

Case Study | *Rodney Lough Jr. Gallery*

WAC Lighting Illuminates Rodney Lough Jr. Wilderness Collections Gallery





When a substantial amount of high quality, high performance track was needed to showcase fine artwork throughout the Rodney Lough, Jr. Gallery in the San Francisco Bay Area, the gallery's lighting designer turned to WAC Lighting for a sophisticated and effective display lighting solution.

Rodney Lough Jr. Wilderness Collections Gallery is this artist's newest and largest fine art photography gallery in San Francisco. The gallery was relocated from Pier 39 to One Jefferson Street in the heart of Fisherman's Wharf (on the corner of Powell and Jefferson Streets across from the Embarcadero). In what can only be described as "Earthy with Class", this gallery is absolutely exquisite from floor to ceiling.

Built in the same environmentally conscious style as his Gold LEED certified Las Vegas gallery, the space features recycled wood flooring from a century old barn and beautiful 600-year-old cedar trees from a sustainable forest management program. With over 10,000 square feet to showcase his work, WAC Lighting track luminaires were used to highlight Rodney's monumental photographs which are displayed in epic proportions for art lovers to feast their eyes upon.



HHT-007

Over 550 low voltage track heads and 928 feet of track were specified and installed throughout the gallery within a very short period of time using WAC's Quick Ship Program. Selected for the project was WAC Model HHT-007, a track fixture constructed of die cast aluminum for high quality and long lasting durability. Each luminaire is designed with a swivel yoke that allows 350-degree horizontal rotation and 90 degree vertical tilt for easy aiming in any direction, to highlight the breathtaking photographs throughout the upscale gallery.

MR16 halogen luminaires were used for accent and general lighting applications, and to project the artwork in the best light. The halogen MR16 fixtures are commonly used in fine museums and homes for lighting art. The luminaire has a small profile and offers a bright, white glow with excellent color quality. Diminutive and unobtrusive for a clean architectural look, the fixtures are featured in a sleek design and a handsome black designer metal finish to blend well with the black walls and ceilings. Throughout the gallery, tracks are installed in the center of the aisles with luminaires adjusted to focus on artwork on the walls on both sides.



WAC MR16 track luminaires were used with Ushio MR-16 Eurostar™ IR Series of halogen lamps to provide the lighting intensity needed and to comply with California's Title 24 energy efficiency code.

Designed for a variety of applications and interior environments, the track fixtures operate on WAC's 120-volt track system. Versatile yet sturdy, the track system was surface mounted from the ceiling, enabling the lighting design to adapt to this upscale gallery.

"WAC offered a low profile, easy to use fixture that accomplished the task at hand," explained Brent Pritchett, Lighting Designer for 4Wall Systems and Design of Las Vegas. "The luminaire was very small and easy to focus, with a strong ability to hold its focus. It had a clean, streamlined design that did not disrupt the look of the gallery."

WAC Lighting's western distribution center (outside of Los Angeles) was used to ship the track luminaires quickly to meet the designer's tight deadlines.

Rodney Lough Jr., an award-winning Master Photographer, is beloved by over 40,000 fine art collectors worldwide. Renowned for the vibrant colors and vivid textures of his wilderness and landscape photography, Rodney is a purist who captures what nature creates, using no color filters or darkroom deception. More than documenting his travels through life, Rodney has enabled thousands to view the natural world from a unique, celebratory perspective. When not at home in his studio, he searches the national landscape for overlooked treasures and leads photography workshop expeditions into the wilderness.



**Lighting Designer:**

Brent Pritchett
4Wall Systems and Design of Las Vegas
3325 W. Sunset Road, Suite F
Las Vegas, Nevada
T 702-263-3858
T 877-789-8167
Email: info@4wall.com, bpritchett@4wall.com

Project:

Rodney Lough Jr. Wilderness Collections Gallery
One Jefferson
San Francisco, CA
T. 415-399-9959

Sales Representative

Kevin Commeford
Design Concepts, Inc
6351 Hinson Ste R
Las Vegas, NV 89118
Ph: 702-313-4825
Fax: 702-313-4827
Email: kcommeford@designconceptslv.com

**WAC Lighting Global Headquarters
and Eastern Distribution Center**

615 South Street
Garden City, New York 11530
Phone: 1.800.526.2588
Fax: 1.800.526.2585

**Western Offices
and Distribution Center**

168 Brea Canyon Road
City of Industry, California 91789
Phone: 1.877.810.6695
Fax: 1.866.810.6615

"The world is a remarkable place full of beauty and splendor," Rodney exclaims. "To witness the simple grandeur of creation, the miracle of nature, is perhaps all that we need. The peace received while viewing a leaf turned color at the height of fall is immense and divine."

Aligned perfectly with Rodney's philosophy, WAC Lighting strives to develop sustainable lighting by maximizing the aesthetic quality of today's interiors, such as Rodney's gallery, while minimizing the impact on our world's natural environment. These luminaires were developed with energy efficient lamping and optic technology in a clean, manufacturing campus with zero landfill status.

According to Kevin Commeford of Design Concepts, "WAC was selected for the project because they provide high quality, high performance lighting with a very quick turnaround time. They were tremendous to work with during the process. It was a slam dunk case."