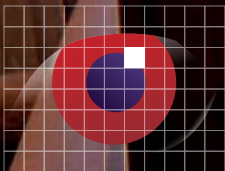


Commercial & Retail Lighting



ABSOLUTE ACTION
DESIGNERS OF FINE FIBRE OPTIC LIGHTING

Jobs List +

Listed clients and specific completed jobs within the Commercial & Retail sector

National Westminster Bank Plc
MacDonalds Fast Foots
Debenhams Stores
Budgens Supermarkets
Confederation Life HQ
The Bentall Centre
Konica Cameras
Harrods
Liberty's
Friends Provident Life HQ
BPAndrew
Mercury Communications HQ
National Power
Barclays Bank HQ
Barclays Property Holdings
West Orchard Shopping Centre
Halifax Building Society
McLaren Building
Schipol Airport

Blockbuster Video Stores
Umm Al Jawaby Oil Co HQ
Kentucky Fried Chicken
Marks and Spencer Espania
Royal Mail HQ
Wellcome Trust HQ
Lloyds Building, London
Night Vision Store
Proctor and Gamble HQ
Boots the Chemists
Bupa Health HQ
No. 1 Poultry
West Deutsche Bank, London
Zurich Capital Markets HQ
Scottish Equitable Assurance HQ
Cadbury Schweppes HQ
JigSaw shops
First Great Western Train Stations
The Walbrook, London

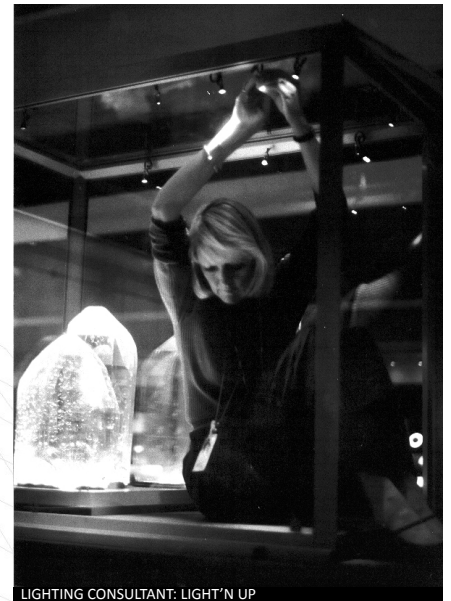
Thomas Pink
Fortnum and Masons
The Institute of Astronomy, Cambridge
The National Physical Laboratories
Shellmex House
Plymouth Lido
101 Euston Road
Copenhagen Airport
The Cigar House
Brown and Root
Brighton Promenade
Eden Walk Shopping Mall
HSBC Canary Wharf HQ
Duty Free Shops
Oxo Tower
Crossways Business Park
Guinness HQ
IBM HQ London

Here at **Absolute Action** we are committed to the highest quality design, manufacture and installation of **Advanced Fibre Optic Lighting Systems** for all manner of diverse and challenging applications.

With over **25 years of specialisation** in this exacting field Emma Dawson-Tarr, along with our team, has undertaken an unparalleled record of **outstanding installations around the world**. Many have been published as exemplary and honoured with awards.

Her signature is a relentless pursuit of perfection to deliver **bespoke and elegant results** which frequently surpass even the client's most exacting expectations.

We are proud to bring you fibre optic lighting systems of **unique performance**, absolute durability and proper sustainability. Our rapid-response design facility offers total flexibility in approach, while **decades of hands-on experience** bring the skill and confidence to ensure success in the most demanding contracts – anywhere, every time.



LIGHTING CONSULTANT: LIGHT'N UP





FUNDAMENTAL

Fibre Optics can provide unique lighting solutions and bring unusual variety to all manner of commercial environments.

With no maintenance – ever – at the point of light output, they can be used as a permanent solution for very high level lighting in soaring atria or on external facades, above escalators and stairwells, or in and above water features to name but a few. In all cases, they can be permanently built into the architectural structure of a building.

