



# Welcome in

*At the darkest time of the year (at least here in the northern hemisphere), the hospitality industry needs to up the ante when it comes to a delivering a bright and warm welcome for guests*

***Bigger beds, whiter, crisper linen, thicker towels, flat screen TVs, iPod docking stations, WiFi ...***

Above: The de Vierbannen Brasserie

The hotel guest 'must-have' list grows almost daily. So what about lighting? What part does lighting really play in the guest decision whether to book or pass? And in the current economic climate, is anyone brave enough to take the risk?

Many more guests are now throwing environmental issues into the mix when making a choice of where to stay or eat, so with competition at its fiercest for decades, a chic, luxury or designer tag is no longer enough.

#### ENVIRONMENTAL CHOICE

At Celtic Manor, the luxury golf, spa and leisure resort in South Wales' beautiful Usk Valley, which hosted the Ryder Cup in 2010, a recent lighting upgrade was called for to ensure the venue was not only welcoming but as energy efficient as possible. The venue had large quantities of halogen fittings across most areas of the resort and its associated buildings. Looking at the potential energy savings from their replacement, a full resort

analysis undertaken by Truelux proposed LED lighting over traditional lamps.

From the main lobby to restaurants, bars, atriums and convention centre, it was imperative that the luxurious yet welcoming atmosphere of the existing lighting system was maintained. However, as many of the lights are operating 24-hours a day, it was equally imperative that the replacements offer the largest saving and fastest payback possible.

Truelux's analysis submitted that by changing all of the lighting to LED, there would be a potential 77 per cent reduction in energy costs, making payback possible in under a year – and that wasn't taking into account the reduced maintenance and replacement costs over the lifetime of the LEDs.

A selection of lamps and fittings from Toshiba's LED range were chosen, ...





including 7.1W GU10 lamps to replace all of the 35W and 50W halogen lamps used throughout the venue's public areas, and PAR 30's throughout the extensive conference facilities on site.

In London too, guests want more than just a prime location. The Hilton London Islington Hotel recently underwent a £5.2m refurbishment of its guestrooms. The interior scheme, designed by Robert Angell Design Studio, displays subtle hints of London – and in particular the Square Mile – with each room encapsulating a sleek city style designed to appeal to business and leisure travellers alike. A number of design elements are influenced by fabrics and materials associated with the tailored pin-stripe suit, creating a classic British feel; clean cut, sophisticated and stylish.

Chelsom was selected to work alongside Angell and his team to create a stylish lighting solution in keeping with the city theme. Given the multi-functional nature of the hotel, the lighting requirements in each room needed to cater for both business and leisure guests, while carefully balancing style and efficacy.

#### SUITS YOU

Offering timeless quality with a modern twist, a selection of lighting from the company's latest collection was specified for the project and modified to meet the exacting requirements of the design team. All 184 guestrooms and suites feature bespoke illuminated vanity mirrors in the en-suite bathrooms featuring polished aluminium frames and demister pads, custom designed in a range of sizes. Contemporary polished chrome reading lights with swivel functionality from the Project and Swing ranges were specified for the bedside, and positioned side by side to maximise light output and functionality.

Stylish white LED Motion desk lamps blend the latest design with efficiency;

“Exquisite attention to detail and lighting give this the property a sense of glamour and warmth

the rectangular top arm swivel section projects powerful LED reading light downwards, while matt black tapered trumpet Milano floor standards teamed with black cotton shades provide supplementary ambient lighting.

Chris Webb, senior director of interior design at Hilton commented on the project: 'The re-invention of the guest rooms has brought together the best in UK design talent and suppliers. Exquisite attention to detail and lighting give this the property a sense of glamour and warmth building on the Hilton Brand DNA.'

#### MAMMOTH TASK

Even at the budget end of the hospitality market, lighting is a vital element of any upgrade, and Travelodge's design team, led by Francis Whitley, has recognised its importance for the chain's on-going refurbishment programme. Chelsom was asked to supply a custom version of its Discus desk light for the upgrade of 30,000 guest rooms across the UK.

Finished in soft white, the shallow curved, weighted base and integrated rocker switch of the standard fitting have been replaced with a flat circular

alternative, with an inline switch located on the cable. The base shape is mirrored in the stamped flat cylindrical head, which contains a fluorescent GU 10 lamp providing excellent light level sustainability and efficiency.

Chelsom worked closely with the Travelodge design team from the outset to value engineer the standard version of the product to ensure it met the exacting design requirements and budget limitations involved without compromising the overall design aesthetic.

