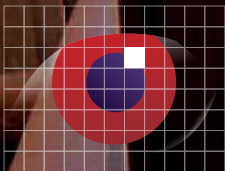


# Commercial & Retail Lighting



**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

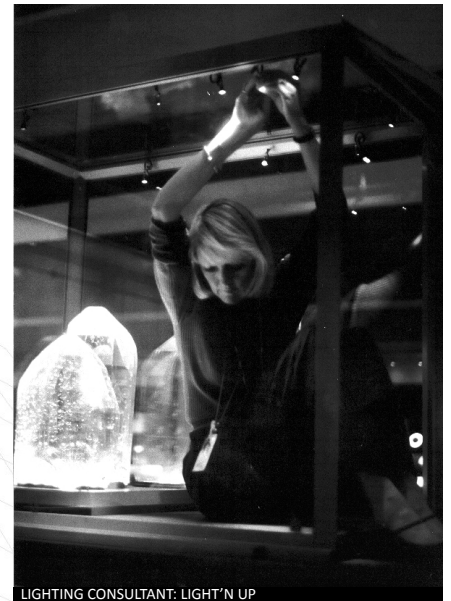
Thomas Pink  
Fortnum and Masons  
The Institute of Astronomy, Cambridge  
The National Physical Laboratories  
Shellmex House  
Plymouth Lido  
101 Euston Road  
Copenhagen Airport  
The Cigar House  
Brown and Root  
Brighton Promenade  
Eden Walk Shopping Mall  
HSBC Canary Wharf HQ  
Duty Free Shops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



