

Ordinary to Extraordinary

with a Starburst of Illumination

A PureEdge Lighting Case Study



Location: The SpringHill Company, 42nd Floor, 17 State Street, New York, NY

Lighting System: Pure Edge Cirrus Suspended HO

Lighting Designers: Braulio Zenteno & Doug Russell - Lighting Workshop

Architect: SpectorGroup

Photography: ©Garrett Rowland

New York City based LeBron James and Maverick Carter's SpringHill Company underwent a significant change of scenery with relocating from a hip Tribeca speak easy location to a traditional leased space in a corporate office tower. The new leased space offers expansive views and room for the growing business of developing film and television projects but offers a more traditional corporate environment.

"It's an extremely vanilla early-'90s skyscraper with zero personality whatsoever," says Sara Agrest, design director for SpectorGroup, which was hired to redesign the new office's interiors. Authenticity was the top-line goal for the client, but the building itself was lacking, " as cited in Fast Company, Nate Berg, 8-6-24.



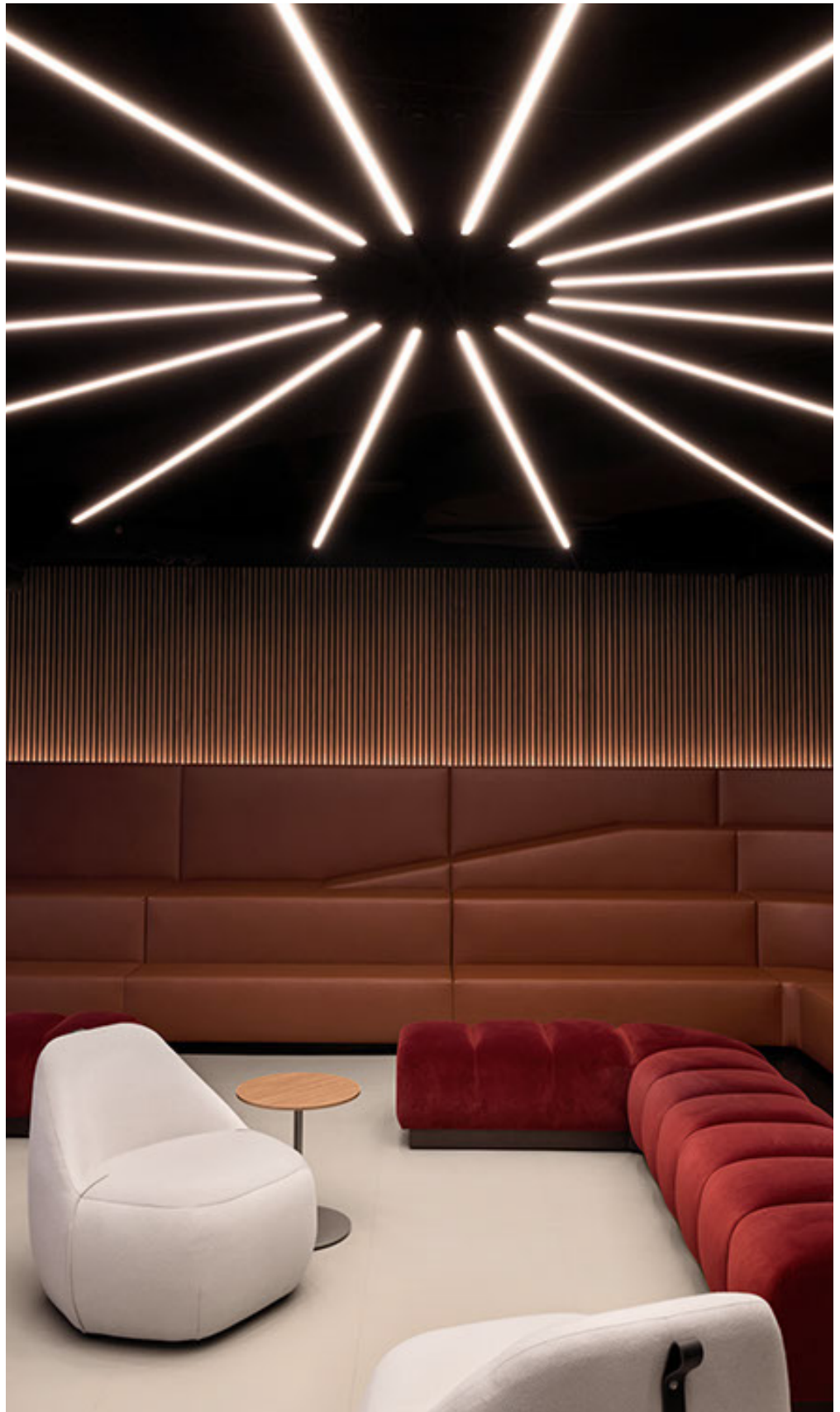
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Spectorgroup's solution was to embrace the SpringHill Company's multidisciplinary work across the different brands and their product focus. Each brand and focus area were given its own unique section of the office floor, with workspace and decor tailored give each space its own character.

