

Atlanta Lighting Expert Outlines Key Design Factors Behind High-Impact Holiday Displays

Drawing on two decades of exterior lighting experience, Illuminating Design highlights key architectural and landscape principles for seasonal displays.

ATLANTA, GA, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- Professional exterior lighting elevates a home's curb appeal by emphasizing structural lines that standard daylighting obscures. To help homeowners create a stunning display,

Atlanta-based [Illuminating Design](#) is sharing expert design principles developed over 20 years of custom residential and commercial projects.



Custom holiday lighting installation by Illuminating Design

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Bill Frey

Founder and President Bill Frey explains that great lighting starts with viewing the entire property, focusing on how each element works together.

“I recognized early on how much artistry belongs in this space,” says Frey. “Technical execution combined with creative vision helps highlight a home's architecture and natural landscape.”

When planning [holiday displays](#), Frey shares these key design ideas to elevate a home:

- Highlight Architectural Structure: Rooflines, columns, windows, and entryways form a home's visual foundation. Lighting these structural features anchors the design to the house.
- Establish a Focal Point: Focusing on the main entrance creates a clear, welcoming centerpiece that guides the viewer's eye.
- Integrate Surrounding Landscape: Adding light to trees, shrubs, and garden beds creates depth and prevents visual disconnect between a bright facade and a dark lawn.

- Evaluate Street-Level Scale: Calibrating sightlines from driver and pedestrian perspectives ensures proper scale, spacing, and placement from primary viewing angles.
- Balance Brightness Levels: Mixing soft and bright lights highlights key features while giving the display a clean, intentional look.
- Maintain Cohesive Colors: Matching light colors and spacing across the house, entryway, and yard connects all elements into a unified display.



Seasons Greetings Custom Holiday Design by Illuminating Design

Frey founded Illuminating Design in 2004 to combine technical expertise with custom artistic design. Over the past two decades, the company has created [major displays across metro Atlanta](#) for prominent venues such as World of Coca-Cola, Zoo Atlanta, Emory University, Ponce City Market, Atlantic Station, and Cox Enterprises.

Additional information on seasonal lighting design and project history is available at www.illuminating-design.com.

About Illuminating Design

Founded in Atlanta in 2004, Illuminating Design brings creative artistry and technical expertise to professional lighting. The company handles residential, commercial, community, municipal, and event projects, having completed more than 3,000 installations totaling over 10 million lights. Its work has been featured in Forbes, the Atlanta Journal-Constitution, and Southern Living. Founder Bill Frey holds a B.S. in Business from Clemson University and an M.S. in Marketing from Georgia State University.

Bill Frey

Illuminating Design

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