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OVERHEAD LIGHT DONE RIGHT

How USAI stays firmly rooted in the 21st century.

There's nothing inherently sexy about a can light. But for the family whose first foray into the lighting business was the fluorescent fixtures that debuted to the public at the

World's Fair in 1939, LEDs are the future. Their third-generation lighting brand, USAI, has retooled its business to specialize in LED downlights—ceiling lights in a variety of shapes and styles for residential and commercial uses—with a combination of technical expertise and aesthetic prowess. Many of USAI's commercial-focused innovations—like changeable light temperatures originally pioneered for hospitals to mimic

natural light throughout the day, or customizable hues that brands have long employed (think: Target red, Victoria's Secret pink), are now making their way into the home. The options are endless—and technical. In the company's immersive Manhattan showroom, designers can experience the different fittings, fixtures and temperatures to find the right match for their projects.