



A STUDY IN BROADCAST SUCCESS: WPLG-TV

A testament to the obstacles that creative design can overcome, the new 67,000 square foot WPLG facility in Miami, Florida seamlessly unites the highly technical demands of a modern broadcast station with attractive, user-friendly aesthetics.

The concept of the new building reflects a linear element with strong vertical intersecting planes. Constructed of tilt-up concrete – chosen for its weather-resistance, speed of construction, and the contractor's proficiency with the material – the building includes a large glass curtainwall that provides daylight and views for the building's occupants. Much of the building's interior, including the newsroom, features exposed structural components.

A number of thematic elements are strategically duplicated from interior to exterior. At the entrance, the towering wave wall creates a dramatic backdrop for the reception desk and subtly echoes the effect of the lake outside. Dark brown fins on the reception desk mimic the strong linear elements of the exterior, and cool porcelain tiles are used both for the interior flooring as well as an exterior accent. Interior and exterior elements – including the use of bright colors in the news studio and the palm trees in the landscaping – pay homage to the surrounding Miami culture.

Numerous factors drove the layout of WPLG, including departmental adjacencies, centrally located and easily accessible management, and strict city requirements for site margins, architectural style, materials and color.

To learn more about the WPLG facility, please click [here](#).



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