

CASE STUDY: ESPN ZONE



ESPN ZONE

Across from the Staples Center, and in the heart of Los Angeles' new sports and entertainment center L.A. LIVE, the new ESPN Zone is ready to take on sports enthusiasts with its hearty-style restaurant, cool bar, live sport shows, and ultimate interactive sports arena.

LIGHTING DESIGN ALLIANCE, an internationally-known architectural lighting design firm, wanted to bring the drama of the L.A. LIVE plaza to the interior of the ESPN Zone while staying true to the passion of sports. "We needed to create a strong tie between sports and space," stated lighting designer, Kristin Pickar.

The two-story wall became a natural focal point of the ESPN entryway. The lighting designers sought to make this area visible and attractive to passersby. The feature wall and columns have horizontal architectural details which the lighting designers further accentuated by adding horizontal lines of Hypnotica color changing fixtures. To provide a continual line of light around the sharp corners of the wall and columns, iLight designed custom illuminated mitered corners.

Unifying the lighting and sports theme, the Hypnotica fixtures are programmed to play shows that represent the colors of the local professional and collegiate teams. When the Lakers play, the colors change back and forth between purple and yellow, and when the Clippers play, the colors move between blue and red – with eight team shows in total.

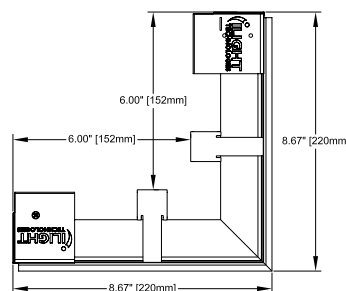
Pickar selected Hypnotica for the feature wall because it was the most visually pleasing direct view product. Pickar stated, "The Hypnotica fixtures offer a smooth, even glow, and strong impact in a small profile." Pickar added, "When we needed a lighting solution to handle the sharp corners, iLight was able to design custom corners that provided that clean line of light we were looking for on the project."

LIGHTING DESIGN ALLIANCE selected iLight's products for other areas within ESPN Zone, including the grand staircase and corridor. And even the bar got a splash of color from iLight.

[continued]

- Site: Los Angeles, CA
- Location: Interior application
- Project: Entertainment
- Products:
 - Hypnotica Color Changing Series
 - Plexineon White 2X Series 3500°K
 - Red Plexineon
- Product use: Direct view