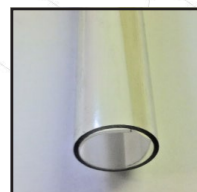
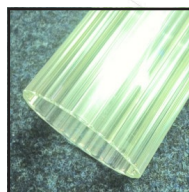
At Absolute Action, our range of advanced fibre optic lightings systems is the result of years of evolution and development to suit changing fashions and emerging technologies, and in so doing to fulfil the individual requirements of our discerning clients.





LIGHTING DESIGNERS: CLAUDE ENGLE LIGHTING DESIGN

Fluted Glass Tube
Custom built pipe light
60% circ. frosted Lens

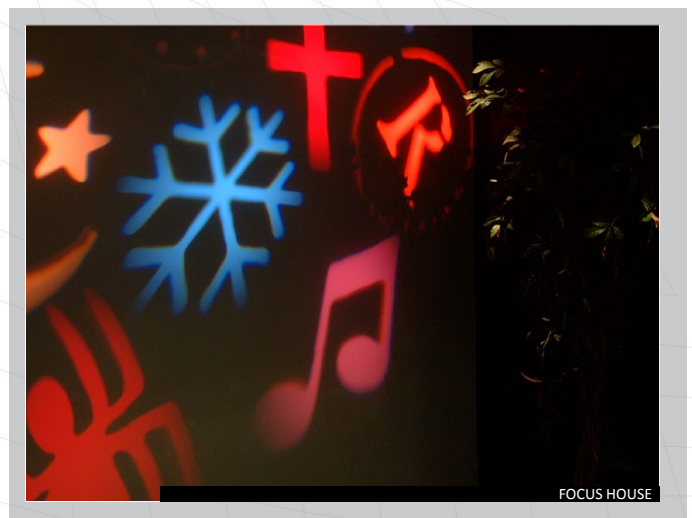
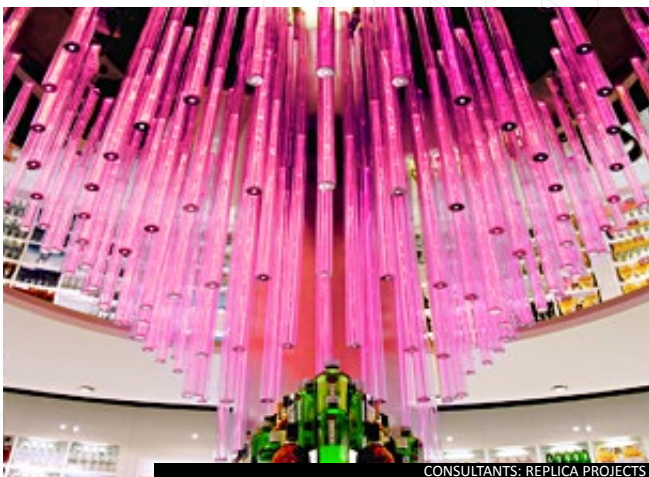


DRAMATIC INTERLUDE

No one size fits all in any market where individuals are wont to go to extra lengths to make a value statement and to stamp their personal signature – and there are few markets where brand identity requires such constant refreshment through redesign and representation.

Different lighting effects – either in stand-alone situations or applied creatively with other decorative or functional media – bring varied ambience and dramatic impact.

Colours, subtle or strong, provide striking contrasts to scene and atmosphere, and can be used unobtrusively to reinforce corporate themes or enhance a seasonal retail ambience.



SUSTAINABLE + RELIABLE

For all commercial environments, whether interior or exterior, there are few lighting technologies which offer the unique advantages of fibre optics, these being:

