

EXPERIENCE

# PROGRESS

VOLUME 5

TIPS & TRENDS FOR LIGHTING SOLUTIONS



## JEFFREY ALAN MARKS

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### QUICK BULB TIPS

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### THE INTERVIEW

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PLUS

SHINING THE SPOTLIGHT ON THREE PROGRESS LIGHTING  
PRODUCT DESIGNERS AND THEIR FAVORITE TRENDS

# STATEMENT PENDANTS WITHIN BUDGET



“This lighting came in under budget, which allowed the client to add upgraded features to customize their kitchen!”

SUSAN WILSON

Susan Wilson Interiors - Featuring Stephen Alexander Homes

TO SEE THE ENTIRE HOME LIGHTING SOLUTION BY SUSAN WILSON AND STEPHEN ALEXANDER HOMES, VISIT [PROGRESSLIGHTING.COM/STARHOMES](https://www.progresslighting.com/starhomes)

## FROM the EDITOR

As I sat down to draft this edition's letter from the editor, I began to reflect all that has taken place in 2018. And that's when it happened. All the moments from this past year just came flooding to the forefront. Some of the moments I hadn't envisioned. Those were the ones that took me by surprise. And then there were those that happened exactly as if I had peered into a crystal ball.

Here's to *Illuminating the Moments* in this issue of Experience Progress.

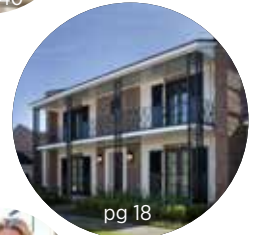
### Our Inaugural Guest Designer—***Didn't see this moment coming!***

Who would have thought we would be kicking off 2019 with the southern California based interior designer, Jeffrey Alan Marks? To read the *Making of the Point Dume* collection, turn to [page 40](#).



### The New American Remodeled Home 2018—***Yeah, I knew this moment.***

Located just outside of Orlando, check out on [page 18](#) how an 80-year-old home is transformed into a showpiece.



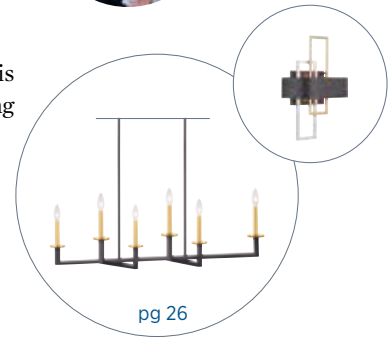
### Interview with Amie Freling-Brown—***Hoped for this moment.***

We've been following Amie Freling-Brown of Meme Hill since 2016 and have been one of her biggest fans socially. In this interview, we got to learn about her big moments. Read it now on [page 52](#).



### The Many Facets of Luxury—***Yeah, I knew this moment.***

Lighting can transform a space like no other design element. In this article, we share our newest collections that span different styles – giving endless options and creative freedom. See [page 26](#).



Thank you for taking the time to browse this edition of Experience Progress. We hope you enjoy reading it as much as we did creating it.

Illuminate the Moments,

A handwritten signature in black ink, appearing to read "Jennifer Kis".



Jennifer Kis  
DIRECTOR OF MARKETING  
COMMUNICATIONS  
[jkis@progresslighting.com](mailto:jkis@progresslighting.com)

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California's

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Designer Amie Freling-Brown shares her story to becoming a creative force in design.

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# Elevate

## Your Entryway

Designer-Inspired Decorating Ideas To Try



*Featuring Mod Chandeliers*

*Image courtesy of Richmond American Homes*

First impressions are lasting, which is why it's important to greet your guests with a statement-making space as soon as they enter your home.

In fact, a cluttered, poorly lit entryway can greatly affect the perceived value of the rest of your home. Warmly welcome friends and family by installing lighting that will not only illuminate the space effectively—but also, further the design of your home.



Beyond lighting, here are a few additional tips from Sara Bechtold, Director of Merchandising, at Richmond American Homes!

1 Add one statement piece, such as a piece of art, a chandelier or piece of furniture as a focal point.



2 Small touches such as fresh flowers, an attractive tray for keys and an entry rug can add style to the space.



3 Think about your storage needs and look for beautiful console tables, armoires and benches that work with your décor.

4 A new rug is a great way to make a big impact fast. This is a great opportunity to experiment with a color with little commitment.



5 Finally, Sara adds, during the winter, if you're in a cold climate and you're trying to wrangle all those hats, scarves and gloves, purchase some stylish lidded baskets to house the clutter and add fresh accessories to the space.

An inverted pendant, a statement pendant grouping or a sophisticated oversized chandelier can be a perfect addition to any entryway.

Here are a few of our favorites:



Desiree  
Pendant Cluster



Point Dume™  
Yerba Pendant

# PROGRESS LIGHTING'S PRODUCT DESIGNER SPOTLIGHT



As Progress Lighting continues to introduce beautiful fixture families that enhance a variety of lifestyles for the home, have you ever wondered which ones are favorites among our in-house product designers?

We're excited to share insight from three team members who turn inspired ideas into the on-trend, stylish fixtures that decorate your home.



## JAMES THOMAS

"This mid-century inspired design features a rotating center column to allow for user customization. The arms can be folded out at equal angles to create a typical round chandelier form, or can be oriented in more of a linear configuration."

"The exposed bulbs are part of the design, so the fixture takes on a different look with clear globes, tubular lamps, or vintage style bulbs."

### TRY THESE ACCESSORIES!



Ceramic Vases

Geometric Accents



Modern Sofa



Throw Blanket

Vintage Clock



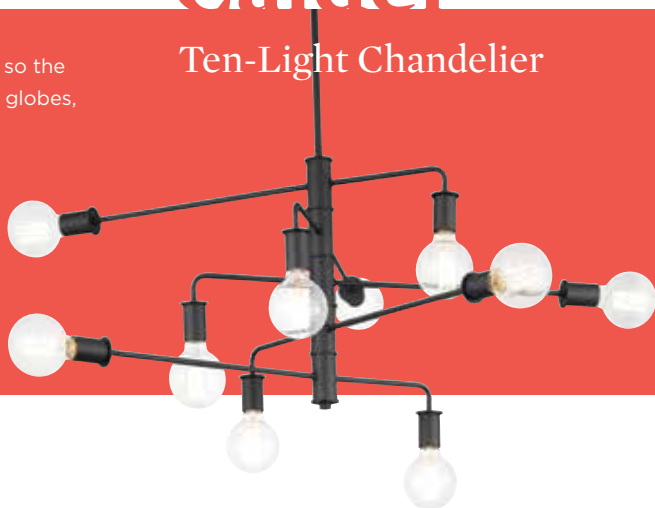
Throw pillows are like jewelry for a room and can be statement pieces or classic every day pieces... you decide, but that is the best part!



