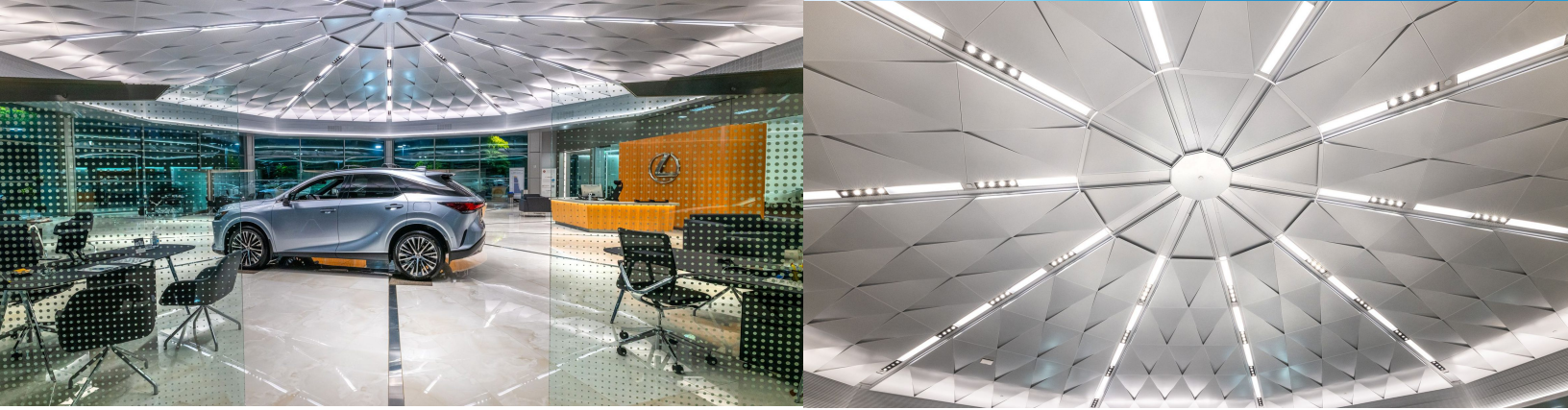


Johnson Lexus Durham

specialty
lighting industries
Project Showcase



Johnson Lexus Durham is more than a showroom, it's an architectural reflection of Lexus' precision-driven identity. From the earliest design phases, lighting was considered essential to how customers would engage with the space and the vehicles inside.

Specialty Lighting Industries was selected for our ability to deliver highly customized, performance-driven solutions that elevated both the brand experience and the architectural intent.

The Challenge

Lexus needed a lighting system that went far beyond illumination. The solution had to elevate the customer experience, present each vehicle with true-to-life accuracy, and mirror the precision and luxury of the brand — all while defining the modern showroom architecture and delivering uncompromising performance.

Collaboration with Lighting Design Alliance ensured that every fixture contributed to the cohesive vision, while SLI's engineering team addressed installation requirements and custom specifications with precision.

Specialty Lighting Industries engineered a tailored solution that combined form, function, and technical precision.

- Jazz™ fixtures were engineered with custom lengths, angles, and precision lenses, delivering a clean 4000K color temperature with 90+ CRI to showcase each vehicle in true-to-life detail while seamlessly aligning with the showroom's architecture.
- Graffiti™ fixtures added definition and balance, accentuating open areas with smooth, controlled illumination that complemented the modern design language.

"Johnson Lexus was redesigned and rebranded to modernize its look, meet latest Lexus standards, and enhance customer experience.

For lighting, this was also an opportunity to bring this facility up-to-speed with the LED revolution, including all the energy, maintenance, and environmental benefits."

- Andrew Powell, LDA

The results were immediately clear

Vehicles appeared refined, polished, and true to form, elevating the overall customer buying experience. The Graffiti™ fixtures provided subtle accents that reinforced spatial clarity and architectural balance. The lighting as a whole reflected Lexus' luxury identity, precision, and attention to detail. Both the client and design partners praised the seamless integration of technology and aesthetics, noting how the solution aligned perfectly with the brand vision.

Summary

At Johnson Lexus Durham, lighting was not just functional — it became a defining element of brand storytelling. By combining Jazz™ and Graffiti™ fixtures, Specialty Lighting Industries delivered a solution that aligned Lexus' values with architectural performance, elevating both the space and the customer experience.

Award Winning Project

- LDA received: 2025
- SoCal Illumination Award of Merit
- Lumen West Award of Merit

• Client: Johnson Lexus
Location: Durham, NC

• Project Type:
Automotive Showroom

• Products:
Jazz™, Graffiti™

• Completion Year: 2025

• Specifier / Agency:
Lighting Design Alliance

• Photographer: Jim Sink

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