



## Success for A.S.F. Electric

A.S.F. Electric specializes in electrical contracting services for commercial, industrial and residential clients in the San Francisco Bay Area including engineering and installing specialized LED lighting. California's Energy Code (Title 24) calls for commercial LED lighting and electronic displays to be regulated by new energy management lighting controls. A.S.F. Electric's experience and ability in this area is highlighted by their professionalism in wiring extensive LED lighting for the AT&T Flagship store and Hotel Fusion, as well as many other projects.

### Lighting Up the AT&T Flagship Store



Originally built over a century ago, this 24,000 square foot historic facility spans three floors. Located at 1 Powell Street, this is AT&T's largest retail store in the U.S. Working with General Contractor CB Bovenkamp, A.S.F. Electric installed interactive electronic displays throughout the store and wired some of the most unique LED lighting fixtures ever used in a retail facility, including the lobby's 12-foot AT&T logo suspended from cables. Project Manager David Mills and Foreman Anthony Zoph worked with Inside Wiremen and Apprentices from the IBEW Local 6 in San Francisco.

### Hotel Fusion Lights the Way



Hotel Fusion, an upscale boutique hotel at 140 Ellis Street, expanded into an adjacent building. The new 30,000 square feet of additional space includes a lobby, café, kitchen and conference facilities. A.S.F. Electric provided the electrical infrastructure for the project, including the installation of 4,000 feet of LED lighting controlled every 38 feet by a complex Lutron Graphic Eye System. Project Manager Don Woods and Foreman David Ross worked with Inside Wiremen and Apprentices from the IBEW Local 6 in San Francisco; CB2 Builders, general contractor; and Door 13 Architects.

### Passing the Baton



David Ross, Foreman at the Hotel Fusion project, is a long-time A.S.F. Electric field supervisor who is retiring. During his career he mentored Anthony Zoph, his former apprentice. With Anthony on the nearby AT&T project they were able to enjoy a unique collaboration opportunity, which allowed the construction crews to navigate the challenges of building a state-of-the-art retail store while preserving its historical fabric. These projects are a testament to the professionalism of A.S.F. Electric and the people such as David and Anthony

who helped make it happen.



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