Figure 12.6
Display lighting for mannequins

Display lighting is designed to gain attention by using an appropriate combination of brightness, colour and modelling. Relative brightness can be expressed in terms of the luminance ratios given in Table 12.2. The higher is the luminance ratio, the more likely the display is to gain attention. As for colour, strongly coloured light on an object of the same colour will deepen the colour whilst strongly coloured light on the background and surroundings will change the atmosphere. The modelling achieved depends on the relative strength of light delivered from different directions. Modelling is usually achieved by some combination of key-light, fill-light, back-light and up-light. Table 12.3 describes these techniques.

Table 12.3 Descriptions of the components of display lighting

Light	Description	Function
Key-light	The principle source of directional illumination	To create sparkle and reveal texture
Fill-light	Supplementary illumination from a different direction	To soften shadows so as to get the contrasts in the display at the desired level
Back-light	Illumination from behind and usually above	To separate the object from its background, to reveal transparent elements
Up-light	Light accentuating parts of the display close to the floor	To soften shadows, can be used for dramatic effects