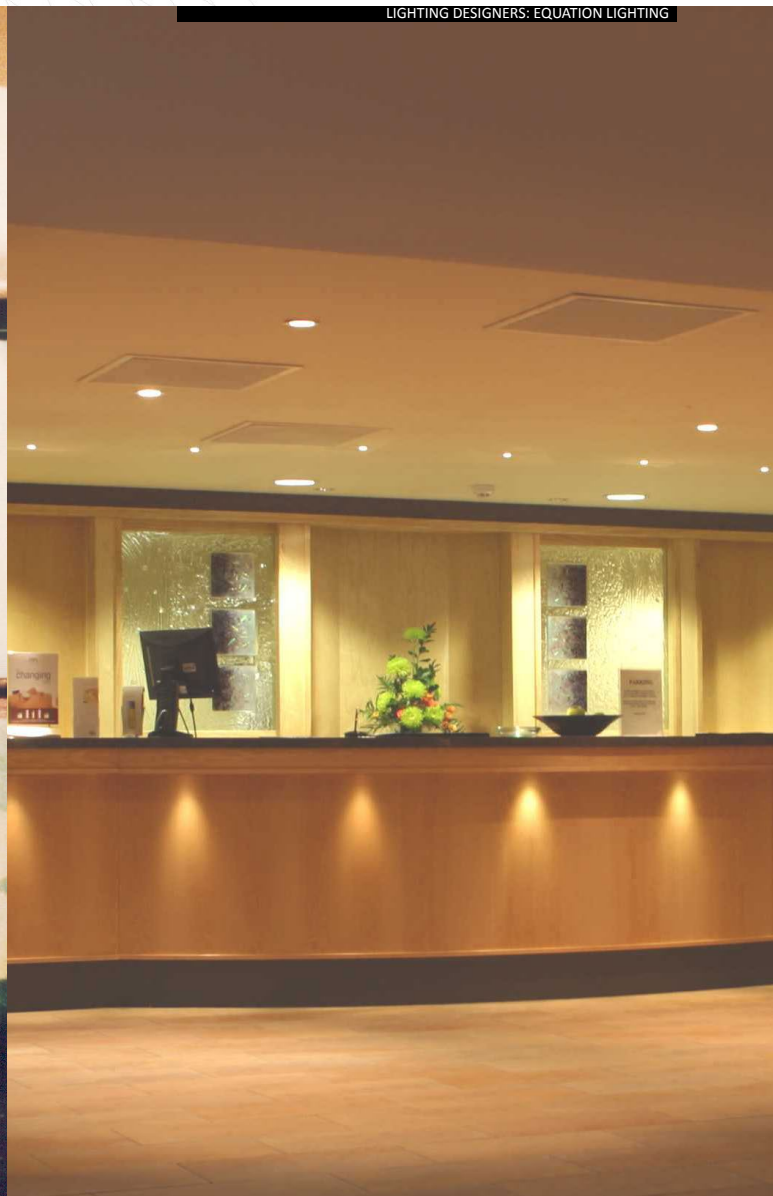
- Extremely energy efficient – one lamp powers many light outputs
- Consistency – the lighting retains a uniform appearance throughout, for ever
- No maintenance – ever – at the point of light emission
- No heat or electricity at output – so safe for staff to handle and no fire hazard
- No ultra violet at output – no fading of fabrics, furnishings or merchandise
- Easy and convenient maintenance at accessible remote source locations
- Design flexibility – different lighting effects from a single system

CONSULTANTS: ASPECT PRO



- Total durability – no decay or corrosion – from glass fibre and machined metal fixtures
- Cost effective – one investment can endure permanently or be re-used in several refurbishments
- Colour change options available where surrounding décor is suitable
- Bespoke customisation as standard – for a ready response to client's personal preferences

In general lighting terms it is also possible, with the minimum of fuss, to relate the colour temperature of the lights to the mood of any space, and to determine precise beam control in situ from the wide focusing range available. Simple flexibility delivers perfect results.



LIGHTING DESIGNERS: EQUATION LIGHTING



DESIGNERS: LAURA VAN ZEGEREN

MOOD + ANIMATION

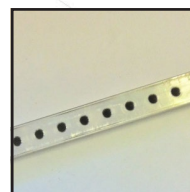
Light quality greatly affects ambience and mood and is critical to the experience of a space or occasion.

Where a market has to strive ever-harder to offer the ultimate in Retail Therapy – whether for the diner in a fine restaurant, the fashionista in a shoe shop or the comfort-seeker in a spa – empathetic lighting is of critical importance to soothe or stimulate.