Patchwork Chair

## Calder

### Ten-Light Chandelier



# Chronicle

## One Light Pendant

**DAN MCGINTY**

“I love the nautical feeling of Chronicle. The clear seeded glass and simple accent finish give it a nice vintage flair. I have several of these in my home.”

Rugs are like soft cozy artwork for the floor! A great rug, whether patterned or solid is perfect for pulling an entire room together.



Wooden Round Dining Table



Woven Accents



Rattan Tray



Snake Plant



Gold Mirror



Ceramic Dish

Jungle Wallpaper



Mid-Century Buffet

Pink Velvet is luxurious in itself, but then add the curvy and carved details of this vintage chair and you have perfection. Comfort and style in one statement piece.





Kilim Ottoman



Cookware



Wooden Utensils

Fiddle Leaf in Basket



Leather Sofa

Character pieces, like this vintage leather sofa, adds texture and interest to your space while also serving as a functional, soft place to land.

## Palacio

### Five-Light Chandelier

#### ELIZA ALKIRE

"I like the mix of the modern and traditional styles with this collection. The modern elements come from the overall form, and the traditional elements come from the gold and marble finishes. Mixed materials are very popular right now, so the combination of the marble and metallic tones are really nice."

"The chandeliers almost remind me of something you would see in renaissance revival fixtures (from the late 1860s) because of the substantial presence of the fixture - but these are a modern take that would fit in with many different interior styles."



Area Rug



ARTHUR RUTENBERG KEYSTONE PROFILE

# The interior design team at Arthur Rutenberg Homes is in constant *motion*:

Because the company builds homes in nine different states across the Southeast and Midwest, each development requires a design approach that's appropriate to its locale. Progress Lighting, a longtime ARH partner, offers a breadth of styles to meet the need, says Patti Guthrie, vice president for its interiors division. "What I like about Progress is they try to stay up with what's happening in the market," she says.

In Greensboro, Georgia—a lakeside community about an hour east of Atlanta—ARH designer, Angie Thomas, knew exactly what style she was looking for. "This home is in Georgia on this gorgeous lake, so I thought, 'lakefront luxury,' organic—more of a weekend getaway home. A fun, casual-luxe space." That story, as Angie describes it, established the direction for every selection she made, with rustic-chic fixtures from Progress Lighting to top it all off.



DEBUT COLLECTION

***We asked Angie how she employs her good taste when it comes to lighting design:***

“Choose lighting as a final flourish. “I make my furnishing selections first, and when I've done my hard surfaces, then I pick my lighting,” Angie says. Everything in the room—cabinet and drapery hardware, the metal of barstools, nailheads on a sofa—will then inform your light selection.”





## *Great Expectations*

The great room sets an immediate tone as it soars over the open space between the front door and the rear balcony. The Fifteen Light Debut Collection Chandelier crowns this space, its graphite finish and seeded-glass shades imparting a rustic, vintage feel. “It needed to be substantial in this space, with those vaulted ceilings and the timber beams,” Angie says. With such strong lines in the architecture, she adds, “This is a little bit softer with the circles—they balance each other out.”



“ For an open-plan layout where multiple light fixtures are visible at once, start with pictures. Place those images on the floor plan to make sure the styles work together. They can't fight each other. ”

## *A Breath of Fresh Air*

Angie chose furnishings on light frames with pale upholstery as to balance the heavy woodwork and monumental hearth in the outdoor kitchen and living room. The same is true with the Barnett Hanging Lanterns over the dining table with their slim, antique-bronze frames. The brass hoops are an elegant flourish on top—in line with the mixed metals Angie employed throughout the home.





## Balancing Act

The kitchen and dining area are framed under a curving, barrel-vaulted ceiling that's paneled in soft, gray-washed wood—a delicate counterbalance to the great room's heavy timbers and a stone hearth. The Spatial Four-Light pendants are an airy complement to this lighter space, Angie says. "I like the openness of them. They don't block the view. I like the transparency of these in the kitchen. It's not a visual stopping point."

“Mixed metals are a big trend, both in interior design and lighting. I think mixed metals are very important now. Every kind of metal is out there. Too much gold, too much black, too much silver in a space is too much!”



SPATIAL COLLECTION



## Game Time

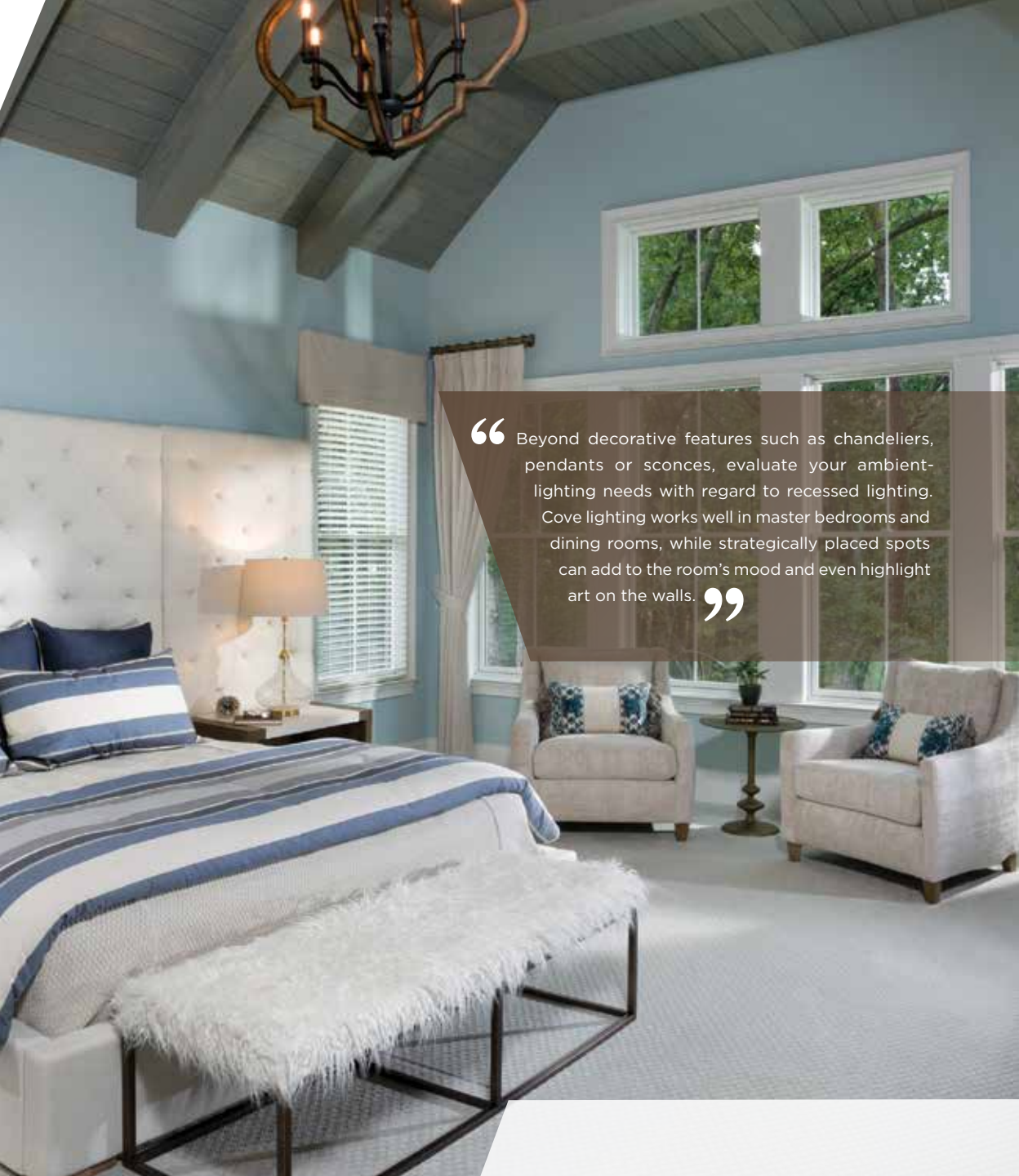
This airy recreation room will see lots of nighttime action with its billiard table, flat-screen TV, bar, and games table. The Era pendants over the bar, with their industrial vibe and warm golden glow, add edge to the mix with the Astra Eight-Light chandelier; they're Angie's favorite fixtures in the entire home. "They're fun and funky and modern, and a little more dramatic," she says.



