

COMMERCIAL

Interior design

The essential guide for Middle East interior design professionals

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Business minded

INSIDE THE NEWLY-RENOVATED
DUBAI CHAMBER OF COMMERCE

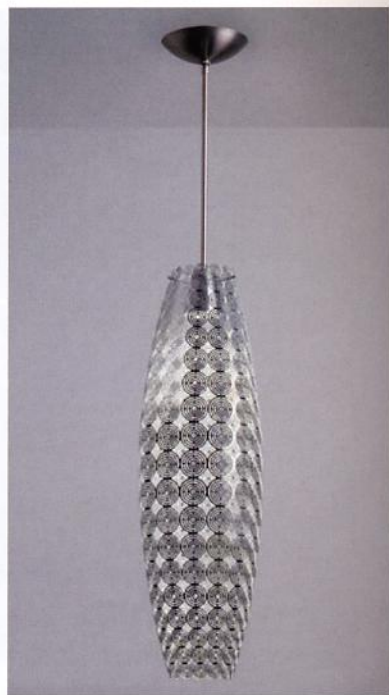
Design in the DNA

WHY ITALY IS STILL AT THE
FOREFRONT OF PRODUCT DESIGN



Bright LIGHTS

THE LATEST TRENDS IN LIGHTING DESIGN



CID speaks to Lee Ann Salvatore, director of marketing, Boyd Lighting.

Tell us about your company.

Since 1921, Boyd Lighting has been at the forefront of decorative lighting design. The Boyd-Sweet family and our dedicated associates proudly create lighting fixtures of enduring beauty and lasting quality that are relevant today and for many years to come. At present, we are a woman-owned, family-operated business providing award-winning, exclusive lighting collections worldwide. Boyd Lighting products are distributed in the Middle East by Abensal.

What sets you apart?

First and foremost is design. Clients come to us for the unique, classic Boyd aesthetic. They return for our outstanding quality and the rich, authentic materials we use in crafting our fixtures. Our world-class customer service, though our local representatives and in-house client service team, ensures a pleasurable purchasing experience.

When it comes to lighting, what are the key trends at present?

Energy-efficiency is paramount in selecting lighting fixtures. Products must look great but must also perform well. Other lighting trends include uniqueness of scale, darker metals and finishes, and geometric motifs.

Recent developments?

Boyd has been expanding its global distribution and widening its market reach to include more hospitality and institutional fixtures. We are also broadening our exterior offering, and producing more luxury lighting for our Kentfield Collection division. Boyd has been developing fixtures utilising LED technology and other energy-efficient lighting solutions.

How do we contact you?

Clients can obtain information from our local representative, Abensal, PO Box 60244, Dubai. Tel. + 971 (0)4 334 3931; fax: +971 (0)4 334 3932; and email: info@abensal.com. Please also visit www.abensal.com.

