



Santa Monica Place PROJECT

Santa Monica Place – Santa Monica, CA

APPLICATION:

COVE, OUTDOOR

PROJECT:

Santa Monica Place, Santa Monica, California

ARCHITECTS:

The Jerde Partnership, Inc.
- Design Architect

Omniplan - Executive/Production Architect

LIGHTING DESIGN:

Gensler Architects

Kaplan Gehring McCarroll - (Becky Marsh), El Segundo, CA

PRODUCT

Tivoli Covelum LED Outdoor



PROJECT AWARDS:

2011 Los Angeles Architectural Award for Best Retail Project

2011 Lumen West Awards - Paul Waterbury Award for Outdoor Lighting

LEED - Gold

Santa Monica Place has targeted LEED Gold with the renovation of one of Frank Gehry's original designs. The 500,000 sq ft, three story shopping and dining centre dominates the Third Street Promenade within easy walking distance to the Santa Monica Pier and beach.



Awarded a 2011 Los Angeles Architectural Award for the Best Retail Project from the LA Business Council, the Santa Monica Place mall has also appeared in multiple blockbusters such as *Pretty in Pink*, *Terminator 2: Judgement Day*, and *Beverly Hills 90210*.

THE OVERALL DESIGN:

The most transformative piece of the design was the removal of the existing mall's roof, creating a grand public space for visitors to enjoy Southern California's climate, while introducing important sustainable features. The new grand public plaza is a signature element, serving as the heart of the project on the main level while providing a vibrant gathering space in sync with Santa Monica's cutting edge, creative community. The development process also involved the installation of new retail and restaurant space including a rooftop gourmet dining deck.

THE PROJECT SCOPE:

The lighting design team at Gensler Architects teamed with Kaplan Gehring McCarroll, a local design firm from El Segundo, CA to develop a design that would illuminate the outdoor easements of the center court retail environment. The team needed to deliver pleasing light output that would meet the exterior performance needs of the retail environment, yet provide a complimentary design element.

They looked to Tivoli for a versatile and sustainable LED solution to illuminate the hidden exterior coves located under the first and second floor ease-ways of the new public plaza area.





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ABOUT TIVOLI:

Tivoli is the original innovator with 40 years experience in LED based linear lighting products.

When Color Matters —
Tivoli is the choice.

*Uniquely focused on 'the right light' —
color temperature and output for low
ambient cove and niche applications.*

Most other commercial manufacturers in US are focused on higher output led illumination. Tivoli is focused on low wattage, highly energy efficient, linear LED fixtures for accent cove and niche lighting applications. We specialize in small source applications that create the sparkle to delineate a project.

Using our expertise with color mixing LEDs for theater lighting we have created incandescent color equivalents and even improvement to incandescent using LED color mixes.

As the market leader in emerging LED linear lighting, we offer a complete line of architectural, signage and auditorium linear LED based lighting products. Our products are flexible, adaptable energy-saving LED-based linear lighting products for broad architectural / commercial applications, both indoor and out. Tivoli's architecturally significant designs have been providing visible delineation or concealed illumination effects for over forty years.

Lighting is our business,
color is our concern.



PROJECT SOLUTION:

The design team wanted a highly energy efficient, low maintenance LED sourced product that could mimic the effect of a linear fluorescent type product. The ideal product also had to withstand the elements of a damp outdoors environment.



"When you look at the plan of the building, one thing that's apparent is that there are no straight lines, no parallel lines, so with a few exceptions, everything is eccentric. The circles don't align with each other. So it's all irregular, and that's a big part of the design aesthetic," said John Martin, lighting designer, Kaplan Gehring McCarroll Architectural Lighting Inc. (KGM) of El Segundo, Calif, the company that designed the lighting for the public places. "Everything is a little bit custom."

Tivoli had the ideal solution to meet the specific performance and illumination needs

that the design team required. Covelum LED Outdoor could provide the performance elements and continuous illumination desired, and yet still softly accentuate the unique architecture. As a wet listed fixture for outdoor cove and pocket illumination, Covelum LED Outdoor delivered an end-to-end fixture mounting solution available in 1', 2', 4', 6' and 8' standard lengths.

A custom Warm White of 3200°K LEDs was selected and featured 12VDC LED modules in a fuse-style envelope with a clear lens with LEDs placed at 2.5" on center. Covelum LED Outdoor was installed in a combination of 2' and 4' sections and mounted in individual self-contained swivel foot mounting brackets that enabled the fixtures to fit along the curving recessed niche that surrounds the courtyard. Averaging 3.58 watts per foot, this wet listed linear fixture was installed in the ceiling coves of the first and second floor easements in a long linear run totalling over 738 ft.

COVELUM LED OUTDOOR:

The Tivoli Covelum LED Outdoor Series offers low maintenance, energy efficient lighting for exterior wet location applications. The series is rated to LM80 standards at 30,000 hours and is available in White and Warm White, with a clear or frosted lens and can be installed in continuous runs up to 50'.