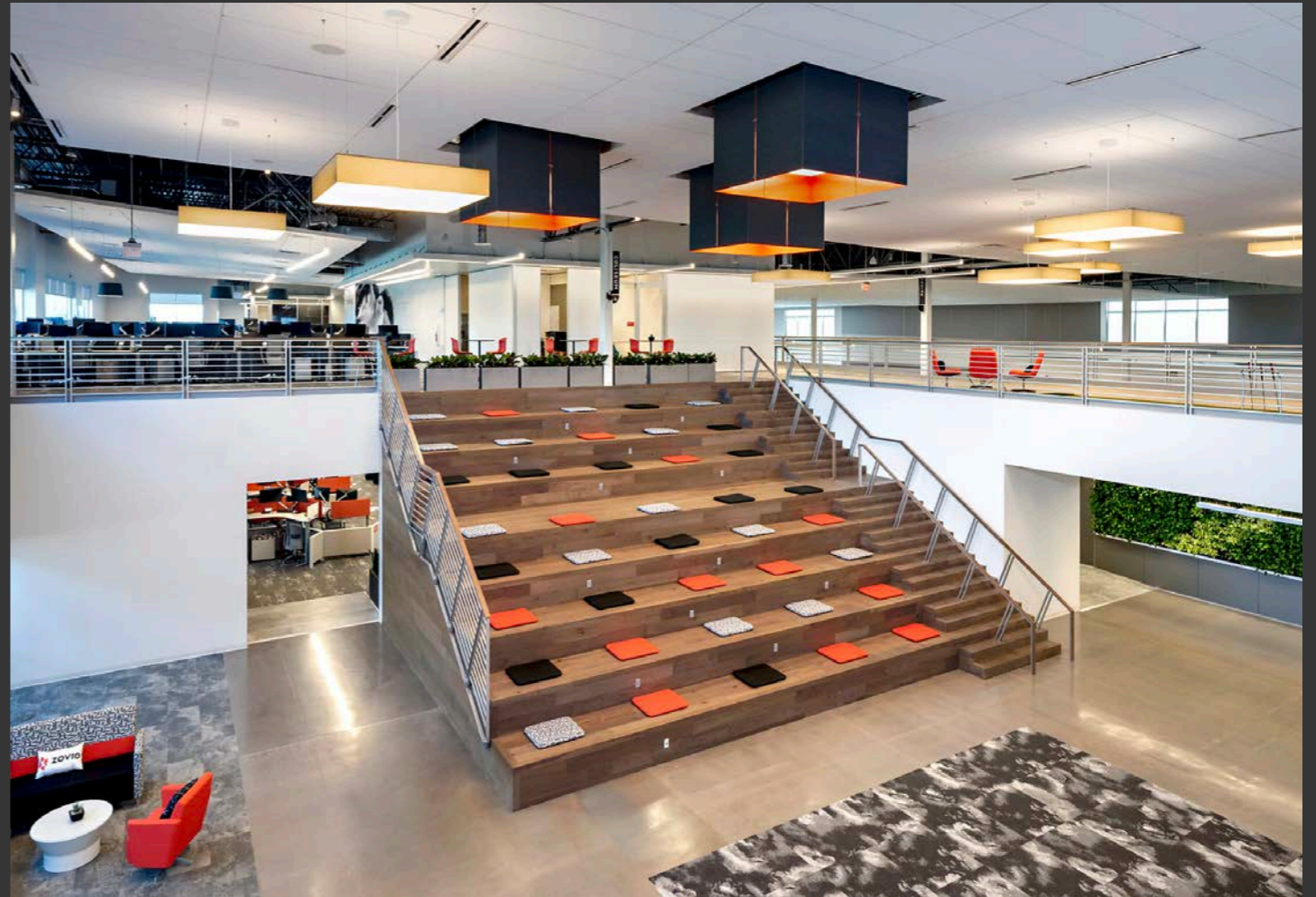


Custom Lighting + Acoustic Fixtures + Suspended Brand Mobile

Zovio HQ

Educational Technology
Services Organization
130,000 SF New Build
Chandler, Arizona



Custom Lighting + Acoustic Fixtures + Suspended Brand Mobile

Zovio HQ

Project: Zovio Headquarters

Completed: 2020

Location: Chandler, AZ

Specifier: McCarthy Nordburg (Final Photo Credit: Michael Duerinckx)

Project Overview

My Role - Project Manager

Zovio is an education technology services company that partners with hire education institutions and employers to deliver innovative, personalized learning solutions. The new 130,000 sqft corporate headquarters in Chandler, AZ is intended to reflect a residential and commercial aesthetic, along with subtle elements of biophilic design. The specifiers also sought out LightArt to create lighting solutions that would align with brand colors, provide acoustical and decorative light, and implement an artistic touch in a mobile representative of the Zovio logo.

The project was 3 phases, had 2 specifying teams Arizona and California, manufactured in LightArt's Seattle and Salt Lake City locations, so in managing this project it was necessary to pay close attention to detail and take a leading role on design and design solutions.

In the end the project was a huge success, I was able to create a sales pitch presentation and introduce more LightArt fixtures on the project, let to finalizing the R+D on a new acoustic product offering, and finally created a more profitable overall project for LightArt.



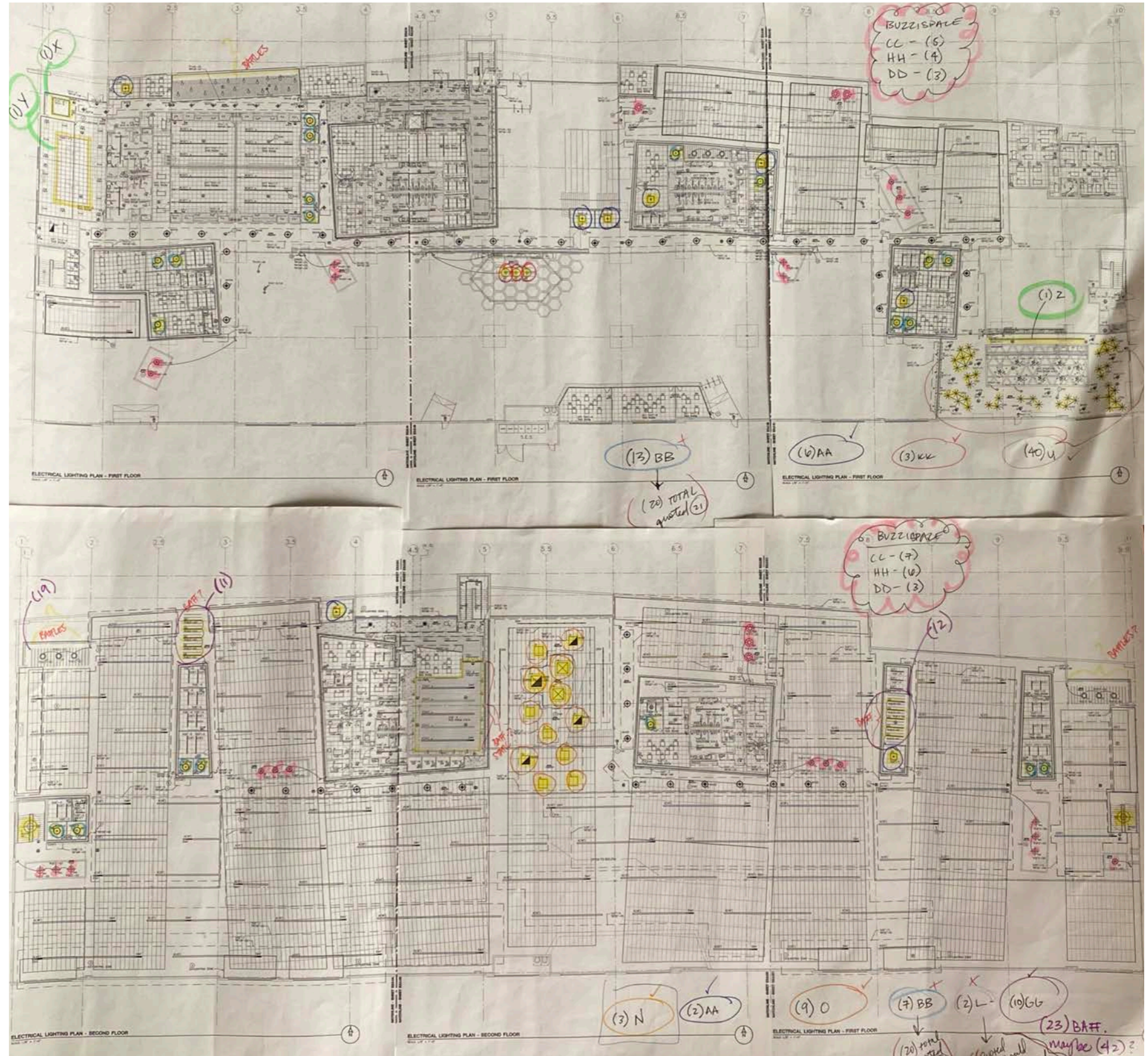
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Obstacles

This project was an exciting and large opportunity for LightArt to produce a variety of products all installed in one project location.

