



# Portraits

## LIGHTING A LEGEND

### *Harley-Davidson Museum Highlights the Benefits of SuperDim Ballasts*

The Harley-Davidson Museum in Milwaukee, Wis., celebrates the people, products, culture and history that have defined Harley-Davidson Motor Company for 105 years. Opened in July 2008, the \$75-million facility includes a Museum, the Company Archives, special event space, a retail store, restaurant and cafe. It also features one of the most extraordinary lighting fixtures in the United States today.

Imagine a single, continuous luminaire more than 170 feet long and modeled after the iconic curve of a Harley-Davidson gas tank. Amazingly, the entire length of the fixture is illuminated with perfect uniformity in order to provide an unbroken line of light on the exhibit below.

It was lighting designer John Newman of Brandston Partnership who first imagined this one-of-a-kind fixture, and Vode Lighting, LLC, made it a reality. Together, they made sure every seam was invisible and constructed to exact tolerances so the luminaire would never bend or twist, despite being suspended from a 40-foot ceiling.

“I was impressed with the faith the Museum had in us to engineer something entirely new and extraordinary, and the completed luminaire was something above and beyond everyone’s expectations,” said Tom Warton, president of Vode.

This fixture was designed to illuminate the Museum’s Motorcycle Gallery, an exhibit featuring a chronological display of Harley-Davidson motorcycles from each year of the Motor Company’s production.

With so many curves, fenders, and other contoured shapes, highlighting the entire form of each motorcycle without shadows was a considerable challenge. Newman studied the lighting techniques used by photographers when shooting automobiles to develop the ideal lighting design to render the subtle curves of the motorcycle components without point source reflections.

### In Brief

#### Project

Harley-Davidson Museum

#### Location

Milwaukee, Wisconsin

#### Products Used

SuperDim® Analog Dimming Ballasts

#### Number Installed

44 ballasts

#### For More Information About:

##### Vode Lighting, LLC

[www.vodelighting.com](http://www.vodelighting.com)

##### Brandston Partnership, Inc.

[www.brandston.com](http://www.brandston.com)

##### Harley-Davidson Museum

[www.Harley-Davidson.com](http://www.Harley-Davidson.com)

##### Universal Lighting Technologies

[www.unvlt.com](http://www.unvlt.com)



"We needed continuous lighting that had no blacked-out spaces, no fillers, and was dimmable to achieve the low light levels needed for the Museum's artifact conservation requirements," said Newman.

He also required the lighting ballasts to integrate with a 0–10-volt analog control system for daylight harvesting and other energy-saving strategies. Ideally, the ballast would also provide continuous dimming all the way down to one-percent power for precision and versatility in the lighting design.

Newman found the perfect ballast from Universal Lighting Technologies. A world leader in ballast innovation, Universal Lighting Technologies offers a comprehensive range of product solutions so lighting designers have complete freedom in the creative process. The ideal ballast exists for any design they can imagine.

For his design, Newman specified SuperDim® high-efficiency ballasts for T5 standard output lamps. Not only did SuperDim technology provide the required versatility and compatibility for the application, but the right price as well. "They cost about the same as ballasts that only dim to ten percent," Newman said.

SuperDim ballasts are designed to provide the most versatile and cost-effective solution for single-zone applications where all ballasts are dimmed to the same level

simultaneously. The colossal luminaire at the Harley-Davidson Museum required 44 ballasts, each operating two 4-foot lamps. The installation was performed by Vode.

"I'm very pleased," said Newman. "The ballasts performed beautifully. We had no problems with the ballasts despite the low ampere range."



In addition to the lighting designer's performance needs, the Museum also had its own set of requirements for the ballasts, including long life and simplicity of maintenance. SuperDim ballasts fit the bill in these areas as well.

Since opening day, the ballasts and fixture have operated just as they were designed to do—providing unbroken light for minimal shadows, adjusting automatically to natural daylight levels from an adjacent curtainwall, and minimizing maintenance. "It couldn't have been done without SuperDim," said Warton.

## About Universal Lighting Technologies

For six decades, Universal Lighting Technologies, Inc., has been bringing power and precision to the world's most innovative lighting. Headquartered in Nashville, Tenn., with operations and distribution worldwide, the products of Universal Lighting Technologies are marketed under the Universal® and Triad® brand names. Universal Lighting Technologies is focused on designing, manufacturing and distributing the industry's finest lighting ballasts and controls.

## Want to know more?

To learn more about the full line of Universal Lighting Technologies' ballasts or to request a catalog, call 1-800-BALLAST, fax your request to 615-316-5162, or visit the Web site at [www.unvlt.com](http://www.unvlt.com). Universal Lighting Technologies—*Energy Intelligence in Lighting.*



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