In the working environment, a refreshed ambience and high quality lighting are increasingly sought to enhance the experience and effectiveness of the workforce.

Fibre optics provide easy access to variety and subtlety, with colour temperatures to match décor and effects to add sparkle or dramatic focus. Colour change and intensity control can all be provided simply and effectively, and even linked to match diurnal patterns of activity.

Prism-effect fixture
Optic carrier
Sparkle fixture





LIGHTING DESIGNERS: GARY CAMPBELL



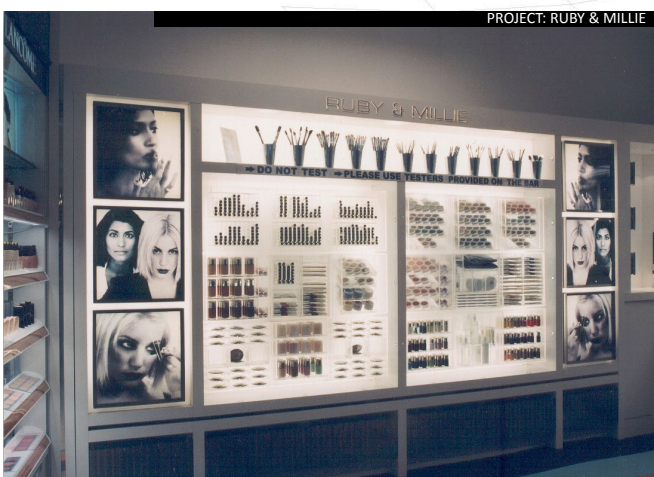
Colour Change
 Colour variation through subtle hues or strong contrasts are generated at source, and synchronised between sources. Simple and effective, the results are the ultimate in elegant sophistication or dramatic impact.



