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Why Designers Are Choosing Warm Lighting Over Bright White?

Curated By : [Swati Chaturvedi](#) [News18.com](#)

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Designers are moving away from bright white lighting to cozy warm light, creating human-centered spaces that feel inviting, natural, and emotionally resonant.

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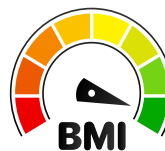
Instead of stark, cool-toned bulbs, more and more projects are embracing warm, cozy lighting that feels softer, more natural, and ultimately more human.

For years, bright white lighting was seen as the ultimate sign of

modern design, clean, crisp, and functional. But

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today, designers are rethinking that approach. Instead of stark, cool-toned bulbs, more and more projects are embracing warm, cozy lighting that feels softer, more natural, and ultimately more human.

The shift isn't just about aesthetics. It's about how light makes us feel.

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Why Warm Light Works Better

Aryaman Jain, CEO of Innovative Design Studio by IDG, explains that designers are moving toward warmer color temperatures in the 2700K–3000K range because of their impact on mood and perception.



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and unwelcoming, he says. warm light enhances materials bringing out the richness of wood,

AA 

softening finishes, and creating a more inviting atmosphere. It aligns with circadian-friendly design and delivers visual comfort without compromising efficiency."

Thanks to advances in LED and tunable lighting, designers no longer have to choose between sustainability and quality. High-CRI (90+) warm LEDs now provide beautiful, consistent light that's both efficient and human-centric.

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The Emotional Side of Lighting

For Jenny Pinto, founder of Oorjaa, the appeal of warm light has always been personal.

"We've always preferred warmer tones," she says. "Our handmade banana fibre paper diffuses light like a warm hug. Whether it's a home or a workplace, everyone loves a hug, it makes people feel safe and cared for."

Lighting, she explains, is no longer just about visibility. It's about wellness. "Even workspaces aren't purely functional anymore, they're about creating environments where people feel good. Materials like handmade paper, natural fibres, and textiles enhance that warmth, making light feel lived-in, grounded, and deeply human."

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Warm Light as a Lifestyle Choice

Saba Kapoor, co-founder of Nivasa, agrees that bright white lighting often creates a stark, impersonal mood. “The move to warm light was inevitable,” she says. “It’s about more than looks, it’s about emotional resonance.”

Kapoor highlights how warm light brings out textures in natural materials like wood, stone, and fabric in ways cool light never can. “Technically, warm light in the 2200K–2700K range reduces glare, minimises visual fatigue, and supports circadian rhythm. But more importantly, it softens spaces and creates intimacy.”

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She connects this philosophy to the Nordic concept of hygge, a design approach centered around comfort, coziness, and connection. “In today’s overstimulated world, people crave authenticity and calm. Warm lighting creates those moments of presence and togetherness.”

A More Human Future for Lighting

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What’s clear is that lighting design is moving in a more human direction. Bright white light served its purpose, but today’s designers are recognizing that the spaces we live and work in need to feel personal, nurturing, and alive.

Warm lighting doesn’t just illuminate, it tells a

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story, sets a mood, and brings us closer to the kind of environments we want to spend time in. From homes and offices to retail and hospitality, the glow is shifting from harsh to heartfelt. Or, as Pinto puts it simply: "Light that feels warm makes us feel human."

ABOUT THE AUTHOR



Swati Chaturvedi

Swati Chaturvedi, a seasoned media and journalism aficionado with over 10 years of expertise, is not just a storyteller; she's a weaver of wit and wisdom in the digital landscape. As a key figure in News18 Engl...[Read More](#)

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