



MARCIA S. EXELRUD

BRIGHT LIGHT DESIGNS

Marcia S. Exelrud entered into the design world 20 years ago as an architect in Brazil, and her transition to lighting design was born of her natural appreciation for the “key element” of the house. “I needed to design lighting for my projects, so I started a showroom and lighting design company to help other designers accomplish their lighting needs,” she says. Now based in Aventura, Exelrud brings her knowledge of architecture to a vast array of projects, from private residences to museums, theaters and religious spaces. Each space reflects Exelrud’s conscious and sustainable approach to design, merging superior aesthetic results with consideration for sustainability and energy conservation issues. The experience gained from a career in architecture helps Exelrud to realize her vision in each project: “It’s about creativity mixed with reality—using the best technologies available and my knowledge as an architect to achieve the best result.”

NECESSARY FIND

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What most influences your designs?

I like organic forms and I try to extract the most from each form and its textures and colors.

Why is proper lighting such an important element in the home?

If you use the wrong light source and do not position or select the correct lighting fixtures, you can ruin the whole view of the house at night and make the user very uncomfortable.

What defines your style?

I take a very conscious approach to my projects. I want to help the interior designer, architect and landscape architect achieve a better result for their project through lighting design.

What is your own biggest splurge?

Besides lighting, travel. I love to travel to try new foods and see different cultures.

What challenges you in your work?

It’s a challenge to respect the lighting budget and specifications without sacrificing quality.

Name your dream project.

A dream project is one where the lighting design can create many different experiences, and feelings in accordance with those experiences; where the lighting has such flexibility and control it’s as if it can read your thoughts.

Are you currently working on any special projects you’d like to mention?

I recently completed a home in La Gorce Island. The lighting plan was created using energy-efficient, quality lighting fixtures to highlight artwork while avoiding glare.

Favorite design icon?

Frank Lloyd Wright. He was ahead of his time as a “green” designer. He used local materials in building. Each space was about inspiration and enjoyment. I appreciate the way he brought the outside in, allowing as much natural light in as possible.