

**FOR IMMEDIATE RELEASE**

## **Award-winning lighting and grip company, Illumination Dynamics, relocates to support company growth**

- **Located in Santa Clarita, a city with a well-established and growing digital media and entertainment industry**
- **New facility allows for a more collaborative and streamlined workflow**
- **Perfectly situated for fast access to key destinations throughout Los Angeles**

**January 29, 2020; Santa Clarita** - Illumination Dynamics (ID) is happy to announce the transition of its Los Angeles headquarter from San Fernando to a new location in Santa Clarita. The brand-new, 67,639 square-foot facility is located at 21335 Needham Ranch Parkway, within sight of the 14 Freeway and just a few miles from Interstates 5, 405, and 210. As such, it allows easier access to the thriving film industry in the Santa Clarita Valley, while still remaining just a short distance from Hollywood.

The new facility is the first building to be completed in a spectacular new industrial park, surrounded by extensive landscaping, walking trails, and bike paths. Key features of the building include 30-foot ceilings, a large demo room, centralized loading docks, ample staff and customer parking, a large canopied work area, and an exclusive private parking lot for trucks and generators. Every area of the building is organized to maximize the functionality and effectiveness of each department's workflow. At the same time, the new warehouse area has an open floor space, which will allow for a more streamlined work environment and better collaboration between departments.

"We are excited about moving to our new facility in Santa Clarita; it is a beautiful building, custom-designed to meet our specific needs and offering a clean new environment for our clients and employees," says Carly Barber, President and CEO of Illumination Dynamics. "This move is energizing all of us, motivating us to reinvent our operations and better positioning ID for the future trends of our business. The city continues to embrace our industry and we look forward to future opportunities within the local entertainment community, while still actively servicing our customers in the Los Angeles area."

ID's new facility has spaces for engaging customers and improving administration. The first thing that will catch anyone's attention upon entering the building is the open plan design, which welcomes clients to the business and makes a lasting first impression. Other key upgrades include purpose-built office areas, which are better acclimated to the ins and outs of each department. Besides all the other improvements, the building also features upstairs

and downstairs conference rooms, a new employee kitchen area, outside patio, and state-of-the-art, environmentally-friendly, energy-saving construction.

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**Illumination Dynamics (ID)** is a rental and services provider of automated and conventional lighting and mobile power generation equipment for the motion picture, television, special events, and sports broadcast markets. With locations in Los Angeles, California, and Charlotte, North Carolina, ID has an excellent reputation in all markets served, and is considered to be an industry leader in quality, customer service, and integrity. We are a wholly-owned subsidiary of ARRI Rental, which operates through a network of rental facilities in North America and across Europe. ID was founded in 2001 by a team of industry experts including Carly Barber and Jeff Pentek.

For locations and more information please visit [www.illuminationdynamics.com](http://www.illuminationdynamics.com)