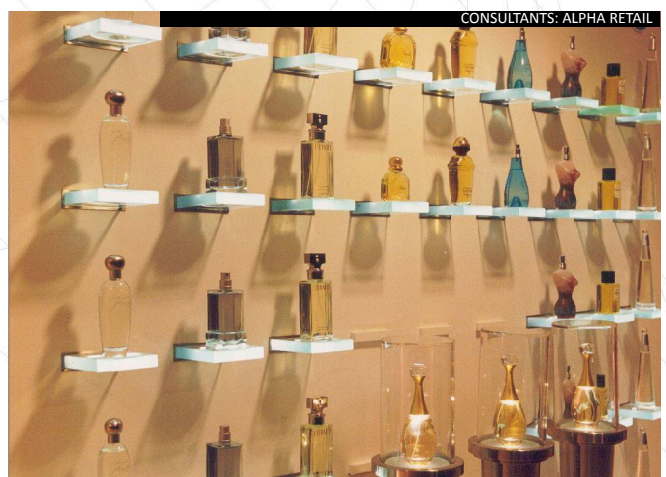
LIGHTING DESIGNERS: EQUATION LIGHTING



LIGHTING DESIGNERS: EQUATION LIGHTING

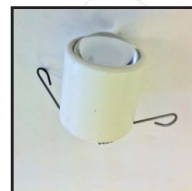


PROJECT: RUBY & MILLIE



CONSULTANTS: ALPHA RETAIL

Exterior s/s bracket
 profiled Ceiling Projector
 Patress Shim



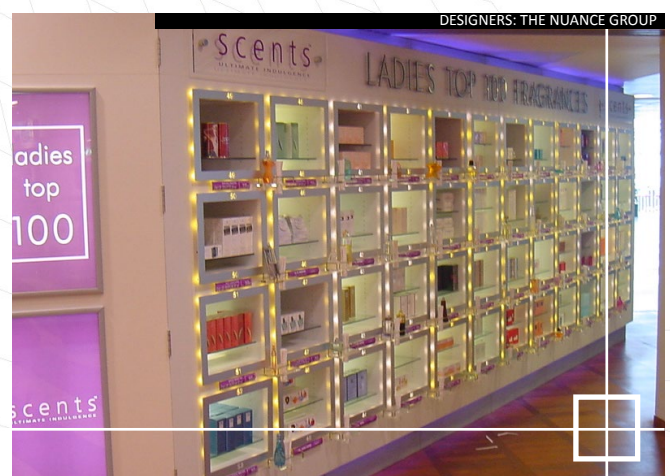
CLOSE UP + COST EFFECTIVE

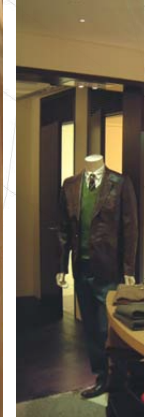
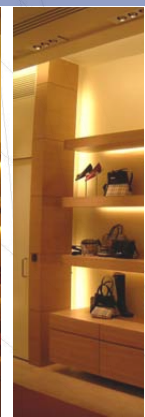
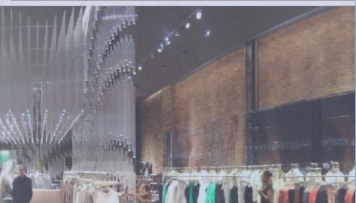
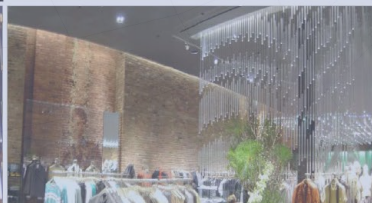
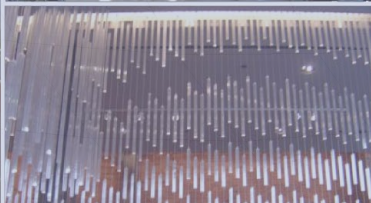
