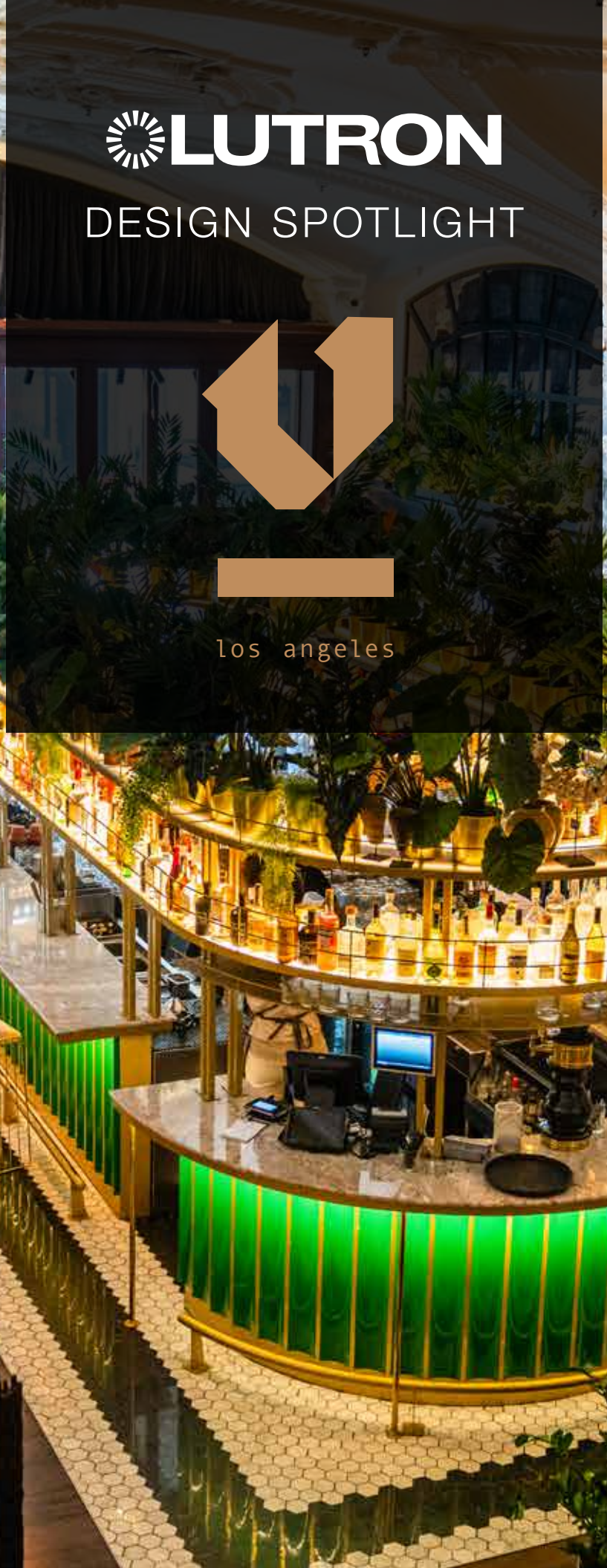


 **LUTRON**

DESIGN SPOTLIGHT



los angeles



LIGHTING DESIGN THAT ELEVATES THE DINING EXPERIENCE

Livit Design Founder and Chief Experience Office, Ben Calleja, has helped to elevate the dining experience in tens of thousands of restaurants worldwide. So, he had plenty of experience to draw on when he made the move into restaurant ownership.

The innovative V Los Angeles is Calleja's introduction to his fast-fine "V" brand concept in the US market, featuring a casual atmosphere paired with high-end surroundings and eclectic décor. The restaurant made an immediate splash, receiving the 2019 Eater L.A. Award for Design of the Year.



elevated dining experience





AN ICONIC NEIGHBORHOOD, AND AN INSTANT CONNECTION.

A neglected, 1920s jewelry store with bricked-in windows and no access to daylight might seem an unlikely choice for a new restaurant, but Calleja had an instant connection with the historic architecture, and the dense, bustling downtown Los Angeles (DTLA) neighborhood.

Calleja's brand vision reimagines existing spaces, giving them new life. The DTLA space had the perfect vibe for his urban-oriented restaurants that pair a laid-back, gathering-place atmosphere with upscale comfort food.

The Los Angeles location is a test lab of sorts, serving as the road map for the V brand and personality where the menu, décor, and atmosphere will be continuously evaluated and refined. With this in mind, the Livit Design team sought out companies who would be true partners, committed to bringing this concept to life. For the lighting control, Calleja turned to Lutron.

