



**CROCMEDIA.**

**COMMERCIAL  
LIGHTING CASE  
STUDY**

# DELIVERING ENTERTAINMENT THROUGH energetic lighting design

Crocmedia is an entertainment and dynamic sports business delivering brand stories to audiences across multiple platforms in Australia. As the largest syndicator of sports radio content, Crocmedia are well known for their broadcasting home of SEN 1116 radio.

Collaborating closely with Aston Consulting and assisting the builders EJB Holdings, LPA worked with the project management team on a lighting solution that compiled with Australian standards for their new premise in Southbank, Melbourne.

The client wanted to establish an open heavenly space where staff members and visitors could have lunch, take a break or meet with clients or colleagues in a more casual environment. Situated in the kitchen area is a famous McCafe with all proceeds going to the Ronald McDonald House charity. With the backdrop of the space being the onair studio, it was essential to create a balance between the luminaires and the reflective lights from the tv displays and projectors.

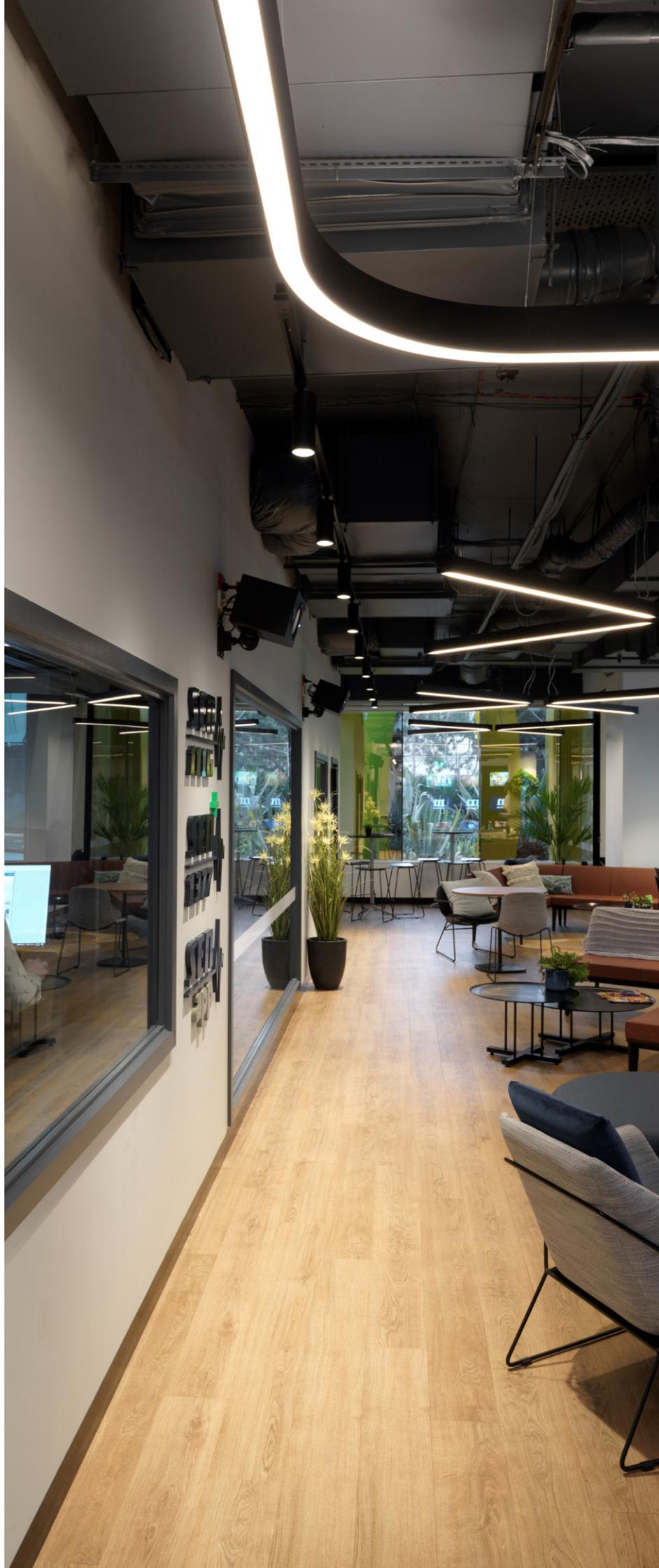


# the design process

The concept was to create a halo effect around the main core structure as you walk into the studio. Since the SEN radio station operates around the clock, we selected the suspended Liquid Line by Lightnet for its high efficiency and as it also achieves the harmonious glowing look the client wanted to accomplish. A diffuser was used on the product to avoid creating a harsh light and glare for the staff and visitors.

Complimenting the feature linears, we used the spot adjustable Logan with a canopy accessory in the offices and particular areas of the open break space. We aligned them evenly alongside the walls and directly above the work stations for uniformed light distribution. The Logan luminaires were also above the plants in the kitchen area.

The lighting outcomes delivers an energetic and engaging design that reflects the Crocmedia brand









# featured products



## **Liquid Line by Lightnet**

Suspended (P3) Direct/Indirect

Liquid Line 3D is currently the most flexible line of luminaires for professional building lighting. The individual elements can be produced as lines, curves or waves. In addition to an extensive range of standard items, also tailor-made radii are possible. A variety of shaped X and Y elements allow the individual light lines to be coherently merged or forked.



## **Logan SS-CC10**

Spot Adjustable with Canopy Accessory

The Logan Series is a chameleon. It can be a surface mount downlight, suspended, a wall washer, or an accent spot. It can articulate through 90° vertically and 355° horizontally. With output up to 1,600lm and beam angle options to match the flexibility it offers.



# project overview

CLIENT: [Crocmedia](#)

LOCATION: Level 5/111 Coventry St, Southbank VIC 3006

COUNTRY: Australia

PROJECT TYPE: Commercial

PHOTOGRAPHY: [Andrew Wuttke](#)



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