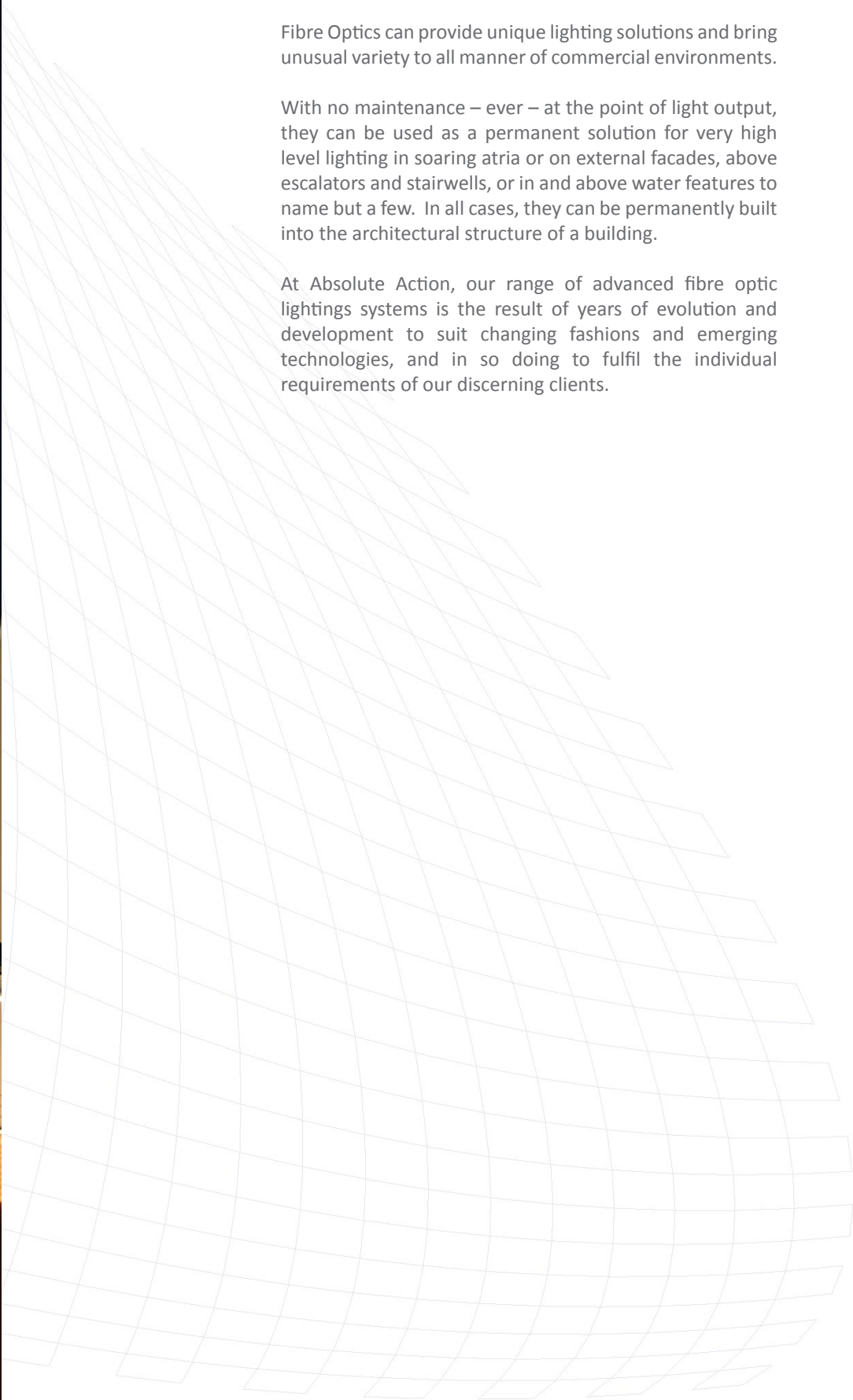


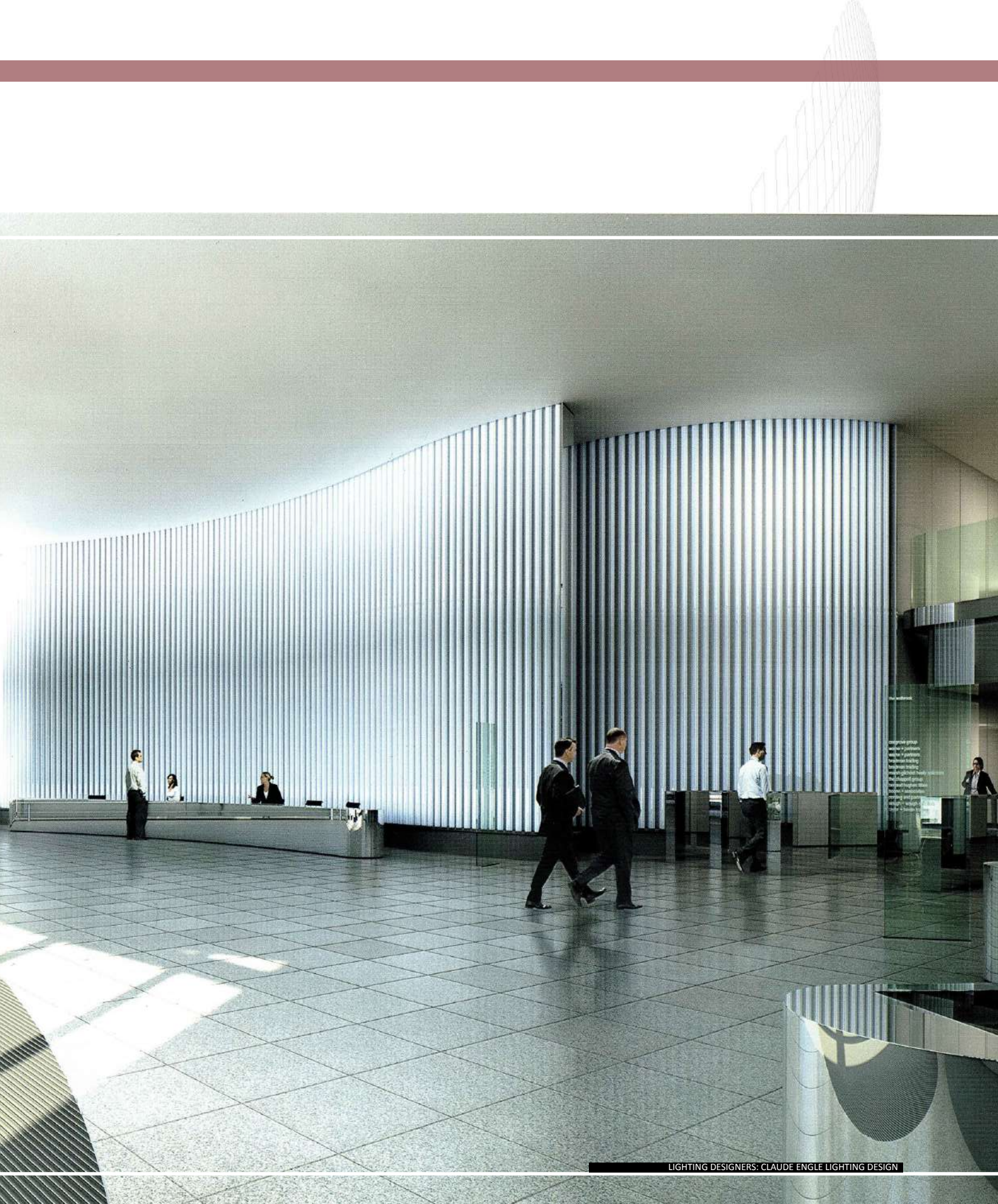
## *FUNDAMENTAL*

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.

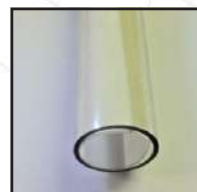
At Absolute Action, our range of advanced fibre optic lightings systems is the result of years of evolution and development to suit changing fashions and emerging technologies, and in so doing to fulfil the individual requirements of our discerning clients.





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



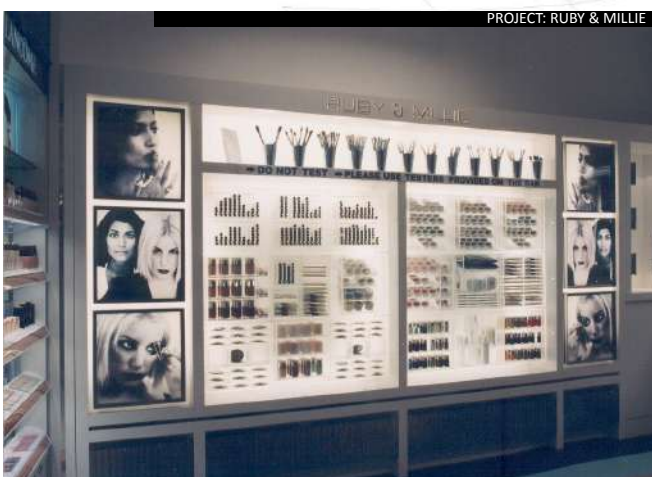
**Colour Change**  
 Colour variation through subtle hues or strong contrasts are generated at source, and synchronised between sources. Simple and effective, the results are the ultimate in elegant sophistication or dramatic impact.



LIGHTING DESIGNERS: EQUATION LIGHTING



LIGHTING DESIGNERS: EQUATION LIGHTING

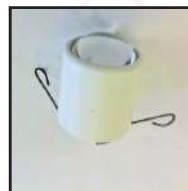


PROJECT: RUBY & MILLIE



CONSULTANTS: ALPHA RETAIL

Exterior s/s bracket  
 profiled Ceiling Projector  
 Patress Shim



## CLOSE UP + COST EFFECTIVE

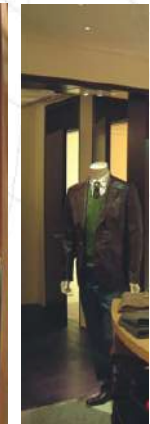
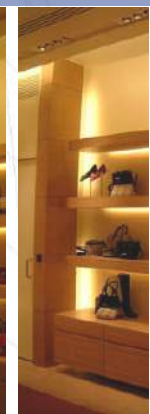
Using highly efficient lamps at source, and distributing that lighting power over a wide functional area, fibre optics provide highly energy-efficient and cost-effective lighting solutions.