When the project came across my desk for bid quotes, I knew I had a handful of work ahead of me. In the quoting stage alone, I went tooth and nail through the project plans to verify against the counts and fixture schedule each bidder provided me. When seeking clarification I realized that this project had both Arizona and California specifying teams, so I would need to bridge communication between those two teams and then the to LightArt territory specific sales reps.

The California specifying design director, let us know she would be in town and wanted to view the LightArt studio. So I took initiative in realizing that a competitor lighting firm had acoustical products on the project that could be pitched and swapped out with LightArt fixtures. I also laid the groundwork for presenting the questions I would be seeking, when I heard they were potentially interested in a mobile solution that would represent the Zovio logo.



Custom Lighting + Acoustic Fixtures + Suspended Brand Mobile

Below - Below a few of the slides from my sales pitch, product review presentation. (You can view the entire presentation under the slides on this project portfolio page.)

BRIDGEPOINT
LIGHTART FIXTURE OFFERING REVIEW
PID # 309839



LightArt
A STORON COMPANY

REVIEW OF RCP + FIXTURE COUNT

1ST FLOOR

TYPE // QUANTITY // FIXTURE NAME // DIMENSIONS

U - (40) - ECHO Pendants 47" dia, 8-Fin (various grids) - 47" dia x 14"H

X - (1) - LA2 Connected Square Configuration (remove from scope?)

Y - (1) - LA2 Connected Rectangle Configuration (remove from scope?)

Z - (1) - LA2 Connected Linear Configuration - 6"D x 32'6"L x 8"H

AA - (6) - I/O BOX - 36" x 36" x 12"H

BB - (13) - LA2 ONE Medium - 30" x 12"H

KK - (3) - *Need more details (LA2 ONE Medium specified but dimensions match I/O

Drum 48 - 48" dia x 12"H)

BUZZISPACE FIXTURES > LIGHTART ALTERNATE OPTIONS

TYPE // QUANTITY // FIXTURE NAME // DIMENSIONS

CC - (5) - Buzzishade Pendant Medium - 24" dia

DD - (3) - Buzzishade Pendant Large - 44" dia

HH - (4) - Buzzijet Pendant Medium - TBD

Seeking Clarification...

1st floor NW Room, long and linear, with all of the R-Type Fixtures:

- Are fixtures LightArt Static Baffles to be specified and quoted?

2ND FLOOR

TYPE // QUANTITY // FIXTURE NAME // DIMENSIONS

L - (2) - Ribbon Clouds - 48" dia

N - (3) - I/O Box - 60" x 60" x X"H (TBD)

O - (9) - LA2 TWO Large - 48" x 48" x 12"H

AA - (2) - I/O BOX - 36" x 36" x 12"H

BB - (7) - LA2 ONE Medium - 30" x 12"H

GG - (10) - Static 8ft Beams - 96"L x 16"H x 4"D

BUZZISPACE FIXTURES > LIGHTART ALTERNATE OPTIONS

TYPE // QUANTITY // FIXTURE NAME // DIMENSIONS

CC - (7) - Buzzishade Pendant Medium - 24" dia

DD - (3) - Buzzishade Pendant Large - 44" dia

HH - (6) - Buzzijet Pendant Medium - TBD

Seeking Clarification...

2nd floor NW Room, with FF-Type fixtures + (2) Rooms with GG-Type fixtures:

- Are fixtures LightArt Static Baffles to be specified and quoted? Approx. (42) qty

- War Room - How many Static Beams (Lit) + Static Unlit Baffles specified?

LIGHTART MOBILE

DETAILS NEEDED FOR QUOTE

LOCATION IN REFLECTED CEILING PLAN

- 1st or 2nd floor, which Phase in project: 1, 2, or 3

DIMENSIONS

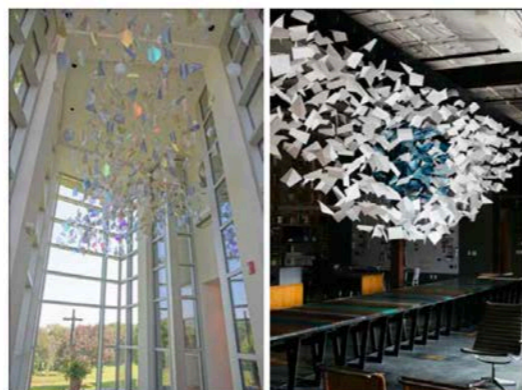
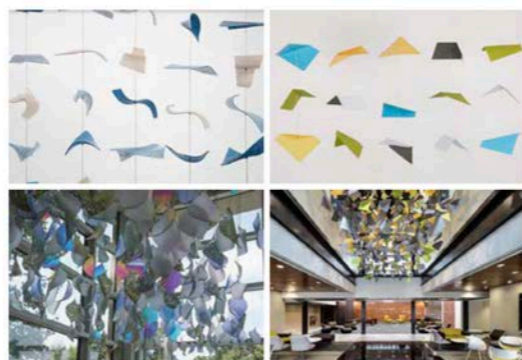
- Hanging length
- Width and Depth of area space to be filled

CEILING CONDITIONS

- Can 1/4"-20 threaded rod be installed for mobile hardware to connect to ceiling?

CONCEPT

- Do you have inspiration images?
- Color(s) material desired?
- Shape + size of Varia mobile pieces?



NEW! ACOUSTIC CONICAL PENDANTS

DOUBLE WALL FELT PENDANTS

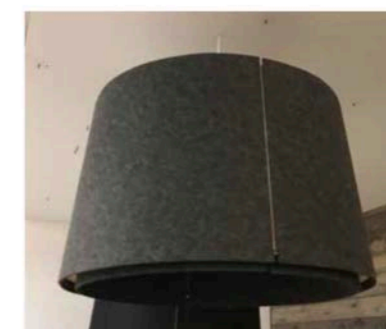
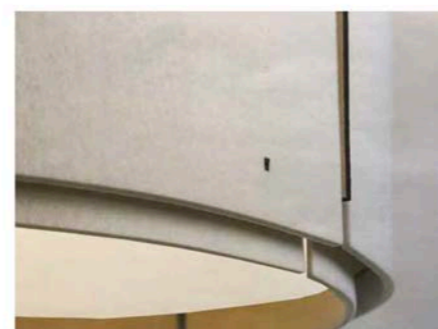
STYLE A

36" dia (bottom) x 18"H - \$1,925 ea.

STYLE B

32" dia (bottom) x 20"H - \$1,825 ea.

*Suggested alternative in Cafe area or as Buzzispace fixture alternative.



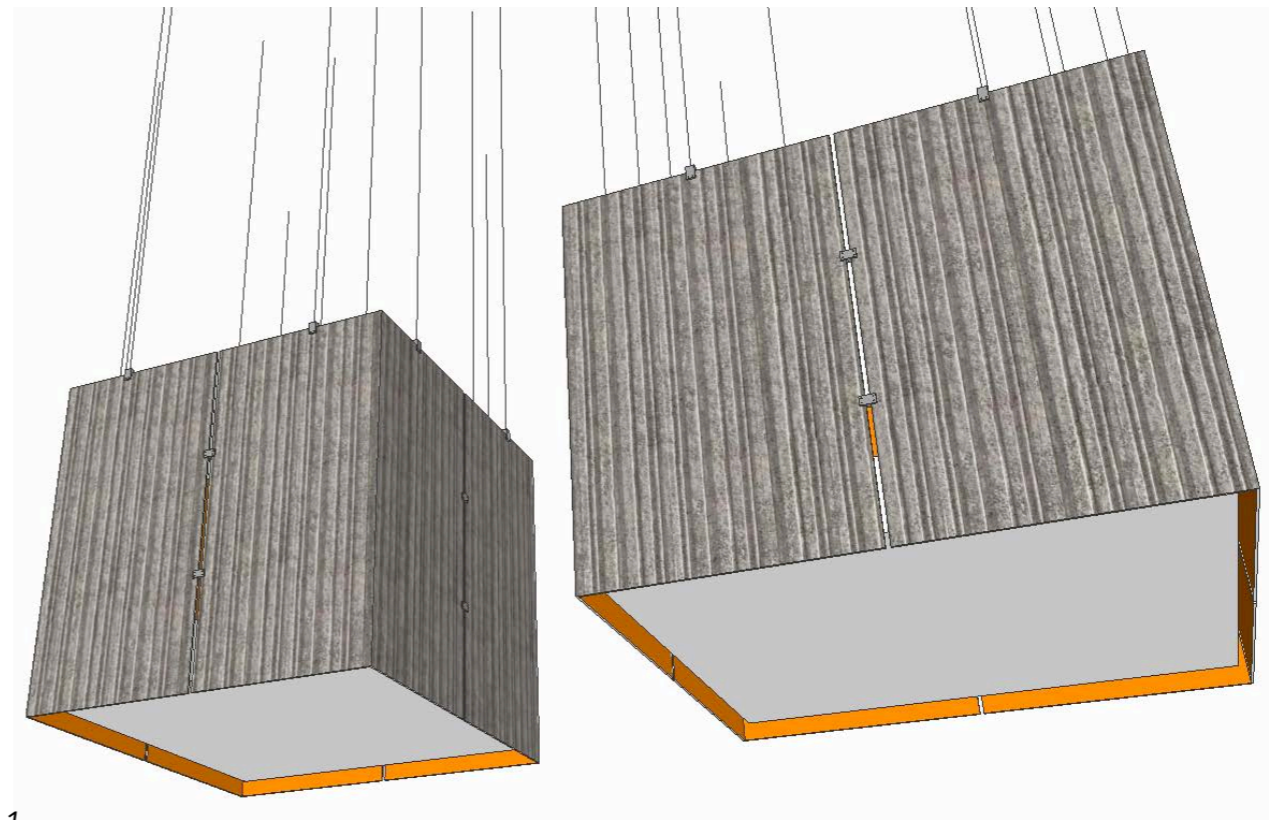
Custom Lighting + Acoustic Fixtures + Suspended Brand Mobile

