

# Interiors & sources

SEPTEMBER 2014

1984-2014



Photography Courtesy of USAI Lighting

product expose

# BeveLED MINI

## FROM USAI LIGHTING

### WHERE DID YOU GROW UP?

I grew up in a scenic hamlet directly on the Hudson River—New Windsor, N.Y.—with a view across to West Point.

### WHAT WAS YOUR FIRST BIG BREAK?

I'm a newbie on the lighting scene—introduced in 2014.

### WHAT'S THE RUMOR MILL CHURNING OUT ABOUT YOU THESE DAYS?

Move over, Peter Dinklage. Out of my way, Danny DeVito. I'm wowing everyone with my mini scale—yes, I can fit in the palm of your hand—and supersized performance.

### WHERE WAS THE LAST PLACE THE PAPARAZZI PHOTOGRAPHED YOU?

I was Sophie's Choice! At Saks Fifth Avenue Chicago (see Also Seen, pg. 108), I'm integrated into the recessed ceiling panels of the store's uber-chic Sophie's café. My sleek and small style fits well with the sophisticated design and feel of the restaurant. I also create a relaxing ambience for diners at night by dimming to a warm color temperature.

### ASIDE FROM SUGAR AND SPICE, AND EVERYTHING NICE, WHAT ELSE ARE YOU MADE OF?

It doesn't get much sexier than this—die cast aluminum trim, high power white LEDs, and a proprietary precision injection molded specular polycarbonate reflector—just to name a few. Really, I'm whatever you want me to be—with different wattages, CRI, beam angles, trim/trim lines, color temperatures, and more.

### IF YOU COULD GET ONE PLASTIC SURGERY PROCEDURE WHAT WOULD IT BE?

It's not about how much better I can look—it's about how much better I make you and everything else that you see in a space look. That is, after all, what performance lighting is all about. So, if you were expecting me to say I'd want size enhancement, not going to happen.

### WHAT'S YOUR BIGGEST TURN-ON?

Switches, of course.

### TURN-OFF?

I don't have any. But for anyone who's turned off by me—my beam



spread, light engine, or driver—they can change those details effortlessly thanks to my unique twist-and-lock modular design!

### WHO ARE YOU WEARING RIGHT NOW?

Right now I'm rocking no trim in a millwork ceiling, but I like to change up my look—I can be stylin' in white, round trim (classic), or spice it up with a metallic bevel or colored trim!

### WHO WOULD YOU LIKE TO WORK WITH NEXT?

Well, if Sir Norman Foster is reading this, I'd love to be cast—and would be perfect—in the new Apple headquarters since I'm all about the technology of lighting.

### WHAT'S THE WORST PART ABOUT FAME?

Who are you kidding? There's no downside for me because I'm made not only to be in the spotlight, but to be the spotlight itself. 