

# 43NORTH Headquarters

**43North** is a company that attracts and retains high-growth startups in Buffalo, NY by investing \$5 million per year through an annual startup competition made possible from the Buffalo Billion initiative, the Ralph Wilson Foundation, and various other corporate sponsors.

As part of the Portfolio support they give customers, **43North** provides companies free workspace and an on-site resources for one-on-one mentorship; best-in-class programming; and hands-on recruiting, fundraising, and marketing support. With their expeditious growth from their start up in 2014, **43North** recently expanded their headquarters to the iconic Seneca One Tower, overlooking Buffalo's waterfront.

The new headquarters location encompasses various meeting rooms, office space, elevator lobby, and extended corridors, and a main reception area. With an innovative and aesthetic state-of-the-art company like **43North**, the design for the new office space would require a modern design that would be crafted by local Buffalo design firm - Carmina Wood Morris DPC Architecture, Engineering, & Interior Design.

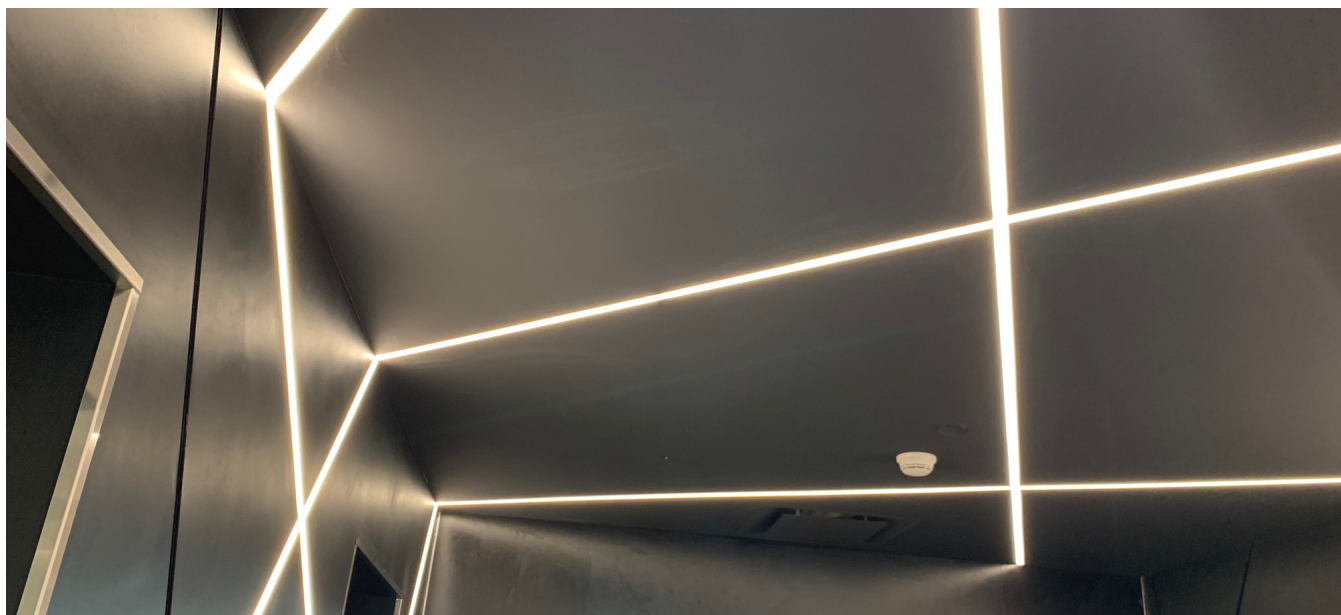
**43N**

**Location:**  
Buffalo, NY

**Specifier:**  
Carmina Wood  
Morris DPC Architecture,  
Engineering, & Interior Design

**Specifying Agent:**  
Vertex, New York

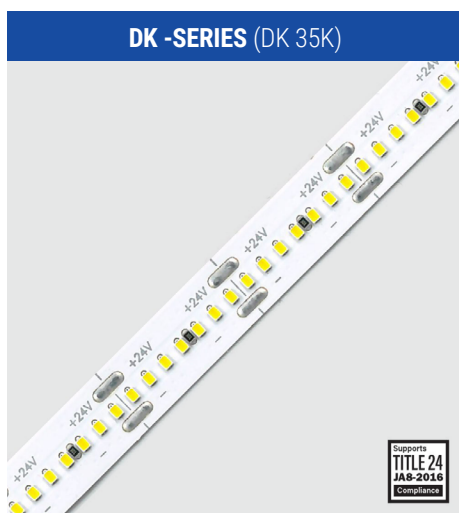
**Photos:**  
Michael Geyer, Vertex



## Recessed Lines of Light

The design team at Carmina Wood Morris wanted to create a dramatic entrance to the space from the first time a visitor steps off the elevator – “WELCOME TO 43n.”

This “WOW factor” carried throughout the lobby entrance to the common spaces of the entire office floor and features Kelvix **DK-SERIES** Linear LED Tape Light with a recessed extrusion and lens. The DK-SERIES is a direct view, constant voltage Linear LED Tape Light that delivers 3.3W/ft. and a CRI of 90+. Designers selected a bright 3500K color temperature with 410 lm/ft. to deliver the most idyllic output in this creative installation. To create the recessed seamless effect, the DK-SERIES (DK 35K) was placed in the wall in an extruded aluminum **MOUNTING CHANNEL (CH-0003)** and covered with a white acrylic lens. At the completion of this project, over 1,000+ feet of DK-Series LED Linear Tape was installed throughout the office in walls, undercabinets, and in the reception desk area.







# From Vision to Reality



## LOBBY DESIGN INTENT





## Lines of Connectivity

The recessed lines of light are carried throughout the floor with the linear tape recessed into the ceiling panels throughout the various work stations, as well as integrated in the walls in the reception and corridors. The design team selected the Kelvix Linear LED series for the installation due to a number of features including the trimless extrusion with the lens, the minimal installation depth required, and the non-visible LED diodes within the lens. In addition, the mounting extrusion can be easily field cut by the drywall contractors and installed in the space before the electricians install the LED tape.

