

Goodwill Industries, Omaha, NE



Style M151
70W metal
halide on 30"
cantilevers



Upward
facing
wallwashers
light the wall
and graphic
and uplight
the ceiling

Architect: RDG Planning and Design
Engineer: Morrissey Engineering, Inc.
Photography: Tom Kessler

Recipient of 2005 AIA Nebraska Honor
Award and 2006 AIA Central States
Merit Award for Architecture

Store - 156th North of Maple

Sign: approximately 32' wide by 4' high

Lighting: (5) M151-070G-X-02-A-VH0 on ACS02300 30" accessory cantilevers, approx. 4' on center
Estimated illuminance on letters: 85 fc avg. initial

Pavilion: approximately 18' by 18', 23' high; wall above luminaires approx. 11'

Lighting: (6) M151-070G-X-02-A-VH0 on ACS02300 30" accessory cantilevers,
3 per side, 4' on center

Estimated illuminance on wall (above cantilevers): 65 avg. initial

Note: Dimensions and lighting may vary from store to store

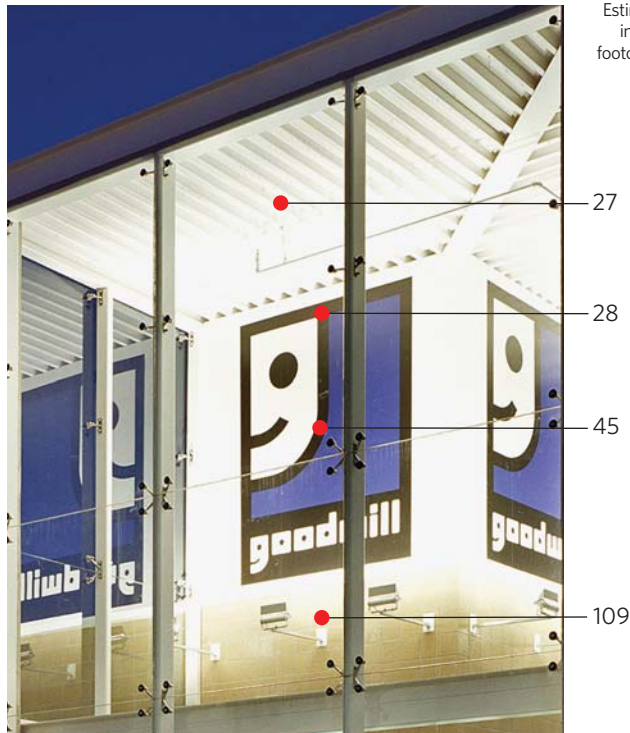
elliptipar Style 151 Small Outdoor

Goodwill Industries is North America's leading nonprofit provider of career services for people with disadvantages. More than 82 percent of Goodwill's revenues, mostly from retail sales of donated new and gently used items, provide funding for employment and training programs.

Goodwill Omaha has opened or renovated numerous retail locations in the metro area since 2004. The 15,000 to 17,000 square foot facilities combine a retail store, a donation center with covered drive-through drop-off and space for training.

The challenge for the designers was to rebrand a nonprofit thrift store within a modest budget. Cantilevered exterior wall washers were selected to highlight the outdoor signage and create a warm inviting glow that emanates from the glass entry pavilion. The straightforward lighting scheme results in an eye-catching store that can compete in today's consumer society without appearing to be unsuitably lavish.

The AIA jury termed the new Goodwill facility design to be "a very simple yet carefully executed building where inexpensive materials and bold lighting are efficiently used to elevate the brand."



Long-life, low energy 70W 3000K ceramic metal halide lamps provide punch while reducing long-term operating costs. For simplicity, the same unit used outdoors is also used inside the pavilion.



Style M151 utilizes 39, 70, and 150W high-color rendering CMH lamps with an average rated life of 12,000 hours. The ACS cantilever is aluminum - no rust.



Simple, but effective At this store near Yale University, the plain façade is enlivened with a wash of light, boosting its street presence. A row of T5HO fluorescent wall washers integrated at the front edge of the awning not only highlights the sign, it also enhances the warmth of the fabric and brick.



Style F151 for energy efficient T5 lamps. High performance from a minimal profile. The snap-on lens is watertight facing upward and downward.