



Paradigm Shift

When illuminating the new, flagship location for LA's Paradigm Talent Agency, eSquared Lighting Design called on Specialty Lighting to bring a museum quality to the creative office space.

One of the USA's premier talent agencies, Paradigm Talent Agency represents a diverse and dynamic array of artists and content creators from across all mediums; from television, music and film to literature and digital content. Spread across three offices in the Los Angeles area, the ownership decided to co-locate, to create a collaborative new environment across the full range of artistic spectrums that the agency represents. An iconic 1980s building on Wilshire Boulevard, Beverly Hills, which has stood vacant for the last seven years, was selected as its new flagship location. California-based eSquared Lighting Design played an integral part in the design team, led by Lauren Rottet's Interior Design Hall of Fame LA office. Principals Richard Riviere and Harout Dedeyan sought to create a "conversation between the architecture and the lighting throughout the three-storey, 82,000sqft office space, intending to ask the viewer 'what if', inspire the occupant to be innovative, to be creative, and to think outside the box," said Landon Roberts of eSquared Lighting. Art is a central design element and feature of

this flagship office. Paradigm's expansive art collection, which includes skateboards and records alongside portraits and other works of art, adorns the walls, helping to facilitate a creative environment for clients. Roberts continued: "The predominant layer of light throughout the project was dedicated to illuminating artwork. Special consideration was taken to provide flexible lighting solutions throughout these spaces for potential rotating artwork programmes, while also providing code-compliant illumination levels." To achieve the design goals, Specialty Lighting was asked to provide a custom-designed track head to work as a surface or pocket-mounted adjustable fixture. With the intersection of art and talent, high CRI and high R9 sources were deployed, providing superior colour rendering that protects the subtle interplay of colours and the contrast between light and shadow in each unique piece of art. The source and precision optics meant that artwork was rendered appropriately, and that people looked natural. The theme extends into the screening room, where a fabric ceiling was deployed for acoustic purity. The downlights in this

space were provided with a panel trim collar, traditionally reserved for wood ceilings, but implemented here to allow for the integration of the lighting instruments into the fabric. Elsewhere, the flexibility of the Graffiti downlight trims allowed for field painting to match the ceiling finish in the hospitality area, creating a fully uniform ceiling visual effect. The talent and entertainment world is fast moving, and this translated to this project as well, with compact time schedules and challenging budgets. Roberts recalled: "We had construction trades installing on top of each other to finish in time, and the budget was gutted too late in the schedule to turn back. "It was our collaboration with the Value Engineering team and Specialty Lighting that enabled us to keep the project's museum quality fixtures on the projects." Specialty's Graffiti line of adjustable downlights, track heads and surface-mounted fittings were deployed throughout the space to accent the artwork and create the consistent integrated scheme that Paradigm desired. ■ www.specialtylightingindustries.com