

Redesigning History Through Lighting Innovation

▶ Watch the Lighting Designers' testimonial video

It takes vision to breathe new life into an old, unoccupied space, such as the historic post office in downtown Houston, Texas. Lovett Commercial had a vision to transform the old post office into a new, vibrant destination for young professionals in the growing downtown area. Part of that vision was to create a venue for nighttime entertainment which required lighting innovation to make the vision a reality.

This is the story of a unique lighting design collaboration, including a talented team of lighting agents, specifiers, architects, and the Kelvix Applications Engineering team, who worked together to create lighting innovation to bring this vision to life.

"If you see the aerial views it really summarizes what a large impact the lighting has on the space, and how it really activates the space at night."
 – Marcelline Lacombe, Dot Dash Lighting Designer and Project Manager

Location

Houston, Texas

Lighting Designer

Dot Dash

Agent/Rep

Lighting Associates Inc. (LAI)

Specifiers

Marta Casarin and Marcelline Lacombe, Dot Dash

Client

Lovett Commercial

Architect

OMA

Photography

Marco Cappelletti



Through a renovation collaboration that began with agents Lighting Associates Inc. (LAI), developers Lovett Commercial enlisted Dot Dash designers Marta Casarin and Marcelline Lacombe and the architects at OMA, to begin an unprecedented revitalization project for a historic landmark in downtown Houston.

Lovett (the client) had a vision to take an unused historic site and turn it into something completely new. The Post HTX project would transform the unused space into an exciting downtown destination for young local professionals and residents.

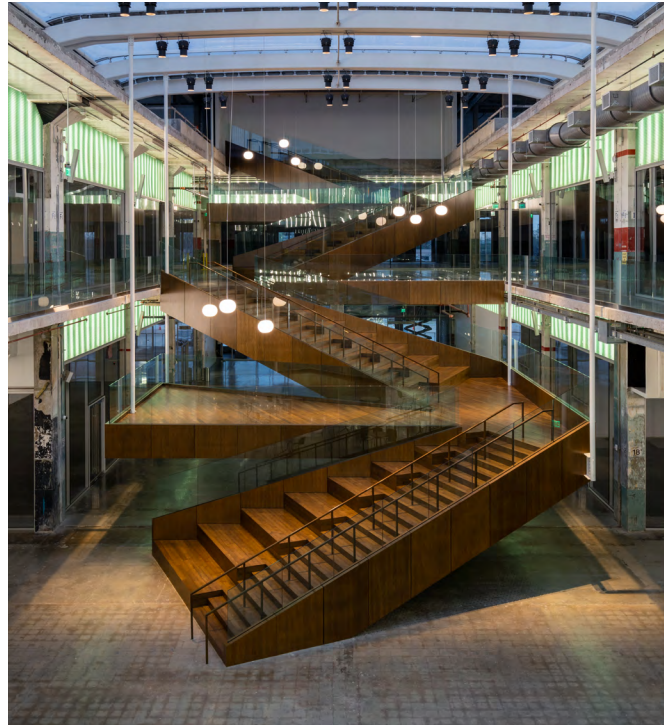
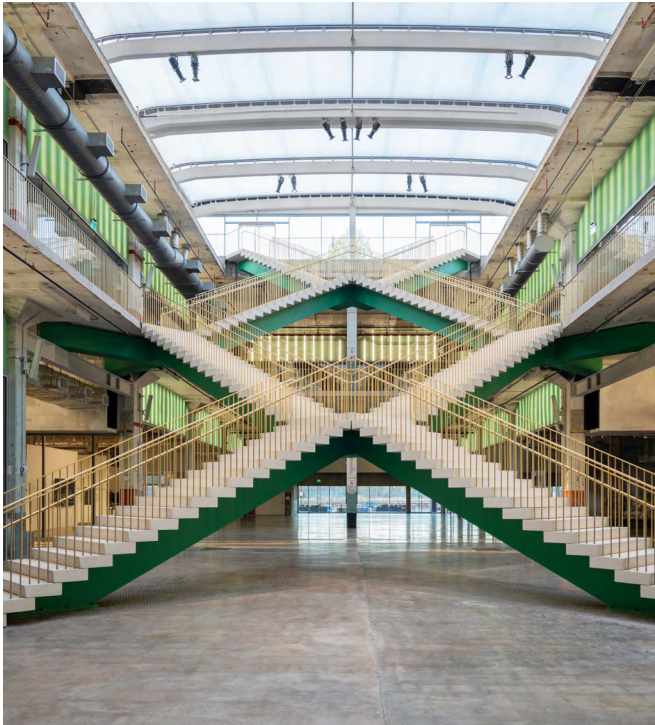
Marcelline and Marta then turned to [Kelvix](#) to help them bring the client's vision to life, which required a complex, integrated lighting system for the site's three atriums.

