

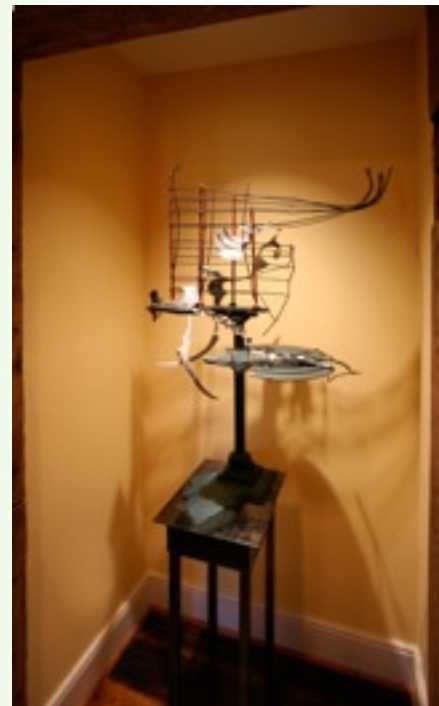
# Why Do I Need a Lighting Designer?

for owners

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

*A lighting designer will:*

- ✓ Add artistic and human understanding to the project.
- ✓ Improve aesthetic value as well as lighting quality and efficiency.
- ✓ Focus on one thing, great lighting. No need to worry that changes or mechanical components will result in unforeseen and costly lighting problems.
- ✓ Give you the latest thinking, research, and lighting advances. This is especially important now that beautiful design is melding with "green" design.
- ✓ Design for your specific needs and taste. This is your project and it's about what you want, not what's in the electrician's stock, what the manufacturer wants to sell you or how "we always do it".



## So, why MSK Lighting?

➔ 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 you can feel confident that the results will match your vision. All you have to know is what you want it to look like, I handle the rest.

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- ➔ I allow for great flexibility in the original proposal stage. The services can be uniquely matched to the requirements of your 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.
- ➔ I set fees by the project, rather than by the hour, so that you 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 you think the project is over or a surprising large end of project bill that puts you over budget.
- ➔ Because I price upfront, you don't have to think twice about calling me with questions or at the first sign of a problem. This greatly reduces costly errors that can crop up when a designer isn't called because of budget concerns.



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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](http://www.MSKLighting.com)*