

RESIDENTIAL LIGHTING

MAY 2012 \$5.00

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Style and Substance for Lighting Professionals

20th ANNIVERSARY
DOUBLE
DECADE
OF DESIGN

SHARP shooters

SHOWROOM OF THE YEAR 2012 FINALISTS

ALA CONFERENCE PREVIEW





URBAN LIGHTING SAN DIEGO, CA

In its design and merchandising, Urban Lighting's 1,200-square-foot showroom has European flair and a gallery ambience that is white, bright and airy. Contemporary lighting designs from Moooi, Ingo Mauer and Fortuny are balanced with mainstream, transitional lighting lines. The goal is to offer a good variety of high/mid-range fixtures. The one-of-a-kind showroom and its merchandise mix appeal to the local architecture and design community and

area homeowners and tourists visiting San Diego's historic Gaslamp Quarter, Urban Lighting's home.

Once upon a time, Urban Lighting had a different name and owner, but the people who work there today have remained consistent; even the new owner is a veteran. The philosophy is to support the customer in as many ways as possible, from providing options within a price range to stocking famous brand names, not facsimiles. Thanks to the Internet, customers often walk into the showroom knowing what they want. Incredibly detail-oriented with years of experience, the Urban Lighting staff is ready to help them get it. Each staffer has an interior design background and is very knowledgeable about lighting and design. Their contribution has helped the showroom grow its sales and profits, even in tough economic times.

Urban Lighting's website is an educational tool with an online catalog. No prices are shown, and to order, customers must phone the showroom. The online catalog provides comprehensive product information. In 2011, Urban Lighting ramped up its social media presence using Twitter and Facebook. The content Urban Lighting shares provides a steady stream of interesting tidbits about lighting and design. The plan is not to flood customers with daily posts but to hit the sweet spot between enough but not too much.