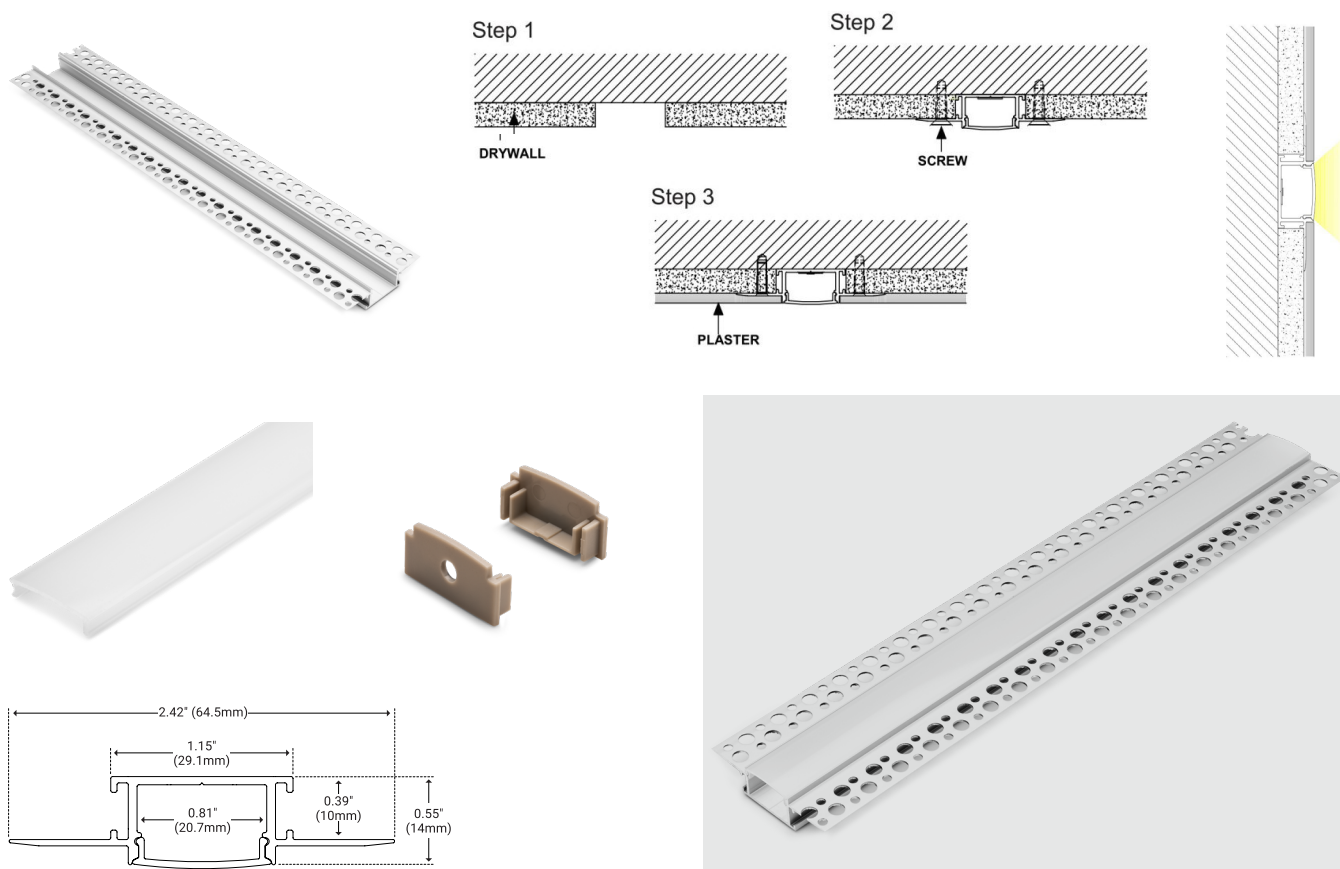




# Ease of Installation

The recessed aluminum channel (CH-0003) selected for the project provided an easy to install solution for the contractors. However the coordination between Kelvix, the Sales Representative (Vertex) and the design team was a critical component of this projects success.

*"The installation for the contractor was quick and easy," noted Michael Geyer at Vertex Lighting. "Kelvix created a drawing and coordinated the labelling of the LED runs to be easily