

## Lighting a Path for L.A.'s Newest Restaurant and Entertainment Venue

LOS ANGELES, CA – Nov. 24, 2009 -- When Michael Zislis wanted one-of-a-kind lighting fixtures for his one-of-a-kind restaurant at Los Angeles' new L.A. LIVE Entertainment Campus, he turned to SUNSET DESIGNS.

"This wasn't the first time we have used SUNSET DESIGNS," Mr. Zislis explained. "They are great. And we knew they could fabricate the quality and artistic interpretation we were looking for in our Rock 'n Fish restaurant here at L.A. LIVE."

Mr. Zislis and his designer, Larry Drasin of Beverly Hills, followed the entertainment complex theme and created an art deco motif inside the new fine dining restaurant. "That meant we had to have a central art deco chandelier to complete the theme, and there's really no other company that can make that happen like SUNSET DESIGN."

"We had a preliminary design completed," explained Mr. Drasin. "But we counted on the expertise and experience of SUNSET DESIGN to take our artistic ideas and make the work as lighting." He explained the project was completed within a very tight time schedule, and came in on budget. "This was a very good experience because we were able to team-up with their exceptional engineers and fabricators and really work together to get what we wanted. They used their expertise with our design intent and the combination paid off."

### **Artistic Theme and Motif**

Mr. Zislis believes developing custom lighting is a key to executing theme motifs for his commercial operations. "These types of fixtures just are not available off the shelf. That is why it is so important that the manufacturing process is perfect," he explained. "We gave them the working drawings and they engineered the fabrication. It was a piece of cake."

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The chandelier and a variety of other specialty lighting fixtures at the Rock ‘n Fish are a significant part of the restaurant’s art experience. Using a variety of materials and complex manufacturing techniques, SUNSET DESIGN executed the project to achieve exacting design criteria, but also to meet important UL and other electrical standards.

### **An Attraction in an Attraction**

Rock ‘n Fish restaurant has become a premier attraction at L.A. LIVE, itself a one-of-a-kind entertainment campus. L.A. LIVE is a genuine world-class sports and entertainment destination. Located in the center of the entertainment capital of the world, the 5.6 million square foot L.A. LIVE mixed-use development on 27 acres is the primary “content campus” and event center for Southern California. Here, people seeking entertainment offerings intersect with the sports and entertainment industries at work in an energetic, unique, urban environment covering more than 6 city blocks.

Leveraging the tremendous success of STAPLES Center, L.A. LIVE expands the entertainment content in downtown Los Angeles’ South Park district with complimenting venues, fully functioning broadcast studios, restaurants, cafes, cinemas, bowling lanes, music clubs and an innovative music museum.

L.A. LIVE is a leading entertainment destination for all of Los Angeles and the event capitol of the world hosting the GRAMMYs, EMMYs, American Music Awards, ESPYs, American Idol Finals and hundreds of other events.

### **See The Light**

For many commercial, hospitality and healthcare applications, off-the-shelf lighting does not provide the creativity and originality necessary to make a landmark statement. In fact, the path to manufacturing of truly custom decorative lighting fixtures is not the same for everyone.

That is why SUNSET DESIGNS has pioneered the specialized systems and innovative fabricating solutions that are setting the bar for flexibility and excellence in the lighting industry today. Whether customers need very high-end fixtures, or those that require value engineering to fit specific budgets, Sunset Designs has the resources to deliver on time, every time.

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The company works in virtually all mediums – from crystal to silks to metals of all kinds (brass, copper, stainless steel, aluminum, wrought iron and may more). And, we package this extensive experience with a genuine commitment to no-nonsense follow-through and customer service.

For additional information, visit Sunset designs website at [www.sunsetdesigns.us](http://www.sunsetdesigns.us), or call (626) 452-8556.

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Editors: Mr. Hector Badillo of Sunset designs is available to discuss Rock ‘n Fish at L.A. LIVE, as well as other custom lighting projects. Call John Juneau, Horizon Communications, 858-720-9111 ext. 202 – to arrange an interview.