Project Process Details

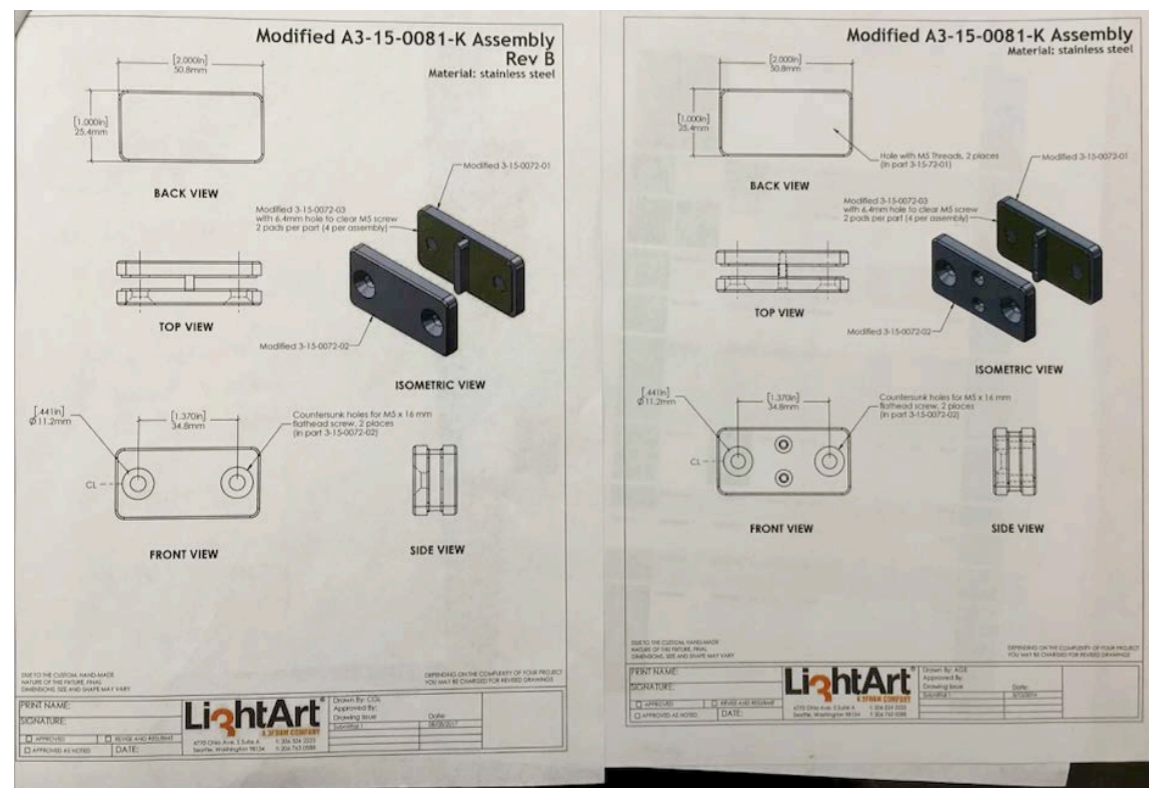
Photo 1. The design intent for large 60"x60"x48" fixtures in the main stadium presentation area was a challenge but quickly I devised a design solution that would secretly achieve the "look" the specifier was seeking but be cost and material efficient. Due to material grain and width constraints, the material needed to be grain direction specific, needed to match the Zovio brand Pantone orange color on the interior, and fit precisely through the suspended acoustical ceiling in the space.

Photo 2. Not only were there special consideration for the design and material, but also for the hardware that would attach the corner routed and bent 4 pieces of each fixture. I used standard metal hardware to create a custom metal fastener collaborating with my CAD teammate to create this solution. Considering installation + maintenance, while designing this custom fixture as well.

Photo 3. The sample of the final layup of the custom material to create a shade that would not allow light to transmit, the inside standard Casper fixture would be lifted to reveal the on-brand Zovio color. *See next slide for photo results.*



