



Lighting Your Image

PLEASE READ CAREFULLY

Although it is not required to have specific lighting to enjoy your Benjamin Walls image, you can enjoy gallery-quality art in your home with these simple lighting recommendations:

- **Lights Before Art** – We highly recommend installing lighting before delivery/installation of your new WALLS image. This will reduce the risk of damage to your artwork by your contractor, and you will get to enjoy your artwork on day one.
- **Schedule Your Lighting Consultation Today** –Your Benjamin Walls image takes 3-6 weeks to produce in our facility, and electricians/contractors can easily take longer to schedule, order materials, and install your lighting. We recommend scheduling your lighting consultation immediately so that everything is ready when it is time to install your image.
- Please note we cannot deliver artwork while other contractors are present/working.

If you have any questions, please do not hesitate to give us a call:

The Benjamin Walls Gallery Team

(877) 989-2557

team@benjaminwalls.com

Asheville: 38 Broadway St. Asheville, NC 28801

Bristol: 701 State St. Bristol, VA 24201

(877)989-2557 www.BenjaminWalls.com



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Two Options for **GREAT** Lighting

OPTION 1:

- Interested in a track lighting system similar to what you would see in a gallery?
- Need an existing recessed fixture modified to accept directional lighting?
- Not sure what you need?

If you answered **YES** to any of the above:

SCHEDULE A LIGHTING CONSULTATION THROUGH THE BENJAMIN WALLS GALLERY:

A member of the Benjamin Walls Gallery staff will analyze your lighting needs and make specific lighting recommendations. This includes suggestions for fixtures, placement, and specialized bulbs that will help you achieve a similar look to that in the gallery. In some cases, we can recommend or sell bulbs or adaptors that will work with existing fixtures in your home - but if a more advanced lighting solution is required, we recommend consulting with a lighting specialist. (See *option 2* below.)

To Schedule a Benjamin Walls Gallery Light Consultation **CALL: 877-989-2557**

OPTION 2:

- Do you want the function of a track light and the look of a decorative fixture?
- Do you want a recessed fixture that functions like a track light?
- Are your ceilings higher than 15 feet?

If you answered **YES** to any of the above:

SCHEDULE AN APPOINTMENT WITH YOUR ARCHITECT, LIGHTING ENGINEER, OR ELECTRICIAN:

There is a wide array of functional and aesthetic lighting designs available – many of which are only available through specialty retailers. Lighting at this level is an entirely separate industry and our expertise does *not* cover sourcing, locating, or installing these fixtures. Please consult with your architect, lighting engineer, or advanced electrician if you have a vision for a particular installation at your home or office. Our Lighting Tech Sheet (attached) will provide your professionals general information for light temperature & angles.

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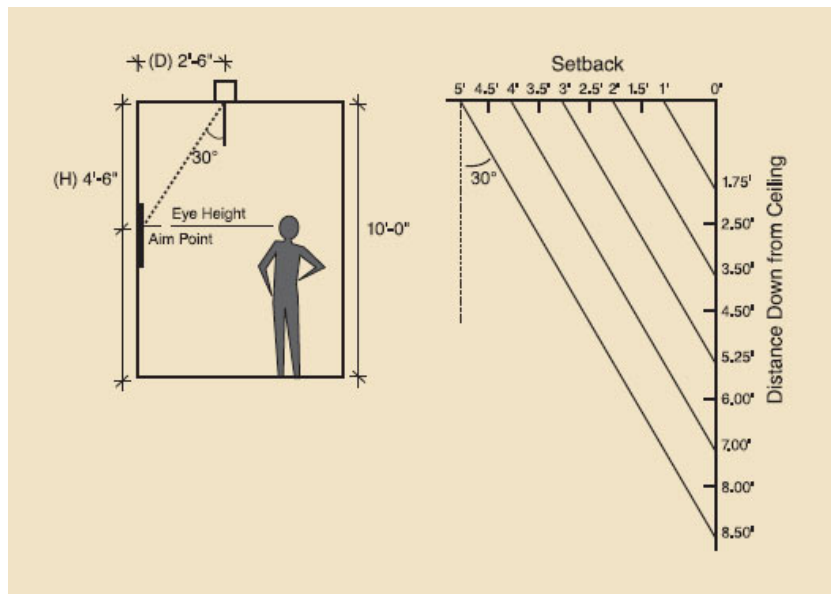


LIGHTING TECH SPECS

Directional light is vital to properly view ALL artwork in your home or office. There are many ways to add good directional lighting – options include track lights, recessed lights, surface mount fixtures, “stems” that extend existing fixtures, etc.

When selecting your ceiling mounted fixture, we suggest the following:

1. **One directional light for every 30” width of photograph.**
2. **Position the track, recessed light, or other fixture at an angle above the image. A 30° angle is ideal, but angles between a 20° and 50° will work fine – see diagram below.**



3. **Bulbs should be spotlights, *DO NOT USE floodlights*.** We use 75-120-watt equivalent LEDs in the gallery with 8-25 degree spot beams, at 2700-Kelvin color temperature.
4. **We recommend using bulbs with narrower beams the further your fixture is located from the image.**
 1. Direct distance from image to fixture 4-8' = 20° spot bulbs
 2. Direct distance from image to fixture 6-10' = 15° spot bulbs
 3. Direct distance from image to fixture 8-15' = 8° spot bulbs
 4. Direct distance greater than 15' = consult a lighting engineer
5. **An independent circuit and a dimmer switch are a nice touch**, allowing you to adjust the lighting level to suit the occasion.