identifiable so the contractors could quickly locate them and install. If field conditions changed, the LED runs were easily field cut to keep progress moving."*



1.

Create  
recessed  
opening in  
mounting  
surface

2.

Insert lens  
into channel,  
measure, and  
cut to length

3.

Remove lens  
cover from  
channel

4.

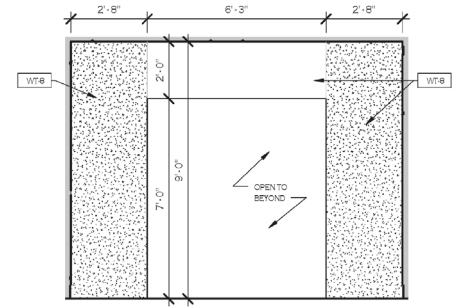
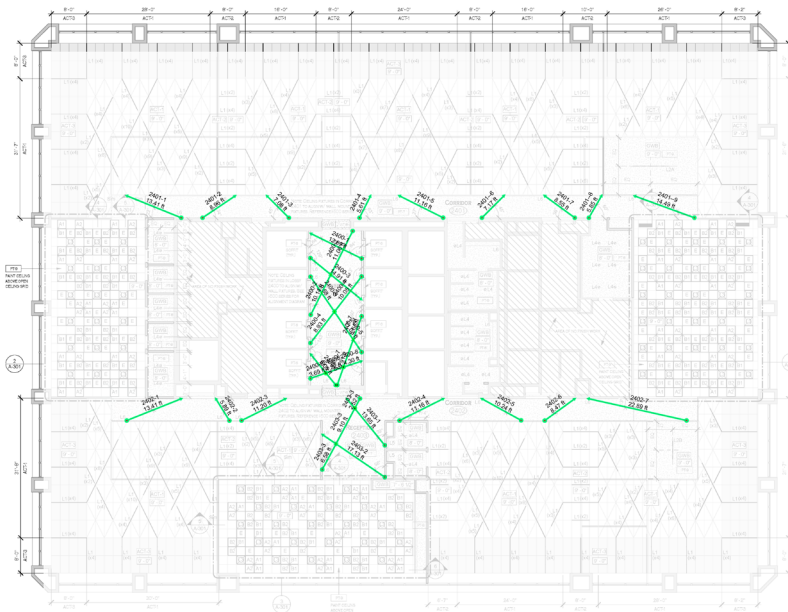
Attach end caps  
and screw channel  
through pre-drilled  
holes directly into  
recessed mounting  
surface

5.