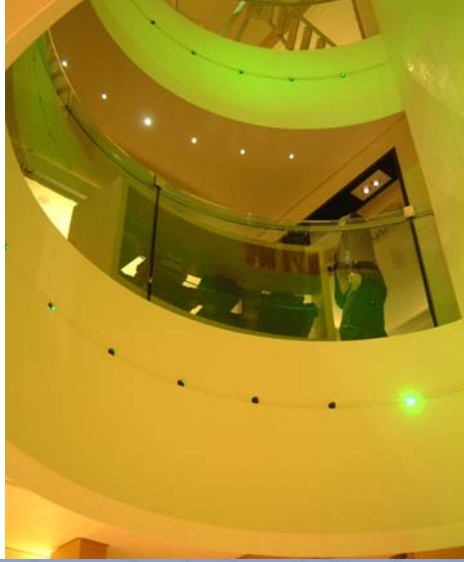
Using highly efficient lamps at source, and distributing that lighting power over a wide functional area, fibre optics provide highly energy-efficient and cost-effective lighting solutions.

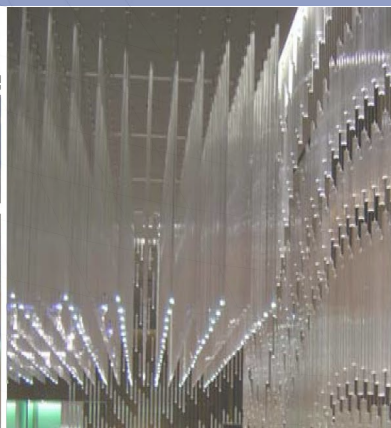
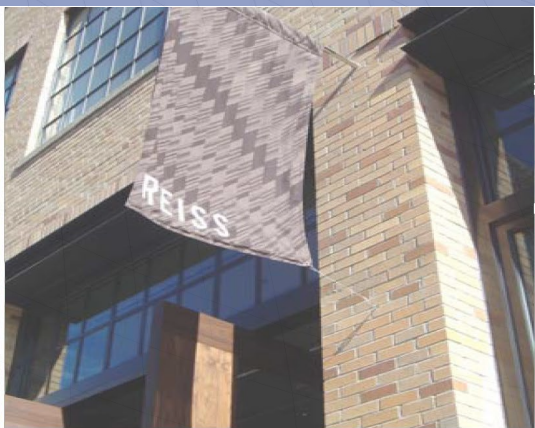
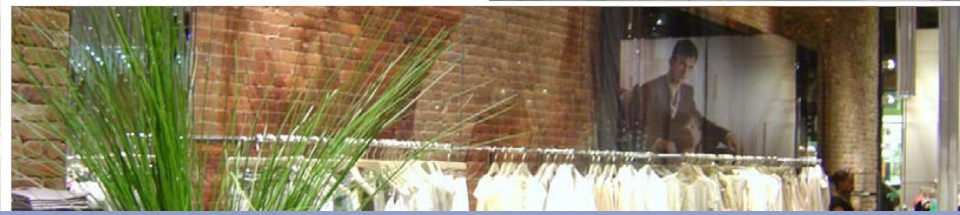
The emission of light only in the visible spectrum also means that sensitive merchandise can be closely illuminated to eye-catching levels, without risk of any damage – no heat to melt or scorch; no ultra-violet to fade and degrade.