## Crisp and Clean

The master bathroom may be the most formal space in the house, Angie notes—a chic retreat to wash away your troubles. That's why she chose the shimmery Status Collection One-Light Bath & Vanity sconces, whose glass accents magnify the light shining through within tailored linen shades.





“Beyond decorative features such as chandeliers, pendants or sconces, evaluate your ambient-lighting needs with regard to recessed lighting. Cove lighting works well in master bedrooms and dining rooms, while strategically placed spots can add to the room’s mood and even highlight art on the walls.”



SPICEWOOD COLLECTION

## ***Great Escape***

The master bedroom is a softer interpretation of the Keystone’s “Lakefront Luxe” design, Angie says, and the burnished glow of the Spicewood Six-Light Chandelier, with its curvy quatrefoil frame, is a beautiful way to top it off. “It’s nice and warm,” she says. “I like the materials against the weathered-wood ceiling, and it brings out the warm wood finish of the nightstands and dresser.”

# New Year's Resolutions for **Saving Energy** in Your Home

Home lighting can have a profound effect on quality of life—and as the New Year begins, we challenge you to consider making less of an impact on your energy bill by resolving to save more energy in your own home!

Here are some of the many LED products that you can integrate throughout your home.

## Products by Progress Lighting that can contribute to your NYE Energy Saving Resolution!

### LED Step Lights

LED step lights are versatile for a variety of design applications. Additionally, they offer low maintenance and energy savings benefits because of the LED source.



P660003-009-30K

### Landscape Lighting

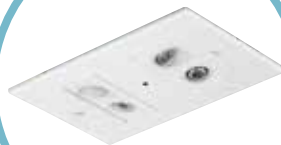
Spread lights are ideal for lighting walkways to reduce trips and falls after dark while featuring a highly efficient LED source and uses only 1.5 watts input power.



P5297-31

### Waystar™ 90-Minute Emergency Light

Progress Lighting's 90-minute emergency light offers quality and value with a compact and attractive LED based emergency light including 4 LED lamps, each as individual, adjustable optic assemblies, consuming 1 watt each during operation.



PECEM-30

### P8022 and Recessed LED Options

The all-in-one P8022 surface mount unites performance, cost and safety benefits for an innovative LED solution unlike any other on the market. The fixture boasts an output comparable to a 100W incandescent lamp with 1070 lumens, 17W input power, and 42,000 hours of life.



P8022-28-30K

### Fresnel LED

Featuring a nautical-inspired Fresnel glass lens, this new LED collection showcases industrial roots in form and function. Brushed Nickel, Oil Rubbed Bronze and Polished Chrome finish options available for pendant, mini pendant and flush mount fixtures in the popular family.



P5188-0930K9



P700002-028-30

### LED Undercabinet

Use an undercabinet fixture with an LED source to add beneficial task lighting to kitchen workspaces, while eliminating glare.



P5143-0930K9

### LED Prismatic Pendants

Not only do pendants add design versatility and visual appeal, the LED Prismatic pendants are fitted with an efficient 120V AC Replaceable LED module that boasts 623 lumens and 60,000 hours of life. The efficient LED source emits almost no heat to prevent the risk of burns.

Welcome to

# The New



American





Remodeled

# Home 2018



Located just outside of downtown Orlando, **The New American Remodeled Home 2018** demonstrates the countless possibilities for a 1930s home to be completely transformed—with the help of the newest construction techniques, the latest products and high quality furnishings. Naturally, The New American Remodeled Home also features the most beautiful lighting fixtures available for today's residential design projects—provided by Progress Lighting!

# Natural



A variety of textures and natural elements, such as exposed wood beams and brick walls, preserve the historical integrity of the home. Statement-making lighting fixtures with dual tones and exposed lamps update the impressive features of this home. For example, Progress Lighting's Whisp and Westfall collections work perfectly together to highlight this open living space from a variety of angles.



WESTFALL



While this two-story, traditional style home underwent a comprehensive renovation to update aesthetics, comfort and efficiency, it was able to maintain much of its original design. The home effectively balances formal and informal settings, while keeping its warmth and charm with subtle neo-classical elements.



texture.

Variety







“The Gallery space seemed to be a hot topic. It is a connection in the house between the “old and new.” The floor’s “X” design is repeated in the ceiling details and fixtures from the Cherish collection help to draw the eye upward. The subtle design of the pendants add an unexpected focal point to the room,” Grant Gribble, FASID, IIDA, of Gribble interior Group.

As a whole, lighting was a key element with both the interior and exterior of The New American Remodeled Home. It helped to provide a unifying factor of not only function, but also aesthetic. Recessed lighting accentuated the traditional historic significance of the home, and allowed for general ambient lighting, while the decorative fixtures added the jewelry to the home. +



*Dining room setting features a pair of Allaire chandeliers. Status and Bonita collections shown in the master bath suite.*



“It was an honor to be involved in this project,” said Grant Gribble, FASID, IIDA, of Gribble Interior Group. “I believe we created a home that pays homage to the past, yet incorporates today’s technologies and conveniences. The goal was to be “on trend” while never being too “trendy.”

