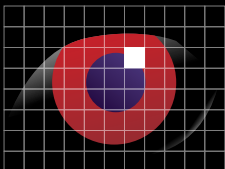


# Jewellery + Gem Lighting



**ABSOLUTE ACTION**  
*DESIGNERS OF FINE FIBRE OPTIC LIGHTING*

# Jobs List +

*Listed clients and specific completed jobs within the gems & jewellery sector*

The Smithsonian Institution –  
The Hope Diamond  
The Famous Gem Collection  
The Hooker Hall of Gems and Minerals  
The Dresden Green Diamond  
The Coloured Diamonds  
Exhibit  
The Wonder of Pearls  
Exhibition  
The Fancy Gems Collection  
The Natural History Museum, London  
The Vault Exhibit  
The Diamond Exhibition

The Tiffany Exhibit, London & Japan  
Collection Exhibition  
Carnet Shop, Hong Kong  
The Asia House Exhibition  
Perren Gem and Gold Collection, Royal  
Ontario Museum  
The Pearl Museum, National Bank of  
Dubai  
The Courtauld Silver Collection,  
Somerset House  
Carnet – Michelle Ong – The Burrell  
De Beers, London  
Vogel Jewellers, Nuremberg

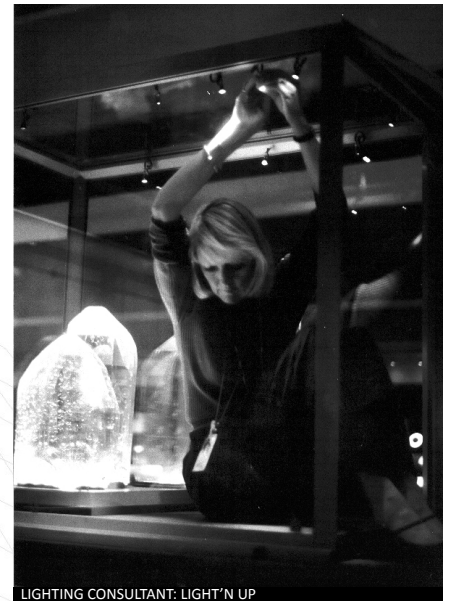
The Steinmetz Group  
Minerals Gallery, Taiwan Science  
Museum  
The JAR Exhibition  
Mouawad House of Jewellery, London  
& Beirut  
Le Viev Jewellers, London, New York &  
Moscow  
Henry Winston Jewellers  
Moussaieff Jewellers  
The Frick Collection, New York  
Private Collections world wide

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 Optic lighting has made an indelible mark over the years as a sensational enhancer of fine jewellery and gemstones.

From the Hope Diamond in America to the Crown Jewels in London, and in countless other national, commercial and private collections all over the world, the presentation of the most precious exhibits and possessions known to man bask in its unique quality.

Here at Absolute Action our expertise and knowledge in this field is absolutely unsurpassed, having been charged with the lighting of some of the world's most exotic and highly prized specimens. For both exquisite display and absolute security, they have been entrusted to our care – with spectacular results.

Our range of fibre optic lightings systems is the result of years of evolution and development to suit changing fashions, emerging technologies and to best suit each artefact– to delight the viewer or entice the purchaser, and in so doing to fulfil the individual requirements of our discerning clients.

## SHEER CLEAN PERFECTION

For the illumination of all kinds of jewellery and gemstones, there is no technology to match the unique advantages of fibre optic lighting, these being manifold:

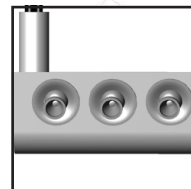
- Clarity & intensity of light – brings out all the faceted sparkle of cut gems
- Pin-point accuracy of focused light – to highlight even one stone among many
- Range of lamp type sources available – to match different gemstone tonalities
- No infra red emissions – no agent to desiccate e.g. watch-parts or adhesives
- No heat at output – light heads are cool for efficient manual handling to perfect adjustment and focusing in a commercial environment
- No maintenance at output – light heads can be located in security-protected cases and never again need access where exhibits are permanent

- Discreet outputs – maximum emphasis on the jewellery displayed
- Display flexibility from single source – to suit all shapes, sizes and characteristics of artefact
- Low energy consumption – one system can power up to 50 light heads
- Extensive choice available from range of existing bracketry, plus the facility for custom-design, enables compliance with the most rigorous aesthetics
- Optimum durability – a guaranteed return on the initial investment

Absolutely no other kind of lighting system can get anywhere near this phenomenal scope of benefits.



