

# Designers Lighting Forum

## Lighting's Blurred Lines

Michael Hennes  
C. Brooke Silber  
Scott Hay  
Dorothy Underwood  
JP Bedell

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Credit(s) earned on completion of this course will be reported to **AIA CES** for AIA members. Certificates of Completion for both AIA members and non-AIA members are available upon request.

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Questions related to specific materials, methods, and services will be addressed at the conclusion of this presentation.



## Learning Objectives

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At the end of this course, participants will be able to:

- 1. Define and distinguish the roles, responsibilities, and deliverables of a lighting designer versus lighting consultant within the project team structure.**
- 2. Evaluate whether clearer contractual definitions and role differentiation between lighting designers and lighting consultants could improve project clarity, accountability, and outcomes.**
- 3. Analyze how formalizing this distinction may impact the lighting design profession overall, including its perceived value, scope of practice and future evolution.**
- 4. Examine and compare different project scoping models — such as mixing design-led scopes with performance-based specifications — and assess how these approaches affect project risk, design intent, and procurement flexibility.**



# Lighting Designer VS Lighting Consultant



- **Associate Principal & Project Director**, Cline Bettridge Bernstein (CBB).
- **35+ years** of architectural lighting design experience.
- **Architectural Expert:** High-honors graduate in Architecture (University of Florida).
- **Project Leader:** Managed 90+ projects, including 7 World Trade Center and Bank of America Tower.
- **Sustainability Advocate:** Specialist in LEED Platinum strategies and solid-state lighting.
- **Iconic Portfolio:** Led lighting for major NYC landmarks (One Bryant Park, 7 WTC).
- **Technical Leadership:** Former member of the U.S. Dept. of Energy CALiPER committee.
- **Community Impact:** 2023 IESNYC Brilliance Award recipient for industry service.
- **Thought Leader:** Frequent lecturer, juror, and author for *LD+A Magazine*.



# LEDucation.

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- **Principal**, Borealis Lighting Studio (BR+A)
- **25+ years** of architectural lighting design experience.
- **Chair**, Joint IES/AVIXA ANSI Standards Committee.
- **Faculty**, Parsons School of Design (MFA Lighting Program).
- **Industry Leader**, focused on shaping standards and mentoring emerging talent





- **Partner**, Reveal Design Group.
- **MFA in Lighting Design**, Carnegie Mellon University.
- **Specialization**: High-end Residential and Hospitality design.
- **Narrative Design**: Leverages a background in Broadway and regional theatre to treat architecture as a "storyteller."
- **Strategy**: Balances creative problem-solving with the business of design to deliver high client value.



