Max. Value 5 Points</i> Points for creativity and exemplary design development.</p>	<p>1-5 - Distinctive/Excellent</p>	<p>5</p>



**2021 RUSSELL COLE LIGHTING DESIGN COMPETITION**  
**JUDGING CRITERIA FOR CONCEPTUAL & ADVANCED ENTRIES**

**Judging will be based upon:**

1. Compliance with the above criteria - submissions not in compliance shall be disqualified.
2. See attached Judging Score Sheet for additional judging criteria and scoring.

**Preliminary Judging:**

1. A panel of online judges performs preliminary judging.
2. Online judging is performed 'blind.' Meaning, online judges will only have access to the .pdf entries. Online judges will not have access to any of the applicants' personal information (i.e. names, schools, professors, etc.).

**Finalist Judging:**

1. Finalists will be notified by email or text message by Tuesday, May 18<sup>th</sup>, 2021. If a finalist does not confirm that he/she will be available to present his/her solution at the meeting on Tuesday, May 25<sup>th</sup> within 12 hours of notification, the next highest scoring project will take their place.
2. In order to win, finalists must appear live online to do a verbal delivery of their presentation to a panel of judges on Tuesday May 25<sup>th</sup>, 2021.
3. Finalist verbal presentations consist of a 7-minute power-point presentation followed by a 3-minute question and answer session with the judges. All students and educators are invited to attend finalist presentations.
4. Finalists must send the power point files they will use for their presentations to the Design Competition Committee by 5pm on Monday May 24th.
5. Finalists will present their projects on Tuesday, May 25<sup>th</sup>; presentations will begin at 6:00 pm. Awards will be determined based upon these presentations.
6. Awards shall be announced at the Lumen West banquet in June. (Date TBD)
7. Each award winner will receive complimentary admission for themselves and one guest to the Lumen West Awards Banquet.



## 2021 RUSSELL COLE LIGHTING DESIGN COMPETITION

### GENERAL RULES AND CONDITIONS

1. Entries will be divided into two categories: Conceptual and Advanced. Both categories are assigned the same challenge. But, each category has its own set of entry requirements for the design presentation.
2. Eligible students must select one category for their entry. Students will be evaluated based on that category's presentation criteria and judging score sheet.
3. Each Student may submit only one entry per year.
4. Each entrant shall submit a single .pdf presentation of a lighting design solution for the supplied design challenge per the stated presentation criteria.
5. All entries shall be uploaded to the IESLA website and all students must complete registration by 11:59pm on Wednesday May 5<sup>th</sup>, 2021 - a link will be available on the design competition page.
6. Eligibility will be confirmed after projects are submitted. Professors will be contacted by the design competition committee regarding a student's current enrollment in an eligible class.
7. All judges will be Southern California design and engineering professionals.
8. A panel of online judges performs preliminary judging. Online judging is performed 'blind.' Meaning, online judges will only have access to the .pdf entries. Online judges will not have access to any of the applicants' personal information (i.e. names, schools, professors, etc.).
9. The students receiving the highest scores from the panel of online judges will be selected as finalists.
10. Finalists will be notified by email or text message by Tuesday, May 18<sup>th</sup>. If a finalist does not confirm that he/she will be available to present his/her solution at the meeting on Tuesday, May 25<sup>th</sup> within 12 hours of notification, the next highest scoring project will take their place.
11. Finalists will present their projects on Tuesday, May 25<sup>th</sup>; presentations will begin at 6:00 pm. Awards will be determined based upon these presentations.



