

Pioneer lighting manufacturer LightEFX partners with Scentre Group, operator of Knox Westfield Shopping Centre in Melbourne to jumpstart foundational daylighting project for indoor plant growth

This week, **LightEFX** released their first official statement heralding their bespoke daylighting project in collaboration with Scentre Group's redevelopment of Knox Westfield Shopping Centre.

According to sources, the economic and environmental potential of such a project could incite a positive impact on the future of green indoor environments.

Specifically, their economic feasibility and sustainability stand to be vastly improved.

Given the nature of this proposal, **LightEFX was Scentre's top choice for this collaboration**. Known for their one-of-a-kind fibre optics and natural daylight systems, LightEFX is no stranger to pioneering developmental concepts.

Sasha Velis, project manager for Scentre Group, explained that their challenge has always been to find a way to keep plants alive and thriving even in an indoor environment.

"We value sustainability," Velis says. "We want a system that is capable of keeping plants alive and flourishing, even indoors."

"But the environmental and economic feasibility of the system is just as important."

Velis reiterates that their focus is long-term plant growth indoors.

Ivan Tutic from LightEFX corroborates the mission statement, confirming that the goal has always been to create a "green environment that is sustainable, so people can enjoy their shopping experience."

"By introducing natural daylight internally, we bring the benefits of connecting the outdoor environment with the indoors," Tutic says. "We [LightEFX] have the means to capture and disperse natural daylight. Partnering with the Scentre Group gives us the platform so that others may benefit from this innovation."

Tutic hopes that owners and architects of similar shopping complexes like Westfield will see this project for what it is – creating the opportunity for plants and trees with limited access to natural sunlight to grow and thrive in an indoor location.

"The positive impact of such an environmentally-forward project cannot be easily summarised," Velis says. Tutic agrees, stating that the success of this collaboration is a huge step forward towards cleaner, greener innovations.

This pioneer project is set to commence in the last quarter of 2022.

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