

Why Do I Need a Lighting Designer?

for builders

If you are not currently using a lighting designer for your projects, here is what you are missing.

A lighting designer will:

- ✓ Get the lighting aspect out of your office, saving you time both in designing and in dealing with your client and electricians.
- ✓ Focus on one thing, great lighting. No need to worry that changes or mechanical components will result in unforeseen and costly lighting problems.
- ✓ Add artistic and human understanding to the project.
- ✓ Work will with engineers and assist with electrical specifications , drawings and submittals.
- ✓ Get you hired. Let's face it, the market is tough and you need an edge. Offering a speciality service , like custom lighting, is what can set you apart from your competition.
- ✓ Make you more money. Using a lighting designer creates opportunities for upgrades which means you make more on each individual project.



So, why MSK Lighting?

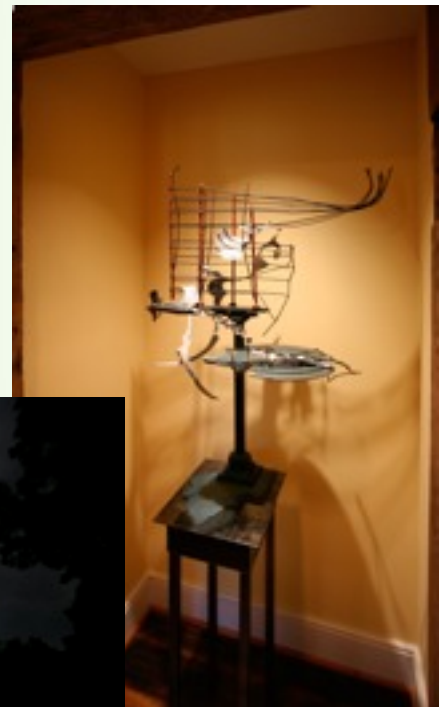
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➔ I was a theatrical lighting designer before moving into the residential/commercial/institutional area. I can add artistic flair to a space when required, and I understand how to distinguish when it is not required. I communicate effectively with people who are not experts in lighting so that they can feel confident that the results will match their vision.

➔ I set fees by the project, rather than by the hour, so that you and your clients have a known cost up front and can budget accordingly. You won't have to deal with the months of bills that trickle in after the client thinks the project is over.

➔ I allow for great flexibility in the original proposal stage. The services can be uniquely matched to the requirements of each individual project. Sometimes more assistance is required, and sometimes less; my method takes such issues into consideration from the very first stages of project development.

➔ I am independent of any particular fixture manufacturer or provider. I specify what is the most appropriate equipment for the project. This allows for a better balance between initial cost and quality to match the project parameters. Unlike working with manufacturer's representatives, who can only design using their lines of products, I can give you the best fit for the job every time.



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Mark Ketteran became intrigued by light and lighting in his teens. He spent 15 years creating light for the theatre. In 2001 he entered the world of residential and commercial lighting. Since then, he has been combining the art of theatre with the science of light to create environments for his clients.

Mark's success comes from an understanding of the art, science, and personal relationships that go into great lighting design.

He specializes in working with clients, architects and designers to help create their vision. Mark is known for his sincere

and insightful questions which get to the heart of the true purpose of a design. This allows him to develop a finished product that reflects the vision of the client, not just a series of lights hung for great illumination.

His work can be found in his client's homes, the streets of Kensington, Maryland, Saint Matthew's Cathedral, as well as numerous private and public plazas, buildings and offices.

Mark received a BA in Theatre from Grinnell College and an MFA in Theatrical Lighting Design from Brandeis University. He earned the LC designation from the NCQLP (National Council on Qualifications for the Lighting Professional), is a member of IESNA and has won several joint awards for his work on Saint Matthew's Cathedral.

He lives and works out of a 100 year old farmhouse in Mount Airy, Maryland with his wife Amy, daughter Mara, and the ever faithful studio dog, Sasha.

Learn more at www.MSKLighting.com