



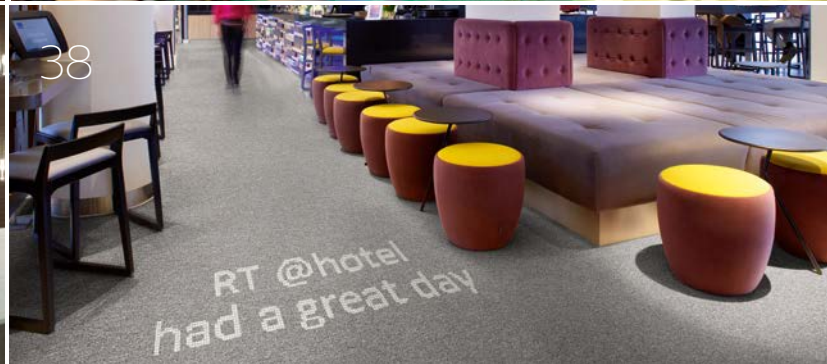
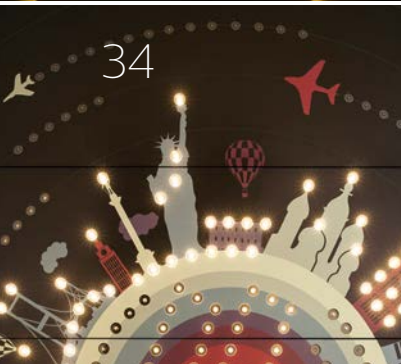
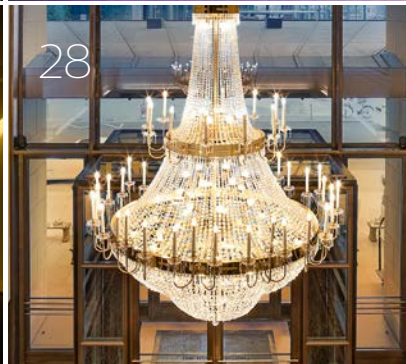
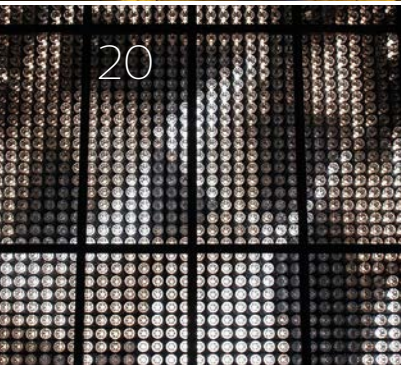
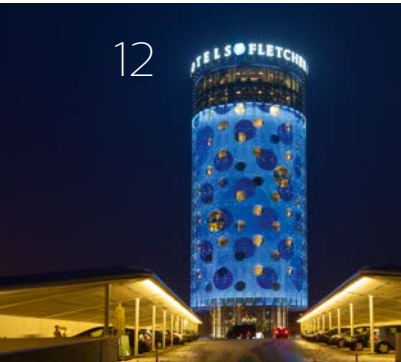
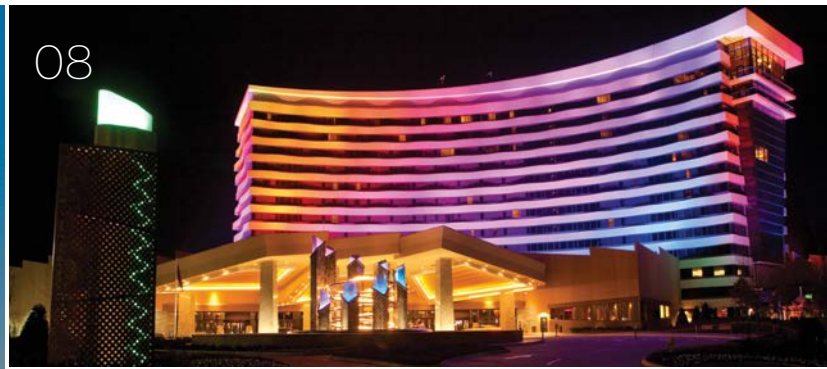
PHILIPS

Hospitality Lighting



Reinvent your  
**guest experience**







10



18



32



# Make their visit more memorable than ever

Creating a memorable stay is essential – not just so your guests return, but from a brand perspective. In the world of social media, a positive experience can be shared instantly with others. So it's never been more important to create spaces that are flexible, engaging and environmentally sustainable.