For the same reason, artefacts can be set in place and removed without hazard or discomfort. In a rapidly-changing retail environment, staff may dress and vary the display lights themselves simply, easily and in complete safety. And, being manufactured from completely durable components, whole lighting systems can be removed and re-used time and time again, in line with changing fashions and refurbishments.

Task lighting can be supplied heat-free at desk level, and the emission of glare ensures absolute comfort in the working environment.









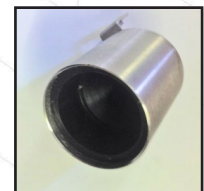
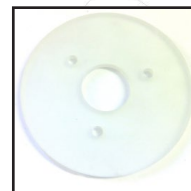
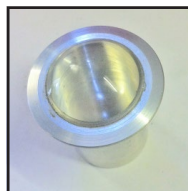
RUGGED DURABILITY

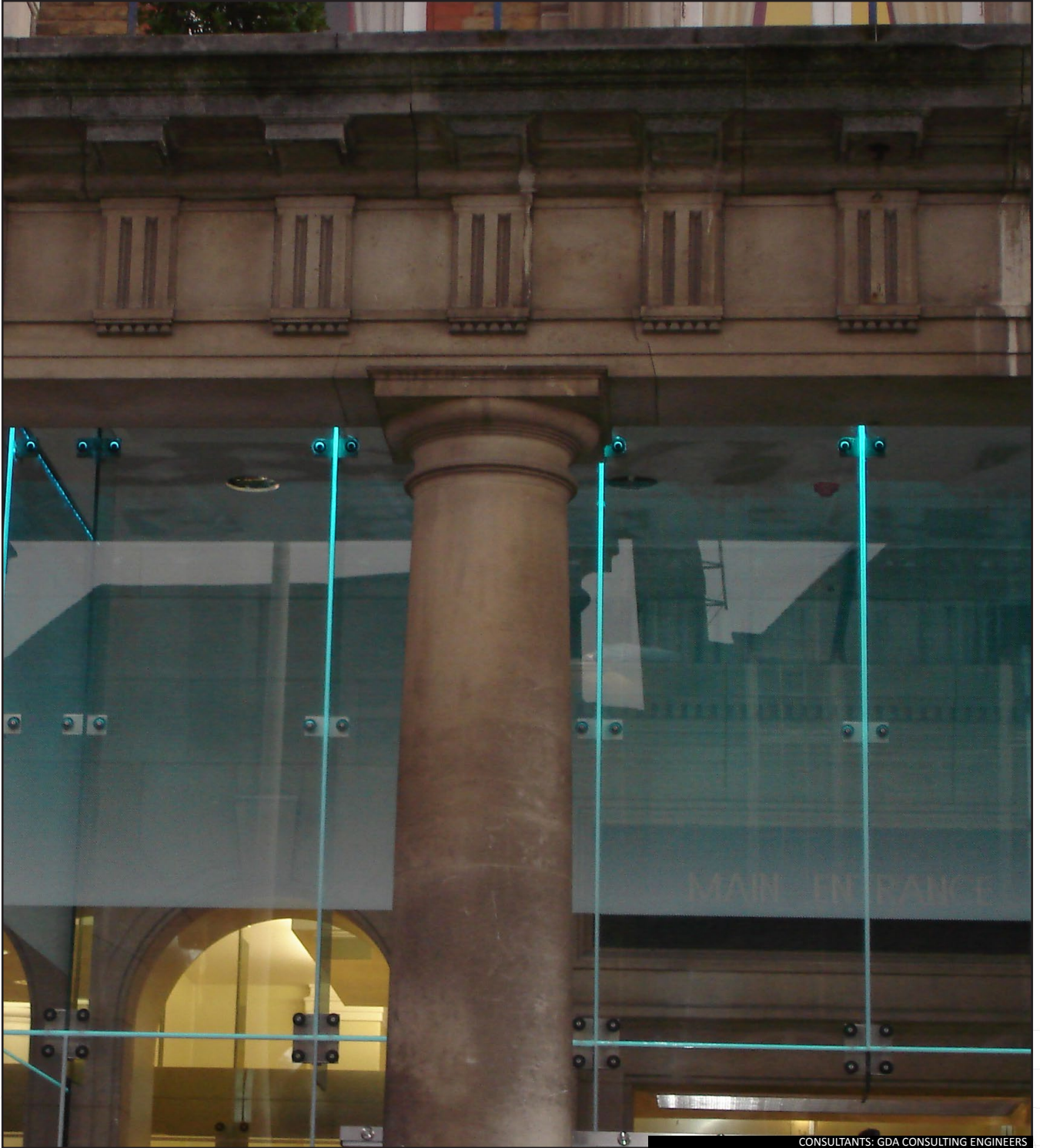
Being entirely passive and wear-resistant, fibre optic lighting is suitable for all exterior, as well as interior, lighting applications.

