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Good Morning <<First Name>>,

Welcome to the April 2014 edition. The Schimberg Group's goal is to provide insight, information, and visual stimulation for all things architecture and interior design related. There is something for everyone, so please enjoy.

TOPIC OF THE MONTH:

AN INTERVIEW WITH MATT GREG FROM SYNERGY LIGHTING

Q: ARE THERE SPECIFIC TYPES OF LIGHTS FOR DIFFERENT TYPES OF FOOD?

A: When it comes to food and lighting there are three things a light bulb can do: flatter, distort or show "as is". Selecting the proper lamp based on the primary menu can result in an enhanced dining experience making food look fresher and more desirable.

Q: WHAT IS THE RELATIONSHIP BETWEEN GENERAL AND ACCENT LIGHTING IN A RESTAURANT?

A: Lighting in a restaurant should always be layered between general area and accent lights. General lighting provides illumination of the setting and accent highlights forefront objects such as table tops and bars. A third layer brings in design elements to the eye.

Q: WHAT IS THE BEST WAY TO CONTROL LIGHTING IN A RESTAURANT?

A: Automated dimming controls set up to control scenes such as a lunch scene, dining scene, or special events. A quality dimming system provides hands free control that automatically adjusts the scenes without anyone noticing they have changed.

-Matt Greg

Synergy Lighting

www.synergylightingusa.com



Comparison of food lit with unflattering light (left) and flattering light (right).

Photo credit: freshfoodlighting.com

DESIGN TIP OF THE MONTH:

Chair glides protect floors. The appropriate chair glide or caster will help avoid damage over time. New chairs can be ordered with the appropriate glides or casters, simply ask the retailer. For your existing chairs, the appropriate glides can easily be purchased from a hardware store or online. Check out www.allglides.com for any type of chair glide you may need.

UPCOMING EVENTS:

AIA 2014 Sarasota Design Conference

When: May 16 - 17 2014

Where: Lido Beach Resort, Sarasota FL

Website: [HERE](#) for more information

Confluence: Israel

An exhibition showcasing cutting-edge works by emerging Israeli artists. This compelling exhibit offers a comprehensive look at the many facets of the Israeli experience by bringing exceptional artwork to the Sarasota community.

When: Mar 13 - April 25, 2014

Where: Art Center Sarasota, 707 North Tamiami Trail, Sarasota FL 34236

Website: [HERE](#) for more information

WHAT'S NEW ON OUR BLOG...

Check out our latest blog post, "An Architect's Pay" at [The Empty Space Blog](#)

LET US KNOW...

If you have any questions about any of the articles in this newsletter or suggestions for future articles or blog posts, please don't hesitate to contact us at info@theschim.com. We encourage you to add comments on our [blog](#), or connect with us on [Facebook](#), [LinkedIn](#), or [Twitter](#).

We look forward to working with you to create architectural solutions that exceed your expectations.

Sincerely,

A handwritten signature in black ink, appearing to read 'Barron Schimberg', written in a cursive style.

Barron Schimberg, AIA
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