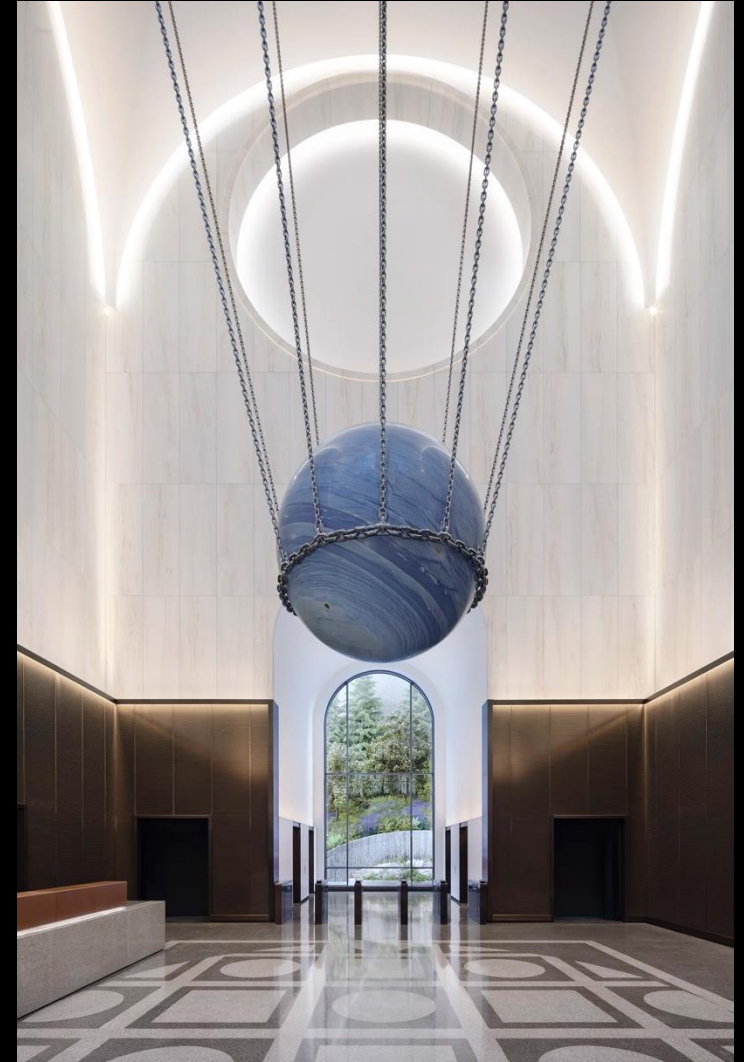


- Associate Principal at **KGM Lighting**
- Broad project experience across **sports entertainment, residential, and hospitality** sectors with **award-winning projects nationwide**
- Speaker and panelist at conferences including **LEDucation (NYC)** and **CitySmart (Turin)**
- Former educator at the **School of Visual Arts** for many years
- Named one of **Light Collective's 40 Under 40**
- Chairs the **IALD DEIR Committee**



