



# Get the light just right; bring Bright Light Designs to the job

**BY LYNN CARROLL**

Whether it's a home or workplace, indoors or out, Bright Light Designs is all business when it comes to turning on the lights.

The right lighting, says Bright Light Designs Founder Marcia Exelrud, can make a world of difference. "I like to make people more aware of the possibilities that lighting renovations offer," she says. "You can increase productivity in the work space and make people comfortable in restaurants."

Bright Light Designs provides consulting and design services for all lighting scenarios.

As a consultant, Exelrud can suggest to clients what to use, what to buy and where to install it -- or oversee plans for an entire project.

"Sometimes the way space is designed right from the start can be improved to make the lighting work better," she says. "Even the finishes on walls and floors need to be considered because they can reflect light the wrong way."

An architect who studied and honed her craft in Brazil, Exelrud's projects have included retail centers, clinics, restaurants and hotels as well as homes. "I've done shopping centers, an airport, a boardwalk, a riverwalk, parks, an underground cave and many theaters," Exelrud says. "I can do everything from a simple consultation to a complete project and installation. I'm very detail oriented."

Her specialty evolved from her early work as an architect.

"While I was doing my peer design projects in architecture I had a lot of difficulty finding lighting solutions for my

clients," says Exelrud, who by now has 20 years of experience in her field. "That's why I started studying it. It turned out to be so interesting. The challenge comes from knowing that lighting can make anything look better -- or completely destroy it. The wrong lighting can create weird shadows and shapes, show defects or change the colors and also be uncomfortable."

Her biggest challenges, she says, are lights for underground caves and historic buildings.

Recently Bright Light Designs project renovated the lighting in a furniture retail store. "The colors weren't showing well," she says, "and the salespeople were getting headaches. After seeing the results, I've been asked to do the chain's other stores."

She says many residences in South Florida suffer from horrible lighting. "There's often no light overhead, or it's so high you can't even change the bulb," Exelrud says. "I've worked with some developers to modify the plans before they break ground so those things won't happen."

"Whatever I do, I like to see the results of my work -- but not the technical equipment involved. The technical equipment should be durable, but not seen."

For more information, call Marcia Exelrud at Bright Light Designs (305) 773-2917 or email her at [brightlightdesignsinc@yahoo.com](mailto:brightlightdesignsinc@yahoo.com)



Marcia Exelrud