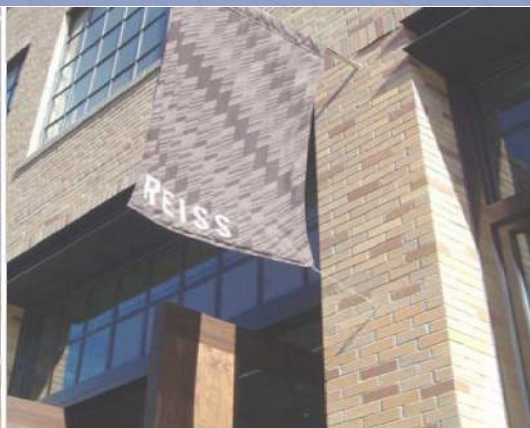
The emission of light only in the visible spectrum also means that sensitive merchandise can be closely illuminated to eye-catching levels, without risk of any damage – no heat to melt or scorch; no ultra-violet to fade and degrade.

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.

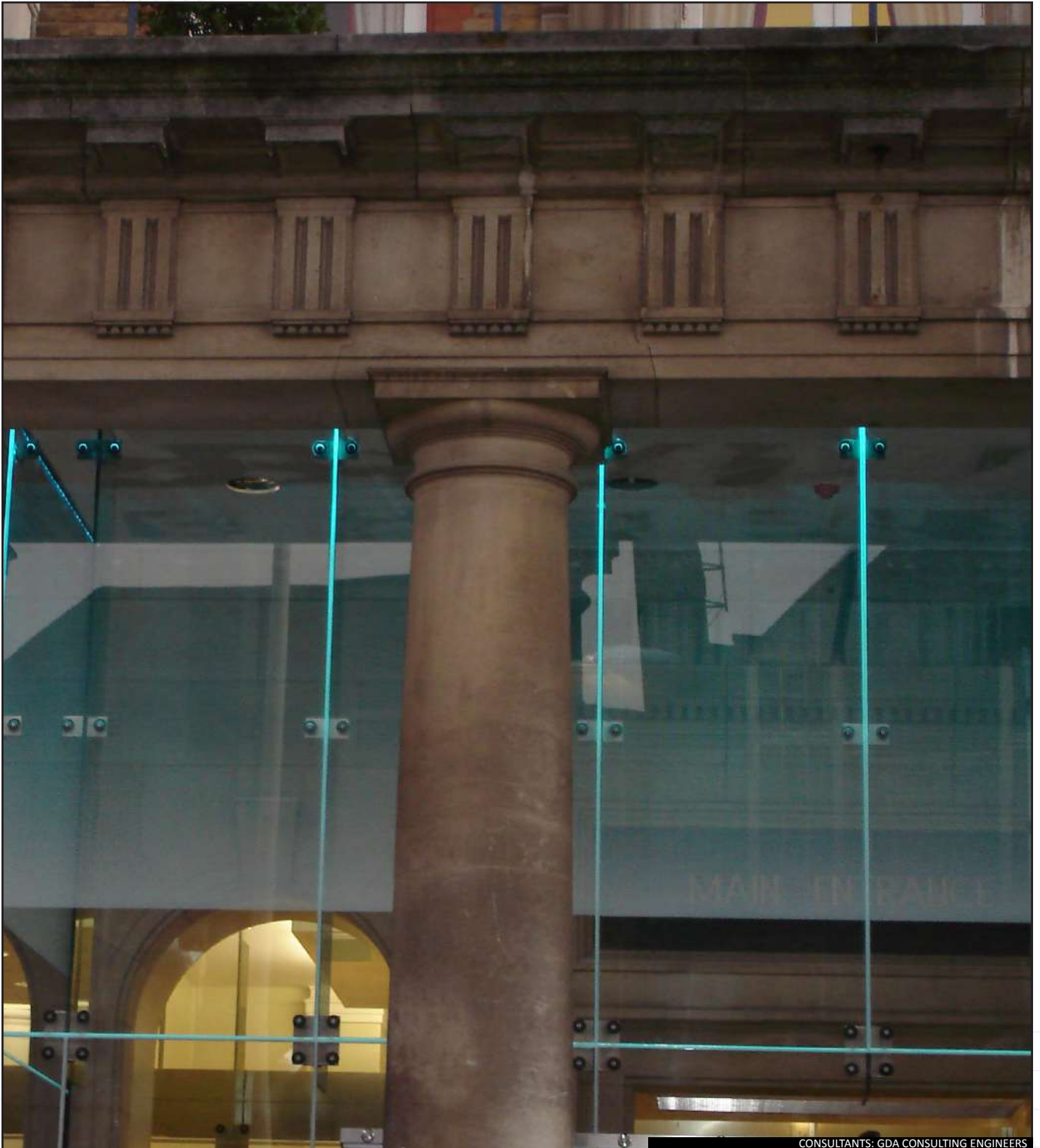
With access only required for maintenance at the source projector, lights can be integrated permanently into the built environment for fixed lighting display, to enliven glazed features, and even be used inside the display furniture itself, with complete confidence as to its longevity.

