

# Time Warner Cable New Retail 'Experience' Stores

## *AFX's Decorative Lighting Shines Brightly in Nationwide Renovation*



### INTERIOR DESIGNER

Ware Malcomb Interior  
Architecture & Design,  
San Ramon, CA

### AFX REP AGENCY

Associated Lighting  
Representatives, Inc.,  
Oakland, CA

### PRODUCT INSTALLED

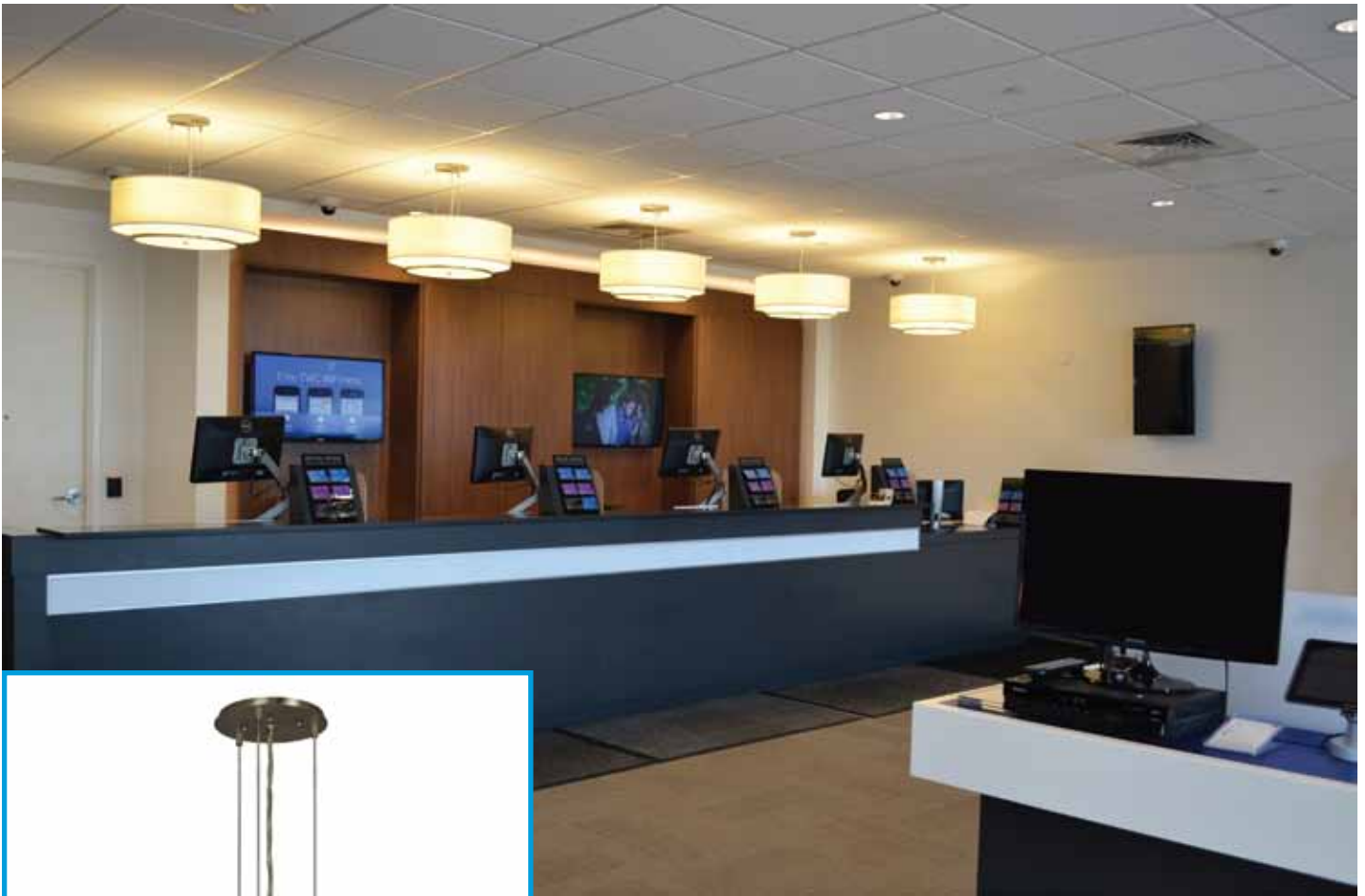
Dayton Pendant

Time Warner Cable will transform 120 of their retail locations nationwide into 'Experience' stores utilizing decorative lighting fixtures from AFX. Time Warner Cable (TWC) Inc. is among the largest providers of video, high-speed data and voice services in the US. As part of the ongoing nationwide store renovation program to help boost their customer service image, the lighting upgrade to energy-efficient **Dayton** pendants from AFX helped to improve light quality as well as create the desired design aesthetics by replacing outdated lighting fixtures.

Ware Malcomb, an international award-winning design firm provided the interior architecture and design for the TWC renovation project. The approach taken was to emulate the Apple store style and design philosophy renovating the TWC retail store locations into 'experience' centers - where customers can experience TWC products and services in a hands-on environments with monitors and kiosks. The transformed TWC 'experience' centers provide an inviting, modern design environment utilizing wood floors, quartz countertops and contemporary decorative lighting fixtures.

AFX's **Dayton** pendant was selected as the decorative lighting focal point, installed above the customer service counters in the retail store locations. The **Dayton** fixtures, with a traditional yet modern flair, feature a two-tier cream linen shade-in-shade design with decorative metal trim bands in satin nickel finish and are powered by energy-efficient 18W CFQ lamps.

Kelly Leanos, Director of Interior Architecture & Design from the San Ramon, California office, provided the lighting design and direction for the retail stores. "The goal was to create a more inviting retail environment and make going to the TWC store locations a more comfortable experience that promoted more collaboration between customers and the service representatives."



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Kelly Leanos

*Director of Interior Architecture & Design*

*Ware Malcomb*