**From:** **Aryaman Jain at IDG** media@ildlimited.com
**Subject:** [Test] Your room has too much light
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# THE LIGHT EDIT

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## More light is not better light.

## It's the easiest way to lose a room.

Overlighting happens when a plan is built for a room type instead of the actual room.
A standard layout applied to a specific space, until nothing is left to reveal.

THE PROBLEM

### Light every surface equally and you haven't lit the room, you've erased it.

- **Hierarchy disappears** - When everything is lit equally, the eye has nowhere to land. Nothing reads as important, so everything reads the same.
- **Texture flattens out** - Stone, wood, and plaster are chosen for how light hits them at an angle. Flat, even light removes that angle, and the texture disappears with it.
- **The room loses its shape** - Shadow carries dimension. Take it away and a space drawn with depth reads flat.
- **The architecture stops working** - Ceilings, niches, and thresholds are drawn to be revealed selectively. Light them all the same and the architecture has nothing left to say.

SEE IT DONE RIGHT →



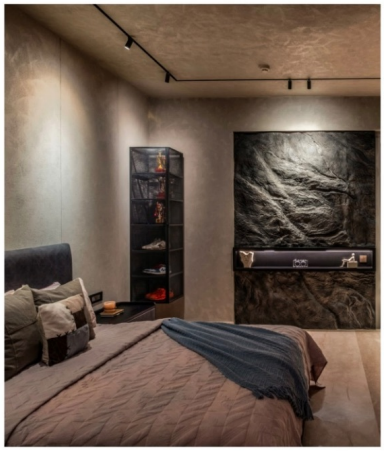
*Overlighting is the easiest mistake in this business. Nothing looks wrong. Nothing stands out either - and most people don't notice until we show them the alternative.*

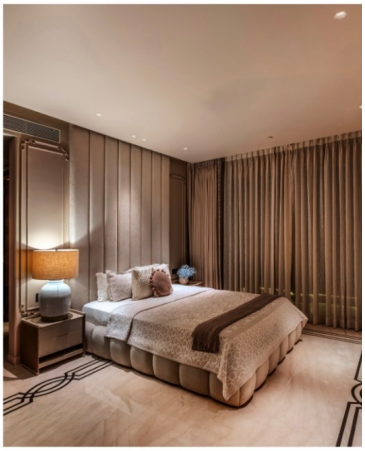
Aryaman Jaiin
CEO, Innovative Lighting Designs Ltd.

OUR APPROACH

## Light with intent, not with volume.

- **What stays dark is a decision** - Every unlit wall is chosen at the design stage, drawn in alongside the fixtures.
- **No fixture without a reason** - Each one is added for a reason: a material to reveal, a form to define, a moment to mark.
- **Focus on layers instead of lumens -** Ambient sets the base, task handles function, accent creates focus. Together, they carry the room.
- **The plan is a draft until it's seen in the room** - Drawings can't show glare or spill. We check how a material actually catches light before anything is final.





This private residence in Pune brings ILDL's approach to light into everyday living. Rather than lighting every surface equally, each space is shaped through a considered balance of ambient, task and accent lighting - revealing materials, defining architectural details and creating moments of focus.

VIEW THE PROJECT →

## Good lighting starts beyond the lumen target.

BOOK A CONSULTATION →

At **Innovative Lighting Designs Ltd**, we are dedicated to transforming spaces and shaping the future of lighting. To explore more, visit us now!

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