

# Cheers!

Low on energy, high on ambience - a winning combination for traditional pubs and high-end hotel bars

Creating the right ambience for a new bar can be tricky, especially if it's part of a larger venue, such as a city centre hotel. Passing trade is mainly just that – passing – and without the help of expert designers creating clever lighting solutions, they can be a soulless place indeed.

Novotel London Blackfriars is a case in point: a stone's throw from the South Bank, Tate Modern and St Paul's Cathedral, the beautifully designed, contemporary venue is one of the most recent additions to the Accor portfolio of hotels in the capital.

Challenged with creating a sleek urban-inspired interior scheme, the team at Proof Consultancy specified bespoke Chelsom lighting throughout the public areas, designed to accentuate the hotel's styling.

Chelsom produced striking custom-designed fixtures for the bar, restaurant and reception areas featuring varying designs of matt black shades using contemporary lines and shapes. A duo of five-armed pendants provide a dramatic statement above the bar; their black powder-coated frames support a contemporary styled cluster of cotton shades positioned at varying heights to create visual impact while maximising the light output.

The Blackpool-based team is also responsible for a lighting installation for the recent refurbishment of Brunton Hall in Musselburgh. Striking, custom-designed feature shades were created for the bar and lobby area of the state-of-the-art entertainment venue and theatre, run in conjunction with the East Lothian Council's Arts Service.

A series of four turquoise double-cylinder shades was supplied for the bar seating area in addition to various wave pendant shades complete with opal bottom diffusers and contrasting lining, which were used to create a statement lighting centrepiece above the main bar area. >>>

*A nine-metre long bar made with Lucem light transmitting concrete lit with thousands of individually-controlled LED lights synchronised to the bar's music*

HH Radisson Blu





6 *A duo of five-armed pendants provide a dramatic statement above the bar'*



Novotel London Blackfriars



### VIP DRAMATICS

When you open a bar and club in one of the most upscale hotels in a city famed for its nightlife, it has to be special. The team that launched the Boutiq Ultra Lounge in Dubai scoured a couple of continents, drawing inspiration from the hottest spots in the US and Europe before they opened the venue, having retained the services of lighting designer, Michael Meacham of iDesign Productions in Miami, to create the perfect ambience.

Meacham, who has a long list of outstanding international work to his credit, did not disappoint with stunning individual fittings from floor to vaulted ceiling greet visitors. The venue has a VIP area - the private, sophisticated room overlooking the stage and DJ booth is lit using Chauvet's DJ Intimidator Beam LED 350 fittings.

'I wanted something to lend a smooth touch to the lounge - something a little softer, because offering this area as a counterpoint to the dance floor was a critical part of creating a complete club experience at the Boutiq Ultra Lounge,' said Meacham. 'At the same time though, I also wanted something with the punch to convey a sense of excitement in the lounge with gobos, split beams and other elements.'

The six Intimidators fit the bill perfectly for Meacham. 'I am very fond of the Intimidator Beam,' he said. 'I use it at clubs all the time and it performs flawlessly. I run it with a GrandMa console, put it through all the paces and it does a great job.'

'I want to run LED fixtures like this in a club, because the lights are on long hours a day, seven days a week, so the long life and low power draw are important - but of course, the light has to be powerful enough to do the job. With the high output of the Intimidator fixtures, brightness is not an issue.'

At the Boutiq Ultra Lounge, Meacham also used the Intimidator Beam to highlight architectural details. 'The lounge is a very distinctive space, with interesting wooden slab-like structures breaking it up, and a large chandelier overhead,' he explained. 'I wanted to dramatise these features, so I used the Intimidator to highlight them. The fixtures worked perfectly in this regard, just as they did with everything else I wanted from them; they played a big part in the success of this design.'

### PINT-PULLING ENERGY

Closer to home, award-winning pub operator, Maclay Inns has embarked on a programme to upgrade the lighting in its 28 pubs and inns, choosing LED lighting from Philips in a bid to ensure that nothing more than overheads are lost as a result.

Once complete, the project will have reduced the installed lighting load across the estate by 109kW, with whopping financial savings in excess of £50,000 a year. >>>





performance, and identified the lighting as an area where we could make significant financial, energy and carbon savings,' recalled Maclay's commercial manager, Neil Paisley. 'Our energy consultant advised us to talk to Market LED in Falkirk, who presented us with a number of options.

'It was clear that Philips offered the best combination of quality, reliability, and on going support,' he added.

'The situation varies from one site to another, but we expect most to achieve a payback within one year, based on energy savings alone. 'We didn't include maintenance savings in the payback calculations, so that's an added bonus,' enthused Paisley.



The Trunk Bar

However, as UK sales manager for Market LED, Sandy Hepburn explained: 'This wasn't just about energy savings. It was equally important to maintain the ambience of every unique bar and restaurant.

'We had to get the right mix of quality, energy saving, colour temperature and dimming to meet Maclay's objectives. Philips LED lamps met every criterion.'

The project entailed retrofitting most of the halogen and tungsten luminaires using Philips Master LED lamps. Initially these were installed in one bar so that the ambient lighting could be assessed. A second site was then upgraded to LED lighting and smart metering was used to measure lighting energy usage over a six-week period, to confirm that the projected energy savings would be achieved. On the back of this success, a rollout programme was initiated across the rest of the estate.

A range of lamps has been used in the project to meet the varying lighting requirements of each site. These included 6W GU10; 10W MR16; 4W Candle & Lustre and Master LED Bulbs. Wherever possible, the MR16 low voltage halogen luminaires were replaced using CoreLine LED Spots with Master LED 6W GU10 lamp, alleviating any potential transformer issues.

Working closely with Maclay, electrical contractor Nimmo Electrical enabled adjustments to be made to the dimming systems for smooth, flicker-free lighting.

'Faced with rising energy costs, we are continually appraising our energy

## EXTREME ILLUMINATION

The exceptional design of Hamburg's Hotel Radisson Blu makes it an ideal stopover for demanding business travellers and tourists.

With the rejuvenation of its stylish watering hole, 'The Room', Hamburg gained a new talking point: a nine-metre long bar made with Lucem - light transmitting concrete lit with thousands of individually-controlled LED lights synchronised to the bar's music. A modernisation and reorganisation of the space had been planned by designer, Frank B Theuerkauf, with the aim to develop a contemporary crowd puller.

The focus has led to a stylish, atmospheric layout, with completely new dimensions. For this, Theuerkauf used breath-taking highlights, such as the bar and one wall completely covered with backlit Lucem panels. Behind them are LED spots, installed at 15cm intervals, and controlled using PC software. Static colours, colour changes, and even moving light shows are possible. In total, 40sqm of Lucem Line has been installed, simply framed in steel and using natural stone silicone for fixing. ■



### CONTACT

Chelsom [www.chelsom.co.uk](http://www.chelsom.co.uk)  
Proof Consultancy  
[www.proofconsultancy.co.uk](http://www.proofconsultancy.co.uk)  
Chauvet [www.chauvetlighting.com](http://www.chauvetlighting.com)  
Philips [www.philips.co.uk/lighting](http://www.philips.co.uk/lighting)  
Lucem [www.lucem.com](http://www.lucem.com)