



## **TPL LIGHTING TO LAUNCH THE ADELAIDE PROJECT: AN EXPERIENTIAL NEW WAY TO SPECIFY ARCHITECTURAL AND DECORATIVE LIGHTING IN TORONTO**

### ***King West Neighbourhood Studio to Elevate Design Process with Curated Vignettes for Innovative Lighting Discovery***

**Toronto, Canada (February 2020)** -- [The Adelaide Project](#), a revolutionary studio concept conceived, curated, and designed by Canadian-based lighting agency [TPL Lighting](#), is set to open its doors in the heart of Toronto's King West neighbourhood on February 18, 2020, offering a provocative way to experience and specify architectural and decorative luminaires. The Adelaide Project represents the evolving intersection of lighting and design and will showcase physical solutions to many of the key challenges in light sourcing within the context of furnishings, art, and decor in a thoughtfully restored century-old heritage home.

"We, at TPL lighting, aspire to be a catalyst for elevating the overall aesthetic of the city of Toronto. That means thinking beyond the spec, beyond the project, and considering how the customer experience can be elevated at every step along the journey to foster greater collaboration and transparency," says Jennifer Pott, Co-Owner and Director of Brand and Customer Experience, TPL Lighting. "Through The Adelaide Project, we seek to celebrate light in a way that provokes thought and inspires conversation – and serves to build community within the industry we are so deeply committed to."

A direct extension of TPL Lighting, The Adelaide Project maintains the family-owned agency's reputation for excellence, approachability, and helpfulness. The project expands upon TPL Lighting's core focus of fostering collaborative partnerships with manufacturers of high-quality luminaires, to share the powerful impact that lighting can have in a space. The Adelaide Project furthers the mission of being a recognized leader for design-centric lighting solutions in the Greater Toronto Area, reflecting elegance, attention to detail, style, and sophistication.

"Our goal with The Adelaide Project is to strengthen our reputation as industry leaders and tastemakers within the Greater Toronto Area," says Karolyn Pott, Co-Owner and Vice President of Operations and Administration, TPL Lighting. "To do this, we are engaging the industry by providing a truly innovative way to explore, experience, and learn about the latest and greatest design-inspired lighting solutions."

With curated vignettes of architectural and decorative lighting rotating quarterly, The Adelaide Project stands to showcase the latest innovative, design-inspired luminaires and lighting control solutions. Providing by-appointment, one-on-one bespoke consultations and personalized interactive experiences for visitors and clients alike, The Adelaide Project will serve as a collaborative presentation center, shared meeting and event space, and an active hub for learning, discovery, and inspiration. Onsite, intimate industry events including product introductions, professional seminars, mentorship sessions, lighting showcases, manufacturer takeovers, art shows, curated dinners, and AIA-accredited presentations will be hosted throughout the year.

The Adelaide Project by TPL Lighting is located at 509 Adelaide Street West, Toronto ON M5V 1T4 and will be open from 8:30am to 5:00pm by appointment only. Additional information can be found at [www.theadelaideproject.com](http://www.theadelaideproject.com).

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**The Adelaide Project came to fruition through key brand partners, including:** 3G Lighting, Absolux Lighting, Appliance Canada, AXOlight, BEGA Limburg, Ciot, Crestron, Electric Mirror, Element Lighting by TechLighting, Elite Windows Fashions, Etherington Designs, Fluxwerx, Kreon, LED Linear, Litelab, Louis Poulsen, Luceplan, Lumenpulse, LZF Lamps, Modular Lighting Instruments, Montana Labelle Design, MP Lighting, Paul Petro Contemporary Art, Roman Bath Centre, Salt by The Caza Project, Stephen Smart, Stone Tile, Tech Lighting, Trevisana Kitchens, Two Parts, and XAL.

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