**2021 RUSSELL COLE LIGHTING DESIGN COMPETITION**  
**GENERAL RULES AND CONDITIONS**

12. In order to win, finalists must appear live online to do a verbal delivery of their entry to a panel of judges on Tuesday May 25<sup>th</sup>, 2021.
13. Finalist verbal presentations consist of a 7-minute power-point presentation followed by a 3-minute question and answer session with the judges. All students and educators are invited to attend finalist presentations.
14. Awards shall be announced at the Lumen West banquet in June.
15. Each award winner will receive complimentary admission for themselves and one guest to the Lumen West Awards Banquet.
16. Each award winner will be given a complimentary membership to the IES for the following year.
17. The monetary awards will be paid to the student directly. It is the student's responsibility to pay any applicable taxes and report the prize money to any applicable agency.
18. Quantities of finalists and distribution of prizes are not pre-determined and may be awarded at the judges' discretion to one or more students.
19. Last year, \$20,000.00 was distributed to the student award winners. However, awards values may vary from year to year at the discretion of the judging panel and IESLA Board of Directors.
20. Regardless of "team" efforts, the awards will go only to the individual under whose name the project was submitted and only that individual will be recognized.
21. Students are responsible for their own transportation to and from any events.
22. Questions regarding the competition should be sent to [iesladesigncompetition@gmail.com](mailto:iesladesigncompetition@gmail.com)



## 2021 RUSSELL COLE LIGHTING DESIGN COMPETITION ELIGIBILITY REQUIREMENTS

To be eligible to enter in this competition an applicant **must** meet the following criteria:

1. Be enrolled in an accredited program at an accredited educational institution.
2. Be enrolled in an approved, accredited curricula of architecture (ACSA), interior design (CIDA), architectural engineering, electrical engineering, industrial engineering (ABET) or theater (NAST).
3. Be a full time undergraduate or graduate student pursuing lighting studies in the above majors or a graduate student with a specific lighting project as part of an advanced degree program.
4. Be graduate of a high school or currently attending a program in the Southern California counties of Los Angeles, Orange, Ventura, San Bernardino or Riverside.

If you feel that you or your educational institution should be eligible but does not meet the above criteria, please contact the scholarship committee at [iesladesigncompetition@gmail.com](mailto:iesladesigncompetition@gmail.com) - exceptions will be considered on a case-by-case basis.



## 2021 RUSSELL COLE *LIGHTING DESIGN COMPETITION*

### PROJECT DESCRIPTION

#### **Hotel Lobby**

A new luxury hotel has been commissioned in the Los Angeles area, the hotel has a vintage Hollywood vibe, with a contemporary spin. Guests will include international business and leisure travelers with sophisticated tastes. Your client, the hotel's owner/operator, wants lighting to play a prominent role in the design development and has engaged you to develop a lighting design concept for the lobby area.

The lobby is a dramatic space. Its façade is comprised entirely of glass, to give all approaching visitors a view of the interior. The resulting daylighting will be a tremendous opportunity, as well as a concern. The lighting for the space should be beautiful and balanced, both day and night. Therefore, lighting should have different scenes for the day and night-time functions.

The architectural design already includes beautiful luminous surfaces on the walls and ceilings. There are lots of architectural coves with opportunities for integrated lighting details. The client has engaged you for your lighting expertise; make sure all lighting details are executed elegantly and aligned with your lighting design vision. In the detailed drawings, the architect has indicated some locations where lighting may be integrated; but has asked that you review their suggestions and details and adapt them, as needed, for your lighting concepts and fixture specifications.

The client has requested a centralized architectural control system for the hotel with automatic time-clock functions and push-button override station for managers.

Some interiors finishes have been selected; they are indicated on the drawings. The interior designer has also developed a color elevation to provide you with guidance on the look and feel of the space. Non-specified information has been left to your discretion.

All assumptions must be justified in the narrative. Major modifications to the architecture and interior design is **not** allowed.

Your scope of work for the project is the lighting and control for the following areas:

- Entry Lobby [0101]
- Lobby [0104]
- Concierge [0106]
- Reception [0106A]
- Bar Lounge [0110]
- Corridor [0112]
- Spa/Roof Elevator Lobby [0103]

Areas **NOT** included in your scope of work:

- All other areas not listed above including: Hotel Admin [0108], Retail [0113], Retail [0114], Pantry [0111], Ballroom Elevator Lobby [0116], all non-lobby mezzanine and level 2 areas



LOS ANGELES

2021 RUSSELL COLE  
LIGHTING DESIGN COMPETITION

Note: The architect likes the scale of this chandelier, but is open to other style options if they work better with the lighting concept.  
*(Describe your choices in the narrative)*



INTERIOR COLOR ELEVATION

**Hotel Lobby**