

EMBARGOED UNTIL SEPT. 19, 2005

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## DESIGN AND TECHNOLOGY COMPETITION

[www.lightingfortomorrow.com](http://www.lightingfortomorrow.com)

### Second *Lighting for Tomorrow* competition announces winners Lithonia Lighting, American Fluorescent earn grand prizes

MIAMI BEACH, Fla. – **Lithonia Lighting** earned a grand prize in *Lighting for Tomorrow's* 2005 Design and Technology Competition, winning \$15,000 for the top design in the Indoor Fixture Family category. For the second straight year, **American Fluorescent Corporation** also came out a winner, capturing the top awards in the Outdoor Fixture Family and Technical Innovation categories.

Awards were presented at the **American Lighting Association** Annual Conference in Miami Beach, Fla., on Sept. 19. More than 30 working prototypes had been entered into the competition.

Los Angeles-based **Justice Design Group** was awarded \$7,500 for second place in the Indoor Fixture Family category. Three other designs received Honorable Mention, one by Good Earth Lighting and two by Fire and Water. See page 3 for a list of all award winners.

"We were very encouraged to see many excellent designs and a host of new manufacturers participating in this year's event," said Rebecca Foster, Program Manager for the Consortium for Energy Efficiency, a *Lighting for Tomorrow* co-sponsor. "By focusing on fixture families, we are presenting homeowners with a wide array of options for energy-efficient lighting."

#### GRAND-PRIZE WINNERS

Lithonia's "**Ferros**" indoor fixture family was designed by a team led by **David Zizzi**, Director of Product Development. The diversity of fixtures in this family allows homeowners to create a lighting arrangement in which the rooms complement each other. "Ferros" is expected to be available in lighting showrooms by the end of 2005.

"For the past 28 years, we've focused on energy-efficient, fluorescent lighting for the home," said Zizzi. "Recent advances in lighting technology have enabled us to design more fixtures that are aesthetically pleasing. Based on consumer trends we've significantly advanced the style of our products. We've come a long way in the past few years. We're placing more of an emphasis on designing fixture families."

Stephen Blackman, of Illinois-based American Fluorescent, produced his company's winning designs. "**Eureka**," an outdoor fixture family, has a rugged outdoor look that features hand-fabricated brass cages and a weathered moss brown finish. All fixtures in this series accept 13 or 18 watt compact fluorescent lamps. "Eureka" is expected to be introduced in January 2006.

American Fluorescent, which produces only energy-efficient lighting, also took the grand prize for Technology Innovation, providing an affordable solution to dimming in fluorescent fixtures. Blackman's "Chablis-Soleil" chandelier integrates an on-board dimmer into a decorative finial at the base of the fixture. The fixture is expected to be available in 2006. Other fixtures incorporating the dimming lamp-ballast system may also be introduced next year.

#### ABOUT LIGHTING FOR TOMORROW

*Lighting for Tomorrow* was launched in 2002 to encourage and recognize excellence in the design of energy-efficient residential lighting fixtures. In 2005, the competition's specific objectives focused on indoor and outdoor fixture families as well as innovative designs that address technical barriers to energy-efficient lighting. In order to qualify for the 2005 competition, all prototypes had to meet **ENERGY STAR**<sup>®</sup> criteria.

*Lighting for Tomorrow* is organized by the American Lighting Association (ALA), the **Consortium for Energy Efficiency** (CEE) and the **U.S. Department of Energy** (represented by Pacific Northwest National Laboratory). Twenty-seven CEE members sponsored the competition (see page 6).



# (\$15,000 each)

## TECHNICAL INNOVATION

*Affordable dimming*

### Chablis-Soleil

Available January 2006

*Designer*

**STEPHEN BLACKMAN**

*Manufacturer*

**AMERICAN FLUORESCENT CORPORATION**



#### **Description**

By using an "on-board" dimmer for pendant fixtures, American Fluorescent has found a way to bring affordable dimming capabilities to fluorescent lighting. The dimming control switch is hidden in the lower decorative finial on the fixture. This technology will soon be adapted to compact fluorescent lamp fixtures and, ultimately, fluorescent fixtures that can be controlled remotely by standard wall switch dimmers.

#### **Stephen Blackman:**

"Fluorescent dimming has been a widely requested but very difficult technology to bring to moderately-priced fixtures. This ballast and lamp combination shows that it is now possible to bring to the market, a well-designed, cost-effective fixture with fluorescent dimming."

## SECOND-PLACE WINNER (\$7,500)

### INDOOR FIXTURE FAMILY



### Windows Collection™

Available January 2006

*Manufacturer*

**JUSTICE DESIGN GROUP**

#### **Description**

The traditional look of craftsman-style windows is the influence for the contemporary Windows Collection. All fixtures are offered in a choice of three window designs, four metal finishes and three lenses.