"Lovett's whole ambition was to revitalize the 1962 historic post office project as a cultural hub to bring in people to the downtown," says Marcelline. "Our ambition for the project was, rather than to litter the ceiling with downlights, we really wanted to integrate the lighting into the architectural elements so that you can really highlight space and create different moods throughout the day."

For this unique design-build, Dot Dash chose Kelvix for their extensive lighting design and engineering experience that was needed to create a custom, interactive experience for visitors to Post HTX.

"When we approached Kelvix, what interested us was their flexibility and the wide product range that Kelvix had to offer," says Marta. "But we were especially looking for some custom solutions that Kelvix was able to implement."

Marcelline was impressed with how Kelvix was able to offer them a large number of lighting product options that met their specific budget requirements, as well as their requirements for product longevity and the controls integration so the lighting would not be too high-maintenance for the client.



Lighting the Way for a Unique Entertainment Experience

The Kelvix team was challenged to meet the unique architectural and lighting design intent for Post HTX, including the Post's state-of-the-art entertainment venue in partnership with [Live Nation](#), and a market/food hall in partnership with the architects at OMA.

Lighting was a key consideration for the OMA architects, who decided to cut three atriums into the existing space, in order to draw more light down into the interior, as there was no natural light in the interior of the facility. OMA also created special ETFE ceilings to bring more light into the interior of the space.

Working collectively with Dot Dash, the Kelvix teams integrated lighting into the structural elements as much as possible, to help set different moods for the entertainment space through synchronization with DMX controls for different live performances.

At the heart of the lighting design project was the market hall, which would require a customized lighting solution to delight and amaze first-time visitors, especially the unique spiral staircase. This required a complex system of integrated lighting components that the client could customize and control to match specific types of shows, such as a holiday performance.

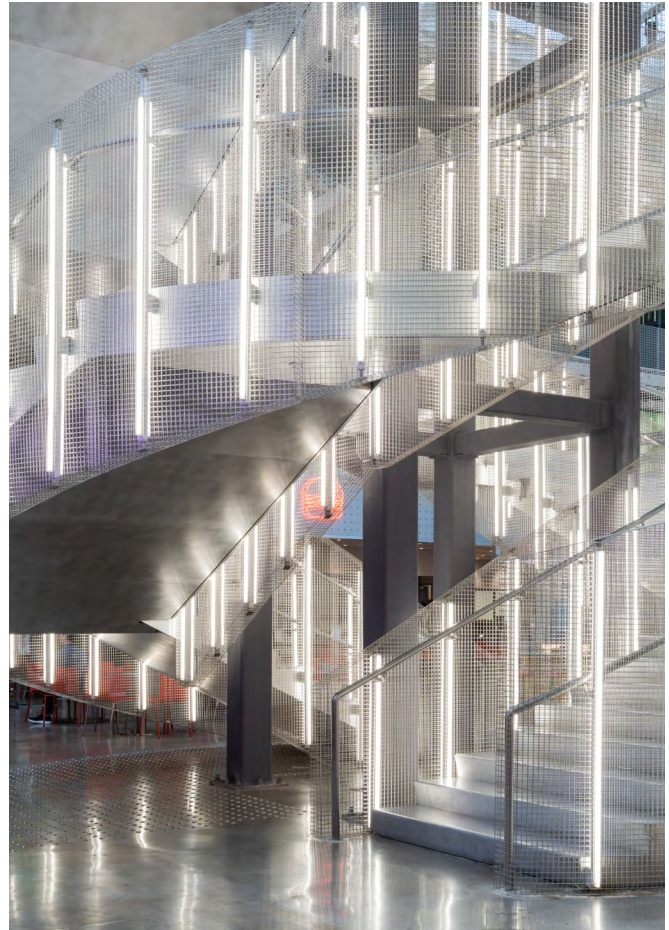
Meeting the LED Lighting Design Intent

The lighting options for the market hall needed to include:

