

Anthony Juer Lighting

"Paintings, tapestries, sculptures, and all works of art, as well as public and functional spaces, should come to life as artists, architects, designers, and craftsmen have created them. This is the principal aim of our unique approach to lighting, which we have pioneered and developed over the last 50 years."

- Anthony Juer Lighting Ltd.



OPTICAL ILLUMINATION AS AN ART FORM

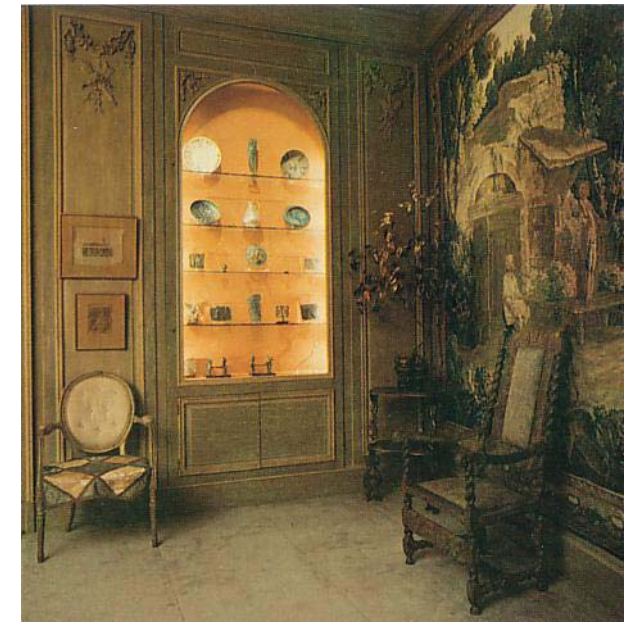
Pioneers in concealed optical lighting, we remain the exclusive exponents of illuminations which light only those objects on which attention is meant to be focussed without distraction from unsightly fittings.

Hidden light

Distinguished works of art, modern or antique, need more than just a suitable setting. Collectors and gallery



Paintings and other objects illuminated by Anthony Juer Lighting miraculously come to life



Perfect balance creates harmony

Careful blending of general and specific illumination is the essence of our art. Our expertise creates an even harmony of light throughout, perfectly balancing the lighting of a work of art, or any treasured object, with the general illumination of the space around it. This irresistibly draws the eye to the important item meriting particular attention, whether it be a painting or a boardroom table, the latter emphasised by a more generalised illumination appropriate to it.

experts now recognise that proper display demands a highly sophisticated approach to illumination-one which draws attention only to the valuable objects being lit, either in a subtle or dramatic way.

Perfected over four decades, our advanced optical systems incorporate the latest technology. Expertise in installation techniques permit the elimination of glare and reflection, concealing the optical unit, rendering the source of light itself invisible, and causing the illuminated object miraculously to come to life.

Unique "masking"

Basic to our exclusive technique of illumination is the careful creation of a hand-cut mask, which perfectly follows the precise outlines of the individual object being lit. This allows light to fall only upon the desired area.

Thus, a canvas can be illuminated without the surround being lit at all; a statue can be illuminated while the space around it remains quietly unobtrusive.



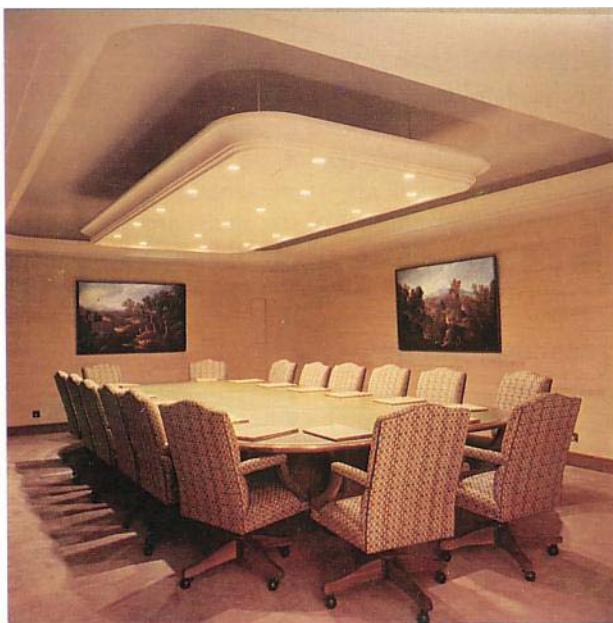
Applications

Our sensitive, sophisticated optical techniques outclass all other forms of specific illumination, even the most modern "spotlighting" now available.

The applications are extensive, the engineering of the highest professional standard, and the installation discreet and trouble-free. Working with clients, or their architects, designers, decorators and builders. Anthony Juer Lighting always provides a personal, individualised service, whether the scheme is simple or complex, large or small in scope.

Boardrooms, executive offices, public foyers, and all other corporate areas have been spectacularly illuminated to focus attention on objects of special interest, and valuable works of art.

In countless private - and stately - homes, in the grandest banqueting halls and the most distinguished libraries, in major stores and important banking premises, Anthony Juer Lighting has received public acclaim and appreciation.



Our experts readily advise on modest as well as on extensive lighting schemes, bringing unmatched experience to bear on each fresh challenge, whether this involves illuminating one treasured object, a piano, a vitrine, a major collection of works of art or a complete interior.

Consultancy services

Anthony Juer Lighting works with important galleries, architects, designers, and decorators and builders, both to install its own unique systems wherever appropriate, and also to act as general consultants. Sensitive appreciation of the special needs of each corporate or private location has built for us a reputation second to none.

Inevitably, personal service, wealth of experience, unique skills and unmatched standards are more costly than "off-the-peg" lighting. In relation to the intrinsic or financial value of the objects greatly enhanced by our exclusive techniques, these costs, however, remain modest.

Our credentials speak for themselves

Letters of appreciation from Royalty, other important collectors, and corporate as well as private clients, attest to the great satisfaction Anthony Juer Lighting illuminations provide.

UNIQUE FEATURES

- * **Totally concealed light unit**
- * **Hidden light-source**
- * **Hand-cut "masks"**
- * **Even balance of lighting**
- * **Optical precision and flexibility**
- * **Elimination of glare and reflection**
- * **Personal service**

DESIGN AND ENQUIRY

Please telephone Anthony Juer Lighting Ltd on 0208 848 4761 or 0860 841715 (Mobile) or write to 104 Dawley Road, Hayes, Middx UB3 1NE, to arrange for an appointment at your convenience. Fax no. 0208 561 5481

Registered Office: 104 Dawley Road, Hayes, Middx UB3 1NE

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www.anthonyjuerlighting.co.uk