## HONORABLE MENTION

#### **USE OF SUSTAINABLE MATERIALS**

##### **Fire & Water Lighting**

Flipster

Lulu

#### **FUNCTIONALITY**

##### **Good Earth Lighting**

Lighted Mirror

## FINALISTS

#### **Justice Design Group**

Kids Room™ Collection

CandleAria™ Collection

LumenAria™ Collection

#### **American Fluorescent**

Helios

Adirondack

#### **Kichler Lighting**

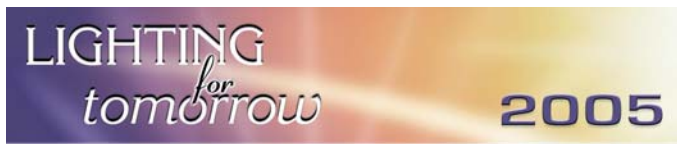
Palencia

#### **Progress Lighting**

Savannah

#### **Designers Fountain**

Big Pendant



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# SPONSORS



**AMERICAN LIGHTING ASSOCIATION**  
**[www.americanlightingassoc.com](http://www.americanlightingassoc.com)**

ALA is the only trade association representing residential lighting manufacturers, showrooms, distributors, manufacturer representatives, component manufacturers and industry-related companies. ALA members, totaling more than 1,200 in the U.S., Canada and the Caribbean, are dedicated to providing the public with quality residential lighting.

“ALA members have a growing interest in energy-efficient lighting. The ALA sponsorship of *Lighting for Tomorrow* is not only timely, but also a natural fit. Best of all, these new ideas have moved quickly from drawing board to showroom stock to benefiting the consumer. This is the kind of program that we love to support.”

**Dick Upton**  
**President/CEO**



**CONSORTIUM FOR ENERGY EFFICIENCY**  
**[www.cee1.org](http://www.cee1.org)**

The Consortium for Energy Efficiency (CEE) is a national nonprofit corporation that has been promoting energy-efficient technologies and services since 1991. Members include utilities, state energy offices, environmental groups, and state and regional energy-efficiency organizations.

“CEE’s sponsorship of *Lighting for Tomorrow* is just one example of our commitment to supporting the growth of efficient, decorative lighting. Our member co-sponsors have provided generous financial support for the campaign and we are encouraging them to continue this support by promoting these new products in their lighting programs. Industry’s response to *Lighting for Tomorrow* has been terrific, and we’re pleased to see the growing role that efficient, decorative fixtures are playing in manufacturers’ product lines.”

**Marc Hoffman**  
**Executive Director**



**U.S. DEPARTMENT OF ENERGY**  
**[www.eere.energy.gov](http://www.eere.energy.gov)**

The U.S. Department of Energy’s Building Technologies Program conducts research and development on technologies and practices for energy efficiency, working closely with the building industry and manufacturers. This program, represented by Pacific Northwest National Laboratory (PNNL) as a sponsor of *Lighting for Tomorrow*, has a longstanding commitment to improving lighting energy efficiency. DOE and PNNL support the development of high-efficiency products to improve energy efficiency in America’s homes and buildings.

“*Lighting for Tomorrow* is changing the way we think about residential lighting by encouraging and rewarding excellent design in energy-efficient fixtures. Today’s booming homebuilding and renovation market represents an excellent opportunity for practical, attractive, energy-efficient lighting fixtures. This year’s competition recognizes a range of fixture families geared to meet the needs of homebuilders, lighting showrooms, and consumers.”

**David Rodgers**  
**Manager, Building Technologies Program**



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## GENERAL INFORMATION

### Background

*Lighting for Tomorrow*, the national design and technology competition, was launched in 2002 to encourage and recognize **excellence in design of energy-efficient residential lighting fixtures**. Ultimately, *Lighting for Tomorrow* seeks to help increase the market availability of energy-efficient residential lighting fixtures and increase the marketing, promotion and sales of these fixtures through primary distribution channels for the new construction and renovation markets.

This is accomplished by encouraging manufacturers to develop a new generation of innovative and attractive residential lighting fixtures that are energy efficient. **Cash awards** are provided for manufacturers and professional lighting designers who create and build prototypes of new lighting products that meet *Lighting for Tomorrow* criteria.

The first *Lighting for Tomorrow* competition was held in 2003-2004, with a \$10,000 first prize and three runner-up awards of \$4,000. For information on all finalists and winners of the first competition, visit [www.lightingfortomorrow.com/2004](http://www.lightingfortomorrow.com/2004).

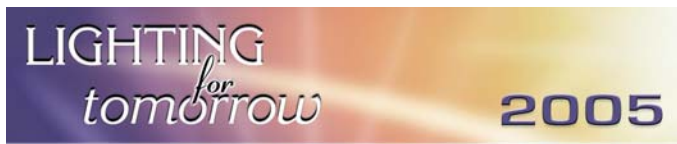
In 2005, the competition expanded to include **outdoor lighting, fixture families** and a **technical innovation award**. Three grand prizes of \$15,000 each are being awarded along with a second-place prize of \$7,500. ENERGY STAR<sup>®</sup> qualification is required for all winners.

