



vertilux®

James Cook
University

www.vertilux.com.au

Overview

Location: Townsville, QLD
Architect: Wilson Architects
Product: Roller Blinds
System: Manual
Qty: 60

“Nestled in the vibrant landscape of Cairns, the James Cook University (JCU) Ideas Lab is not just a building; it is a testament to visionary architectural design fostering innovation and practical solutions that was designed to meet LEED’s Energy and Environmental Gold Design Standards.”

Objective

James Cook University identified a need to create a sustainable and healthy learning environment for startup founders to create, connect and collaborate. This involved incorporating Blind Systems to assist with energy efficiency, indoor air quality and overall sustainability goals while reducing the University’s ecological footprint.

The Solution

Crafted by Wilson Architects and Clarke and Prince Architects, this transformative space seamlessly translates research, ideas, and ambition into tangible realities with genuine commercial applications. The JCU Ideas Lab is now a world-class innovation hub that supports technology-enabled inventors and innovators throughout ideation, tinkering, making, prototyping, development and deploying of concepts into the market.

The Lab’s design incorporated a range of Blind Systems including BGS Roller Blinds, BGS Multilink Roller Blinds, Motorised Roller Blinds, and Motorised Z1 ZIP Systems. These systems were customised to enhance functionality, moderate heat, reduce glare, and maximise natural light, fostering collaboration and creativity among users.

vertilux®