LED lighting is at the heart of today's hospitality revolution and offers light beyond illumination. Hotels, spas, resorts and casinos are being transformed.

## **Make their stay special with flexible lighting**

Good lighting makes guests feel more comfortable and provides a more memorable stay. Use it to create an ambience, capture different moods and create personalized experiences.

## **Save on energy and expenses with efficient LEDs**

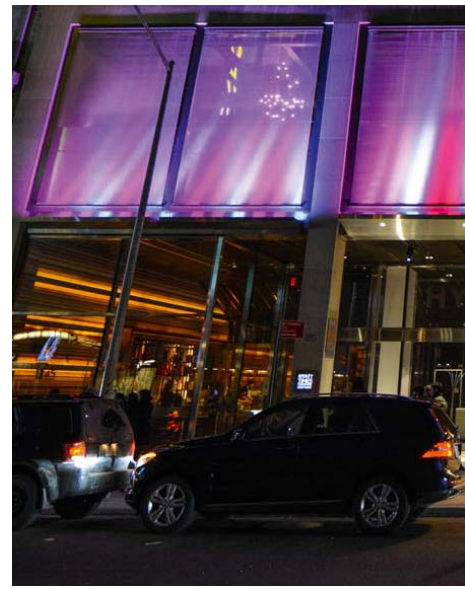
LEDs consume less energy than conventional lights, which leads to a reduction in your carbon footprint and costs. But when you combine the lighting with smart controls, you can save far more by only illuminating areas as required, with energy savings of up to 75% possible without compromising on quality of light.

## **Achieve consistency with a leading global supplier**

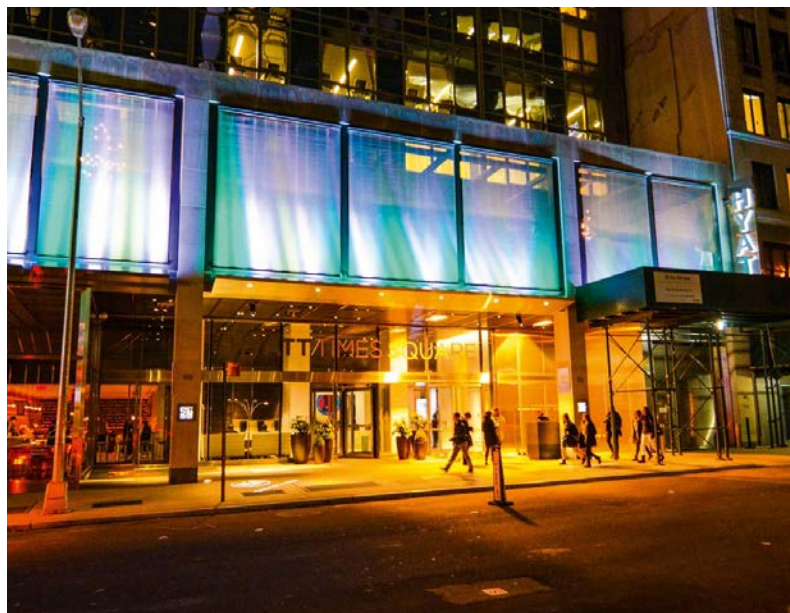
By choosing Philips as your partner, you have the reassurance of consistency across your hotel estate, which is perfect for reinforcing your brand. We cover all areas of your hotel and we can help you to roll out projects globally.

Now's the time to make your guest experience more memorable than ever.

**20 different shows**  
in the heart  
of New York







## Hyatt Times Square Hotel, New York City, USA

With its bustle and its billboards, Times Square epitomizes New York City. The Hyatt – which opened in 2013 – is centre stage, right in the heart of the action.