- The ability for the client to create and control their own lighting patterns to complement performances and events
- The option to switch between their static and color changing LED strip lighting
- A detailed layout plan/drawing to assist Post contractors with installing the complex system of LED strip lights

The Kelvix team was also tasked with guiding the wiring requirements for the lighting systems, as well as assisting with the installs and showing the client how to best utilize the control capabilities once installation was complete. This would enable the client to easily complement each live show with a unique lighting configuration.

This involved taking a channel not meant to be paired with multiple lighting strips, and customizing it with LED strips and a unique wiring configuration. Kelvix engineered and designed the entire setup for all the wiring and controls, including frequent collaboration and wiring troubleshooting with the installation vendors.





Lighting-Architectural Collaboration Brings Design Intent to Life

The Kelvix engineering and design team was well-versed in addressing many of the previously-noted project challenges, thanks to their previous collaborations with Dot Dash for other Live Nation venues.

For this project, Kelvix created an extrusion to run vertically through the walls with translucent panels, so the LED lighting would be clearly visible in the walls. This would allow venue visitors to enjoy the lighting moods from outside and inside the venue, especially when looking down into the space from the 62-acre rooftop.

Custom lighting was also required for the bathroom vanities and mirrors, which included LED tubular lighting and extrusions for dramatic effect, easily controlled via DMX to change colors and moods. Similar lighting systems provided the client with the ability to synchronize different color schemes throughout the atrium spaces and runway staircases, and the market hall.

These unique, custom lighting solutions included:

- Direct View 200 Series and Vertex Series tape were installed throughout the complex to create a clean flow of light. Each run could be connected to the control system on-site and utilized as part of each scheduled event.
- Kelvix customized a fixture utilizing the Special Channel (CH-630) with a mounting base large enough to accommodate the RGBW-2 color-changing series tape between two rows of the Thinline tape series.
- The layout utilized 2-foot suspended fixtures and 4-foot surface mounted fixtures. Unique wiring diagrams were included with installation guides for the surface-mounted fixtures to help guide the receiving and installation teams.



The Client's Vision Becomes Reality Through Lighting

According to Marta and Marcelline, Kelvix exceeded their lighting design expectations for the Post HTX, not only for meeting the design intent, but for the collaborative, problem-solving they used to help Dot Dash and OMA bring the client's vision to life. Marcelline says she was especially impressed by how the Kelvix team stepped up to the challenge to help them integrate lighting into the architecture to create a unique experience for first-time visitors.

"I think what the lighting adds to the space is that it allows the space to be so much more interactive and it really activates the space, particularly at night," Marcelline says.

"The lighting makes the space come to life at night," she says. "On the rooftop you have beautiful views of downtown, and the inside view is just as beautiful. The lighting comes through the rooftop from the incredibly lit space, meeting the internal and external design intent."

The Dot Dash designers said the Kelvix teams not only made their specification work easier, but were readily available on-site to help with installations and troubleshoot any challenges along the way. This meant that Marta and Marcelline did not have to be onsite to ensure all the channels and fixtures were mounted correctly.

This project was especially challenging because it launched in 2019, which meant that design and construction took place during the peak of the COVID pandemic. So much of the collaboration had to take place virtually through conference calls and by phone. Marta said the Kelvix team helped them overcome these logistical challenges by providing them with lighting samples and virtual renderings, so they could see what would work best, without having to be onsite.

"I think that the completed photos of the project really speak for themselves," says Marcelline.

"It's kind of crazy when you look back at all those Kelvix renderings and how accurate the completed space really reflects the atmosphere qualities and the mood that they had conveyed in their initial renderings."

