

Toward Outstanding Outcomes

Successfully Integrating New Lighting Technologies



Tim Hogan
Vice President,
Education Market
Acuity Brands

Tim Hogan is Vice President, Education Market for Acuity Brands, a world leader in lighting fixtures and related products. He works with educators, facilities directors and design professionals to help them improve their learning environments, while also reducing operational costs and environmental impacts. Tim joined Acuity Brands in 1996 and has served in a variety of marketing and business development roles. Prior to Acuity Brands, Tim worked as a writer, photographer and designer. He has degrees in art and journalism.



Expanding the boundaries of lighting™

To Learn More

Web: **AcuityBrands.com**

Email: **tim@acuitybrands.com**

Phone: **678.237.7536**

? What is Acuity Brands? What should an architect know about the company?

Acuity Brands is a lighting company. Pure and simple. We harness the power of light to help people achieve the functional, aesthetic and economic objectives of their building projects.

We're a \$1.9 billion global organization comprised of 22 lighting and lighting control brands, including trusted names such as Lithonia Lighting®, Holophane®, Gotham®, Winona®, Peerless® and Sensor Switch®. Our companies represent the full spectrum of lighting, daylighting and control devices from the architecturally sophisticated to the most basic.

We are exclusively devoted to the science, art and business of lighting and we've been doing it for more than 100 years.

? Many say this is an amazing time for lighting technology. What special opportunities and challenges does this present to a designer?

It's an understatement to say that the lighting industry is in the midst of dramatic change. Lighting will change more in the current decade than it changed in the previous 50 years.

Lighting technology is changing to leverage solid-state (LED) sources, digital interconnectivity and advanced control capabilities. Today's smart systems now respond to changing conditions to deliver the right kind of light for the current task right when you need it and right where you need it. And, they do this while consuming less energy and requiring less maintenance.

This technology shift is converging with profound changes in attitudes about sustainability and green building. A smart lighting solution is an essential ingredient to any high performance building.

As an indication of the importance of lighting, the release this fall of LEED v4 raises the bar even higher on lighting quality and energy performance. The new standard includes high demands for both indoor and outdoor lighting performance, and rewards projects with points when they achieve those requirements.

Achieving these demanding standards for building performance will require an even more integrative approach. In today's complex, systems-driven

buildings, no one can be an expert on everything. As a result, the design effort will require specialized teams working collaboratively from concept through commissioning. At Acuity Brands, we have the breadth of capability and the focus of local resources to be your partner throughout the complete process.

? What should an architect do to achieve outstanding outcomes?

Lighting is one of the most profound ways to affect the performance of a building. The good news is that the performance and capability of lighting systems have caught up with the aggressive energy standards. For a few years, we lived through a dark time when energy limits were achieved by compromising on lighting quality. Today, designers are once again free to think creatively and still meet aggressive energy objectives.

That's why a lighting designer should be included early in the concept development process. Many architectural firms have in-house lighting designers. Engage those resources. Or reach out to local lighting designers. Your local chapter of the International Association of Lighting Designers (www.IALD.org) is a great source. I also recommend connecting with your local Acuity Brands resources. Our representatives are dedicated lighting experts, skilled in meeting design, schedule, budget and retrofit considerations. They offer training, design assistance, technical education, simulation centers and other services to help design teams make smart decisions.

The resources of the entire Acuity Brands organization are available to architects and designers as well. Contact me directly. I'll personally connect you with the Acuity Brands expert best qualified to help.

A final word, if I may. Architects deserve kudos for their commitment to and leadership on sustainability principles. When their visions are empowered by teams of experts working together to solve hard problems, we're all better off. At Acuity Brands, we're very pleased to be part of that process by providing lighting leadership and solutions. Nobody cares more about lighting than Acuity Brands. We welcome the opportunity to prove it. ●