

UNIVISION

Los Angeles, CA

Size

115,000 square feet

Project Highlights

Relocation of seven radio broadcast stations, including coordinating the relocation of satellite dishes; Integration of Radio and Television divisions in a shared facility, reducing square footage needs, and taking advantage of synergy between the entities; Lighting design to create a stronger brand, incorporating elements reminiscent of a nightclub; Green rooms easily converted into broadcast studios; Audience studio designed in the lobby for public viewing; Open office plan, designed to communicate the business unit's transparency and allow for collaboration

Services Provided

Full service interior design and architecture;
Lighting design





IA was retained by Univision, the largest Spanish-language broadcast network in the United States, to provide strategic planning / programming services and subsequent full service interior design services for an assessment of real estate needs at one of their broadcast facilities in Los Angeles.

The IA team advised Univision Radio to take advantage of significant cost savings by relocating to its self-owned rent-free Howard Hughes facility, where their TV broadcast operations are located. This allowed their Radio and Television divisions to share facilities, reducing square footage needs and taking advantage of the synergy between the two entities. With Univision Radio expanding their business beyond audio into video, the Radio facilities were equipped with state of the art broadcast technology. Importantly, the infrastructure is now shared and includes generators and electrical transformers as well as spaces.

The relocation of satellites and antennas to the rooftop of the Howard Hughes building proved a unique challenge. To manage this process and avoid interruption in broadcasts, daily meetings and coordination were conducted by Univision with IA's assistance. Antennas were located throughout the city to improve continuous transmissions and due to the limited space;

satellites were installed on the rooftops of adjacent buildings. IA acted as the architect and Project Manager, working with government agencies including the FCC to expedite the process to meet the Univision's schedule of relocation.

While the corporate office requested that the radio broadcast facilities remain intact, the radio broadcast unit wished to create a stronger brand, incorporating design elements reminiscent of a nightclub. In order to accommodate both requests, IA embraced the existing architecture and finishes of the lobby while integrating special lighting, changing the ambience of the once formal lobby.

Light boxes were designed for the outside of each broadcast studio for wayfinding, with flexible signage that could be easily replaced as broadcast programming changed. In addition, green rooms are easily converted into broadcast studios. An audience studio was designed in the lobby for public viewing.

Other branding elements included a red branded wall, trophy walls, and use of Univision concert photography throughout the space. The open office plan was designed to communicate the business unit's transparency and allowed for communication and collaboration via low partitions and visual slots.