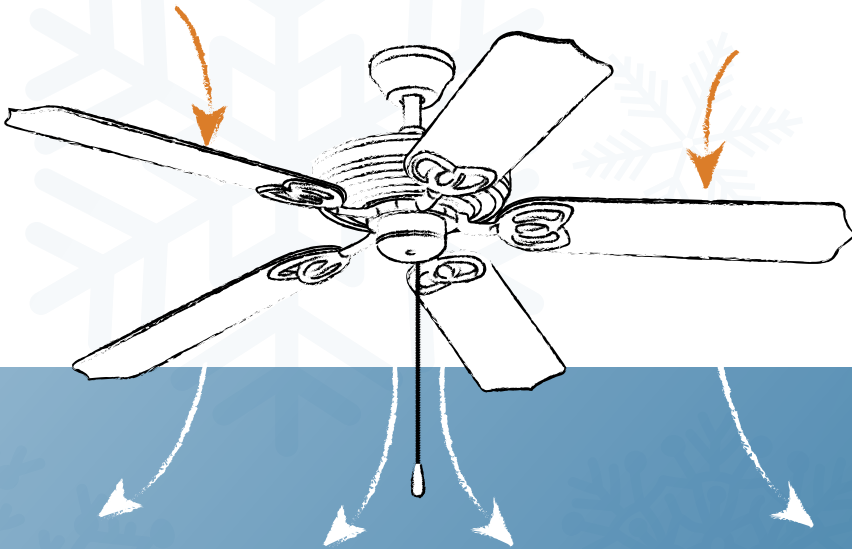
unexpected.

Decorative

# Winter Tip: Reverse Ceiling Fan Direction to Save Energy

When heat waves are occurring across the nation, it's not too much of a stretch to imagine many homes with ceiling fans operating at full speed. But what about when frigid temperatures hit? Does your ceiling fan remain dormant during winter weather?

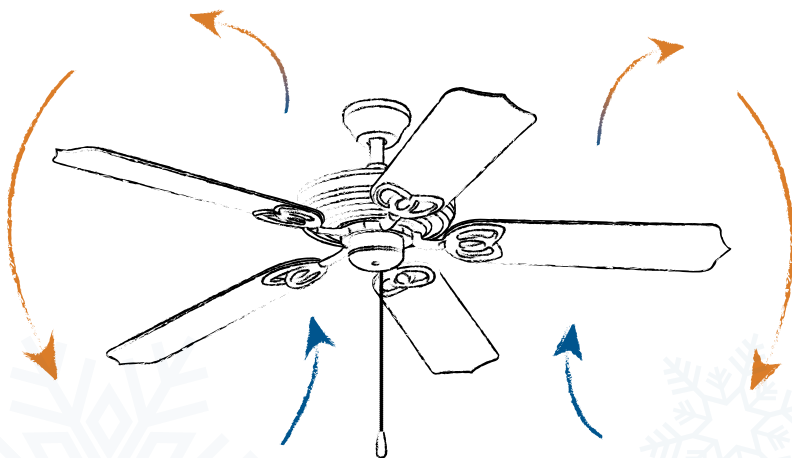
Ceiling fans can be used in both the winter and summer months. Simply select a fan with reversible blades for the option to circulate **cool** or **warm** air.



According to Steve Register, Ceiling Fan Product Manager for Progress Lighting, the ceiling fan has been reinvented into a style-driven accessory, without losing its function.

"The original functionality of a ceiling fan remains to ensure homeowners are comfortable year round," said Register. "However, today's ceiling fans also contribute to a variety of different design trends by incorporating beautiful features, such as hand-carved blades, sleek finishes and natural elements."





**Most fans come with a switch at the mounting base.** Turn the switch so your fan rotates clockwise in the winter and then switch it back to counter clockwise in the summer.

The reason for turning it clockwise is that your fan will draw up the cold air that naturally settles on the floor, bring it up to the ceiling where warm air rises, and then push the warm air back downward for a well circulated room.

To view Progress Lighting's ceiling fan offering, visit **[progresslighting.com/ceiling-fans](https://progresslighting.com/ceiling-fans)**

#### CHOOSE YOUR FEATURES:

There are many different features to choose from when browsing ceiling fans. For example:



To save energy, consider an ENERGY STAR® rated fixture for your green design goals.



For a layered lighting design, complete a room's lighting plan by installing a light kit or selecting a fan with a pre-installed fixture.



Finally, full range dimming and full function remote control capabilities are available to offer an added convenience in controlling a room's environment.



*Image courtesy of  
Richmond American Homes*



# THE MANY FACETS OF LUXURY

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Lighting can transform a space like no other design element. Our newest collections span different styles—giving endless options and creative freedom.





BLAKELY



SINCLAIRE



ORRIZO





ADAGIO



Celebrate geometric forms and alluring intrigue. Create grand gestures and sweeping statements with a mixture of lighting fixtures that glimmer and shine. Metal accents, airy designs and artful arrangements are featured in collections, such as Orrizo, Adagio, Sinclair and Blakely. These fixtures all pair together perfectly because of the clean lines and fashion-forward designs featured in each.

## MODERN LUXURY





MORRISON



FONTAYNE



GRESHAM







Set the mood with a display of substantial style. Gresham's frame was inspired by the elegance of traditional iron structures. Specific attention to forging details creates a distinctive collection to highlight rustic-inspired spaces. Morrison and Fontayne complete the lighting design with complementary forms.

## RUSTIC MOUNTAIN HOME



JEFFREY ALAN MARKS

DESIGN+SERIES™

POINT DUME™  
LATIGO BAY



POINT DUME™  
ROCKDANCE





Point Dume™ collection by Jeffrey Alan Marks, celebrates a curated mix of yesterday and today, distilling both industrial and artisanal influences. It is inspired by one of Jeffrey's favorite places, Point Dume, California. The timeless Latigo Bay wall sconce hugs the wall with a simple lined Mercury glass back and an articulated curved metal shade. The Rockdance pendant is gracefully fashioned from unique glass, hook elements, and handsome leather strapping.

## COASTAL VIBES







Enhance any space with artful angles and opulent accents. Soft metal tones, fabric shades and a soothing color palette create an oasis from everyday stress and responsibilities in this traditional luxury bath area. With a glamorous and modern appeal, Carriage Hill's hexagonal shape complements Stratham's signature string of alternating beads. Large in scale, this space showcases a stunning display of attention to detail.

