

# LIGHTING FOR RETAIL



**Project:** American Cupcake  
1919 Union St.  
San Francisco, CA

Winter  
2011

**Architect:** Tim Murphy Design  
Associates

**Ltg Designer:** Studio Three Twenty One  
San Francisco, CA

Riding the current food wave of cupcakes, this shop in the Cow Hollow area of San Francisco features cupcakes, light meals and adult beverages. There are almost 100- 4", 6" and 8" globes that provide white light or a color changing show which draws you from the street to the shop. Using a Color Kinetics LED MR16 lamp and CK controls, the globes can provide a light show, or simply white light.

The challenge was to create mounting parts to have the system work for the small 4" globes which are typically held with a fitting for a neck. Borden Lighting created a system of holders that worked for all three sizes and that were unobtrusive, as well as a simple, clean canopy.

Design  
Sustainability  
Value

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LIGHTING

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