

R E T A I L

GE Halogen-IR™ Lamps



“Our Cafe at the entrance to the new Disney Animal Kingdom™ represents 17 years of ongoing R&D. The HIR lamp used in the Retail Village gives us the dynamic look the space demanded.”

—Steven Schussler
Senior VP, Development
Rainforest Cafe

GE Halogen-IR™ lamps help create exotic, energy-efficient retail environment.

The Rainforest Cafe is an exciting restaurant and retail chain that uses advanced lighting as an integrated element of its design. Guided by entrepreneur and company Senior Vice President of Development, Steven Schussler, the \$100 million-plus public company has 18 worldwide locations including New York, Mexico City, London and Cancun. Their newest location at the entrance to Disney’s Animal Kingdom in Florida “is our largest and most spectacular to date,” says Mr. Schussler.

It features a uniquely entertaining environment for dining and shopping, complete with a dramatically programmed tropical lightning storm. **“Our challenge was to design a lighting system to provide the crisp, focused illumination required for the 10,000 square foot retail space while maintaining the illusion of sunlight streaming through the trees,”** said Michael Cohen, Senior Project Designer, Schuler & Shook, Inc. of Minneapolis. “Additional design criteria included energy efficiency and long lamp life necessary to minimize maintenance through the course of the extended operating hours.”

The Schuler & Shook design incorporates over 1,100 50-watt GE Halogen-IR™ PAR30 lamps, for crisp, brilliant white light, precise beam control, and 50 percent longer life than standard PAR30s. “The IR lamp offers the dramatic look we wanted to achieve,” Cohen noted. **“They also gave us the efficiency and long lamp life we needed,** in addition to visual compatibility with the other lighting types used in the adjacent 20,000 square foot restaurant.”

Said Mr. Schussler: “The confidence of the park’s owners to place the Rainforest Cafe in such a key location demanded a design concept (compatible with the world-class presentation Disney provides)...we wanted to create an experience to entertain and educate guests of all ages. This effort certainly has met that criteria.”



GE Lighting