## TRADITIONAL LUXURY



# reput cabinet

## DESIGN TIPS

Under cabinet lighting is both a practical and elegant lighting solution. Ideal for use in kitchens, home offices and bathrooms, under cabinet lights add a soft ambiance and romantic feel to rooms. These lights are also very functional additions for turning countertops and desks into usable workspaces.



There are several ways to go about lighting under cabinets.

Under cabinet lights are most often attached to wall-mount upper cabinets. However, these lights can also be used for above cabinet lighting to create a fresh ambiance and add visual intrigue. Under cabinet lighting is either battery operated

or wired—with the lamps, plugs and wiring installed to be hidden from view. These lights feature a low-profile design to be easily concealed by a cabinet's molding.

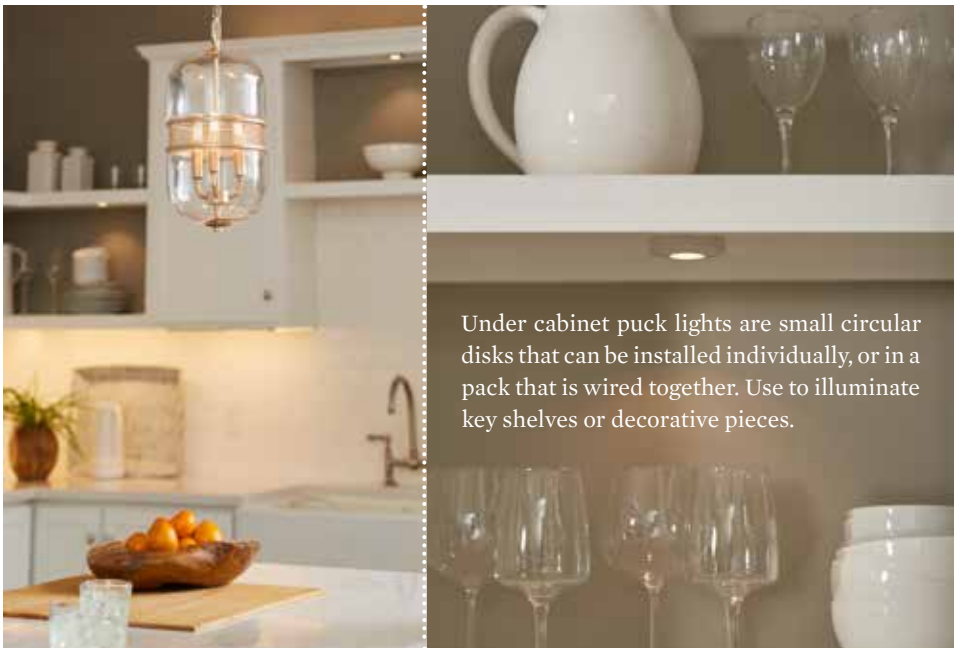


# TYPES OF Under Cabinet Lighting

Under cabinet lighting is an easy way to incorporate LED technology into your home. Not only is it easy to find cost-effective options for this application, LEDs operate at a much cooler temperature, making them a good fit for warm areas, such as the kitchen. Additionally, LEDs are a smart solution for energy saving benefits, as the lamp itself can last for nearly two decades, largely reducing maintenance inconveniences.



LED Options



Under cabinet puck lights are small circular disks that can be installed individually, or in a pack that is wired together. Use to illuminate key shelves or decorative pieces.

Puck Lights



Linear Lights

Linear lights are rectangular lights that are complete with the light, wiring and on and off switch – all in one unit. Progress Lighting offers a series of LED under cabinet lights in this setup, available in a variety of colors and sizes for differing applications.

Create A  
Fresh Ambiance  
And Add Visual  
Intrigue



Tape Lights

LED tape lights are most often sold on a roll in various lengths. The strip can be cut to fit a specific width. Progress Lighting's LED tape light offers a low profile to aid in task lighting for kitchens and other areas within the home. The low-voltage energy-efficient LED tape can be lengthened with a 6" connector cable or 90-degree connector.

# Making of the POINT

For Southern California based interior designer Jeffrey Alan Marks, lighting was the most natural choice for his next collaboration. Light plays a restorative role in his life and is an essential element in his design projects. Read here for a look inside Jeffrey's inspiration and experience collaborating with Progress Lighting.



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# D U M E™

COLLECTION – A Collaboration with  
Jeffrey Alan Marks





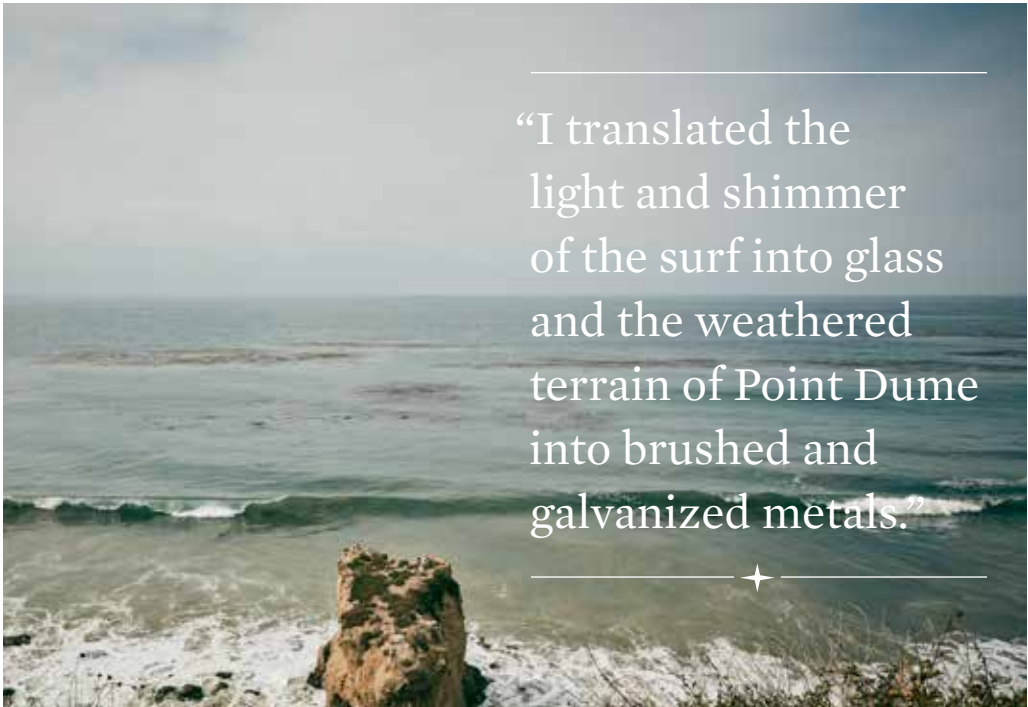
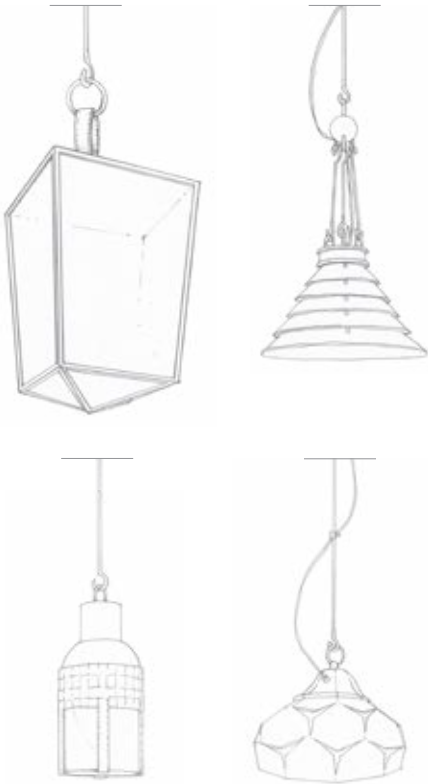