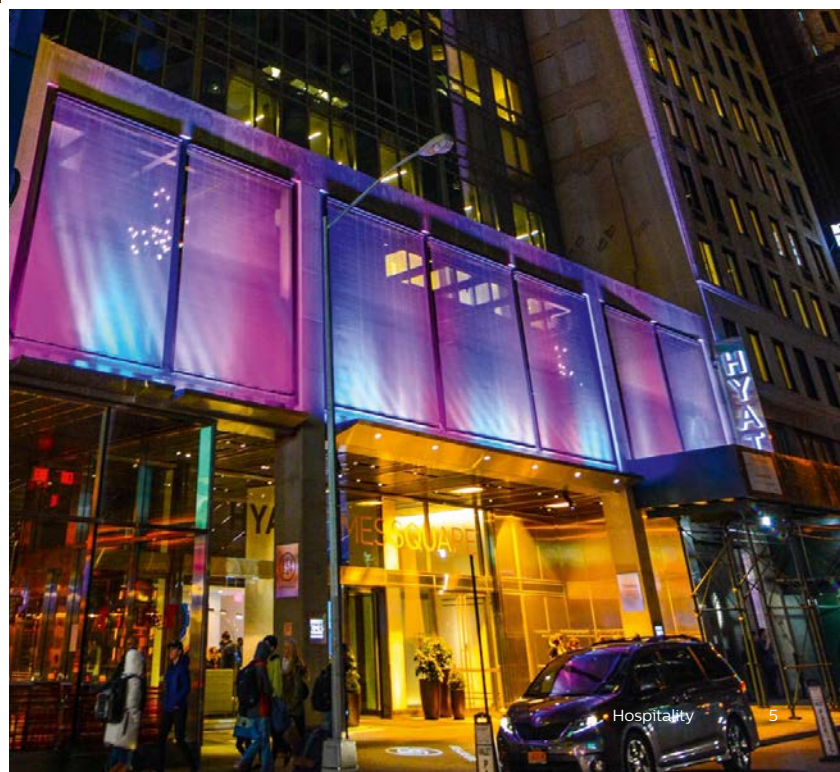
The upscale hotel wanted an entrance which made a real statement and so the design brief was to represent the glitz of the Big Apple. Yosuke Hiraiwa of Domingo Gonzalez Associates chose a Philips LED lighting solution to create a transparent net overhang at the front of the building.

Hiraiwa has programmed 20 different shows for seasons and events, creating an ever-changing visual feast in the heart of New York.

“

It was a new building, and we wanted to give it a new look. **It's unbelievable how these brilliant color changing effects can be executed with such minimal effort.**”

Yosuke Hiraiwa, Lighting Designer  
at Domingo Gonzalez Associates



# Aiming for the **top** with

state-of-the-art  
controls





## Burj Khalifa, Dubai, UAE

Burj Khalifa holds many records – the world’s tallest building, fastest elevators, highest swimming pool and observation deck. Less well known, but critically important, are the state-of-the-art lighting controls in the iconic 828m tower.

The solution had to be highly modular and distributed to accommodate all interior and exterior lighting. What’s more, it needed the intelligence to support sophisticated programming.

The result? Functional and responsive lighting, entirely in keeping with the building’s luxury image. The entire building is dimmable, from the entrance lobby, throughout the Armani Hotel, the residences and even the lookout platform.



**Creating a lighting control system for the world’s tallest building is no small job,** but new and exciting scenarios become possible with this integrated solution.





