

For many people in the UK, the phrase 'going to see the lights' conjures images of London's Regent Street or the illuminations on Blackpool's promenade. It was in Blackpool in 1947, that an antique lighting shop by the name of The Golden Age began to trade. This developed into one of the world's foremost contract lighting suppliers, Chelsom, which still has its headquarters in Blackpool.

BLACKPOOL BRILLIANCE ILLUMINATES THE HOSPITALITY MARKET



As a designer, manufacturer and supplier of decorative lighting, Chelsom is an outstanding company whose work and expertise is clear to see. Its project roster of recent years reads like a who's who of recent top drawer hotels – The Savoy London, Mondrian, Sanderson, Four Seasons Park Lane and Adu Dhabi, The Beaumont... the list goes on.

Then there's the restaurant and bar projects, including The Rib Room, St Ermins, Malmaison Glasgow, K Lounge Hotel & Spa, The London Edition, Dean Street Townhouse and many others.

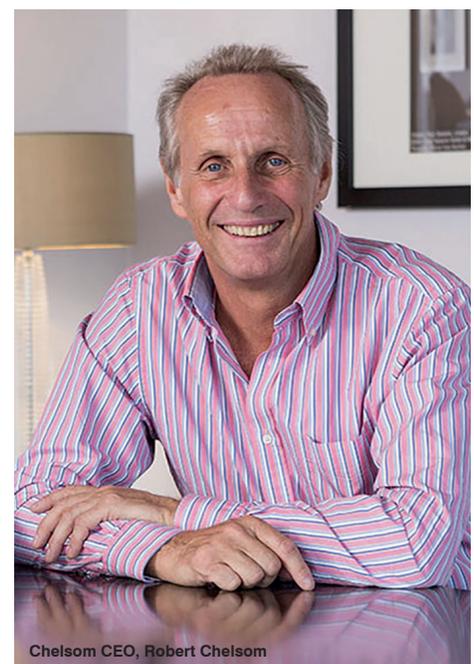
The company now also excels in other areas, including the marine sector – the company reached new heights with its work on P&O Britannia. Clearly, Chelsom has reached the level within the industry where it is imperative that business must not only cope with, but excel in exacting and demanding

environments, where absolute perfection in terms of products and service is a prerequisite.

Tellingly, Chelsom's hard-won reputation as a highly capable and creative partner for designers, architects and developers across the hospitality spectrum is roundly endorsed by many in the industry, including many of its competitors.

The company is now run by Robert Chelsom, son of founders Reg and Kay. The development of the business is a considerable success story thus far – from a humble Blackpool lighting emporium, growing from one to three stores, through to manufacturing reproduction period lighting, which it distributed to retailers and interior designers throughout the UK.

Reg and Kay's son and current Chelsom CEO, Robert Chelsom, took over in the 1970s and successfully steered the company to the



Chelsom CEO, Robert Chelsom



forefront of the hospitality lighting industry. Since Robert's son, Will, joined in 2006, great strides have been made in the marine industry and in exports, which now account for almost half of the company's turnover.

Today, Robert and Will work closely together on designing the company's highly respected lighting collections. Chelsom is truly a global family business – a bit of Blackpool brilliance illuminating the world of hospitality.

Working with some of the world's most renowned interior designers and exporting to countries worldwide, Chelsom's designs have been specified for some of the most prestigious hospitality projects – most recently including a trio of Morgans Hotel Group projects in London (Mondrian, Sanderson and St. Martins Lane), Rosewood London & Rosewood Abu Dhabi, Four Seasons Bahrain, The Beaumont, Grace Hotel New York, Four Seasons Park Lane and The Savoy London.

In addition to the increasingly specified unique custom pieces created for clients,



Recent Chelsom projects include a trio of Morgan properties including the Mondrian and Sanderson hotels



Chelsom has an extensive standard product collection, which combines both contemporary and traditional styles in a variety of materials and finishes.

Designed entirely in-house by Robert and Will Chelsom, the collection is showcased in Chelsom's impressive 300-page catalogue.

On the current lighting trends, Robert Chelsom says: "There has been a distinct shift in the style of hotel lighting schemes over the last 12 months. There's definitely a lot more individuality when it comes to design and we have seen a much more eclectic mix in terms of both styles and type of fittings, especially in the guestrooms. There's a much more natural feel to product materials – think wood, stones and unlacquered metals and where shades are concerned, textured fabrics such as linens, weaves and naturals are seeing a growth in popularity in 2015.



Metal finishes and exposed mechanical joints have come to the fore in the last 12-24 months



"There has also been a big surge in the industrial look with oversized switches, visible engineering and exposed mechanical joints being definite conscious design features, and I predict there is still a lot more of this to come."

Numerous properties completed in the past 12 months have featured a more approachable design dynamic with a more homely, comfort-oriented feel and multi-purpose public and guestroom spaces, which has obviously affected lighting design.

"Another key trend has been the rise of the residential look for guestrooms and public spaces," says Robert. "A hotel room is no longer just a room to sleep in – it has become multi-functional. Guests want it to feel like a luxurious home away from home – a place to eat, sleep, work and relax, and the lighting scheme needs to reflect this variety of uses.

"Generating the correct light levels to meet all these functions is critical, as is designing lighting controls that guests can understand without having to call for help.

One of the biggest challenges for us is

creating a distinctive residential look yet maintaining the contract function and quality required."

Robert adds that Chelsom's customers are also becoming more demanding: "The pressure from clients to create unique and memorable interior schemes has never been stronger and lighting plays a huge part in that. This in turn means higher levels of design are required across the board, blending cutting edge styling with the latest LED technological developments more than ever before.

"In addition to the rise of the residential and industrial looks, another growing trend is the retro look with designs reminiscent of 1950s and 60s featuring heavily on the interior scene. Last year we saw brass make its comeback after threatening to do so for a number of years, along with mixed finishes on the same product. This year I think we will see more in the way of alternative metal finishes such as copper and rose gold becoming popular choices."

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The new offshoot product update from Chelsom precedes a brand new catalogue in May next year

