

PRESS RELEASE

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AWARD WINNING LIGHTING DESIGNERS ‘LIGHT DIRECTIONS’ OPENS STUDIOS IN LONDON AND DUBAI



(left) [April Comerford](#), Studio Principal for UK and Europe

(right) [Andrea Acciarresi](#), Studio Director for MENA

London – Lighting design consultancy, [Light Directions](#) continues its global expansion, launching design studios this year in the United Kingdom (UK) and Dubai, bringing the total number to [eight studios worldwide](#).

“Light Directions has been active for several years in the UK and Dubai, and our growing volume of work indicated it was the right timing to launch both studios. Our focus is on targeted sustainable growth in Europe and the Middle East, with the US next on our radar” said [Gerard Lee](#), Partner, Light Directions, Singapore.

This expansion also sees a new generation of design leadership head up the studios, with the appointments of [April Comerford](#), Studio Principal for UK and Europe and [Andrea Acciarresi](#), Studio Director for MENA.

April Comerford brings over ten years of lighting design experience to the role, including the last three years at Xavio Design of Mayfair, London. Given her business development acumen, April’s responsibilities will also extend to identifying and actively supporting client opportunities globally, and driving entry into new growth markets, beginning with the US.

"I am excited to be leading Light Directions' new [London design studio](#). We have an incredibly talented team of designers, and I am looking forward to working together to create innovative solutions for a diversity of clients around the world", said April Comerford.

As the [Dubai Studio Director](#), Andrea Acciarresi has over 15 years of experience in lighting design, including ten years in the Dubai market with Light Touch PLD, working on award-winning international and regional projects, such as the Palazzo Versace, Dubai, the Bujairi Terrace in Riyadh, and on a different scale, the Kazakhstan Pavilion and Science Museum (Nur Alem) at the International Specialized Exhibition EXPO 2017 in Astana, Kazakhstan.

Andrea Acciarresi declared, "this is an exciting point to be joining Light Directions. I am privileged to be tasked with driving the brand's growth and its evolution in the MENA region. Lighting and design are not just my career, but my lifelong passion."

Over its 30-year history, [Light Directions](#) have mastered the art of orchestrating 'light and shadow.' It is a renowned lighting design consultancy, trusted by the world's leading brands, delivering [projects](#) across the residential, hospitality, commercial and marine sectors.



[April Comerford](#), Studio Principal for UK and Europe



[Andrea Acciarresi](#), Studio Director for MENA

About Light Directions

Light Directions believe in illumination by design. They are a professional lighting design company originating in Hong Kong and operating for over 30 years. They are eight studios globally and a brand partner of the HBA Group. Their design teams bring their extensive lighting knowledge and experience to create beautiful, integrated, and highly efficient lighting solutions to any space. They pride themselves on practical details, working with other design disciplines to realize the best solutions for their clients. For more information, visit lightdirections.com and follow us on [LinkedIn](#) and [Instagram](#)

About HBA

Hirsch Bedner Associates (HBA) is a renown global hospitality design firm that has been leading the industry since 1965. With 1,200 designers in 24 offices across major global cities, the firm creates a unique sense of place for today's most anticipated hotels, luxury brands, and world-class residences, with 2,000+ completed projects in over 80 countries. Driven by a passion for storytelling through design, the inspired team creates holistic solutions tailored to client needs in a creative group of designers, in-house specialists, and brand partners, including studio hba, HBA Residential, HBA architecture, HBA graphics, HBA DNA, HBA resort, HBA gaming, HBA Procurement, SOCIAL F+ B, Light Directions, and CANVAS Art Consultants. For more information, visit hba.com and follow on [LinkedIn](#) and [Instagram](#).

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