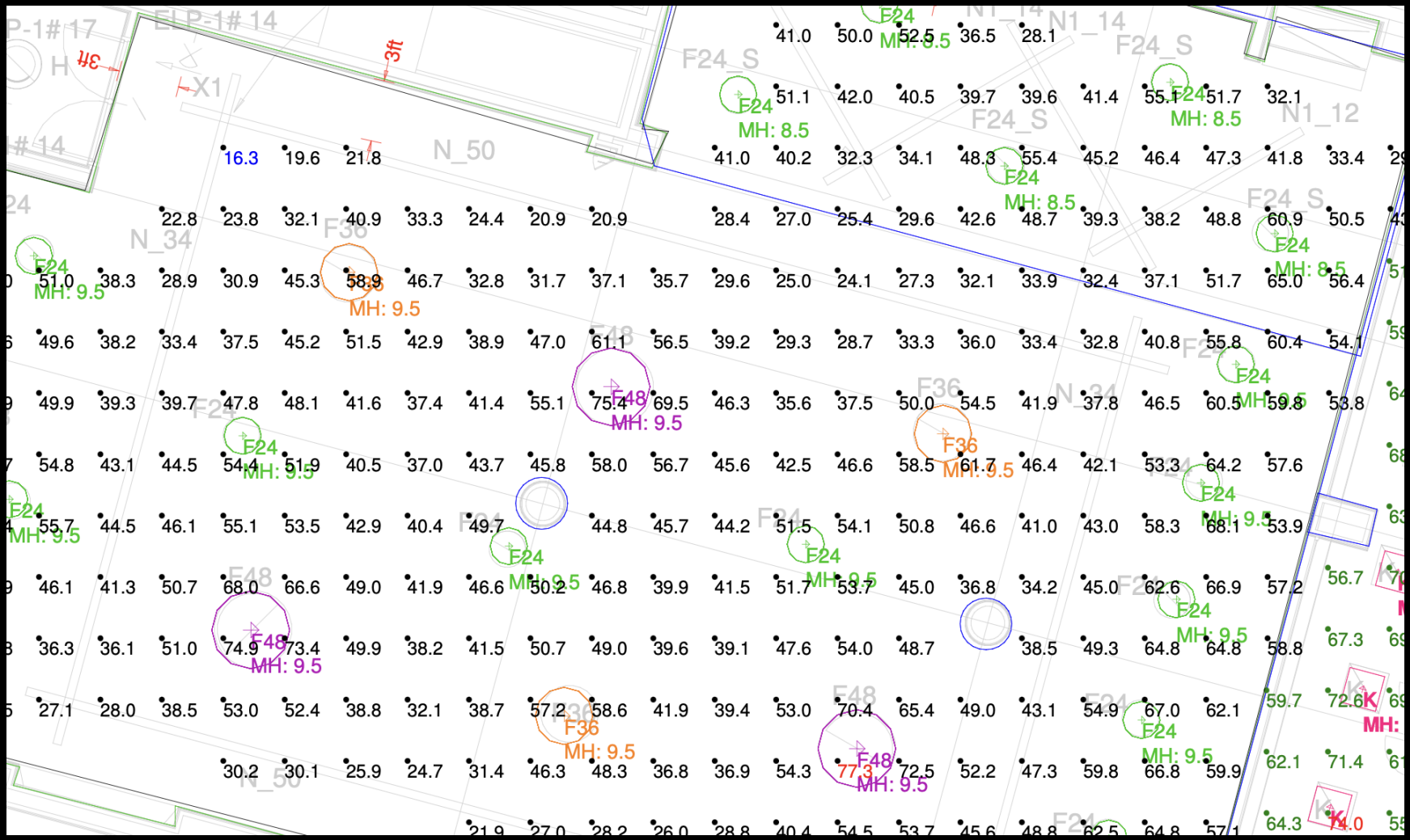
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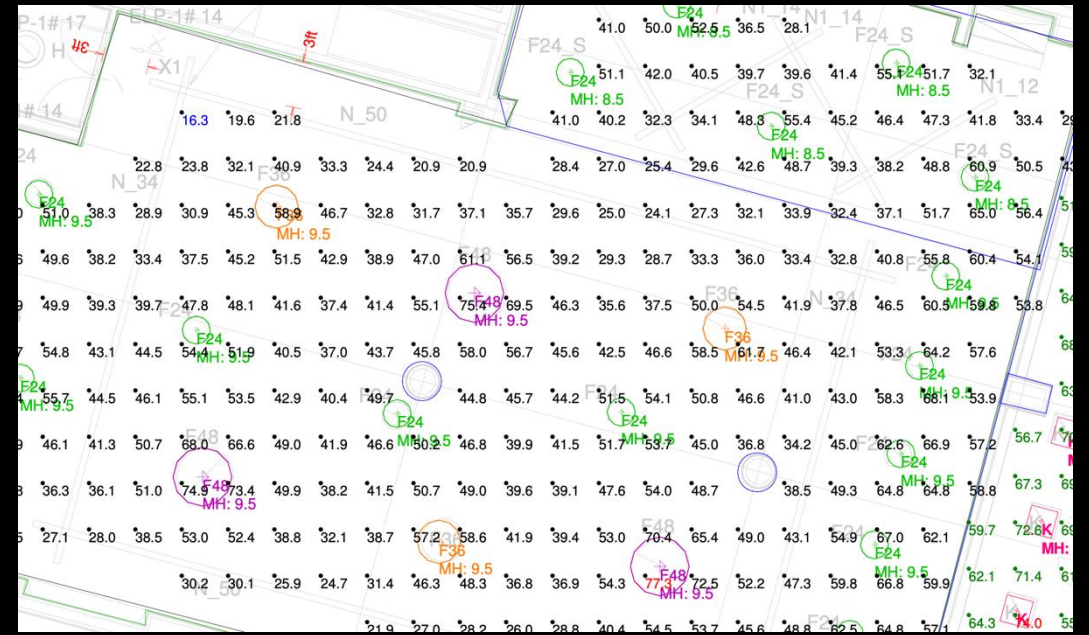


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## Is this a fair distinction?



Lighting Design Scope	Lighting Consultation Scope
Single Name Specification (only *this* product will work)	Multi-name specification centered on simple performance metrics
Potential Higher Budget Per Sq. Foot	Value Engineering Scope
Unique one-off spaces within the building	Repeating Spaces with repeating schemes

People

Designers Versus Consultants



Lighting Consultation

Architects  
Engineers  
Sales Reps  
Lighting Designers

Lighting Design

Lighting Designers



“But we just can’t help  
ourselves.”



This concludes The American Institute of Architects Continuing  
Education Systems Course