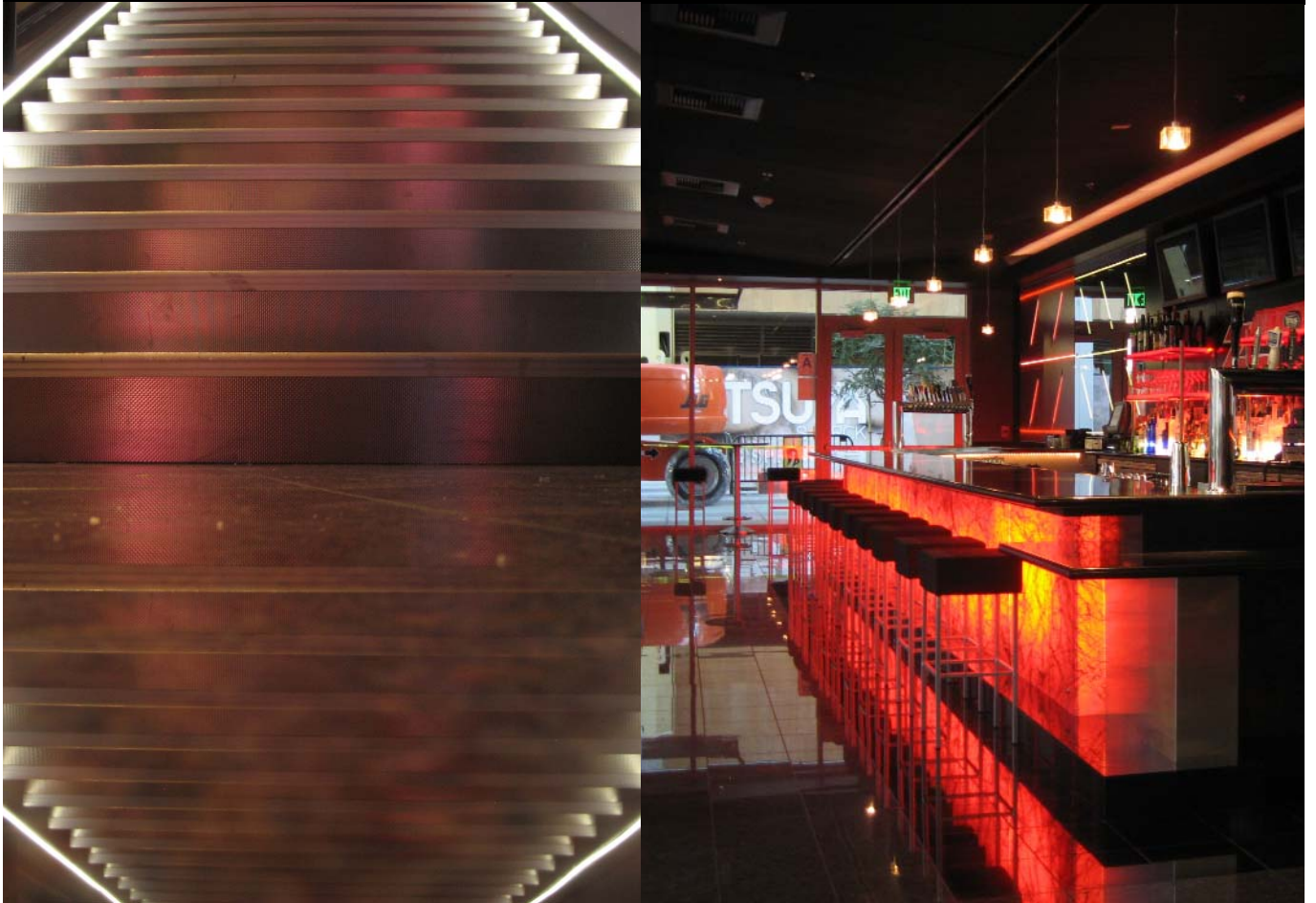
- Designer: LIGHTING DESIGN ALLIANCE & TRM Architecture
- Photograph: LIGHTING DESIGN ALLIANCE



Hypnotica mitered corner

imagine the possibilities

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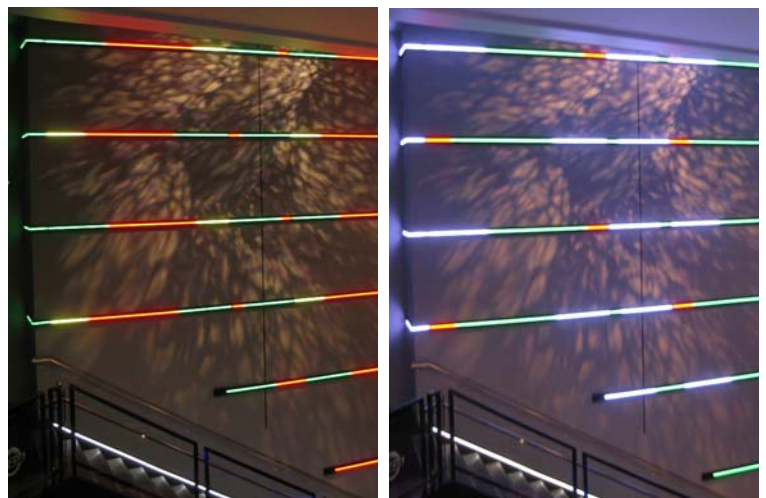
imagine the possibilities

ESPN ZONE CONT.

Walking to the Staples Center, a long and narrow bar called the Z-Bar is hard to miss. "We needed to make an impactful statement with this highly visible bar location," states Kyllene Jones, Principal at LIGHTING DESIGN ALLIANCE.

Jones adds, "The white Plexineon pattern on the wall abstractly mimics the 'Z' in the Z-Bar." The fixtures are surface mounted behind smoked glass and protrude through decorative 3form acrylic for a multidimensional effect. The sizzling hot red Plexineon backlights the glass back bar shelving and compliments the red backlit bar.

From entry way to restaurant, the L.A. ESPN Zone pulses with color, capturing the attention of sports enthusiasts and providing gratification in each and every area of this entertaining sports scene. Score!



ESPN Feature Wall
Grand Staircase (top left) and Z-Bar (top right)