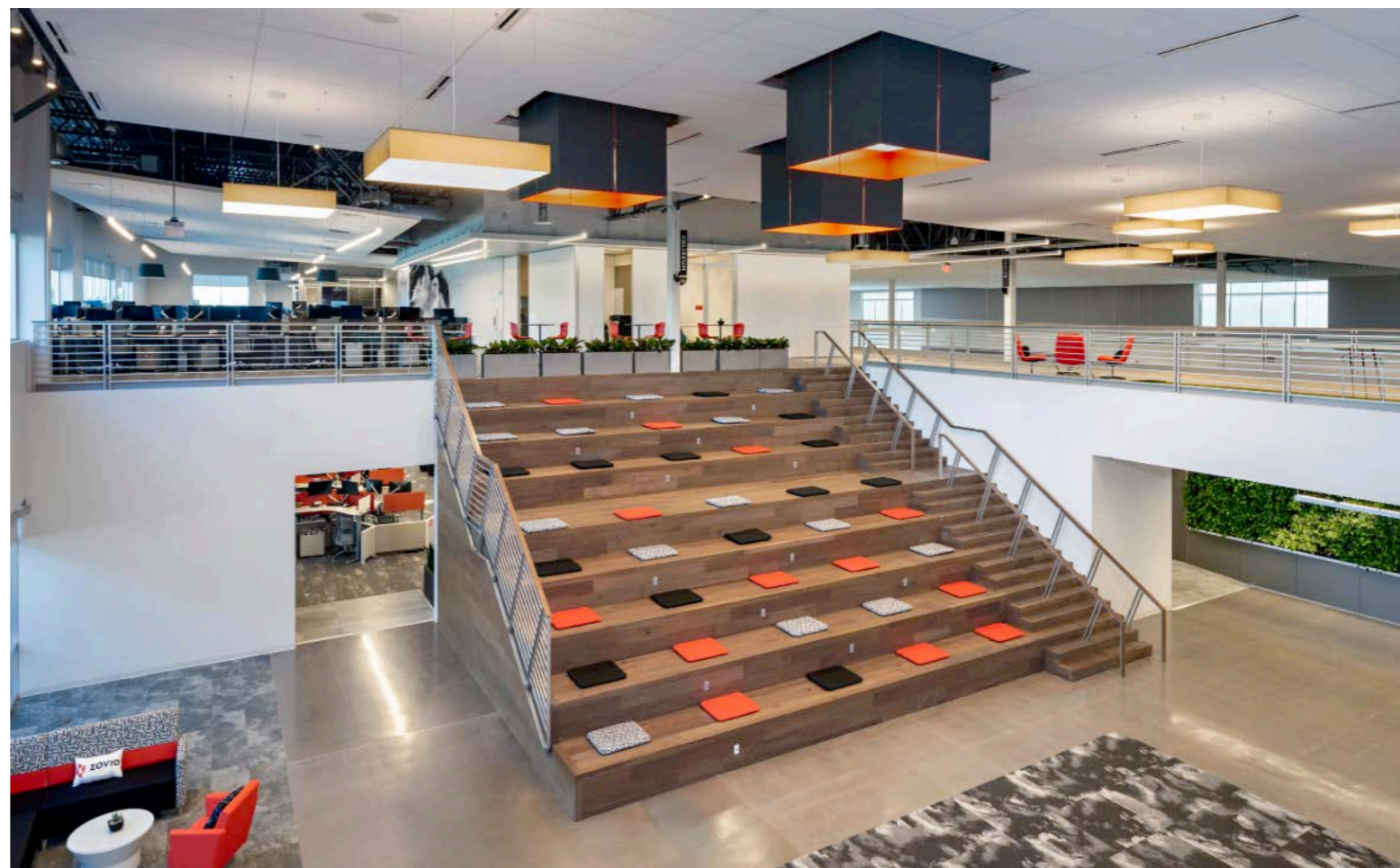
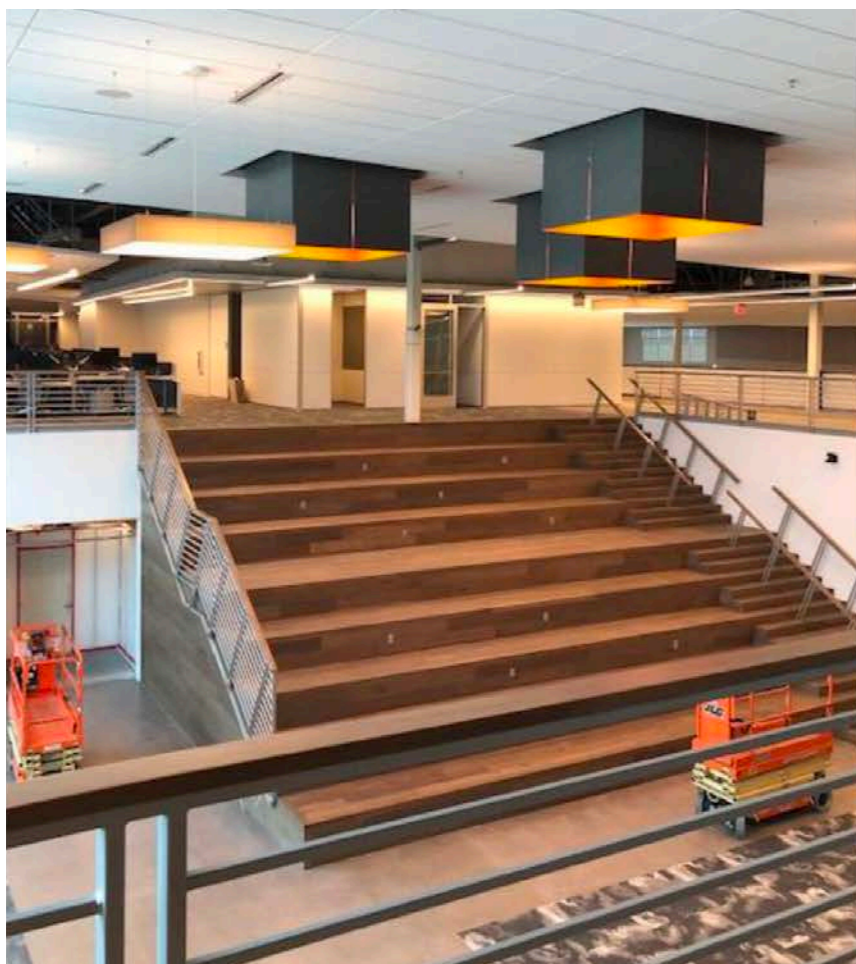
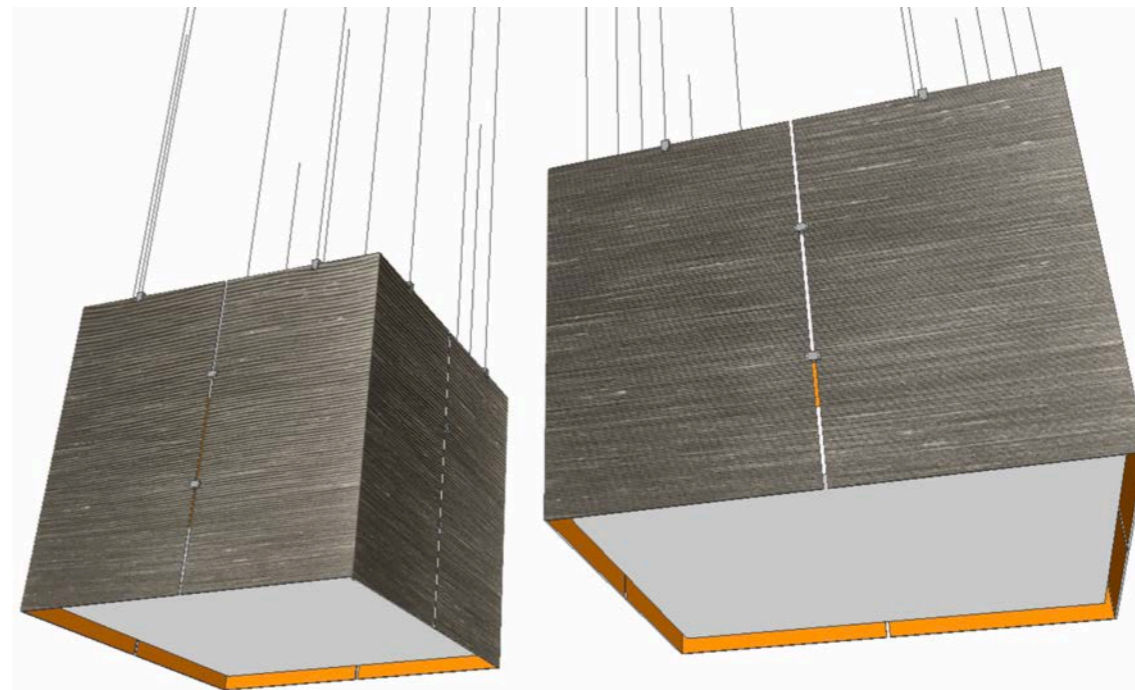
1.



3.

2.

Custom Lighting + Acoustic Fixtures + Suspended Brand Mobile



Custom Lighting + Acoustic Fixtures + Suspended Brand Mobile

Project Process Details


When Phase 3 design conceptualization and quoting occurred, I created 3 quick design options and rough budgets for the specifier to review. I took it upon myself to research the firm and what might align as a visual in their space. I used the exploded shapes from the Zovio logo.

The specifier loved the logo design concept and we decided to move forward with the concept using a combination of the brand colors within the space.

I created a CAD drawing and then mock up over the proposed photo of the space. After the concept review, the specifier decided that they wanted something more neutral and could I please provide her with some options of a variety of white materials - varying in textures, transparency, and finish.

BUDGETARY QUOTE
ZOVIO (BRIDGEPOINT) MOBILE
PID # 326373

DATE PREPARED: (VALID 30 DAYS) | PM: Carly Smith
5/2/2019 | carly.smith@lightart.com



OPTION 1 - RECTANGULAR SLATS


Price: \$20,000 - \$25,000
Quantity: (38-40) Mobile Strands
Dimensions: space the mobile strands 1' apart along the 39'11" length span. Height-15'
Lead-time: 8-10 weeks

MATERIALS
Material: Varia Eco Resin - Colors TBD (price reflects ability to use up to (4) C3 colors)
Gauge: 1/8" - 1/4"
Front + Back Finish: TBD

- NO LIGHTING PROVIDED -
Use of an incandescent bulb will negate the warranty and damage our product

HARDWARE
- Stainless steel aircraft cables will either mount to the suspended ceiling above or structural ceiling above (pass thru suspended ceiling) and mount to pony wall at the bottom with adjustable ceiling/wall hardware on both ends, 1/4-20 threaded rod will be the connection points + supplied/installed by others.
- Varia pieces are held in place with stainless steel cable gripping hardware - TBD.

Price does not include sales tax. State Sales Tax will be billed if 3-Firm LightArt does not receive a valid Resale/Tax Exempt Certificate
Changes in quantity and/or material will affect the unit price of this product



OPTION 2 - BENT SQUARES


Price: \$30,000 - \$35,000
Quantity: (38-40) Mobile Strands
Dimensions: space the mobile strands 1' apart along the 39'11" length span. Height-15'
Lead-time: 8-10 weeks

MATERIALS
Material: Varia Eco Resin - Colors TBD (price reflects ability to use up to (4) C3 colors)
Gauge: 1/8" - 1/4"
Front + Back Finish: TBD

- NO LIGHTING PROVIDED -
Use of an incandescent bulb will negate the warranty and damage our product

HARDWARE
- Stainless steel aircraft cables will either mount to the suspended ceiling above or structural ceiling above (pass thru suspended ceiling) and mount to pony wall at the bottom with adjustable ceiling/wall hardware on both ends, 1/4-20 threaded rod will be the connection points + supplied/installed by others.
- Varia pieces are held in place with stainless steel cable gripping hardware - TBD.

