

The value of high-quality lighting design: safety, experience and brand impact

CMY Brand Solutions – Whitepaper

More than just bright

When laypeople talk about light, they usually mean brightness. Professionals know: lighting is orientation, atmosphere, brand message and a sustainability lever at once. In trade-fair and event environments, lighting is one of the strongest tools to ensure safety, create emotion and make brand identity visible.

This whitepaper explains why quality lighting design goes far beyond “well lit” - and how it creates measurable value for operators, visitors and clients.

Safety & wayfinding

A good lighting plan starts with the basics: safety.

- Well-lit routes reduce accidents - and liability risk for operators.
- Contrast and clear light guidance direct visitors intuitively, without relying on signage.
- Especially at dusk or evening events, reliable orientation prevents confusion and unsafe behaviour.

Bottom line: **better lighting raises safety and lowers risk.**

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Stay quality & user experience

Light acts directly on people - on well-being, perception and behaviour.

- Warm-white, insect-friendly light creates a welcoming atmosphere.
- Natural colour rendering keeps products, architecture and landscapes authentic.
- Visitors feel better, stay longer and engage more.

That's not a side effect; it's an economic factor: **dwell time and spend increase.**

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Staging & sense of experience

Lighting can transform spaces, turning architecture, landscapes and pathways into a stage.

- Dynamic scenes adapt to seasons, events and moods.
- Targeted accents create focal points and steer visitor flows.
- Basic “standard lighting” can't meet these expectations - it's functional but interchangeable.
Example: a city park that shifts through themed night scenes delivers a radically different quality of stay than a uniformly lit area.

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Brand impact & image

Lighting is a medium of brand communication. Used correctly, it functions like **spatial corporate design.**

- Colour temperatures, accents and scenes can carry values like innovation, elegance or responsibility.
- A refined lighting concept signals quality and modernity.
- For destinations such as Autostadt, museums or trade fairs, lighting is a visible proof point of technology and experience leadership.

Result: lighting is not just functional - **it's a brand message.**

Sustainability & responsibility

Modern lighting design is always energy and resource planning, too.

- Efficient LED tech and smart control significantly cut energy use.
- Durable components reduce maintenance and replacement costs.
- Responsibility becomes visible - a clear signal to visitors.
In a time when sustainability is central, thoughtful lighting design builds credibility and strengthens reputation.
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Long-range effect & overall appearance

Lighting works on site - and from a distance.

- Many experience campuses are optimised for long-range visibility; new areas must integrate seamlessly.
- Weak or off-the-shelf lighting creates a break that diminishes the overall impression.
- High-quality design amplifies long-range effect and turns new areas into striking beacons.
In high-traffic environments, lighting strongly shapes outside perception - and with it a brand's reach.
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Case study: from mandatory light to experience space

A major trade-fair operator upgraded the exterior zones around its halls from conventional fixtures to a high-quality lighting concept. Results:

- **30% lower energy consumption** through LED and control.
- Noticeably higher visitor satisfaction at evening events.
- Positive press citing the venue's "new atmosphere."
Takeaway: **quality lighting design pays off** - functionally, emotionally and ecologically.

Lighting as a strategic tool

Lighting is far more than a technical detail. It's a **strategic lever** that unites safety, experience, sustainability and brand impact.

Those who invest in high-quality lighting aren't just buying hardware - they're investing in **perception, image and business outcomes**. The cheaper, minimal option may look attractive at first glance - but over time it costs safety, visitor satisfaction and credibility.