According to Agrest, the overall design draws inspiration from the act of changing channels on an old pre-remote control TV set, where analog dials had to be turned to see another channel and there was often static in between.

"And then suddenly something comes in clear," Agrest says. She wanted the experience of walking through the office to feel like going from static to focus. "As you sort of switch through the channels, you get these extremely different experiences." - Fast Company, Nate Berg, 8-6-24.

Award-winning Brooklyn based architectural lighting design studio, **Lighting Workshop**, teamed with **Spectorgroup** to create a unique lighting design to illuminate each unique setting and carry the concept throughout the interior. Black ceilings spread through the halls and common spaces, representing the static between channels.



*Starburst effect was created with *16 different luminaire lengths
CIRRUS SUSPENDED 2R Canopy
with White Diffused Lens HO / 3000K 7.5W/Ft*



Lighting Workshop's, **Braulio Zenteno**, Assoc. IALD, DLF created a unique starburst design as a feature for the Townhall Multipurpose Room. They selected **Pure Edge's Cirrus Suspension Downlight** with a 24VDC power supply in the canopy to create the iconic room feature. Careful placement of 16 different lengths of Cirrus linear fixtures from 77 inches to 144 inches are off set in a 22" radius and incorporated into the ceiling's millwork. Each 3000K luminaire works together to provide direct light in a clean, contemporary style and only 2.5W/Ft.

"The interior designer came with the idea of a starburst in the ceiling, and after discussing this we started putting together this lighting element as the main source of general lighting within the room," Braulio remarked. "We thought of the Cirrus Suspended because of their performance, efficiency and of course, the size of the fixture. Since we had a bunch of exposed ductwork above we tried to use the smaller fixture possible to be able to suspend it as high as possible."

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"By seamlessly integrating soft, low-level lighting into the millwork details, we crafted a warm and inviting atmosphere that embodies the essence of hospitality, making the space feel truly exceptional."

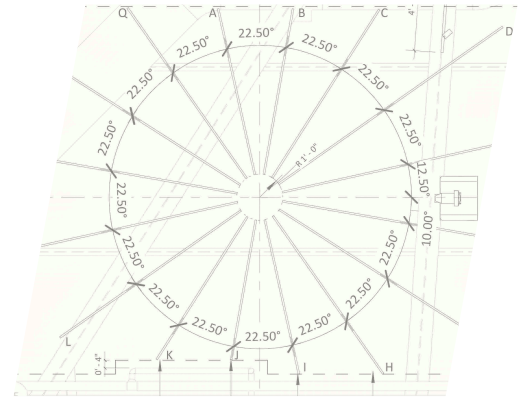
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Braulio Zenteno, Assoc.
IALD, DLF
LIGHTING WORKSHOP



Cirrus Suspended 2R Canopy with Diffused Lens *- HO*

16 linear luminaires
16 different lengths (73.5" to 144")
24VDC / Universal Dimming
2.5 W/Ft
3000K HO



"Since the 'fixture' was made of different lengths, there was a lot of back and forth with us between the architects and the contractors. We had to change the dimensions a couple times to avoid the ductworks and room resizing."

- Braulio Zenteno, Lighting Workshop

Pure Edge's Cirrus Power Suspension

Downlight with a 24VDC Power Supply in the Canopy is a linear LED fixture that offers direct light in a clean, contemporary style.

Cirrus is available in various increments from 12" - 420" (35'), with a 100° White Diffused Lens or 60° Clear Frosted Lens, optional Black or White Louver, and a variety of finishes, and Color Temperatures with Warm Dim options. For custom designs and quotes, send drawings to: design@PureEdgeLighting.com.

