

## Q&A November webinar on See the light

- **Q: Why do people from cold countries prefer "warm white" light and people from warm countries prefer "cool white" light? I have even seen people using 5700K lamps in bed rooms.**  
Well... I have heard so many different explanations about why. Some says that cool light makes you feel cooled down in the evening if you living in a hot country. Others says that cold Nordic people needs to be warmed up by warm light and that it reminds us of the bonfire we had when we were caveman. Have also heard explanations about how blue and brown eyes perceives the light in very different ways. I have discussed this some of some earlier neighbors that came from The Middle East and they answered that they simply don't like yellow brownish light. My personal opinion is that I use warm light at home because I think it's visually collaborates well with the very long Nordic dawn which is a strong part of my own light culture.
- **Q: I live in India, which is a very hot country. Can we have some lighting, maybe ambient, for an office structure that cools down the environment and maybe enhances the cooling effect?**  
It's hard for me to have a trusty opinion in this since I'm born and raised in a totally opposite light culture. But why not use cool light to get a cooler feeling if you like it that way? I often speak to people from your latitudes and many have the same thoughts as you. But I have to emphasize that I also hear wishes, from the same people, of a more Nordic way of doing light. So maybe try a crossover? For example a Nordic varied light distribution with narrow beams, but done with a cooler light. I do it myself more and more. LED technology gives us that new possibility these days.
- **Q: How do you deal with the afterimage effect and eye fatigue when using color light?**  
When I'm not using rapid color changing, I do not often see the afterimage as a big problem. I try to keep the transitions smoothly. But if I do a light-art installation in a gallery, in which I like to provoke the vision, it actually happens that I try to generate it on purpose. However, there's often a need for another light color, as some kind of a reference, in order to maintain the color experience of a certain light.
- **Q: what should be the maximum to minimum ratio for the even distribution of light in the room?**  
Since there are so many aspects of a room to take in consideration, it's very hard to give a straight answer and a number on that question. Moreover it depends very much on what type of room you want to create and how you are taking visuality, spatiality and atmosphere into account. Of course you need an even light sometimes, but not that often and as hardcore as some of us think. Very often I just go with my feeling. Usually I show pictures, sketches and visualizations to my customers in order to make them decide what distribution they would like. They seldom chose even. Almost never.
- **Q: Was the sculpture a translucent one?**  
I assume you mean the "tree sculpture" on the table in the light model. Since it was made of foam board you are actually right. So yes, a little translucent in an opal, and maybe a little frosted, way. Excellent powers of observation!
- **Q: 3 important keys are the visuality, spatiality, and what's the last one again please?**  
The most interesting one according to myself – atmosphere!
- **Q: Do you have a page to follow your work?**  
I pop up in Philips Lightings different channels from time to time. But please also check out "See the Light by Svante Pettersson" on Facebook and "www.svantepettersson.com". And of course, everybody is welcome on LinkedIn! I'm quite a lousy updater, but I will try to be better.