

# TITLE



RETAIL LIGHTING  
CASE STUDY



Lpa

LIGHTING  
AND ENERGY  
SOLUTIONS

ILLUMINATING CULTURE THROUGH

# ART, BOOKS AND MUSIC

TITLE Store is Australia's largest independent retailer of music, books and film, including Australia's largest range of new vinyl and art books. The team at TITLE pride themselves on connecting people with product and knowledge they can't find anywhere else or haven't discovered yet.

The retail experience is one of learning and discovery where browsing is encouraged. Located on the ground floor of the R7 building in Barangaroo, TITLE uses custom street trolleys piled with books and sliding shelves to retain maximum visibility into the store.

TITLE is all about the art and artists that run free, the ones that don't fit into boxes, and even more, the ones that last the distance and outlast time.



# to create

With 6 metre high ceilings and a design brief to create one dramatic space even though different levels, the retail store of TITLE delivers an intriguing space designed for hours of exploring, learning and discovery.



# the design process

Working with Make Creative, LPA supplied lighting to assist in creating an inviting space that draws potential customers from the front of shop. The store can be reconfigured at any stage for performances, book readings, book launches etc meaning the lighting needed to provide flexibly.

Rotational spot and track solutions were provided to ensure this flexibility could be met whilst keeping to the design brief of one dramatic space. The rear of the store houses full height shelving that has been lit with the Dora track system creating a visual backdrop for the space. King Kong pendant lights were used to highlight the service counter and over the custom trolley structures using an extended chord that is wrapped around the structures to again create a dramatic effect whilst providing spacial flexibility.

LPA was thrilled to work on another extremely successful project with Make Creative.



# featured products

- LPA Carl ST-A176 Track spots
- KDS-KY01 suspended hibay black
- DORA/TESS mini spot system
- Surface mount DORA/TESS Spot Black





## project overview

ARCHITECTS/INTERIORS: [Make Creative](#)

LOCATION: 400 Barangaroo Avenue, Barangaroo, NSW 2000

ELECTRICIANS: [Dural Electrical Group Pty Ltd](#)

BUILDERS: [Mainbrace Constructions](#)

PHOTOGRAPHY: [Luc Remond](#)



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