# It's showtime in Oklahoma

## **Chocktaw Casino Resort**

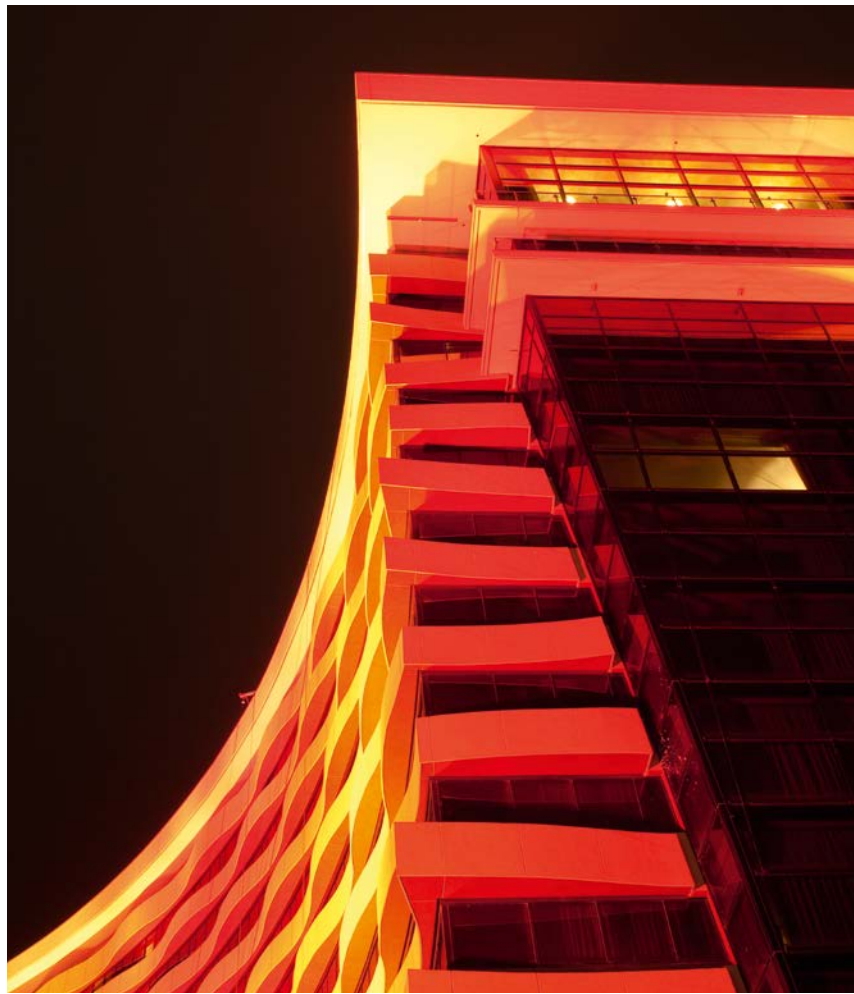
Durant, Oklahoma, USA

The dynamic new lighting at the Chocktaw Casino has turned the resort into a vibrant beacon, visible for miles across the Oklahoma landscape.

The building's undulating façade was created by designers Visual Terrain, who chose the LED lighting for its long source life, low power consumption and minimal maintenance costs. With easy digital control, the installation offers plenty of potential for creativity. Chocktaw is brought to life with 17 different light shows, which alternate every half-hour through the night.



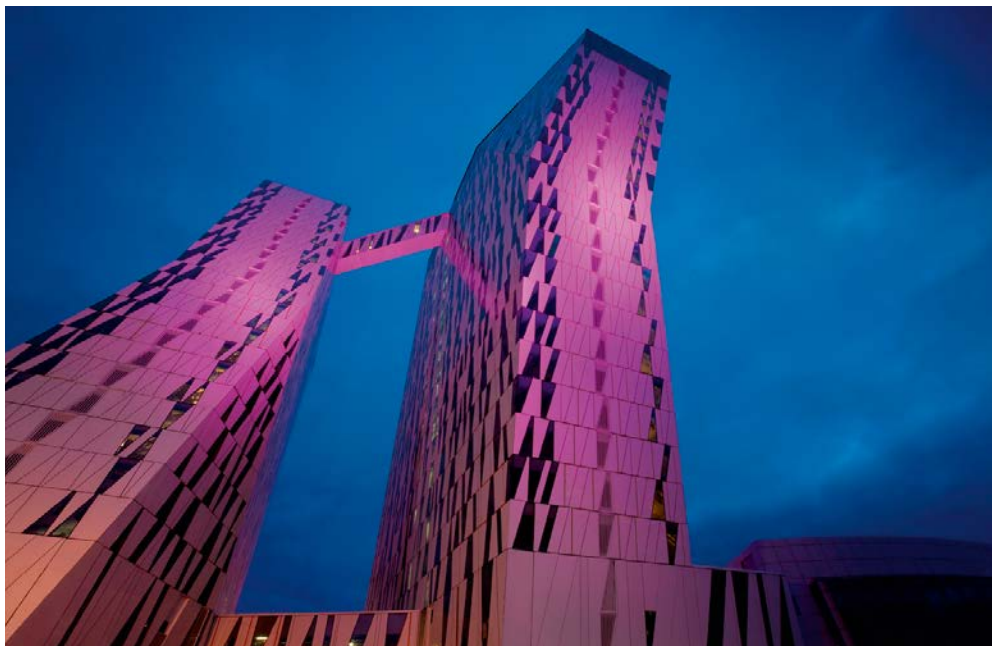




An iconic,  
**appearance-  
changing**  
building.









# An eye-catching launch for a Scandinavian giant



“

Philips managed to deliver at very short notice. Without them, we'd never have been able to put our idea into practice.”

