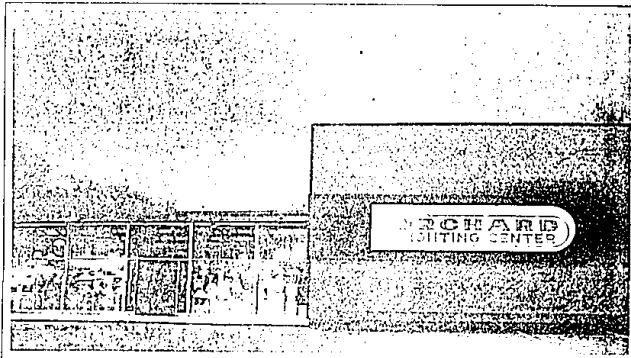


# Who's Who In Michigan Business<sup>TM</sup>

Advertising Feature by Susie Newberg

## Elegant And Daring Fashions In Light From Orchard Lighting Center



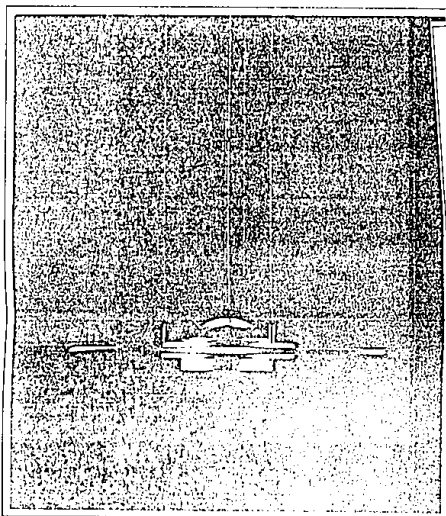
Pass through the plain brown double-doors at Orchard Lighting and almost immediately the senses become electrified by the gleaming panoramic fantasy of the most stunning and daring fashions in light. Although furniture, color, fabrics and finishes have been the dominant influence of home design, lighting is undeniably the most important element of any interior design scheme. Whereas a sensible lighting plan can supply the warmth and mood that can turn an anonymous interior into a real home, inappropriate application of lighting can undo any amount of care lavished on interior design.

No longer is lighting considered an afterthought. Interior designers and consumers have realized that attractive lighting is as important as attractive furniture. By taking into account the way we live, work and play, well-balanced lighting can greatly enhance our lives by creating a festive and stimulating atmosphere or by inspiring an intimate, relaxing one. Altering the lighting scheme in a room is the simplest, most effective, and often the least-expensive way to transform it.

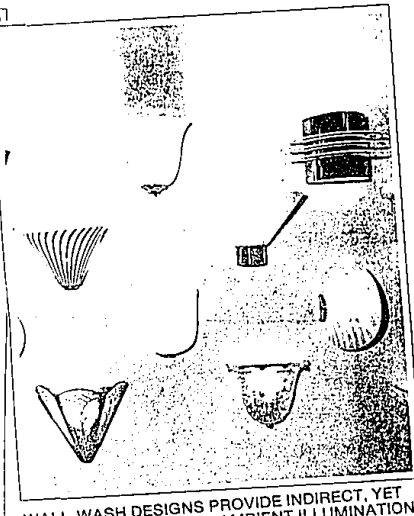
It is important to note that lighting is an art. While planning innovative ways to light the home, the technical and the aesthetic aspects must be blended which requires a degree of creative skill. Being first in fashion lighting and maintaining a professional staff is, therefore, a high priority of the family-owned business at Orchard Lighting Center located at 28801 Orchard Lake Road, Farmington Hills, Michigan.

The members of this family team, Don and Linda Braun and Ed and Shirley Wald, are a perfect blend in utilizing all of the expertise to project personalized service, sound management, and diversified talent in knowing how to satisfy customer needs. They are not mysterious figures hidden in the shadows behind the scenes. They are often out on the showroom floor, shoulder to shoulder, elbow to elbow, with their staff, working with customers or re-working displays - a standard set by the retired founder, Robert Rideout, father of Linda Braun and Shirley Wald.

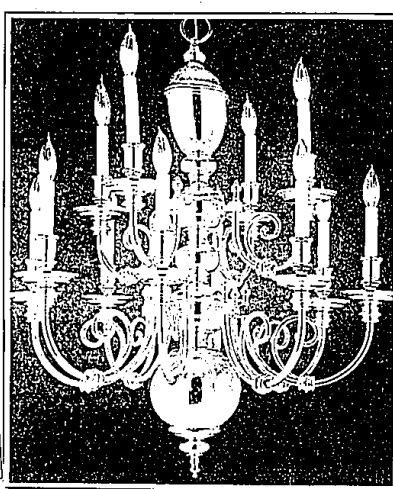
ORCHARD LIGHTING REFLECTS SOPHISTICATED DESIGN IN FASHION LIGHTING!



CHANDELIERS OF UNUSUAL QUALITY AND DESIGN.



WALL-WASH DESIGNS PROVIDE INDIRECT, YET SUBSTANTIAL, AMBIENT ILLUMINATION.



FINE TRADITIONAL SELECTIONS COMBINE THE SUBSTANCE OF TIMELESS MATERIALS.



CONTEMPORARY DESIGNS OF DISTINCTION RADIATE GLIMMERING ELEGANCE. HOME: NOSAN & COHEN; LIGHTING: ORCHARD LIGHTING; INTERIORS: PERLMUTTER/FREWALD.

"Out on the showroom floor — that's where the action is and that is what sets the tempo of this business," stated Shirley, who is also the buyer. "We are at the cutting edge of fashion lighting and have our finger on the pulse of the industry. Sorting through all the periodicals and attending as many markets as possible keeps us aware of the latest technology and fashions. However, getting out on the floor, meeting with the customers and getting their input, is really the only way to measure how well the industry has analyzed the market place."

You'll find a delightful spectrum of lighting design including Eurostyle, traditional, country, neo-classic, and contemporary. All of these styles are represented in a fine collection of torchieres, table and floor lamps, pendants, chandeliers, wall washes, track lighting, and other accessories. The staff of lighting consultants at Orchard Lighting is highly qualified to blend the technical with the aesthetic. To keep up to date with the latest trends in design and technical aspects of lighting, they often attend classes and seminars such as those offered by General Electric, the Designer's Lighting Forum, and the American Home Lighting Institute.

Orchard Lighting offers to their customers something fresh and unique — a very professional profile and a desire to thoroughly explore and meet the needs of the customer before completing the sale. A professional lighting consultant is available to come to your home and offer imaginative use of light that will create a mood, brighten a workspace, highlight a collection, establish a style, or design the lighting needs of the entire home. A nominal fee for this service is applicable to a purchase of \$500 or more.

Fashion lighting in your home will give it more life and light in a panoply of amazing and dramatic ways at very affordable prices. Take a trip to Orchard Lighting where they care enough to make your home come alive with the very best in lighting.



CLASSIC CONTEMPORARY LIGHTING DESIGNS ENHANCE THE DRAMA OF YOUR HOME. HOME: NOSAN & COHEN; LIGHTING: ORCHARD LIGHTING; INTERIORS: PERLMUTTER/FREWALD.