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HUBBELL LIGHTING, INC.

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## **TRAINING FOR LIFE: THE LIGHTING SOLUTIONS CENTER**

The first floor of the new Hubbell Lighting corporate headquarters in Greenville, SC is home to the company's unique Lighting Solutions Center. Unprecedented in the lighting industry, this self-contained 25,000 square foot space consists of dynamic training rooms equipped with the latest audio-visual equipment; an amphitheater outfitted with multi-media webcasting capability; a 3,000 square foot Lighting Solutions Lab; and complete dining facilities.

The Lighting Solutions Center, considered by many to be the most advanced education/training center in the lighting industry, was developed from a concept originally conceived by Scott Muse, Hubbell Lighting's Group Vice President. Simple in its objective, but complex to implement, the facility provides real world solutions to the most challenging and timely lighting issues. Muse believes this is the quintessential service Hubbell Lighting provides for the specification community including architects, illuminating engineers, lighting designers, contractors, sales agents and others who work with illumination on a daily basis.

### **Points of Light**

Though each area in the Lighting Solutions Center fulfills a specific need, the training rooms and the Lighting Solutions Lab are particularly new approaches to solving lighting problems. Each training room feeds off of a storage area containing many of the light fixtures manufactured by Hubbell Lighting. As a result of the back-of-the-house design allowing for quick and efficient shifts of training emphasis, individual training rooms can be transformed daily to reflect specific light fixtures and illumination sources supporting educational programs going on concurrently.

To create its unequalled Lighting Solutions Lab, nearly two years ago Hubbell Lighting management chose five people from its operational ranks, identifying them as "Lighting Champions." Their responsibility? To identify the most significant challenges with which lighting professionals wrestle on a regular basis. Each champion focused on specific solutions for his lighting challenge including daylight harvesting design, maximizing energy

efficiency, controlling light pollution, specifying solid state lighting products, and the integration of life safety systems.

### **Applied Innovation**

By comparison, before the inauguration of the new Hubbell Lighting Solutions Center, other lamp and luminaire manufacturers designed corporate lighting centers around application vignettes and a showroom atmosphere where a series of product training rooms included hundreds of indoor and dozens of outdoor lighting fixtures.

Moving away from the concept of “showrooms on steroids,” teaching techniques evolve to embrace technology and to employ the very latest in multi-media tools. New challenges require new solutions and Hubbell’s Lighting Solutions Center, incorporating the Lighting Solutions Lab, represents the evolution of education in the lighting industry.

“The overall concept was to clearly define and discuss the latest lighting challenges identified by the Hubbell Lighting champions and to present the latest solutions,” said Bill Smith of Storyline Studio, the Seattle, WA firm commissioned to design the Lighting Solutions Lab space within the Lighting Solutions Center.

Storyline Studio is an expression of the talents, creativity, experience and philosophy of its founder, Bill Smith, who believes that at the heart of every design project is a simple story just waiting to be told. His firm, a collaborative of designers who encompass every aspect of industrial, graphic and media design, offered Hubbell Lighting an impressive collective experience spanning more than 200 projects over 50 years of exhibit work.

### **Exploring Solutions**

Smith and Storyline Studio associates Tim Halloran, Stuart Lee and Howard Litwak have developed exhibits for museums and corporate visitor centers across the country, including the Federal Reserve Bank in San Francisco, a host of wineries in California’s Napa Valley, and Levi Strauss facilities, among others. Before putting pencil to paper, the Storyline team spent a solid month working exclusively to understand the project at hand. Following extensive interviews with Hubbell Lighting brand managers, marketing people and top management, Storyline Studio unleashed its commercial and institutional experience to help create a space unlike any other in the lighting industry.

Responding to the five most vexing lighting problems of the day, Storyline Studio and the Hubbell Lighting champions worked to create exceptional modules addressing each challenge. Looking at an aerial view of the lighting workshop, a central hub makes each demonstration space easily accessible. Internally lit modular curvilinear walls ingeniously separate each space and are designed to be easily reconfigured as needs occur to accommodate new lighting challenges.

## **Fundamentals at Work**

Each of the five demonstration areas feature one or more unique teaching tools such as a fixture comparison mechanism that directly compares differences in light quality, energy usage and cost savings. Other uncommon components in each area include tailored environmental graphics, a touch-screen computer with video projection and a system in the daylight harvesting workshop that traces a day from sunrise to sunset to illustrate how day lighting energy is captured. In addition, visitors to the lighting workshop are exposed to a series of graphically illustrated, real world solutions and innovative demonstration tools. These demonstrations illustrate the differences and similarities between incandescent, fluorescent and solid state light sources in different residential and commercial applications.

The underlying concept in the Storyline Studio design is its great flexibility. Employing a ceiling electrical grid, moveable walls and easily changing graphics, lighting presentations at the Lighting Solutions Center will continually evolve and provide the latest information on cutting edge lighting topics.