Morten Topp, Key Account Manager, Comtech



## **Bella Sky Comwell Hotel,** Copenhagen, Denmark

One of the largest hotels in Scandinavia, with 812 rooms, Copenhagen's Bella Sky Comwell opened in 2011. The dramatic building was designed by the architectural practice 3XN, which wanted to publicize the new venture in style.

Partnering with Comtech, they commissioned a floodlit exterior, with the light output of thousands of lumens and extended light projection. The Philips fixtures illuminate the exterior evenly – but can also flood it with millions of intensely saturated colors. For the event, the hotel opted for half a dozen different hues in a seven-second transition sequence.

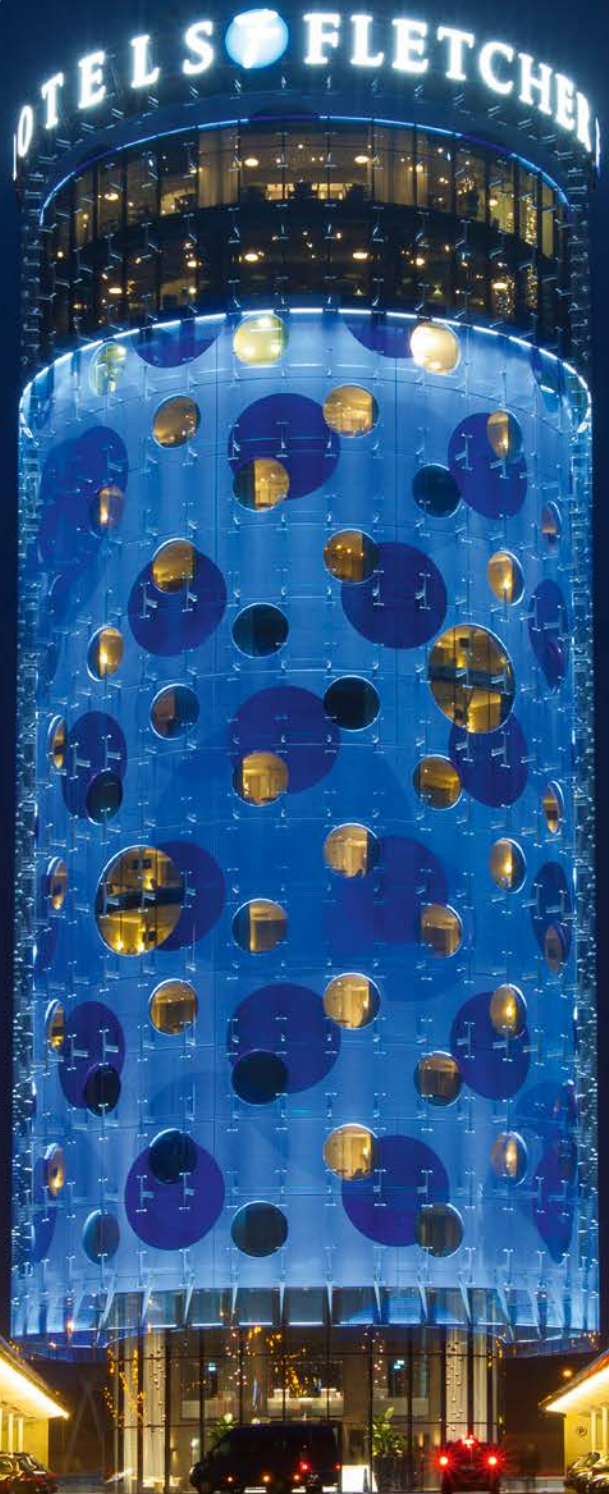
# Stand-out on the Dutch skyline

**Fletcher Hotel,**  
Amsterdam, the Netherlands

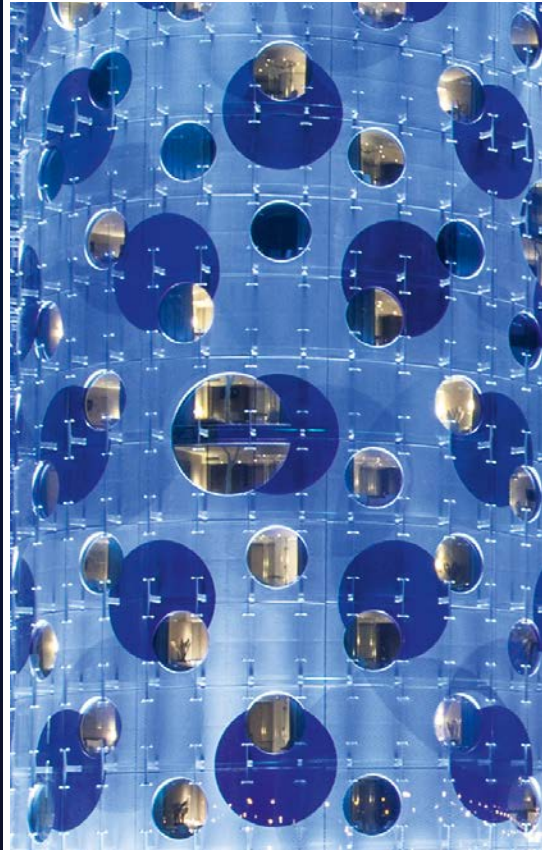
A striking cylindrical building, Fletcher Hotel Amsterdam towers over surrounding roads and farmland. Completed in 2013, the landmark is instantly visible from a distance and sends a powerful brand statement through its lighting.

The brainchild of architects BenthemCrowwel, the building is encased in a 4,050m grass shell, which adds a sense of mystery for guests and passers-by, as it obscures a number of the floors.

Creating a lighting solution to match the unusual shape was a challenge. The Philips eW Graze fixture is exceptionally slim, providing clearance for window-washing equipment. The cool light color of the LEDs accents the subtle blues and grays of the painted glass and concrete. At night, the building appears silver against the dark sky.







“  
Thanks to the  
lighting installation,  
**the hotel instantly  
becomes an  
eye-catcher.**”

Jurgen Bal, Lighting Designer,  
Livingprojects



# A year-round festival of light

## Crowne Plaza Hotel

Dubai Festival City, Dubai, United Arab Emirates