With access only required for maintenance at the source projector, lights can be integrated permanently into the built environment for fixed lighting display, to enliven glazed features, and even be used inside the display furniture itself, with complete confidence as to its longevity.

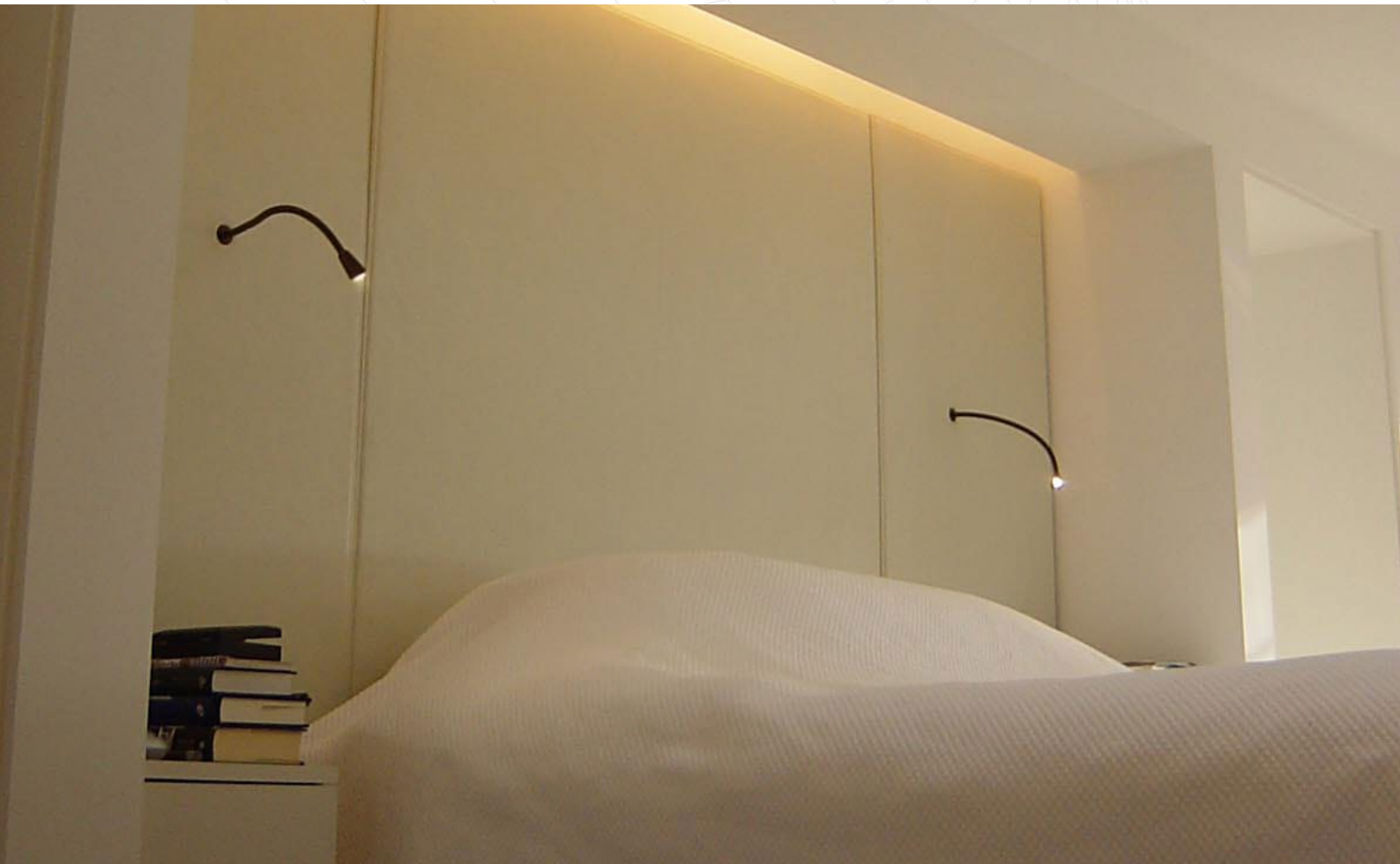
Properly specified and installed, glass fibre optic lighting systems will endure for as long as the buildings that contain them.

High Beam fixture
Decorative Frosted Glass
Projection Fitting





CONSULTANTS: GDA CONSULTING ENGINEERS

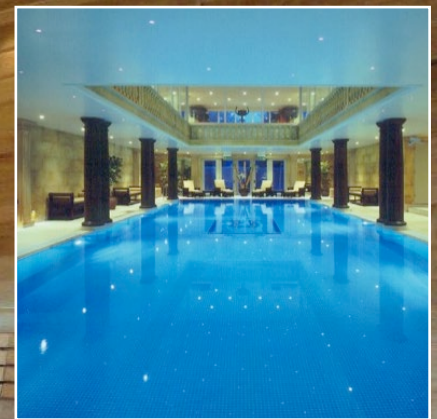


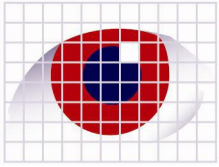
FLEXIBLE CONSISTENCY

One system can generate lights of different appearance and intensity, according to the need for mood or accented effect. Fixtures with lenses of greatly varying optical properties can be interchanged and modified until the perfect lighting palette or distribution of illuminance has been achieved.

Once fixed and focused, the lighting will remain securely aligned thereafter, never being disturbed by re-lamping at source. Alternatively, the effect can be completely altered by the application of a whole new set of lenses and filters.

Quality, consistency and ultimate flexibility co-exist in perfect harmony.





Our passion is the creative application of fibre optic lighting technologies and their elegant integration into the built environment. We nourish ideas and work with our clients to develop and optimise them.

We work closely with designers and associated specialist trades to ensure the highest standards of bespoke design and workmanship and careful site integration. Installations in even the most awkward environments are thereby executed efficiently, on time, and to the highest degree of client satisfaction.

We encourage you to take advantage of our unique technical expertise and unsurpassed experience to realise breathtaking and original results with total confidence, time after time.