Price does not include sales tax. State Sales Tax will be billed if 3-Firm LightArt does not receive a valid Resale/Tax Exempt Certificate
Changes in quantity and/or material will affect the unit price of this product



OPTION 3 - LOGO REPRESENTATION

Price: \$25,000 - \$30,000
Quantity: (38-40) Mobile Strands
Dimensions: space the mobile strands 1' apart along the 39'11" length span. Height-15'
Lead-time: 8-10 weeks

MATERIALS
Material: Varia Eco Resin - Colors TBD (price reflects ability to use up to (4) C3 colors)
Gauge: 1/8" - 1/4"
Front + Back Finish: TBD

- NO LIGHTING PROVIDED -
Use of an incandescent bulb will negate the warranty and damage our product

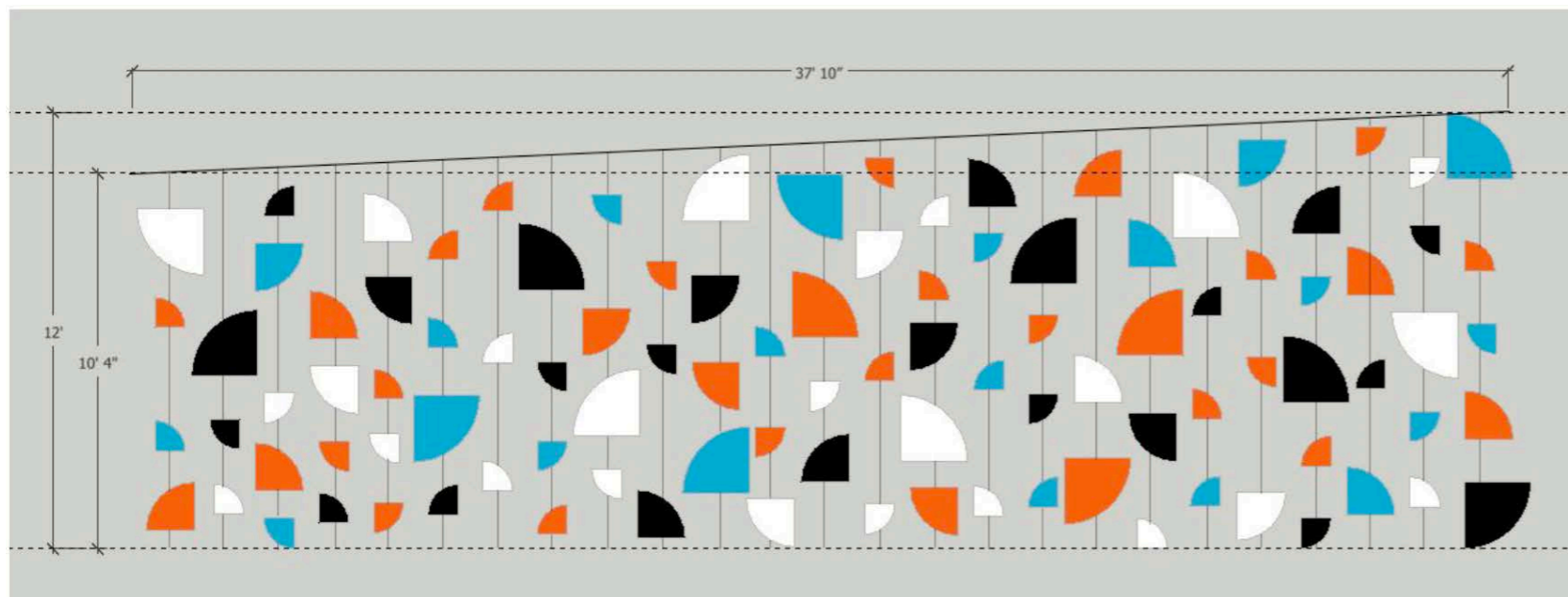
HARDWARE
- Stainless steel aircraft cables will either mount to the suspended ceiling above or structural ceiling above (pass thru suspended ceiling) and mount to pony wall at the bottom with adjustable ceiling/wall hardware on both ends, 1/4-20 threaded rod will be the connection points + supplied/installed by others.
- Varia pieces are held in place with stainless steel cable gripping hardware - TBD.

Price does not include sales tax. State Sales Tax will be billed if 3-Firm LightArt does not receive a valid Resale/Tax Exempt Certificate
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LightArt
A SPAN CREATIVE

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SUITE A
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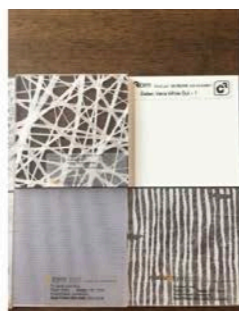
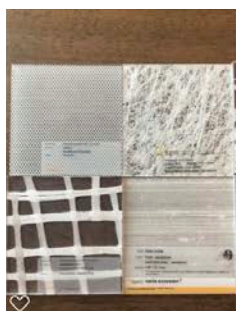
lightart.com
P. 206.524.2223
F. 206.763.0588



Custom Lighting + Acoustic Fixtures + Suspended Brand Mobile

Project Process Details

I quickly provided the specifier with photographs of a variety of samples and shipped them out for her review for next day delivery. After she emailed me back with her choices, I was able to quickly edit the mock up and refine the pricing on the budgetary quote.



BUDGETARY QUOTE

ZOVIO

PIB # 326379

ZOVIO LOGO MOBILE

Mobile separating two spaces, attached to 1/2 height wall at the bottom and mounted to angled suspended ceiling above (backed with support for top mounting). Mobile cables will be adjustable to a degree in the field. There will be a labeled design template and install instructions noting the labeled strand and the placement within the design pattern and dimensions. Approved samples of material in whites SO-491857S1.

Pricing: \$28,250
 Quantity: (26) Strands; (97-100) Mobile Pieces
 Dimensions: 37'10" L x 10'4" - 12' H x 1" W (18" strand spacing)
 Lead-time: 10 weeks
 Design Fee: \$1,000 *included in unit price above, in which LightArt provides custom layout and design, full-sized pick point templates for locating ceiling and base mount installation placement for adjustable cables - install instructions for labeled cables + corresponding positions.

MATERIALS

Material: Varia Eco Resin in:
 - 1/8" - Silken Bridal (sandstone/sandstone)
 - 1/8" - Translucent Suede (matte/matte)
 - 1/8" - Pure White (patina/veillum)
 - 1/8" - Linen White (grid/grid)
 - 1/4" - Connection Mini in Pure (patent/patent)
 * SO-491857S1 - approved sample 8x8's by Designer

LIGHTING

- No Lighting provided by
 Use of an incandescent bulb will negate the warranty and damage our product

HARDWARE

- (26) Adjustable 20ft stainless steel cables, mobile pieces will be set in place but cable on top + bottom will have 4ft of adjustability in mounting gripper hardware.

CRATING & SHIPPING

Crate Price: \$1,130
 Shipping: \$1,695

Project Total: \$ 31,075

*Price does not include sales tax. State Sales Tax will be billed if 3-Form LightArt does not receive a valid Resale Tax Exempt Certificate**
 Changes in quantity and/or material will affect the unit price of this product

This document is prepared for budgetary purposes only. It does not represent a binding quote or an agreement for services. Pricing is valid for 30 days.



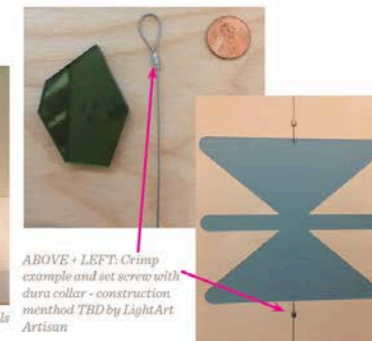
DATE PREPARED: (VALID 30 DAYS) 6/26/2019 | Rep: Scott Thomas // Shana Blomgren
 scott.thomas@lightart.com // shana.blomgren@lightart.com



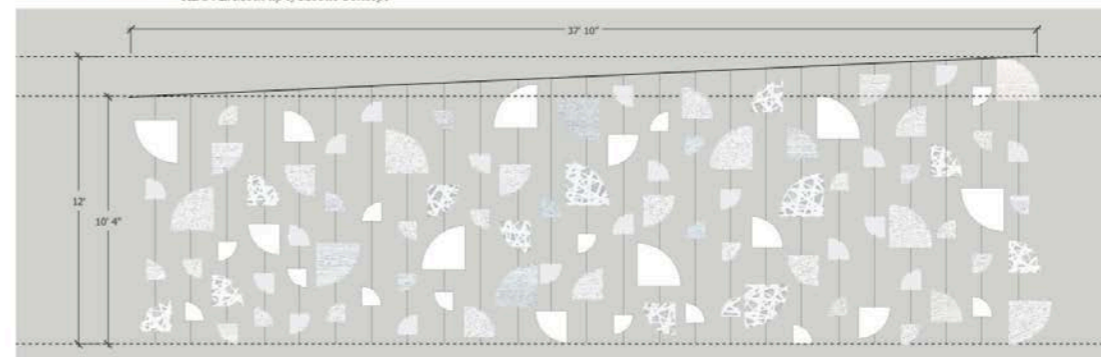
ABOVE: Mock up of Mobile Concept



ABOVE: Approved sample materials



ABOVE + LEFT: Crimp example and set screw with dura collar - construction method TBD by LightArt Artisan