With their graceful, curved architecture and vibrant exterior lighting, the Crowne Plaza Hotel has dominated the skyline of Dubai Festival City since 2007.

The owners requested a solution to strengthen the hotel's iconic visual identity. The goal of the retrofit project was to minimize maintenance costs, reduce energy consumption, cut down on heat and provide reliable, low-maintenance lighting.

Part of the InterContinental Group, the Crowne Plaza switched to energy-saving solutions, along with a control system that enables the hotel to program its exterior lights and display changing colors. Ideal for the vibrant Dubai Festival.

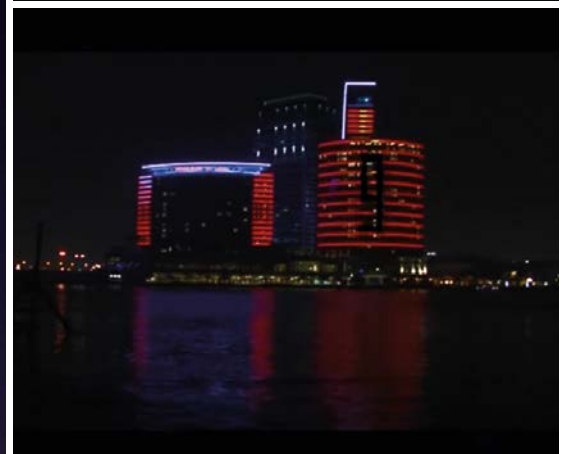
Indoors, energy-efficient lighting was used to retrofit more than 35,000 existing light points, helping to reduce annual lighting energy costs by 80%.







The Crowne Plaza  
**can now program  
its exterior lights  
and display  
changing colors.**





“

The goal of this project was to build a unique and opulent hotel in a beautiful location, and to achieve performance at the cutting edge of environmental sustainability.”

Simon Baldwin, Development Director, Scarlet Hotel







# Inspirational lighting for a picturesque spot

## **The Scarlet Hotel**, Cornwall

The Scarlet Hotel offers guests stunning views, luxurious rooms, top entertainment and tranquil spa treatments. In short, it's the perfect getaway.

Lightmaster-Direct, a Philips partner, created an installation that not only improved sustainability, it also made a positive impact on the guest experience.

Through Dynalite controls, the hotel minimizes energy waste by using motion detection sensors to dim lights when they're not needed. At the same time, public areas are brighter and more welcoming than before, while guest rooms can be customized to make a stay even more memorable. Pre-set scenes include 'ambient', 'bright', 'relax', 'bath', 'night', 'balcony', and 'all off'.