ARCHITECTS: HIGGIN GARDNER



Round framer head lens  
multi-head fixture





THE  
HEART OF  
ETERNITY  
27.64 carats  
Premier mine  
South Africa  
Loaned by  
a private collector

THE  
ALLNATT  
101.29 carats  
De Beers mine  
South Africa  
Loaned by  
SIBA Corp.

THE  
MOUSSAIEFF  
RED  
5.11 carats  
Brazil  
Loaned by  
Moussaieff

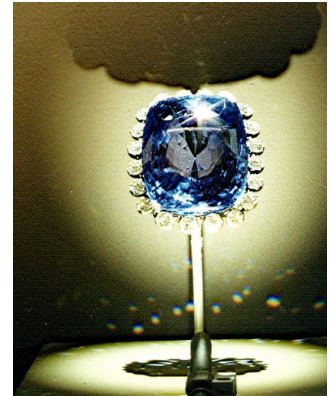
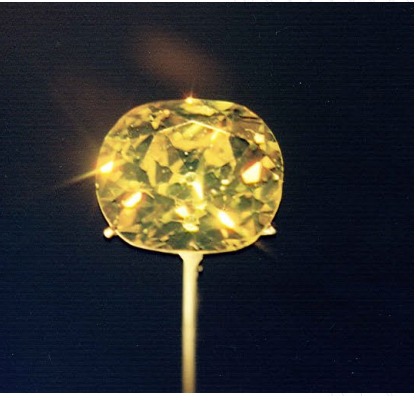
THE  
PUMPKIN  
DIAMOND  
5.54 carats  
South Africa  
Loaned by  
Harry Winston, Inc.

THE  
DE BEERS  
MILLENNIUM  
STAR  
203.04 carats  
Democratic Republic  
of Congo  
Loaned by De Beers LV

THE  
STEINMETZ  
PINK  
59.60 carats  
Southern Africa  
Loaned by  
The Steinmetz Group

THE  
OCEAN  
DREAM  
5.51 carats  
Central Africa  
Loaned by  
Cora Diamond Corp.





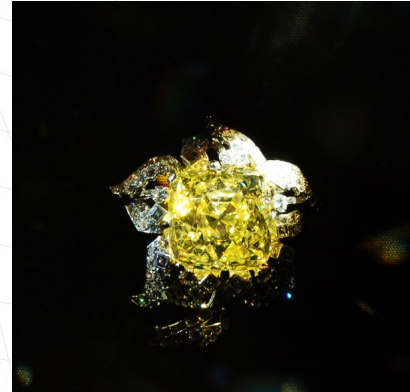
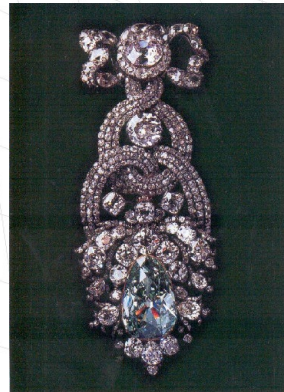
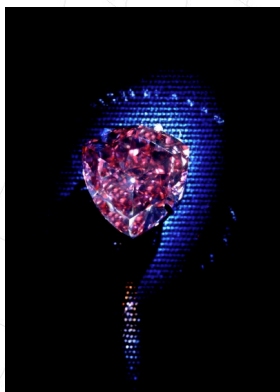
## VARIETY & FOCUS

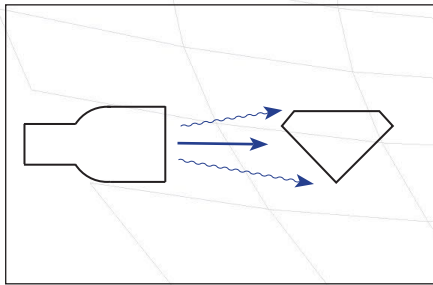
Jewellery and gemstones present themselves in all shapes, sizes, qualities and configurations, with such variety being further compounded by cut and setting. Some are heat-sensitive, some fluoresce, and none are entirely passive to the different qualities and constituent elements of light.

