

A Seamless Glow

from Corner to Corner

A PureEdge Lighting Case Study



Location: Intercontinental San Francisco,
Ballroom Renovation

Lighting System: Verge

Specifier: Sixteen5hundred

Lighting Designer: Melinda Morrison Lighting

A transformation was needed within the Intercontinental Hotel San Francisco ballroom. Updating the space would require more than just new carpeting and chairs...it needed beautiful, modern lighting that was aesthetic yet served a larger purpose.



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773.770.1195

Contact us at design@pureedgelighting.com

That purpose? To emulate company branding to whomever occupied the ballroom for an event. The design team wanted to create an experience using light, and Verge was the seamless, 'glowing line of light' they were looking for.

The challenge that lighting designer, Melissa Morrison of Melissa Morrison Design, faced was to find a product that was color changing with no lenses. They envisioned a pocket of glowing light around the perimeter of the room and outlining the doors. There could be no flanges, and they needed a continuous run into corners while

looking aesthetically clean. Verge rose up to the challenge.

“With Verge , you didn’t see the source, you just saw the surface where the light was grazing across. It seemed like a better solution compared to other product options. Verge was also able to be cut, they had V’s and L’s...lots of angles. It was nice and flexible” said Melinda Morrison, Principal, Melinda Morrison Design.



Verge in RGB+W

The Verge lighting system was installed on the door frame, and into the corner of where two walls meet while also going horizontally along the top of the wall where the wall meets the ceiling, as well as the vertical line above the doorframe. The design team chose Verge in RGB+W to feature changeable accent colors to portray event/company branding.

There were challenges with installing Verge due to the fabric wall panels commonly found in ballrooms. A redesign was needed in order to create the look desired, one that PureEdge was happy to accommodate. The profile needed to be re-designed to meet the fabric panels and doorframe, and meet the mitered corner requirements around the doorframe. The top of the fixture met

the ceiling but the bottom needed to meet the panel. In order to evenly create an illuminated pocket of light, the standard Verge was converted to a double Verge with double light strip so that the light was symmetric on both sides. As a result of the lighting design team working with PureEdge engineers, the Verge Corner, a new-product, was the result.

“When creative minds work together, innovative lighting is the result. Our team worked closely with Sixteen5Hundred to make the lighting designer’s vision a reality. There were challenges along the way and we worked them out together, resulting in a better way to illuminate a space” said Gregory Kay, President, PureEdge Lighting.



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