# Casino refurbishment proves a winner

## **The Star**, Sydney, Australia

The Star City hotel and casino complex in Darling Harbour, Sydney, invested in a major, multi-million dollar refurbishment program – from its façade and public areas to the private guest spaces. The new stand-out resort, renamed The Star, is a superb example of integrated lighting, designed to change perceptions on a grand scale.

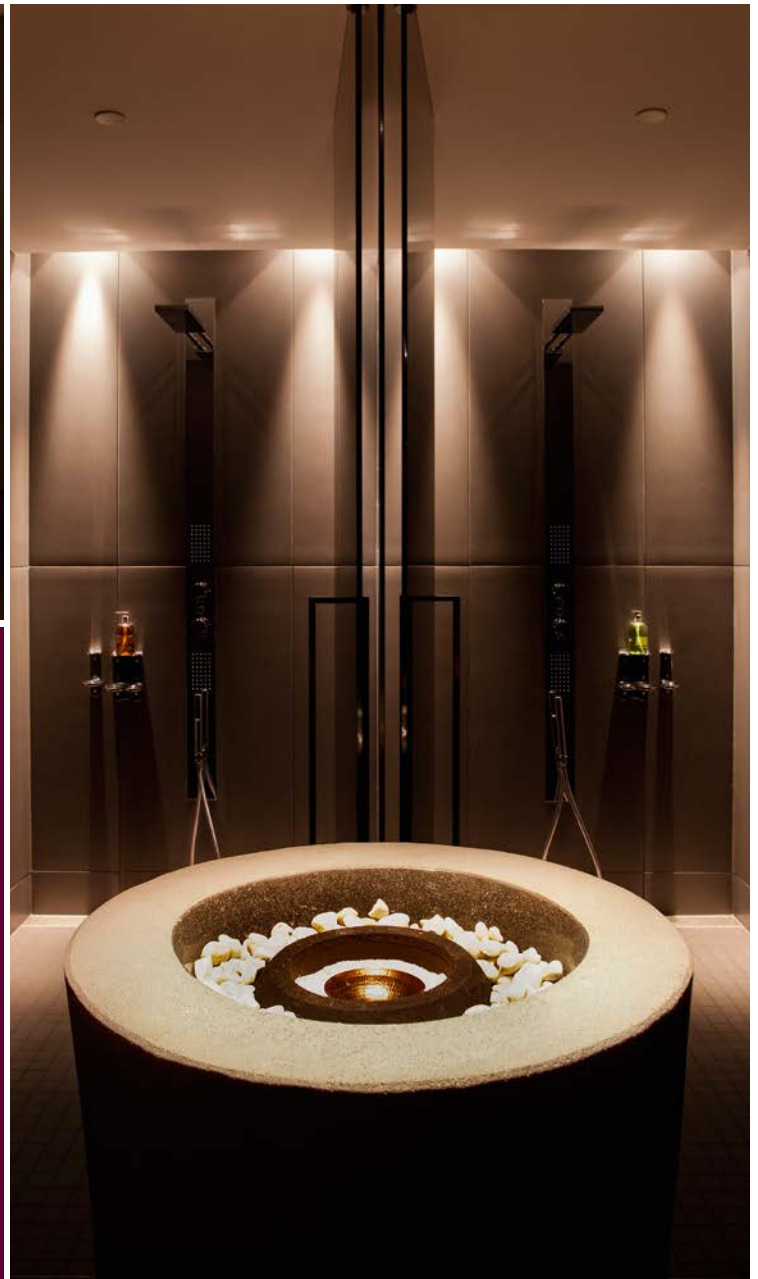
Guests can personalize their experience by using Revolution wall panels to choose their preferred lighting scene and also easily control the blinds and air conditioning.

The intelligent design of the system has made it possible to deliver secure lighting on casino floors, ambient lighting in hotel rooms and dramatic façade lighting, all linked to one easy to operate control system.

The installation is good for the environment too. The LEDs are highly energy efficient, while occupancy detection ensures lights are switched off when they're not needed.







