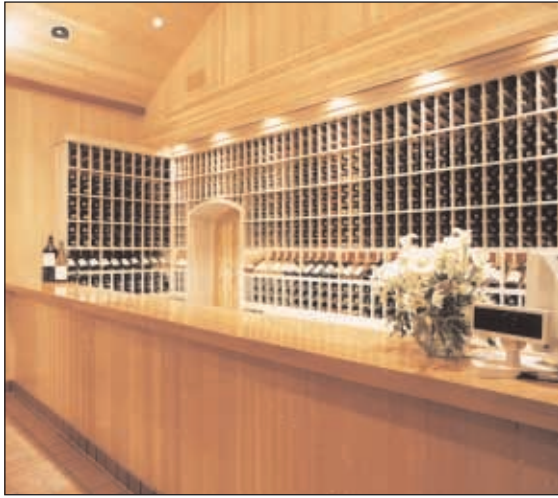


GE ConstantColor® Precise™ MR16



*“We wanted to create a comfortable, fresh and dynamic look; one that enhances the tasting experience. This lamp did the job.”*

— Ivan Hawtof  
Principal  
Hawtof Associates

*GE ConstantColor® Precise™ MR16 lamps create dramatic look in California winery Tasting Room.*

**A**lthough it measures just 12 feet by 16 feet, one room at the Cakebread Cellars Winery is of particular importance. Because it is here visitors to the family-owned vintner can examine, taste and enjoy Cakebread wine.

**“The owners, Jack and Dolores Cakebread, wanted the illumination in the Tasting Room to be respectful of the architectural form and rural setting of the winery,”** said Ivan Hawtof, principal — Hawtof Associates, Lighting Consultants. “Both they and I wanted to create an environment where the visitor’s five senses were in balance.”

**Hawtof chose 50-watt narrow beam ConstantColor® Precise™ MR16 lamps to paint light across the Tasting Room bar.** His design provides ample illumination for both the examination and accenting of the wine — without casting unnecessary shadows on the visitors’ faces. A 35-watt spot ConstantColor® Precise™ MR16 lamp was added as a “blush of light” focused on the wine rack and display adjacent to the bar.

**The winery got the comfortable look and fresh ambiance it requested and the lighting designer the constant white light he needed, plus no light loss over the life of the lamp.** “Everybody was so pleased with the Tasting Room,” Hawtof noted proudly, “I then used various beam spreads of the 20- and 35-watt versions of the same lamp to illuminate approximately 20 trees, a 10-foot tall waterfall and other garden stock adjacent to the Tasting Room.”



GE Lighting