

LIGHTFAIR 2018 RECAP:

## CLARITY IN SIGHT

*While the lack of originality in the form of variety in new products was a bit disappointing, and there are still areas needing improvement, these concerns were tempered by an overall feeling that the depth of available, quality mainstream products, within the most used categories, has improved dramatically.*

**By Kevin Willmorth, editor**

Lightfair is all about the talk of the day and showing off. LF2018 was no different. However, this year presented something hidden in the din of normal show activities, presentations and flashy displays. That something is a sense of clarity emerging, a reduction in the cacophony of choices that has obscured forward vision for the last decade. The clouds are still there, as the storm of change continues to thunder on, but there are now patches of clear sky, offering a view forward that has not been available before. In addition, the entirety of lighting design approach, coupled with the continuing influence of investors demanding returns on investment, has caused a consolidation of product designs in a market once addicted to variety at all costs.

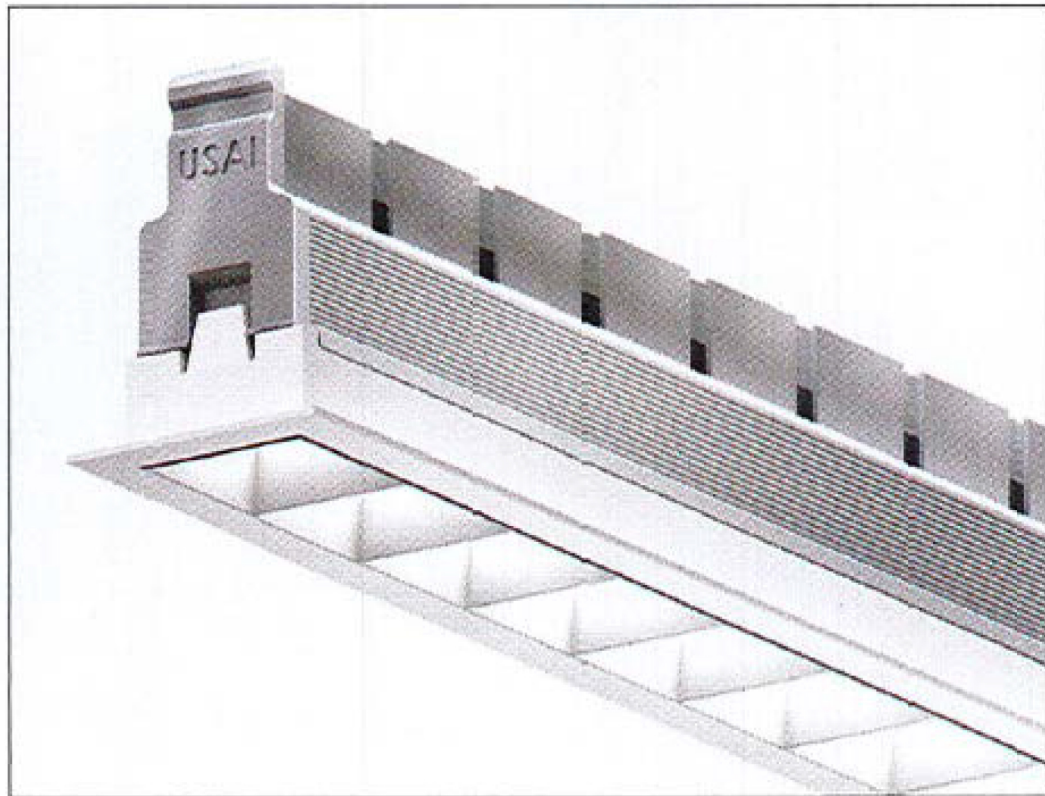
The following is a summation of observations that reflect recent industry progress, technical advancements, and the character of the show itself:

### **Product Design Consolidation**

If a time capsule were available to transport an attendee from LF2008 to LF2018, the difference between the products presented would be striking. In that intervening decade, the market has evolved from one of confusing variety, displays filled with attempts to be different, and presentations of technologies applied that would change the world—to a market of consolidation around a few basic form factors, with subtle differences between producers.



## MARKET ANALYSIS



USAI's BeveLED micro is actually taking on a whole new Form, to not only provide better functionality, but to also Invite designers to create new ceiling patterns, such as Starbursts, or circles, for aesthetic considerations.