Photo by Steven Lippman

“I translated the light and shimmer of the surf into glass and the weathered terrain of Point Dume into brushed and galvanized metals.”



Initial hand drawings of Point Dume™ fixtures.

We understand one of your favorite places, Point Dume, California inspired your first collection with Progress Lighting. Tell us how you translated such a meaningful place into your lighting designs.

I was raised on the West coast and live there today so the natural beauty of California inspires all my design work, whether it be furniture design, textiles or lighting.

For this collection, I focused on the raw strength and captivating beauty of the landscape through the finishes and materials. I translated the light and shimmer of the surf into glass and the weathered terrain of Point Dume into brushed and galvanized metals. I interpreted the resilient sandy shore into textures such as woven materials, rope and leather.

What first intrigued you about venturing into the lighting category?

I believe lighting can be an art form. It is complex. Lighting is expected to be so many things at once—essential, decorative, purposeful and beautiful. I wanted the physical details to translate into timeless designs that were artful and natural.



*Featuring Point Dume™ Surfrider pendants.*

“I wanted the physical details to translate into timeless designs that were artful and natural.”







*Featuring Point Dume™ Wandermere chandelier and Point Dume™ Onshore wall bracket.*

“Design Series is meant to appeal to interior designers as well as consumers who are passionate about design.”





Featuring Point Dume™ Surfrider pendants.



POINT DUME™  
Sandbar

What was the design process like for you?

Progress Lighting is a remarkable 100-year-old company – they not only helped me realize my vision but did so much to educate me and guide the process. The Progress team embraced the aesthetic direction and brought their exceptional level of technological expertise and innovation to the project. Design Series™ is meant to appeal to interior designers as well as consumers who are passionate about design. Reaching that community through lighting was so interesting to me.

I knew when I met the development team at Progress that they would go that extra mile to develop lighting that was beautiful, functional and would truly help interior designers and consumers find a new lighting resource for their projects. I am honored to have been chosen as the first guest designer for Progress's Design Series.





Featuring Point Dume™ Latigo Bay wall sconce.

What's next for JAM... as a successful, sought-after interior and product designer with multiple home décor licenses under his belt?

My firm has so many great projects underway in several fantastic places from Mexico to Denver, San Francisco, Austin, Nantucket, Aspen and more. We're adding a new office in East Hampton and moving our west coast office to a new location in Santa Monica. I'm also working on designs for a new fabric collection and some new product that expands upon my current collaboration with Palecek.

I am looking forward to sharing my point of view with Progress Lighting's wider audience. The Point Dume™ Collection is accessible, well crafted, modern lighting and I hope people will love the line as much as I do! +



POINT DUME™  
Shearwater

## About the *dreamer* and *maker*.

### JEFFREY ALAN MARKS

Jeffrey Alan Marks' designs are infused with fresh informality, good nature and playful charm. Recognized as one of today's most influential American designers, this California talent captures each client's personality to create timeless and livable interiors. For over 20 years, his classic and tailored interiors have stood apart, layered with personality, color and charm. His collaborations with leading home furnishings brands for furniture, fabric, rugs, lighting and bedding have broadened his design impact.

Jeffrey's work can also be enjoyed in his book, *The Meaning of Home* (Rizzoli), and he has been honored to be named to Elle Décor's A-List of top design talent for multiple years.

### PROGRESS LIGHTING'S DESIGN SERIES™

Through the innovative Design Series collection, Progress Lighting highlights high-end materials and luxurious details among hundreds of hand-selected designs for interior and exterior applications. The collection is expanding once a year—to provide endless reasons to try new finish combinations, textures and design styles. Progress Lighting's Design Series is meant to inspire individuals to update the favorite spaces in their homes through fixtures that highlight artistic influence, rich finishes and fashion forward elements.

# Quick Tips

WITH

# Chris Primous

OF MAXLITE®

Vice President of OEM sales and industry relations at MaxLite®



## WHICH LAMPS (BULBS) WILL WORK ON WHICH DIMMERS? HOW DO I KNOW IF IT IS COMPATIBLE?

With all of the options available to consumers and installers for various light bulbs and controls, it is easy to become confused about which bulbs can be properly controlled or dimmed by which dimmer.

*First, make sure that the bulb is dimmable*

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Dimming information should be clearly visible on the bulb packaging, website info, or datasheet. Bulb manufacturers typically provide a list of dimmers that are compatible with their specific bulb. Most bulbs that are NOT dimmable will have markings on the packaging or actual bulb itself that states “Not for use with dimmers.” With regards to LED bulb technology in particular, although just about all LED bulbs can be made to be dimmable, in certain cases to reduce prices, the dimmable features are removed in the product design.

*Second, select a dimmer control that is designed to dim the type of bulb technology you are using.*

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Most newer dimmers will specify which type of load the dimmer is designed to control. The dimmer may state that it is designed for INCANDESCENT, CFL, or LED bulbs. For best results, it is recommended that you only utilize a dimmer designed specifically for the bulb type. For example, if you are using a LED bulb, be sure to utilize a dimmer that states it is designed for LED bulbs.



## WHAT KIND OF BULBS DO I NEED TO USE TO ADD APP AND VOICE CONTROL TO MY LIGHTING?

*The voice-enabled speakers such as Amazon's Alexa, Google Home, and Apple Homekit typically have two kinds of lighting systems that can be controlled with their systems.*

First, there are specific smart light bulbs that have smart technology embedded in them that allow the specific smart apps and voice-controls to dim and control individual light bulbs or groups of bulbs. A second way to add smart technology to your lighting is to utilize a smart switch or dimmer that itself can be controlled by the smart app or controls. In these types of systems, the dimmer/switch control is the only device that needs to be smart tech-enabled, and any dimmable bulb that is compatible with that specific smart dimmer can be used.