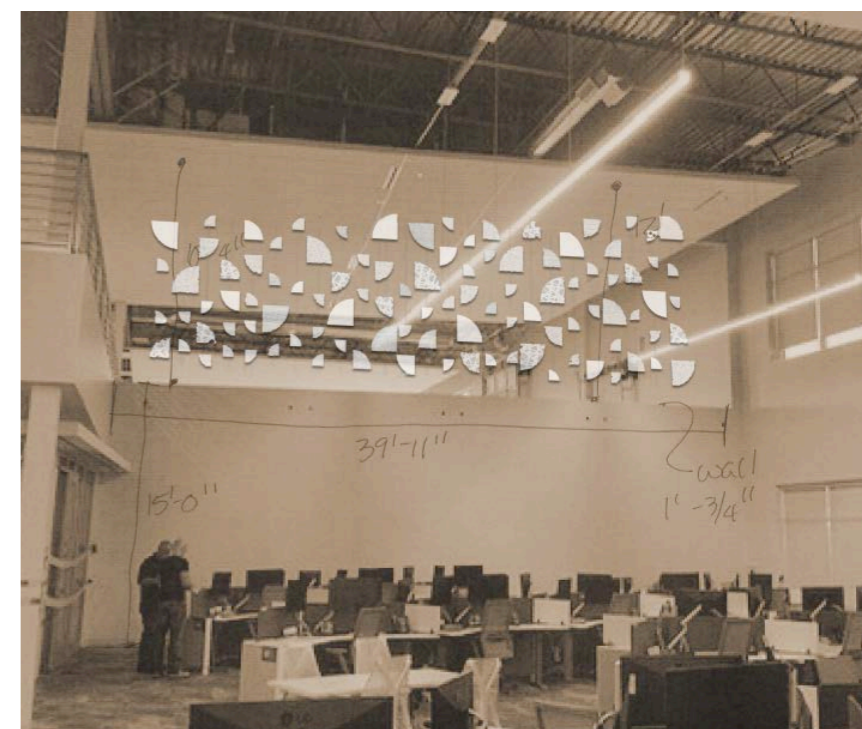
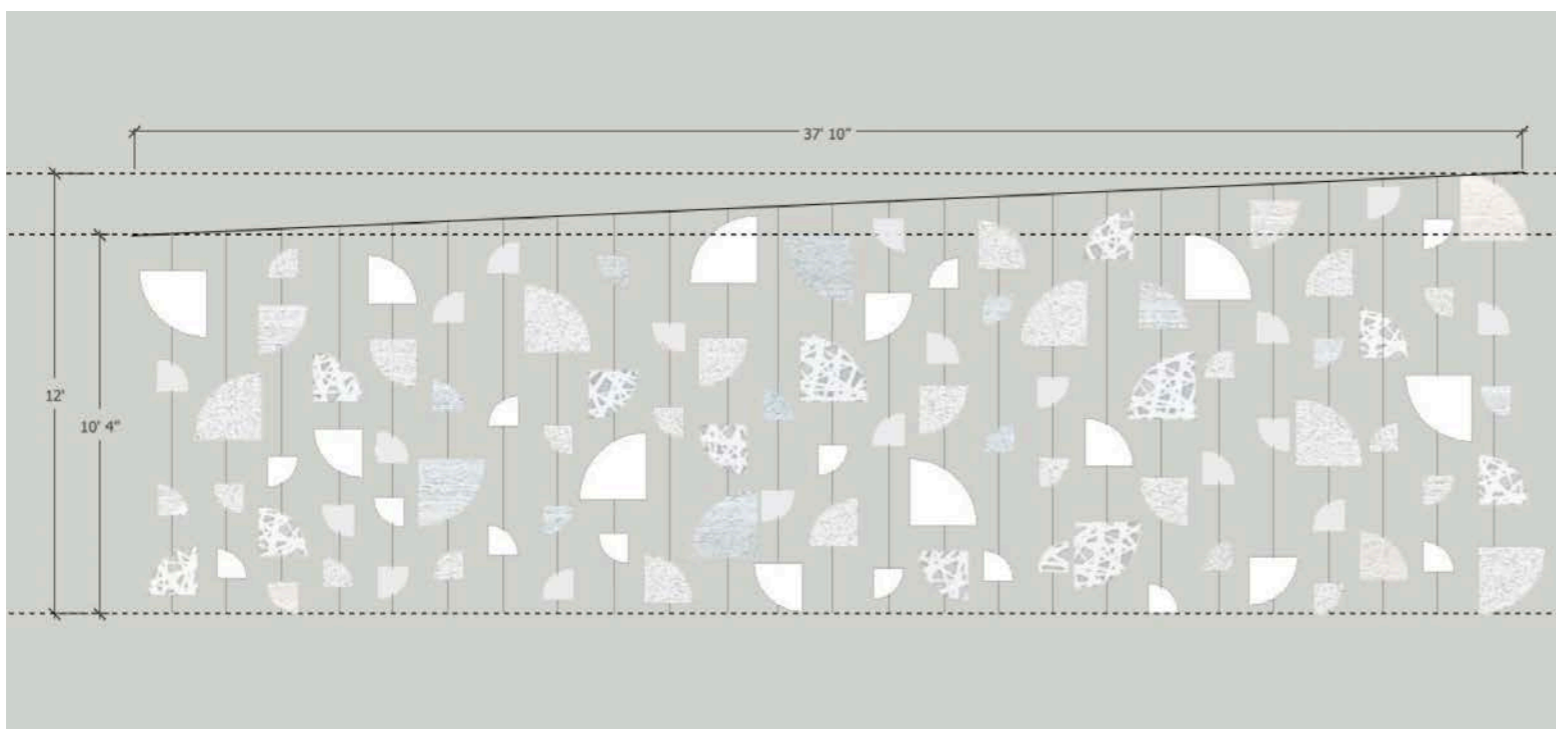


ABOVE: Mock up of dimensioned Mobile Concept

NOTE - Mobile will have more spacing than shown, at connection points - so that mobile pieces will not interfere with mounting hardware and adjustability.

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 SUITE A
 SEATTLE, WA 98134

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 P. 206.524.2223
 F. 206.763.9268