*Lighting for Tomorrow's* 2005 Design and Technology Competition has the following objectives:

- Stimulate the development of new, energy-efficient, decorative lighting fixture families in both indoor and outdoor categories
- Encourage innovation to address specific technical barriers preventing widespread consumer acceptance and market adoption of energy-efficient residential fixtures.
- Increase the relative emphasis on energy-efficient lighting among consumers, builders/contractors, electricians, and distributors/showrooms.

### Why fixture families?

Fixture families are lighting products that complement each other – aesthetically and technically – and can be purchased as a set for the home. Fixture families provide builders and consumers with better options in choosing energy-efficient lighting. Recognizing the need for complementary fixtures around the home – such as chandeliers, pendants, wall sconces and surface-mounts – *Lighting for Tomorrow* organizers specifically asked for complete indoor and outdoor fixture families in the 2005 competition.



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## CO-SPONSORS

The following CEE members made direct financial contributions to *Lighting for Tomorrow 2005*:

**Alliant Energy**  
**BC Hydro**  
**Bonneville Power Administration**  
**California Energy Commission**  
**Cape Light Compact**  
**Connecticut Light & Power Company**  
**Efficiency Maine**  
**Efficiency Vermont**  
**Energy Trust of Oregon**  
**Hydro-Québec**  
**Long Island Power Authority**  
**Massachusetts Electric**  
**MidAmerican Energy**  
**Narragansett Electric**  
**New Jersey Clean Energy Program**  
**New York State Energy Research and Development Authority**  
**Northwest Energy Efficiency Alliance**  
**NSTAR Electric**  
**Pacific Gas & Electric Company**  
**Sacramento Municipal Utility District**  
**San Diego Gas & Electric**  
**Southern California Edison**  
**Tacoma Power**  
**United Illuminating**  
**Unitil: The Fitchburg Gas & Electric Company**  
**Western Massachusetts Electric Company**  
**Xcel Energy**

## JUDGES

In order to create a diverse panel, *Lighting for Tomorrow* organizers selected judges from many areas of the lighting industry, including those who sell, design, evaluate and write about residential lighting. Below are the judges for the 2005 Design and Technology Competition.

### HOME BUILDERS

Miguel Hutton	KB Home	Las Vegas
Jeff Jacobs	Centex Homes	San Francisco

### LIGHTING SHOWROOMS

Marilyn Schulman	Bay Shore Lighting	Bay Shore, N.Y.
John Fallon	Seattle Lighting Fixture Co.	Bellevue, Wash.

### JOURNALISTS

Linda Lentz	Independent editor	New York, N.Y.
Robyn Lawrence	Natural Home and Garden	Denver

### LIGHTING RESEARCH PROFESSIONALS

Patricia Rizzo	Lighting Research Center	Troy, N.Y.
Oliver Morse	Lawrence Berkeley National Laboratory (retired)	Berkeley, Calif.
Ziggy Psarski	CSA International	Toronto

### LIGHTING PROGRAM MANAGERS

Paul Vrabel	ICF Consulting (representing ENERGY STAR®)	Washington, D.C.
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### LIGHTING DESIGNER

Bernie Bauer	Integrated Lighting Concepts	Westlake Village, Calif.
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## HOW THE ENTRIES WERE SELECTED AND JUDGED

### Minimum technical requirements

- Designs must support dedicated energy-efficient lighting fixtures for the home and surrounding area. Fixture design cannot allow retrofit with a screw-based lamp.
- Proposed fixtures must be consistent with the requirements of the ENERGY STAR Residential Light Fixtures Eligibility Criteria, version 4.0.
- Proposed fixtures and components must be rated for use in residential buildings and must meet all applicable national standards and building codes.

### Evaluation criteria

Fixture family designs were evaluated on the basis of:

#### POTENTIAL MARKET IMPACT

Attractiveness  
Value  
Marketability

#### INNOVATION

Design  
Use of materials  
Components

#### FUNCTIONALITY

Providing high-quality illumination for the intended application

# CFLs save energy, time and money

## ***Lighting for Tomorrow* entries utilize this technology**

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Compact fluorescent lamps (CFLs) have become the first choice for energy-efficient residential lighting.

CFLs last 6-10 times longer and use up to 75 percent less energy than standard incandescent bulbs. For consumers, that means lower electric bills as well as less time changing bulbs and making trips to the store.

What's more, CFLs can match traditional incandescent bulbs in size, light output and light quality. CFLs come in many shapes and sizes; the example at right is just one type of CFL.



All *Lighting for Tomorrow* entries utilize CFL technology.

Standard household incandescent bulbs deliver about 15-20 lumens for every watt of power. CFLs do much better, delivering 70-80 lumens per watt.

## **HOW MUCH DO CFLs SAVE?**

<b>Incandescent bulb wattage</b>	<b>Equivalent CFL wattage</b>	<b>Energy cost savings (\$)*</b>
25	7	20.40
40	9	30.00
60	15	55.20
75	20	66.00
100	26	78.00
150	42	124.80

\*At 10 cents/kWh for the rated life of the CFL

Source: American Lighting Association