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6.5W ST19 Vintage LED



8.5W A19 LED



4W T10 LED



4W B10 LED





INTERVIEW WITH

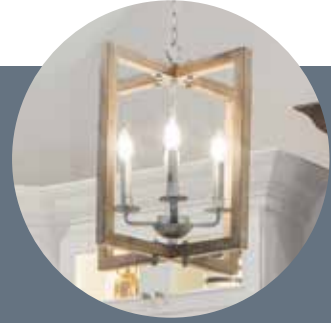
AMIE  
FRELING  
BROWN



**Designer. Muralist.  
Faux Finisher. Blogger.  
Brand Ambassador.**



*Images courtesy of Morrell Builders*



"For all my jobs, I'm picking up Progress Lighting," says designer Amie Freling-Brown, a design consultant for Morrell Builders who decorates their model homes.

**"They want something that's eye catching and pretty 'wow' factor."**

For the model home at Greenpoint Trail, which is located on a golf course in Pittsford, New York, Amie chose fixtures based on the story she created for the home—something she does with every model. "Here, it was Hampton Chic: Clean, bright, comfortable, classic. Hamptons style, but completely usable."

**Amie Freling-Brown claims all these titles**, having built a career that has flowed from her creative passions. "I come from a family of artists and very creative people," says Brown, whose Rochester, New York, studio, Meme Hill, is an homage to her grandparents: Her maternal Italian grandfather, affectionately called Meme, was a woodworker who asked Amie to paint

his carved tulips, and her paternal grandmother, Grandma Hill, was an art teacher who always urged her to be creative.

We sat down with Amie to talk about how her multifaceted career has flourished in the 25 years since she started painting vintage furniture from weekend flea markets.



## WELCOME HOME

The Penn Collection Three-Light Chandelier illuminates the foyer and stair hall. Amie says she admired its polished style and schoolhouse charm.

### How did you first get started?

After I graduated from college, I went to DC, landing a job as an art director for *Environment* magazine, but soon after, I craved more creative and artistic liberty. I would shop the Georgetown Flea Market on the weekends for potential up-cyclables. Once I started painting furniture, the commissions came rolling in. I would hurry up and rush home from my desk job every day so I could paint furniture and my handmade creations. I eventually moved back to Rochester to open a brick-and-mortar studio. I began exhibiting on the craft-show circuit. I scoured garage and households sales for perfect one-of-a-kind pieces.

One time at the Westport Craft Show, there was a very unassuming woman in a baseball cap who spent a lot of time in my booth. She carefully examined everything while asking questions. She asked me if I sold wholesale and handed me her card. It turns out, she was a buyer from Nordstrom! I painted everything for them—glassware, vases, furniture, picture frames, flower pots. I sold thousands and thousands of flower pots over the years.



### What was that first project that propelled you into interior design?

In 2007, Scott Morrell [of Morrell Builders] came to me through a mutual friend. His company had a house on the local Homearama parade of homes that year, and he said, ‘Can you help me pick out some colors for this house?’ Before I knew it, I had designed this whole six-bedroom house. And then he asked me to furnish it! And pretty much everything evolved from there. [Amie is currently the chief consultant for Inde, a design center owned by Morrell Builders, and she decorates all its model homes.]

**“It turns out, she was a buyer from Nordstrom! I painted everything for them—glassware, vases, furniture, picture frames, flower pots.”**



**“I only work with brands that I use and believe in that are quality and have good aesthetics.”**

You started your business prior to the advent of social media. How did you discover what it could do for you?

I've always tried to make my path. I tried out for HGTV Design Star for three years in a row. Once, I made it all the way to an on-camera interview, but I never made it onto the show. I was ready to give up on everything! But once I let that go, I thought, 'I'm just going to wait and see what door opens for me,' and in comes social media. I was very early to Facebook, and got on Instagram in 2012. I started posting what I was doing every day, and I would tag the brands I was using, like Progress Lighting, Sherwin Williams, Delta Faucets, Home Goods, and Raymour & Flanigan. I also started my blog around that time, and it all kind of snowballed from there. Now I'm a brand ambassador for these brands and others, sharing trends, how-to's, my design insights, and what's new to the market.





## ORGANICALLY ELEGANT

Amie chose pendants from the Turnbull Collection for the kitchen island and dining area. "I wanted to blend with this tall ceiling and the beams, and bring the outdoors in by introducing wood elements. The Turnbull Collection seemed to encapsulate all of that. They're open and they're bright and they're architectural-looking, and the scale is perfect."



### How do you decide which brands to partner with?

I only work with brands that I use and believe in, that are quality and have good aesthetics. It's super easy to promote and share the things you love.

### Who have been your most important mentors as your business has evolved and grown?

My mentors are my parents. They taught both my sister and me to work really hard. When we were kids, we'd be clearing gutters, gardening, painting, and building all kinds of stuff. We did it all growing up, and I feel like that's helped me as an adult. Now we both run our own businesses. My sister, Jennifer, is an extremely successful floral designer.

### What does a typical day look like for you?

I get up and I make my bed. I have coffee, sit on my comfy couch, answer emails and engage in social media for about an hour. Then, I'm meeting with clients, working on projects, and shopping. Every day usually involves shopping! If a client says, 'I'm looking for a purple velvet pillow with piping,' I know where to find it. I have a black belt in shopping.

### What is your social media regimen?

Typically, I post around 9 a.m. and 9 p.m. I have really good engagement at 9 p.m. Eastern Standard Time. People on the east coast have finished dinner and put their children to bed, and people on the west coast are just coming home from work. As for platforms, I use Twitter for products or sharing projects, but I'm partial to Instagram and Facebook. And I love Pinterest! I source a lot of products and pin them to my project boards. Pinterest is where people can find my resources, ideas and current trends.

I never post the same picture all across the board; Facebook is more local—and Instagram is world-wide. I'll share behind-the-scenes pictures on my Instagram stories, and on my feed, people can see what I'm looking at and what trends I'm following and what I'm sourcing.

I pin the finished images of my projects on Pinterest. It's a never-ending source of information.



**“I never advertise, I just do a good job.”**

What would you say is the single best way to attract new customers?

You never know where your next job is, so whether it's small or big, I give 150 percent! If you want to pay me to look for pillows, I'm happy to do that, and if you want me to design a multi-million-dollar house, I'm all in. I never advertise, I just do a good job. You never know where you're next customer is going to be, like with kids' rooms. I cannot tell you how many kids' rooms I get because all these kids Snapchat with each other and tell their parents.

