



WELCH CREATIVE LIGHTING

From their star-studded beginnings working in professional lighting for the television industry, Orlando-based Welch Creative Lighting now designs and installs landscape and architectural lighting for builders and individual homeowners, as well as large-scale lighting projects for commercial vendors. "We've worked in professional lighting for 25 years," says Oscar Welch, co-owner of Welch Creative Lighting. "We've lit the entire Clooney family (including George and Rosemary) and worked with General H. Norman Schwarzkopf after Desert Storm. He was staging large-scale charity fund-raising events, and we did his lighting and production," says Welch. Oscar and his wife, Mindy, have received numerous Emmys and television production awards for their work.

Now, the company specializes in residential and commercial landscape lighting, as well as interior spaces such as kitchens and recreation rooms. "We want to work with you on the fun areas of your house," he says. "We've lit homes all over Central Florida, from modest jobs that meant a lot to the homeowner to designer neighborhoods such as Keene's Pointe, Isleworth and Lake Butler Sound." In addition, Welch Creative Lighting recently worked on several commercial lighting projects, including the Altamonte Springs Romano's Macaroni Grill and a lighting design for a new Ripley's Believe It or Not in Panama City Beach.

Welch Creative Lighting also installs the controls for lighting, with easy, one-touch and automatic systems. "It's as if you have your own personal lighting director. That's one of the things that differentiates us from our competitors—the variety of experience we have, doing homes, restaurants, special entertainment attractions, condo conversions, public venues and commercial settings of all types."

Welch Creative Lighting is one of only eight companies in the entire state of Florida to be licensed for this work.

"One of the things we offer to anyone who hires us is professionalism," says Welch. "We know how to conduct ourselves at someone's home and business. After all, most businesses need to conduct business while our lighting is being installed. We specialize in treating a client's property as if it's our own," he says.

Welch Creative Lighting has six employees, but as the holiday season draws near, they employ as many as 20. "We do high-end holiday lighting for businesses, community entrances and homes. Last year we installed 50 designs. It's a lot of fun! At that time of year we're in the smile business," says Welch.

Welch Creative Lighting is a member of the Better Business Bureau and the West Orange Chamber of Commerce.

"Every company says it specializes in customer service these days. For us, it's that and a whole lot more."

Welch Creative Lighting
Oscar and Mindy Welch
9712 Pleasance Circle
Windermere, FL 34786
407-532-2190



www.WelchCreativeLighting.com

the
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