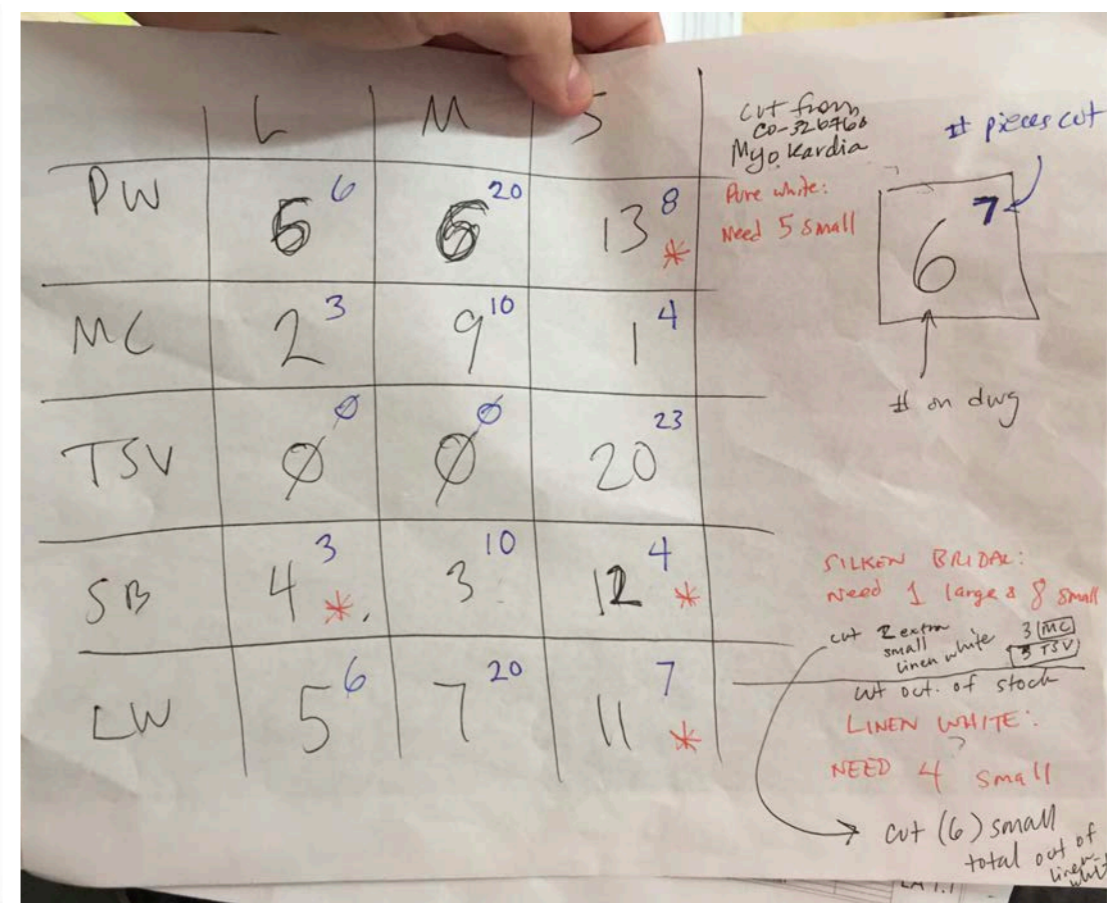
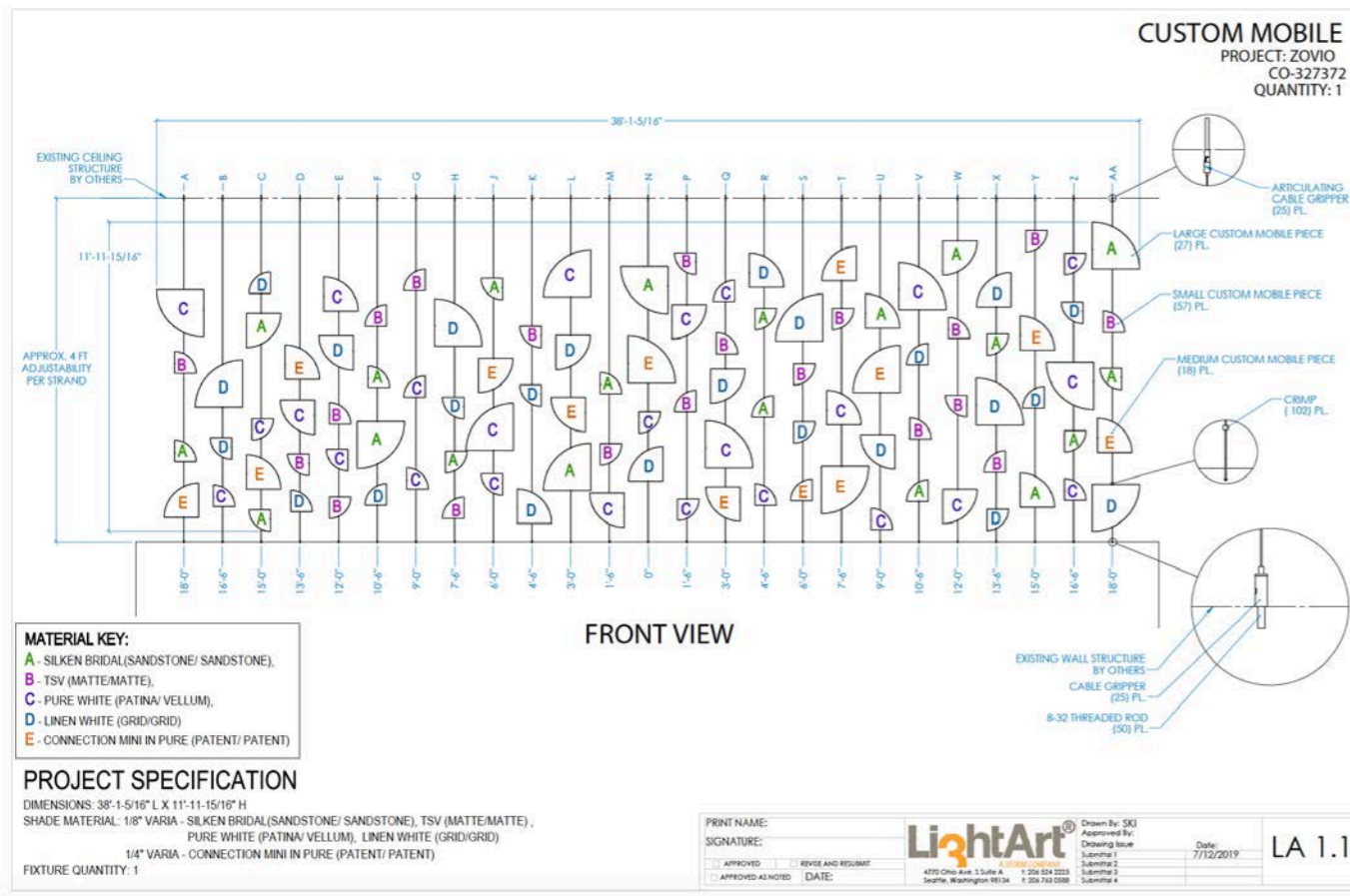
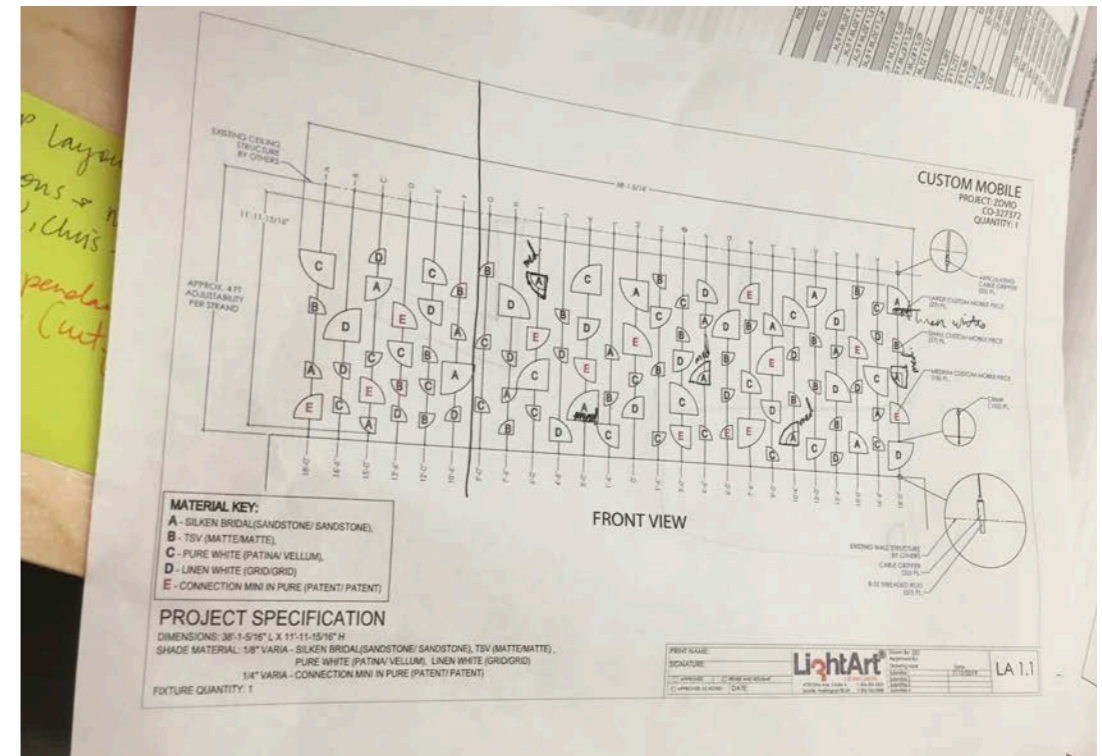
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Obstacles

I created a detailed colorful installation key for the mobile, on top of the CAD drawing. This was to be a beneficial tool for the fabricators and for the installer on-site. However, problems occurred when the CNC machinist cut the wrong size of shapes on specific materials - not realizing there were a variety of different cut files.

I remained calm - having been presented with a chart from the fabricator of the pieces that we had more of and were missing, I went with the CAD teammate to the back of the studio to search for possible "leftovers" from previous projects that would work for this project. Thank goodness, we found material that would substitute and solve the mishap.