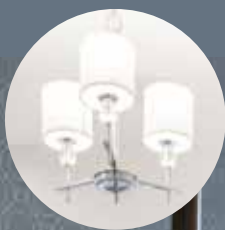
What keeps you going when things get tough at work?

Coming home to my family, my house and my dog. Sometimes it's as simple as just being grateful for what I have. +



## MASTER DEGREE

The appropriately named Status Collection Five-Light Chandelier and Sconces unify the comfortably chic bedroom and bathroom in the owners' retreat. "I wanted the bedroom to seem like a spa, so I went very light and airy. I loved the shimmer and the classic elements to [the fixtures]," she says, adding: "I also do love a really good drum shade."







WINTER 2019 TREND REPORT

# New Home Trends On The Horizon

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As we move into a new year, we were eager to sit down with a few members of our product design team to learn which home trends will continue to dominate or evolve for 2019. In this Winter 2019 Trend Report, we address color, patterns, design styles and how lighting can help enhance each of these areas in the home!

# Farmhouse Style Expands, Continues To Dominate



Featuring 2019 Gulliver Chandelier



Clockwise:  
Metal Stool, White Sideboard,  
Egg Basket

“Farmhouse style expands to what many are calling ‘Modern Farmhouse’—which emphasizes simple décor. In this shift, the design still focuses on comfort and nostalgia, but there’s a bit more restraint versus the over-stuffi-fication that Farmhouse is generally known for.”

**DAVID PEEK**  
DIRECTOR PRODUCT DEVELOPMENT

“The beauty of the farmhouse style lies solely in its simplicity. Everyday objects with clean lines and classic design are versatile and fluid throughout the home and provide a timeless look.

Farmhouse style can be likened to good denim, worn leather, or the favorite little black dress because it never goes out of style and just gets better with age and wear.”



Fresh Flowers



Gray Paint



Sliding Found Doors



Glass Vessels

Featuring 2019  
Stratham Chandelier



# Clean Lined Traditional Rises In Popularity



Top: Beadboard  
Bottom: Octagon  
Floor Tile

“Clean Lined Traditional is also becoming more popular. This style allows for the traditional lines and shapes that we are familiar with, with less ornamentation, making it more modern and updated. A lot of the trends we are seeing are going more towards a minimal/modern feel.”

**ELIZA ALKIRE**  
PRODUCT DESIGNER



Round Gold  
Mirror Frame



Velvet Sofa

“There is something comforting about all things traditional—like pieces from the past that have been carried forth into the here and now. The beauty of the traditional line is that it can be paired with modern elements to create a unique look that is all your own.

Classic pieces that nod to the past and fill the nostalgia need, while at the same time fresh and new when combined with a modern tile, light fixture, or rug.”

Rubber Plant



Piano Stool

Candle Sconce





Featuring 2019  
Landree Chandelier



# Black And Gold

Black Living Room

## Becomes Mainstream



Black Orchids



Black and Gold Tartan



Gold Silverware

"Black and gold have been trending now for a couple of years, but mainly at the upper end of the 'fashion' market. Black will continue to penetrate into more mainstream styles in all areas of the home's interior."

**COLLEEN VISAGE**  
VP, BRAND MANAGEMENT

"Black and gold have truly stood the test of time when it comes to color. The moody depth that black brings paired with the glamour of gold creates an edgy yet soft combination both in lighting and environments. Black and gold elements can create an environment that is deep, rich

and high end, while at the same time creating a clean, modern, and casual bungalow. Whether you have black walls, statement pieces and fancy gold mirrors, or white walls, gold fixtures and faucets, and black accent pieces, the look will always be on trend."





Featuring 2019  
Brandywine Pendant



# Bold, Geometric And Floral Patterns Take Stage

“Bold patterns, including geometric and floral prints, are great sources of inspiration. You don’t always see them played out literally in fixed-wire lighting since the fixtures are intended to complement those patterns (versus directly incorporating them).”

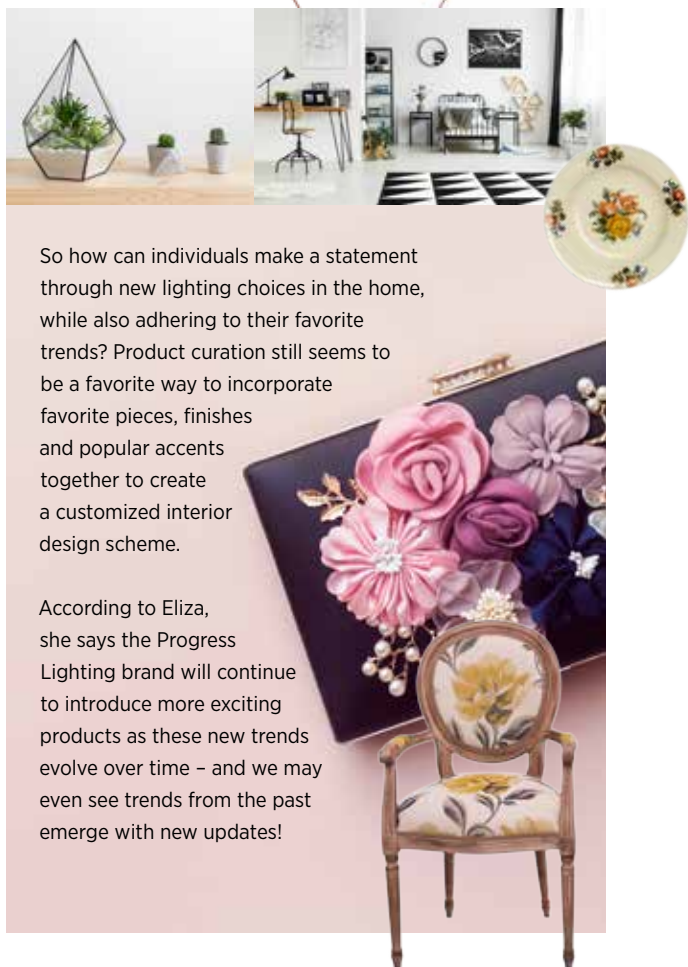
**DAVID PEEK**

DIRECTOR PRODUCT DEVELOPMENT

“Definitely, geometrics are popular. I think we will start to see more of this in the future with these ‘modern’ trends coming into play.”

**ELIZA ALKIRE**

PRODUCT DESIGNER



So how can individuals make a statement through new lighting choices in the home, while also adhering to their favorite trends? Product curation still seems to be a favorite way to incorporate favorite pieces, finishes and popular accents together to create a customized interior design scheme.

According to Eliza, she says the Progress Lighting brand will continue to introduce more exciting products as these new trends evolve over time – and we may even see trends from the past emerge with new updates!



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