



## Media Alert

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### **Stan Deutsch Associates Announces Winner in #WorldofLight Design Competition**

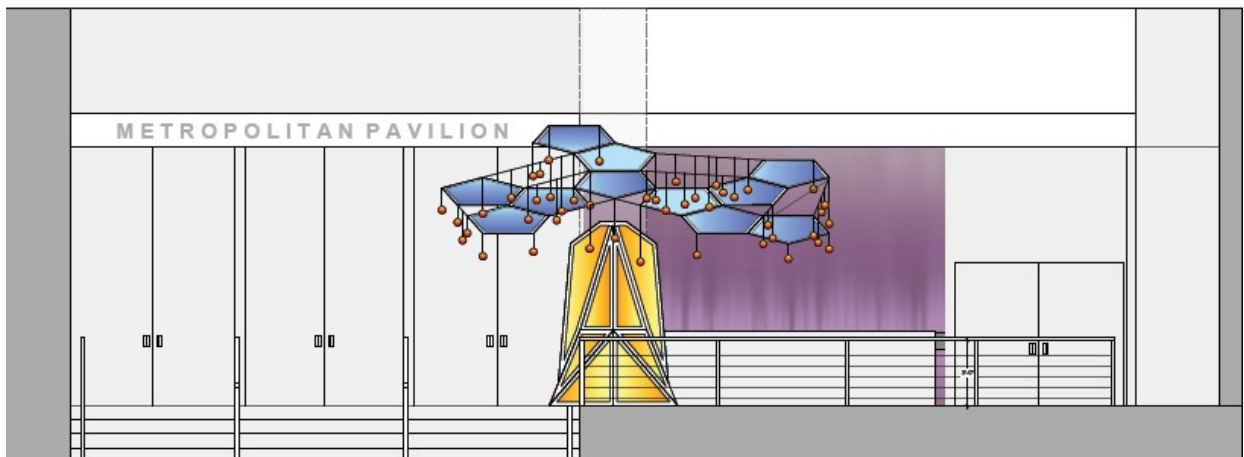
*Eclectic Precision's design to be featured at SDA Lighting Showcase 2014, September 15 – 17, 2014 in NYC.*

NEW YORK CITY – Stan Deutsch Associates (SDA) is proud to announce that Eclectic Precision, an award-winning lighting and creative design firm in Brooklyn, New York, is the winner of the #WorldofLight Design Competition.

**SDA Lighting Showcase 2014** will feature the stunning installation to be viewed by the more than 1,500 members of the NYC metro design community expected to attend the Manhattan event, September 15-17, 2014.

Eclectic Precision's design features a core concept of panels with embedded, controllable RGB lighting programmed to emulate a variety of natural states. With panels serving as ambient lighting, the aggregate light of the entire installation will create a brilliant hanging garden of light in the lobby of the Metropolitan Pavilion. Eclectic Precision's design concept not only embraces light as the core element of the design but also enables the space to serve as the registration area for the showcase.

*"Our design concept is "Geometric Garden", a functional space for inspiration and relaxation. Using the central architectural column as a base, we will create a glowing kinetic "geo-tree" that will undulate and breathe through the movement (programming) of the RGB lighting embedded in it." – Eclectic Precision*





The competition, sponsored by SDA, called on interior designers, architects and design teams to re-imagine the space as a *World of Light* — transforming the Metropolitan Pavilion entryway to greet guests as they enter the **SDA Lighting Showcase 2014**.

**SDA Lighting Showcase 2014**, New York City's Premier Lighting Exhibition, will be held September 15 - 17 at the Metropolitan Pavilion 125 West 18<sup>th</sup> Street, New York City. The event is open to New York City metro area architects; lighting designers; engineers; interior designers; specifiers; hospitality designers and planners; electrical distributors; landscape architects; retail designers and visual merchandising managers; lighting consultants and other industry professionals.

RSVP at [sdalighting.com](http://sdalighting.com) or follow SDA on [Facebook/StanDeutschAssociates](https://www.facebook.com/StanDeutschAssociates), [Twitter/sdalighting](https://twitter.com/sdalighting), [blog.sdalighting.com](http://blog.sdalighting.com) and [LinkedIn](https://www.linkedin.com/company/sdalighting).

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#### ABOUT SDA

Stan Deutsch Associates, founded in 1962, is dedicated to offering specification-grade lighting products to the local design community. SDA offers quality lighting solutions to commercial, retail, hospitality, institutional, healthcare and educational markets.

SDA serves the New York City, Westchester County, Rockland County and Long Island territory. Its clients include architects, interior designers, electrical engineers, lighting consultants, landscape architects and electrical distributors.