Most importantly, the final lighting results exceeded the client's expectations, according to Marcelline. Lovett Commercial's owner was impressed by how all the lighting and architectural elements tied together to create different moods both during the day and at night for the 62-acre space. Now Post HTX has become the cultural hub that the client envisioned, where visitors interact with the unique spiral staircase and other custom-lit spaces.

"The lighting is something in the market court that people want to see," says Marta. "It's stunning. It's an Instagram moment that people want to see and to see themselves climb up the stairs. In the Live Nation venue, the atriums and the walls; these are moments of lighting ephemeral."

"I think that space benefits from the lighting in that it allows the space to be so photographic," Marcelline says. "All the atriums are interactive and they're supposed to draw you in. The lighting is such an instrumental part of that."

Both Marcelline and Marta say they would recommend Kelvix to other designers, not only for their exceptional selection of lighting products, but for their engineering and design expertise to help streamline the specification process.

Learn how Kelvix can develop a lighting solution to help you bring your client's design vision to life by visiting our [Services](#) page. We're at your service, at little to no cost to you.





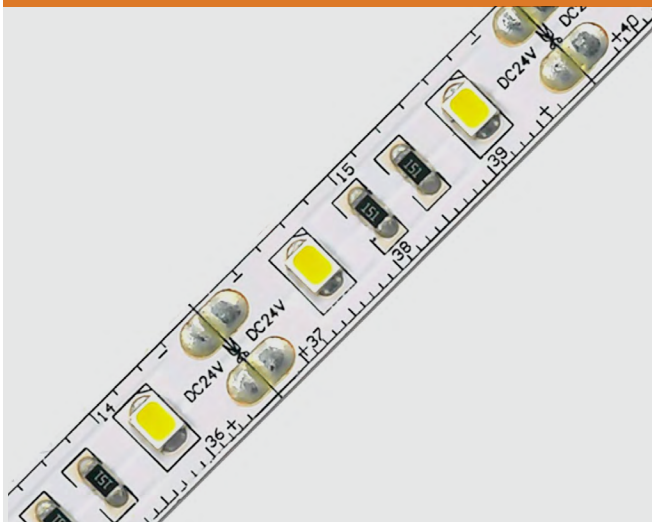
Products Used

“When lighting comes into play for a concert venue it’s very important for the lighting to set the mood, so it becomes something special.”

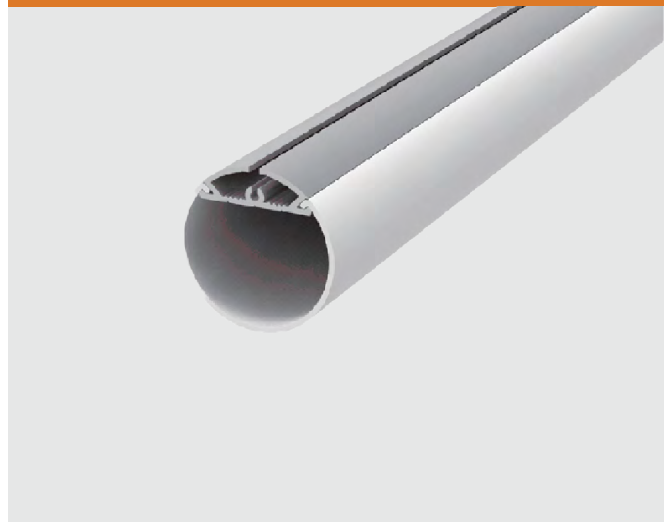
Marta Casarin, DotDash Lighting Designer and Project Manager



PERFORMANCE 300 (INDOOR)



BRIAN 630



Performance 300 is a unique value combination of lumens, light quality, wattage, and price. This product can do it all, and the indoor version is a proven champion of coves, under-cabinet, displays, and a variety of other tasks. This product has extremely short cut marks, allowing for very precise lengths.

