

The single most important decorative element of a good event is, quite simply, the lighting. Lighting is the atmosphere in which you are conducting your event. You can pack a thousand roses into your office, and it will look like your office full of roses. Change the lighting in your office to something colorful and tasteful, and all of a sudden, you have a beautiful environment. When clients ask for lighting, more often than not, they are asking for someone to take ownership and make their event look really beautiful. It's not about lights. It's not about anything technical like the number of fixtures, or intelligent lighting, etc. It's about, quite simply, environmental design. It's a marriage of the highly technical with the highly tasteful.

There are companies that will try to sell the latest technology, or the coolest new effect. The mastery in good lighting is creating an environment that addresses the three concepts listed below. Incredible environments can be crafted with equipment from the '40's Big Band era. Terrible environments can be created while using greatest technology money can buy. Event lighting is not about the equipment. It's all about the design.

### **The three most important concepts in environmental lighting are:**

**1. The room has to look incredible.** If it's done right, any room can take your guests' breath away. Highlight those gorgeous columns and leave the less than perfect wallpaper in shadow.

**2. The ladies should always look their absolute best.** This means that the quality and color of the light should be most flattering, making skin tones rosier, removing wrinkles and making people look slimmer.

### **3. The guests should feel genuinely comfortable in the environment.**

Color, angles and positions of lights can make guests feel quite at home or can have the complete opposite effect.

There are hundreds of lighting companies, and some of them are quite good. It is critical that whoever designs your lighting has a lot of experience in both lighting and events. You also want your designer to have a high level of taste; they have to really get it. You definitely don't want a technician. I wouldn't bring a rock and roll lighting company to light a high end charity ball, nor would one use a company that does corporate events to light a wedding.

People rarely notice good lighting, and not everyone notices bad lighting. But when your guest has a light pointing directly into his/her face while they're sitting at their table, you can bet that they're going to be uncomfortable and will probably leave. Same with color. Different colors can make people serene (blue) or uncomfortable and nervous (bright red) and can be most unflattering to be seen in (blue, green, purple, yellow, etc.) Lighting is often given scant attention, or is saved until last - or even ignored. A lot of money is spent on other elements such as catering, alcohol, flowers, the venue, etc. Lighting should be treated no differently. At a wedding, ceremony lighting should be placed right up there with the dress. How do you want your event to look? How do you want your guests to look? How do you want to look?

Giving someone the stewardship of crafting your environment is not a decision to be taken lightly.

**"GREAT LIGHTING IS EVERYTHING!!!!"** Now there's a saying that hits the mark!

**"LIGHTING IS EVERYTHING!!**

  
GREAT PLACES  
DIRECTORY