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

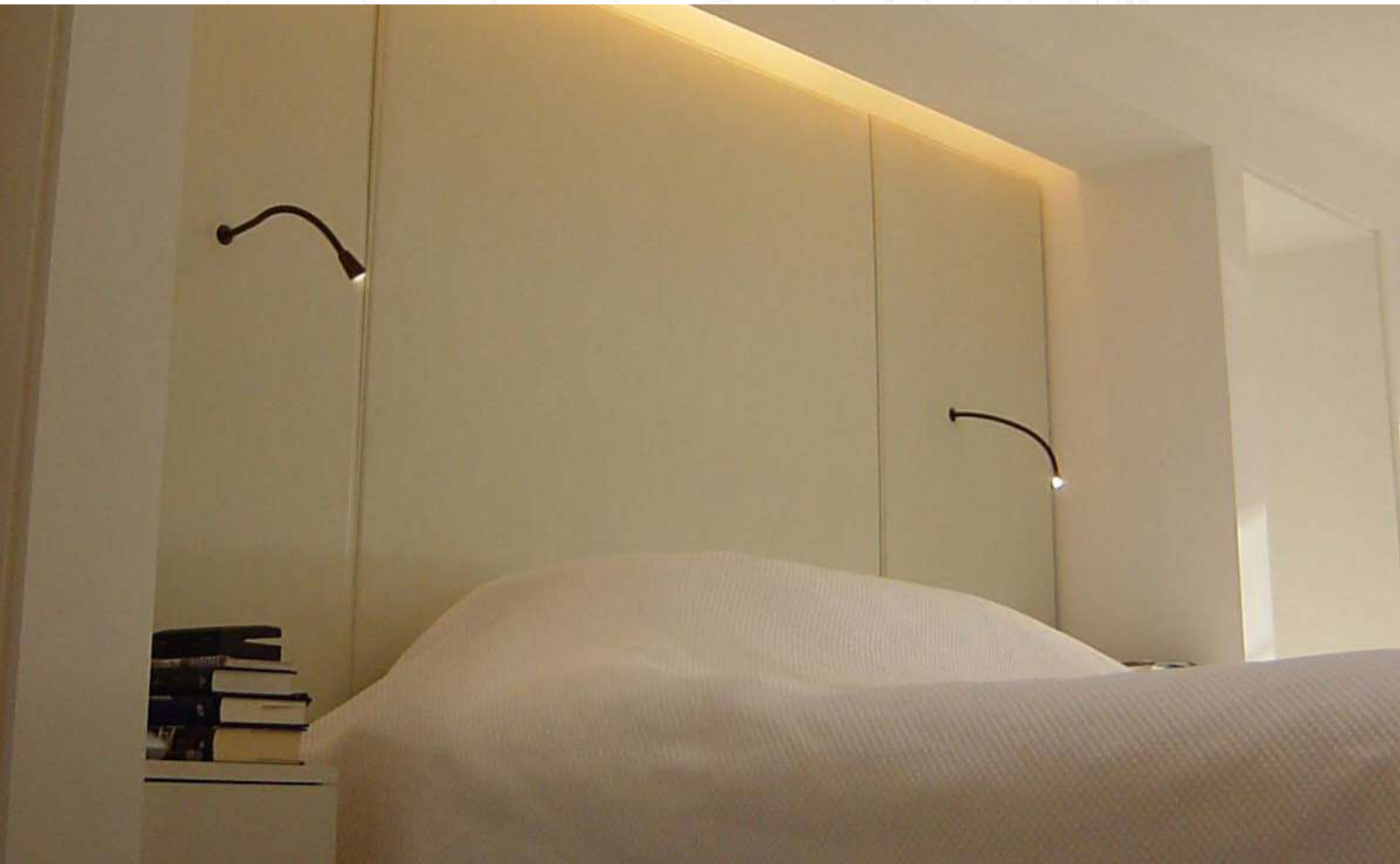
High Beam fixture  
Decorative Frosted Glass  
Projection Fitting