Fibre optics provide a unique facility to use inter-changeable optical lenses to generate a wide range of varying beam sizes and intensities. Thus light from these independent fibre heads can be minutely cropped, or softly diffused, to

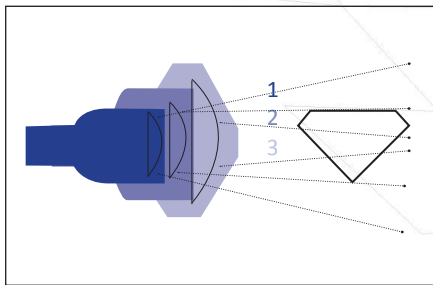
optimise the precise requirements of every gem or article of jewellery and make it scintillate, however uniquely individual or fantastically embellished in intricate settings they may be.

The application of filters, as well as the use of different lamps, further expand the lighting tapestry. One lighting system provides all the optical variety that is needed, all of which can be applied within a secured environment, from just one accessible source.





1. Focus



2. Intensity



3. Light Level



DESIGNERS: HYPER EXHIBITIONS

## CLOSE UP & COST EFFECTIVE

Gemstones and jewellery can be very closely lit within their secured display environment without being overpowered by bulky light fixtures.

The absence of heat or electricity at output also means that specimens can be set in place and removed as often as necessary without hazard or discomfort. In a commercial environment, staff may dress the display lights themselves easily, and in complete safety. Private collectors can rearrange their treasures at whim and tailor their lighting to suit.

Being manufactured from absolutely durable components, whole lighting systems can be removed and re-used time and again, in line with changing fashions and refurbishments. By the same token, once finely focused for a permanent display, the lighting will remain fixed in alignment thereafter, never being disturbed by re-lamping, which is needed only at source.





DESIGNERS: SIMON PAGE DESIGN



## DESIGN & VISUALISATION

Over the years, we have developed an extremely broad range of fixtures and accessories for the illumination of all manner of gemstones and jewellery. Several have their own discrete trunking, bespoke extrusions that can be simply fixed against a cabinet frame. These extrusions can even be used as part of the vitrine's construction.

Slender crooks, flexi-heads, pivoting eyeballs, interconnecting extendable and articulated components, and mirrored devices add to the general mix of lensed applications, all providing for tremendous scope and flexibility in form and function.

For no other exhibit-specific sector do we offer such a wide range of interchangeable components as well as bespoke solutions, and the process of evolution is continuous.