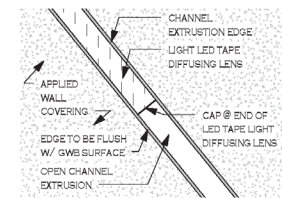
Attach lens  
cover

6.

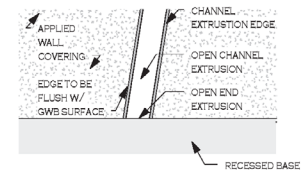
Tape and mud  
over mounting  
surface



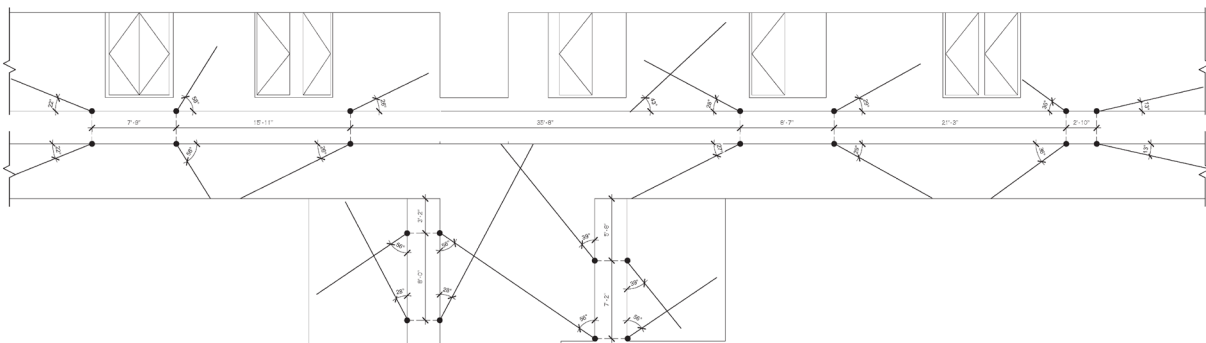
4 LOBBY BACK  
1:500  
3/8" = 1'-0"



8 TYP. CHANNEL DETAIL  
1:500  
6" = 1'-0"



9 TYP. CHANNEL DETAIL  
1:500  
6" = 1'-0"



Kelvix's state-of-the-art applications engineering department worked with the design team and provided them with 3D renderings and visualizations of what their finished project would look like, including the detailed measurements required for each recessed channel in this unique installation.

**Bring Kelvix an idea... even if it's drawn on the back of a napkin, and we will make that vision a reality.**

# Products Used



**DK -SERIES (DK 35K)**

## DK SERIES

Direct View 400™ is an amazing advancement in linear LED technology. Even in the smallest micro-channels, it can deliver balanced illumination without visible diode impressions.

- Supports Title 24, JA8-2016 Compliance
- Suitable for most direct view applications
- 90+ CRI
- Dimmable
- 50,000 hour life
- UL-listed for indoor use
- 3M™ industrial adhesive backing
- For use with 24V power supplies



**MOUNTING CHANNEL (CH-0003)**

## EXTRUDED ALUMINUM MOUNTING CHANNEL

- Available in 2 meter sections
- Extruded aluminum construction
- Anodized matte finish
- Consult factory for custom lengths & finishes

**Model:** CH-0003

**Length:** 78.74" (2m)

**Overall Width:** 2.42" (64.5mm)

**Lens Width:** 0.86" (22mm)

**Overall Depth:** 0.55" (14mm)

**KELVIX®** is an affordable linear LED manufacturer with a reputation for great service and fast lead times. Our staff of highly-trained project managers guide customers through each project from start to finish. Kelvix is a team of problem solvers and doers.

We always have our clients best interest at heart.