



James P. Bedell  
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## PROFILE

James Bedell is a lighting designer based in New York City. Over the last 10 years he has designed lighting for a wide variety of clients. His work combines a passion for creating immersive and evocative environments, love for collaboration, and a deep commitment to sustainability. Previous credits include: Christie's Auction House, Queen's Museum of Art, MKG Productions (Client: Diet Coke) ShakespeareNYC, The Looking Glass Theatre, The Brick Theater, Origin Theatre Company, The Crown Point Festival and many others. In 2005, Bedell was nominated for two SpotLight On awards for best lighting design including winning the award for his design of the Tempest for the Looking Glass Theater.

## EXPERIENCE

Lighting Designer, Abercrombie and Fitch

2008-2011

Reporting to the Director of Lighting Design, Lumen Award winner Andrew M. Thompson. Bedell is part of small team responsible for maintaining and enhancing the visual aesthetic of A&F brands through lighting design, both internationally and domestically. This includes domestic Abercrombie and Fitch, Hollister, and Gilly Hicks chain stores, domestic and international Abercrombie and Fitch Flagship stores, and domestic Hollister Flagship stores. Responsibilities include, fixture/lamp specification, fixture layouts, chain store layout reviews and standards documentation and implementation impacting domestic and international stores. Other responsibilities include on site lighting focus, punch listing contractor work, and store associate training.

Founder / CEO, Build2Sustain

2008-2010

Founded, along with Co-Founder Michael Ruby, Build2Sustain, a consultancy dedicated to building the business case for sustainable design in commercial real estate. As CEO, Bedell recruited an advisory board of top industry professionals, curated a well-respected and well trafficked blog and podcast, and oversaw the publishing of a respected white paper. The concept and efforts of Build2Sustain earned it a spot at the New Ventures exchange for the 2009 Sustainable Brands Conference. While Build2Sustain's consultancy efforts are dormant, the brand stays alive through an active web presence and twitter feed.

Lighting Designer and Project Manager, Tirschwell and Co.

2006-2008

Architectural Lighting Designer and Project Manager for Lumen Award winning architectural lighting firm. Clients included high-end residences, corporate headquarters, retail spaces, and mixed use buildings. Services included design development layout and specification for lighting to final on-site punch-list, focus and touch up.

Lighting Coordinator, Pace University

2004-2006

Clients included Bravo's Inside the Actor's Studio, The Beijing People's Theatre, National Actor's Theatre, NBC, MSNBC, CSPAN, NY Fringe and NY1 News. Responsibilities included coordinating lighting/electrics and production needs for all clients using the 700+ seat venue. Reported to technical director to manage labor and equipment needs across a fluid calendar for regional and national clients including: professional dance and theatrical companies, community theater troupes, in-house academic programs, and elite television productions.

## OTHER EXPERIENCE

Bedell has written articles and blog posts on lighting design and sustainability which have appeared in Live Design, Build2Sustain, konstrukt, iSquint, ariba, and naturallysavvy.

Invited to Speak at the 2009 USGBC Conference in Arkansas on the topic of sustainable lighting in commercial environments.

In 2004, Bedell co-founded Lively Arts Productions, along with CEO Dan Lavender. While he was with LAP, Bedell produced original musical theater including adaptations of classic literature, reviews of up and coming composers and wholly original work. Bedell ended his association with LAP in 2010.