

# The application centre 1

## MOTIVATION

**The Whitecroft Lighting Application Centre is intended to be less a showroom for our products, more a source of inspiration and creativity for the application of light itself.**

Within the Whitecroft product portfolio we have the means to achieve virtually any effect desired; by showing, in practical terms, the versatility of light itself, the effects it can create and the solutions it can provide, we and our clients can work together, to extend the possibilities of any scheme. We can then select the best Whitecroft products for the task.

Within the Application Centre we have created a number of sets within which we can demonstrate the effects of different light sources and luminaires on an environment. Visitors bring samples of wall coverings, textiles and other design elements to see the specific effects of various lighting combinations on a proposed scheme.



Application Centre,  
Ashton-under-Lyne, Lancashire



11.00 am



11.15 am



11.30 am



12.00 pm