"It's essential that no one aspect of a multi-location brand is too complex. Cost is not the reason something won't be built, but rather, hurdles are. We worked with Lutron to eliminate hurdles. The team on the floor should never worry about the lights, music, scent, menu – they need to be 100% focused on the customer experience. Lutron is a company that understands our mission and made sure we had the right team to make it happen!" explains Calleja.



reimagine existing spaces



tailor the lighting atmosphere



SETTING THE STAGE FOR FUTURE PROJECTS

Working closely with the Lutron Strategic End-User team, along with Jeremy Ames and Brandon Melton from RL Studio, Calleja set a new standard for affordable fare in a luxury setting.

And, while the V DTLA is the first U.S. property in the V brand, Calleja is already planning ahead, relying on RL Studio and the Lutron team to design a lighting control solution that not only works for this space, but can be easily replicated while still ensuring that each project remains unique and memorable.

The lighting had to deliver all the impact without detracting from the restaurant's immersive experience, says Melton: "The lighting control had to help us highlight every detail that was important, and at the same time, stay out of the way."

Preset lighting scenes are designed and set via the app, giving Calleja total control of the lighting wherever and whenever he needed it. Each lighting scene is activated automatically, at just the right time, with slow fades between each scene change so customers are surrounded by exactly the right light as the mood changes from lunch to dinner to late night. The manager and staff can remain completely focused on the guests.

"The value of using one system as our standard spec is that the designer can easily understand the connection between the lighting scenes and the primary audience. The team gets completely familiar with one system and is then able to easily personalize the lighting to suit the mood, location, and demographic. With Lutron as our base lighting control spec, we can tailor the lighting atmosphere perfectly to our customer profile."

CREATING JUST THE RIGHT LIGHT

The System has to be cost-effective, capable, and nimble.

“Ben and I have been working together to create experiential designs since that was just a buzz phrase,” says Melton, “Lutron understood our vision, and their Strategic End-User team listened, attentively and holistically, to what we wanted to achieve. They helped us craft a solution, streamline system design, and ensure code compliance while sticking to our budget.”

The Vive solution works seamlessly in retrofits by using existing wiring, working around original and iconic design features. Wireless control offers the perfect combination of flexibility, simple programming, reduced wiring – a big win in this space – and the ability to scale over time as the restaurant evolves.

“One of the biggest differentiators with Lutron is that we have one person leading the project team. He knows the product, the project, and the brand. He understands the process and is our single point of contact when we need an answer. The Lutron team works proactively to understand the design, suggest the best solution, and iterate to meet our carefully orchestrated lighting sequences. That’s very important to me,” says Calleja.

*"**The Lutron Vive wireless system** is flexible and integrates easily with Livit's proprietary AI technology; Lutron helped us customize a lighting control design that rose to every challenge."*

Jeremy Ames, RL Studio



**carefully orchestrated
lighting sequences**



creating magic

THE NEXT LEVEL OF CONVENIENCE

With wireless, flexibility takes on a whole new meaning. Since Calleja spends much of his time in his native Sweden, the app allows him to access the lighting control at V DTLA whenever he wants, right from his iPhone. “I don’t like to use the word easy, because my designs are intricate and complex. The right word is frictionless,” says Calleja. “Credit for being frictionless goes to Lutron for its corporate commitment to service, and for the team of people who help bring our ideas to life.”

Calleja describes how he approaches design in layers, creating magic on the vertical surfaces and the artwork, reminiscent of a museum. V DTLA is an all-day space, and the lighting allows the atmosphere to change subtly, yet dramatically, over the course of the entire day without being obvious to the people in the space.

“I have a passion for light, and how it affects every detail of a space. Working with my team, we go very granular in terms of control scenes, transitions, and colors. And I don’t need wires and switches all over the space – so there are many advantages to what I can do with this control system,” said Calleja.



flexibility and scalability

LIGHTING CONTROL LIMITED ONLY BY IMAGINATION

V DTLA is an oasis of sorts, with bold, vivid color, lush fabrics, and comfortable furniture that offers patrons plenty of options for escaping from the outside world. It feels personal, not chain-like – a model that appeals to customers in any location.

The teams at RL Studio, Livit Design, and Lutron share a commitment to long-term relationships with clients. “Lutron is a trusted name. They’ve been around forever. We know the company is not going anywhere and will be there to help us make sure things go smoothly. They have helped us simplify day-to-day lighting control, streamline project management, develop big-picture operational efficiencies, and build consistencies across our projects,” says Ames.

Ames emphasizes that flexibility and scalability are critical – on most projects it’s not about if there are challenges, but when there are challenges. “Lutron is with us every step of the way, and we have absolute trust that in the end the execution will be a success, the lighting control will integrate flawlessly with the rest of the plan, and it will work beautifully for the space as well as the customers,” he says.

Livit Design and RL Studio are now working to incorporate next-gen wireless technologies, like Lutron Athena dynamic controls and Ketra lighting in future V locations. “Lutron is a global company. That takes away that major pain point. Global companies need global system partners, and we are already planning our next ventures together,” says Calleja. “Lutron is constantly embracing the latest technologies, and we know the lighting control design is limited only by our imagination.”



Photo Credit: Livit Design