Product features include:

- 3500K
- Title 24 JA8-2019 compliant
- 90+ CRI
- Dimmable
- 50,000 hour lifespan
- UL-listed for indoor use
- 3M™ industrial adhesive backing
- For use with 24V power supplies

Product features include:

- Custom color changing fixture with custom CH-630 suspended mounting channel
- RGB+W with 458 to 580 lm/ft
- 250° viewing angle
- 50,000 hour lamp life
- Dimmable to 1%
- Anodized finish

Products Used

VERTEX 1000 (INDOOR)



As the brightest single strip of LED lighting available, Vertex™ boasts 1,000 lumens per foot. Using Onboard Thermal Management, Vertex™ stays cool to the touch. Pair with a variety of aluminum channels to create limitless fixture options in nearly any desired size or shape.

Product features include:

- 1000 lumens per foot
- Dimmable
- 50,000 hour lifespan
- UL-listed for indoor use
- 3M™ industrial adhesive backing
- For use with 24V power supplies

CH-008



Product features include:

- Custom suspended mounting channel
- Ø 0.82" (20.8mm)
- Available in 1-meter or 2-meter sections
- extruded aluminum construction
- Anodized matte finish
- Consult factory for custom lengths & finishes

Products Used

PERFORMANCE 500 (INDOOR)



The Performance 500 Series is an economical high-output LED strip.

Product features include:

- 2700K
- Title 24 JA8-2019 compliant
- 90+ CRI
- Dimmable
- 50,000 hour lifespan
- UL-listed for indoor use
- 3M™ industrial adhesive backing
- For use with 24V power supplies

CH-202

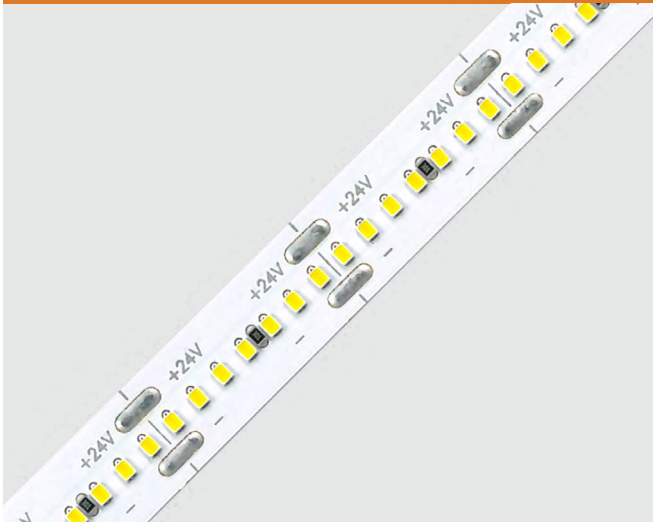


Product features include:

- Surface / adjustable mounting channel
- 0.688" × 0.625"
- Available in 2-meter sections
- Extruded aluminum construction
- Anodized matte finish
- Consult factory for custom lengths & finishes

Products Used

DIRECT VIEW 200 (INDOOR)



The DL-series offers a lower output option while still providing smooth, pixel-free illumination in all channels.

Product features include:

- 2700K
- Title 24 JA8-2019 compliant
- Suitable for most direct view applications
- 90+ CRI
- Dimmable
- 50,000 hour lifespan
- UL-listed for indoor use
- 3M™ industrial adhesive backing
- For use with 24V power supplies

CH-502-A



Product features include:

- Surface / adjustable mounting channel
- 0.688" × 0.313"
- Available in 2-meter sections
- Extruded aluminum construction
- Anodized matte finish
- Consult factory for custom lengths & finishes

Products Used

OREX



Offering up to 500 lumens per foot, Orex is a simple indoor/outdoor line voltage solution for long run lengths requiring high output levels.

Product features include:

- 2700K
- 120V line voltage
- Integral AC/DC rectifier
- ELV dimmable
- Triac
- 0-10V (with LCX-1041)
- Hardwire or plug-in installation
- IP65

CH-084



Product features include:

- Custom mud-in mounting channel
- 0.77" x 1.67"
- Available in 2-meter sections
- Extruded aluminum construction
- Anodized matte finish
- Consult factory for custom lengths & finishes

Kelvix is a linear LED manufacturer with a reputation for great service and fast lead times. Our team is made up of problem solvers and doers, and our staff of highly trained project managers guide customers through each project from start to finish. We always have a client's best interest at heart.