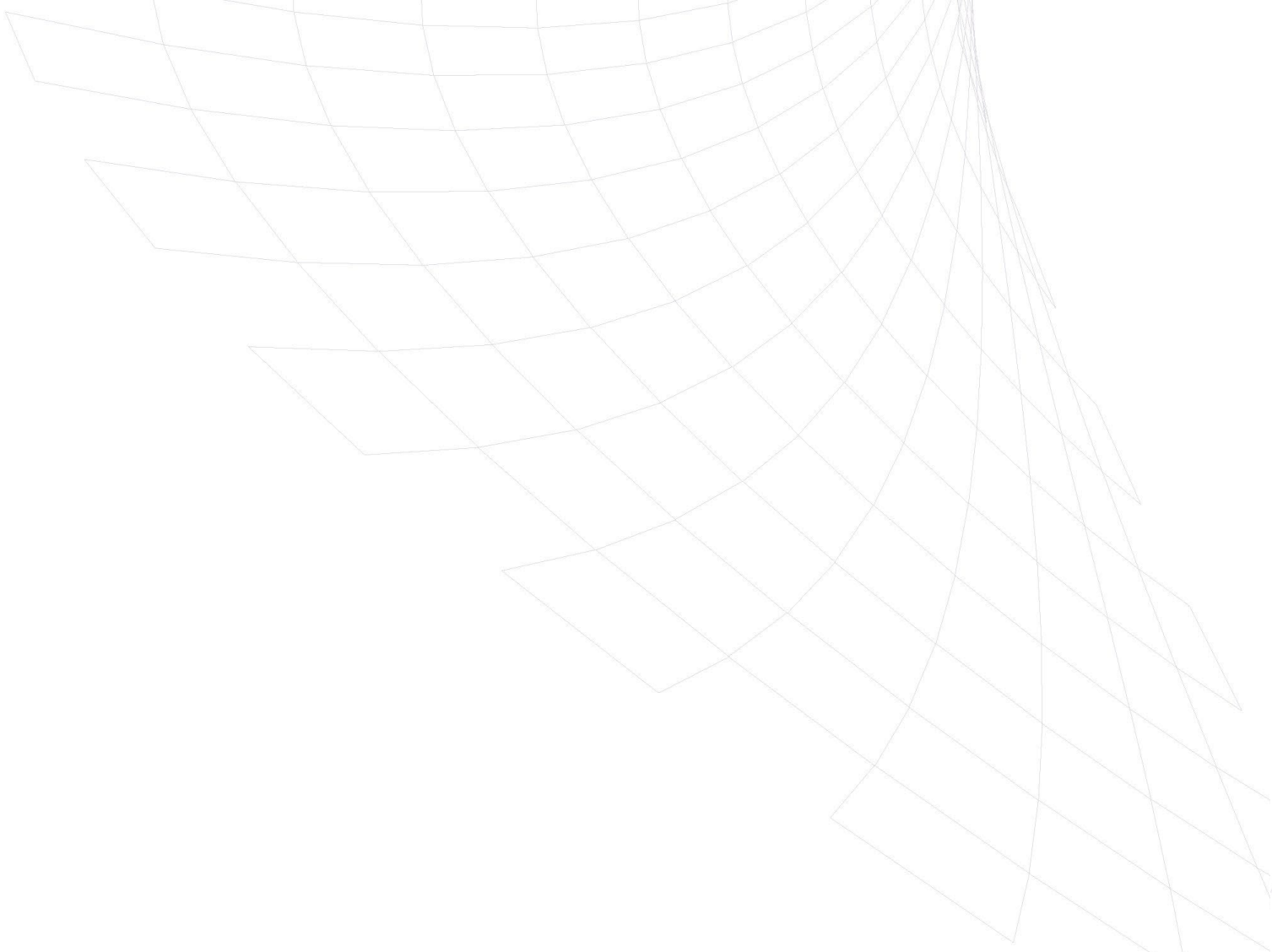
CLIENT: SHOP PATRON



ARCHITECTS: MICHAEL TRENTHAM ARCHITECTS



CLIENT: THE NATURAL HISTORY MUSEUM





LIGHTING DESIGNERS: DHA LIGHTING DESIGN

## RELIABILITY & DURABILITY

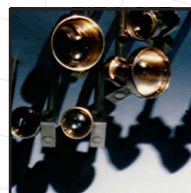
Being entirely passive and resistant, glass fibre optic lighting systems are exceptionally durable. With so few consumable components, their reliability is also assured.

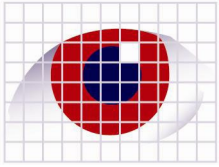
Handled with care, they can be re-used time and time again, and are thus the ideal tool for perfection in the presentation of daily changing as well as more permanent displays.

For commercial as well as private-collector applications, their simple user-friendliness and assured durability make them the natural partner of investment, all the better to make those most priceless items of jewellery sparkle and impress.

The care and expertise that is vested initially in the process of professional specification, and even training where appropriate, will ensure continued brilliant results thereafter.

Rod And Block System  
Shuttered Head  
Adjustable framer head





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.