CONSULTANTS: GDA CONSULTING ENGINEERS

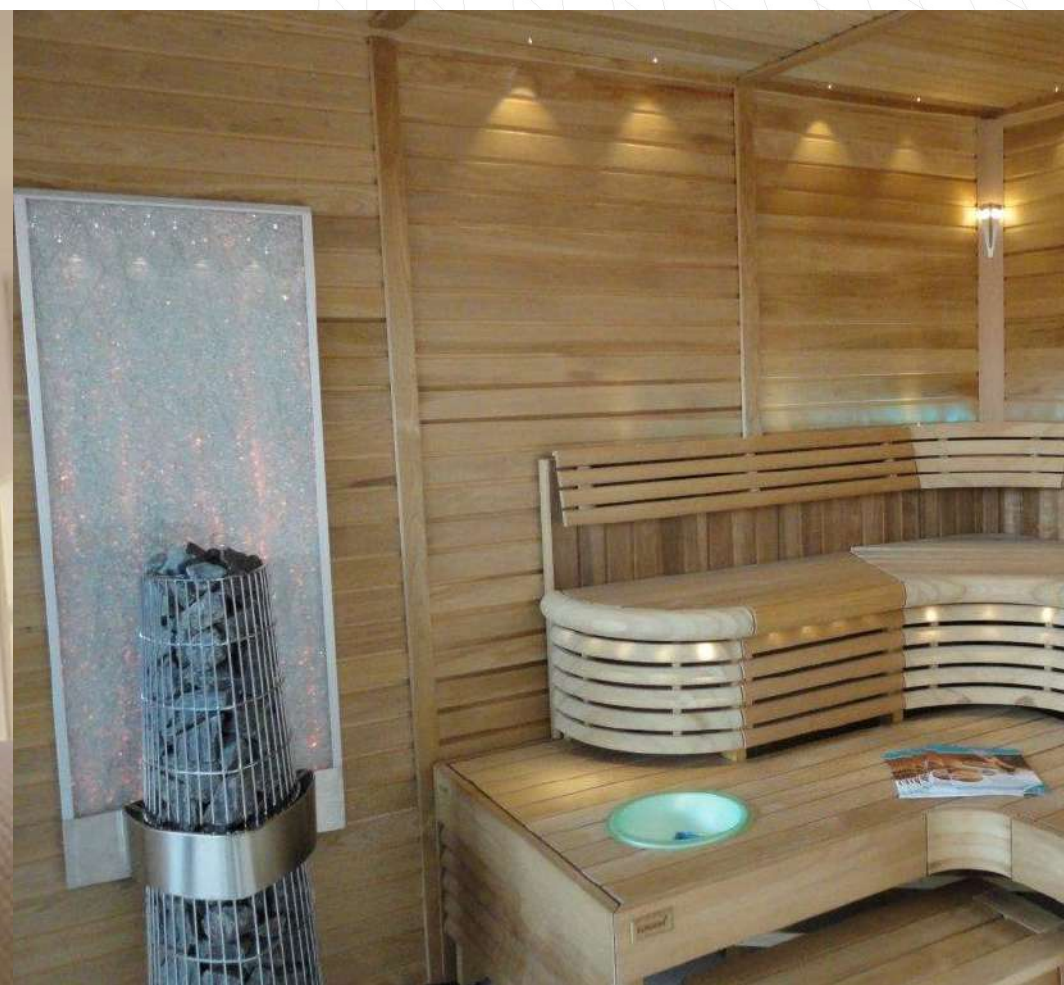


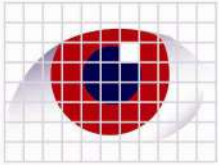
## *FLEXIBLE CONSISTENCY*

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.