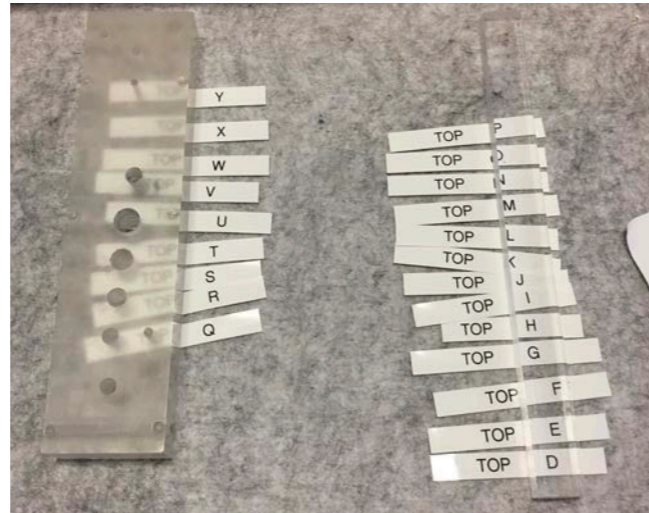
I edited the mobile key drawing and everyone appreciated my ability to quickly problem solve, stay calm and not point fingers, and make sure the project fabrication stayed on schedule.



Custom Lighting + Acoustic Fixtures + Suspended Brand Mobile

Project Process Details

Photo 1. The specific labels created for each of the mobile strands to coordinate with the mobile installation key. The idea was to create a more efficient install.



1.

Photo 2. Each strand is wrapped individually and labeled to avoid installation confusion.



2.

Photo 3. Don, LightArt fabricator, creating all of the detailed mobile strands based upon the CAD drawing measurements between pieces.



3.

Photo 4 + 5. The final installed mobile photos provided by the installer to me and then can be seen in the distance in the final professional photos.



4.



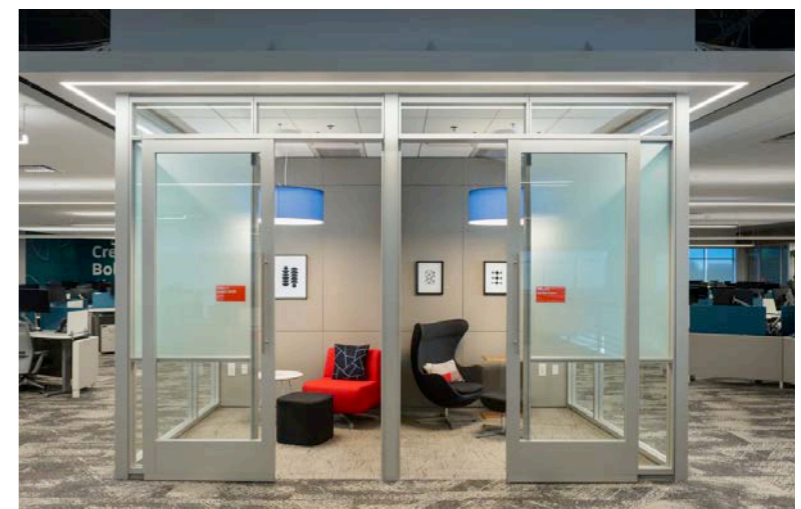
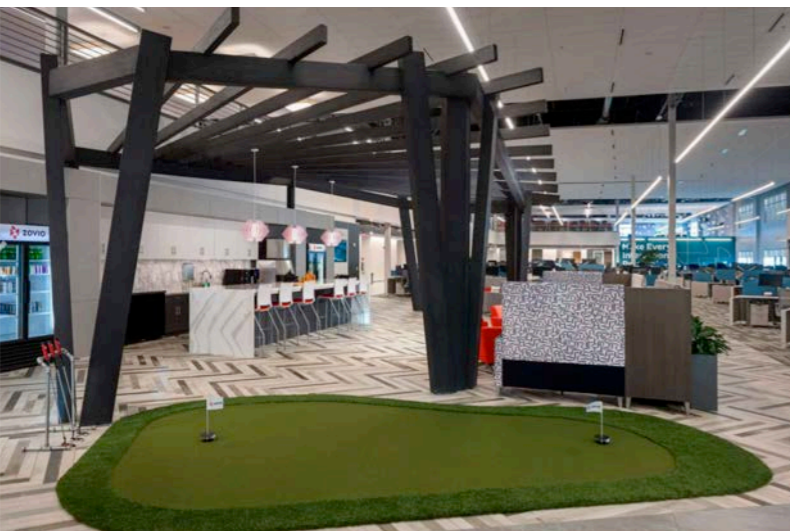
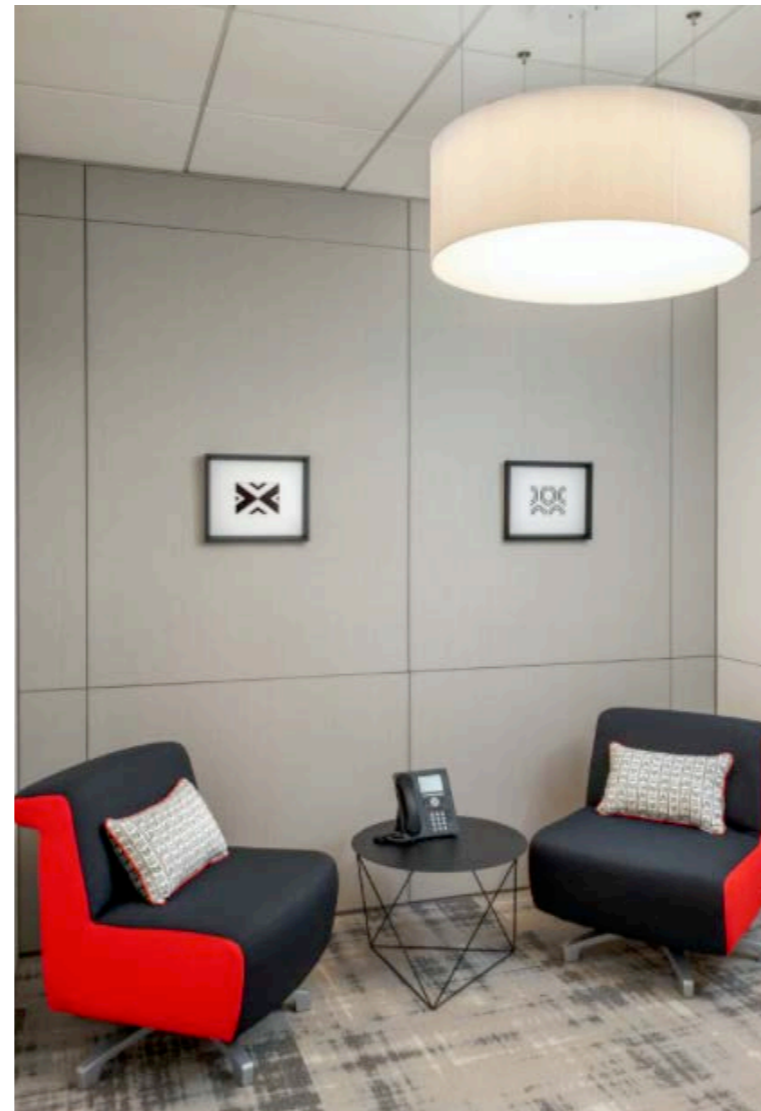
5.

Custom Lighting + Acoustic Fixtures + Suspended Brand Mobile

Project Process Details

Final professional photos, by Michael Duerinckx. Not pictured in the photographs below, is the sculptural Ribbon Cloud fixture. This fixture was built as a standard with (3) internal lamps to illuminate the core of the fixture. Since this building required 277v fixtures and 277v lamps in the specific color temperature was hard to source with dimmability, we decided to modify the standard fixture to use a standard fixture led lid to illuminate the core. This then allowed us to add this new modification in our product offering library.

The conical acoustic felt fixture was a new fixture in R+D that the specifier saw while visiting the LightArt studio and wanted it in the project. This led me to working closely with R+D to complete the fixture design details and determine the lamp specifications.



Custom Lighting + Acoustic Fixtures + Suspended Brand Mobile

Project Takeaways

- Expectation setting and clear communication with the specifier, sales rep and project manager during the initial design and quoting stages is hugely important for managing the project and personalities involved. Documenting the details along the way to be able to reference later on, will aid in project organization.
- Taking advantage of an on-site visit of a specifier and creating a presentation for opportunity, can be beneficial to creating beautiful end result and providing additional profit to the company.
- Staying ahead of the project, requesting clarification and confirmation on information, and staying in clear communication with team members helps when there are many parties involved and a very large and detailed project to be completing in phases.
- Being overly detailed in the labeling of fixture type, size, and color helps everyone from bidding, to the shop, to the site make sense of the product they are responsible for quoting, fabricating, or handling.
- Putting in a bit of extra effort to over communicate instructions in drawings, writing, and photos can be super helpful to all parties involved in the project to understand the intent and installation. However, mistakes may still be made, but additional future benefits can be had from creating a learning reference tool (or setting a new and improved project standard).
- Thinking outside the box, can create great solutions for new and impressive fixtures, hardware and materials. Also, being able to secure R+D of a fixture on a project helps benefit the company.