Company director, Will Chelsom said: 'The sheer scale of the refit means that it certainly isn't without its challenges, the logistics involved in order to deliver such large volumes of product on time are instrumental to its success especially given the ambitious 18 month project window.'

#### WIRELESS CHOICE

Across Europe, hotel management teams are taking a similar line to ensure their costs are kept to a minimum, and in Northern Europe guests are extremely proactive when it comes to protecting the environment and demanding more. ...



Top: Celtic Manor  
Above: Hilton  
London Islington





Above: de Vierbannen bar and exterior  
Right: Hilton Islington desk lamp

The Marriott Hotel in Frankfurt has recently undergone a refurbishment, which provided the opportunity to bring in the latest lighting and lighting control technology.

For Marriott's management, key to the refurbishment was the ability to continue day-to-day operation with minimal impact on guests. The wireless nature of Lutron's retrofit solution, Energi TriPak, made it possible to fit out all 588 rooms with minimal noise or disturbance.

Hansjörg Hefel, general manager of the hotel, commented: 'Today's guest expects different standards from a hotel room than as recently as 10 years ago. This refurbishment was undertaken, not only to meet those requirements, but to future-proof our hotel for many years to come.'

“ We searched intensively for a way to combine increased control with minimum installation disruption

When it came to the lighting, the Marriott team wanted to incorporate increased lighting control in each of the bedrooms, including full room control from the bed area, as well as the entrance. They also needed to find a way of incorporating it with minimum disruption. Hefel explained: 'We searched intensively for a way to combine increased control with minimum installation disruption. In the end, we decided on Lutron's wireless solution, as this gave us the possibility to renovate the rooms, with minimum noise emissions and to continue business as usual on the remaining floors. Following a review of the first installation, approval was given then and there for the rest of the rooms, as we saw the speed and efficiency of this light control solution.'

Each of the hotel rooms had three circuits in existence; the bathroom, entrance area and floor-standing lamp by the bed. There were three standard 10A switches at the entrance to control the lighting in the room, with no overall control from the bedside.

Each room was retrofitted with three Lutron PowPaks; one in the suspended ceiling in the bathroom, another in the AC box at the entrance and a final one under the bed to enable wiring to the floor lamp. Pico keypads were used to replace the existing light switches, their controllers programmed to talk to one or more of the PowPaks, wirelessly.

Martin Jarzembinski, CEO of MJD, the project's lighting designer, explained: 'Every switch can be programmed individually. This freedom, in terms of the lighting design, is particularly beneficial for creating a solution that meets the client's requirements, to the letter.'

Stephan Saremba, director of sales E&A at Lutron, added: 'As demonstrated by the Marriott Hotel, the Energi TriPak system is perfectly suited for modernising existing lighting in rooms with minimum effort; meaning less expense for the Marriott and minimum disruption for guests.'

In a customer facing industry, feedback is key to a new scheme's success. So far, the response has been excellent, as Hefel agreed: 'We made just the right decision. The positive feedback from guests who have tried out the newly refurbished rooms proves this. They are delighted with the measures we have introduced to bring the rooms up to a new standard of excellence.'

#### EAT WELL

Diners too are taking the ethical high ground when it comes to their choice of eatery, and woe betide the restaurateur who doesn't source his produce locally and keep his energy usage down. With 360-degree panoramic views over the Dutch Zeeland's westernmost point, De Vierbannen blends sustainable design and dining - with stunning results.

The venue has been designed to provide guests with a gourmet menu and the wonderful vistas of the surrounding coastline. To maximise the views, floor to ceiling glazing was installed, which created both an opportunity and a challenge for the lighting designer, Frans Kroonen from Sight Light BV: 'In most eateries, the lighting is focused around maximising the interior dining experience; however at the De Vierbannen Brasserie, our remit was to not only produce a highly energy efficient lighting scheme, but maximise the diner's view of the panoramic waterways around both the brasserie and restaurant areas.'

With this in mind, Sight Light BV needed to use the most energy efficient lamp technology available that set the mood and minimised glare on the vast areas of glass. Megaman's axial geometry and Thermal Conductive Highway (TCH) technology allowed the team to achieve precise light control using LED AR111 lamps. These were chosen for use throughout the upper and lower bars, restaurant and conference rooms. In total, 216 Megaman LED 10W G53 AR111 45-degree 2800k dimmable reflectors were used throughout the brasserie, housed in Orbit Lighting's bespoke fixtures.

Whether lit for day or night, de Vierbannen's new lighting scheme is energy efficient and doesn't detract from the panoramic views surrounding it. So it's a win-win for the diners. ■



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