**Guests can  
personalize  
their experience**  
by choosing their  
preferred lighting  
scene.



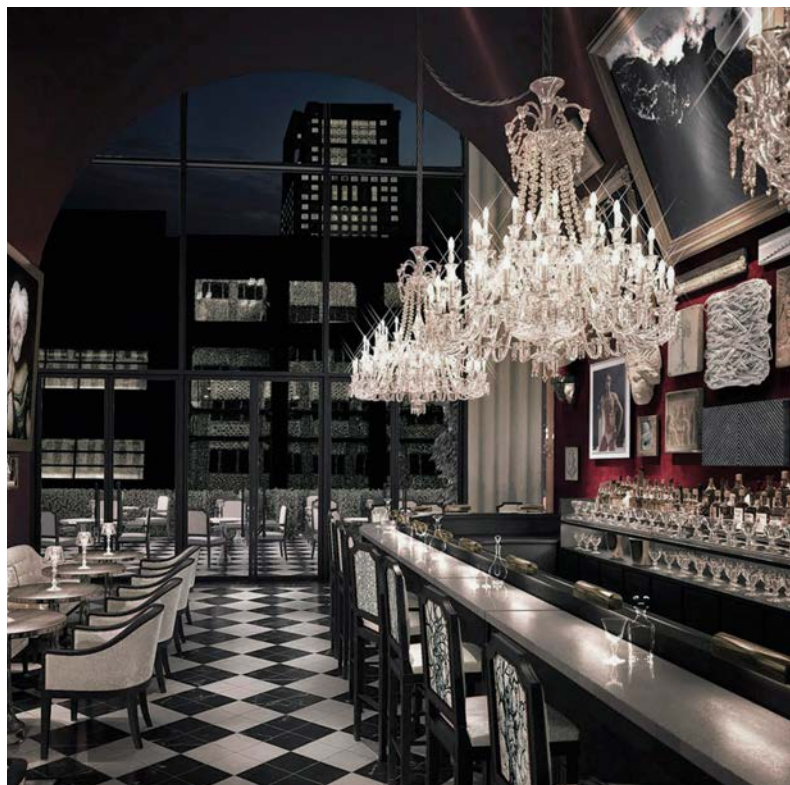


“

The goal was to create a moment of wonder as visitors enter the hotel.”

Sosolimited Partner John Rothenberg





# Glasses provide a **flash of inspiration**



## **Baccarat**, New York. USA

Luxury brand Baccarat's 50-story hotel in New York City combines the aesthetic flair of Paris with modern five-star amenities. Drawing on the company's famous crystal glasses as inspiration, the designers conceptualized a wall of shimmering light.

The hotel's lights go through three different, engaging shows within 24 hours.

Programmers and engineers at Sosolimited and Hypersonic Engineering & Design created a 4m x 6m wall, comprising 40 panels. They then installed 1,824 Harcourt glasses and 40 strands – each with individually addressable, full-color nodes. Thanks to Philips Color Kinetics, they were able to use mylar tubes to reflect the light from each LED node through the stem of the Harcourt glasses.

# The restroom reimagined





## Gallery Toto, Narita International Airport, Japan

A trip to a restroom is now far more interesting at Narita International Airport in Japan. It's all thanks to a public facility that also functions as a showroom for the Japanese toilet brand TOTO. Designed by Klein Dytham Architects, the seemingly translucent luminous textiles play prerecorded sequences, featuring activities such as dancing, skating, or cleaning. While it would appear that restroom-goers have no privacy, the panels keep 10 individual bathroom cubicles completely hidden from the bustling airport terminal beyond. It's one of the most interesting applications of luminous textile we've seen to date.



Images: ©DAICI ANO

“  
A 'restroom like  
a gallery' that  
brings **smiles  
to one and all.**”

Architects Astrid Klein and Mark Dytham

# Natural, soothing light provides the perfect retreat



## W Hotel, New York. USA

When the luxury W Hotel in Manhattan upgraded its bedrooms, spa and sophisticated suites, it turned them into relaxing, private sanctuaries.

To enhance the soothing, nature-inspired décor, New York-based architectural lighting designers G2J Design concealed over 3,000 linear feet of low-profile 2800K white-light LED fixtures from Philips. The LEDs illuminate panels which appear as art objects during the day and operate as light boxes at night.

G2J also concealed fixtures above the bed canopies, within the graphic acrylic art panels above the headboards and above the minibar to provide task lighting. As a finishing touch, LEDs were also used in the window pockets to highlight the curtains and fill the room with soft ambient light.

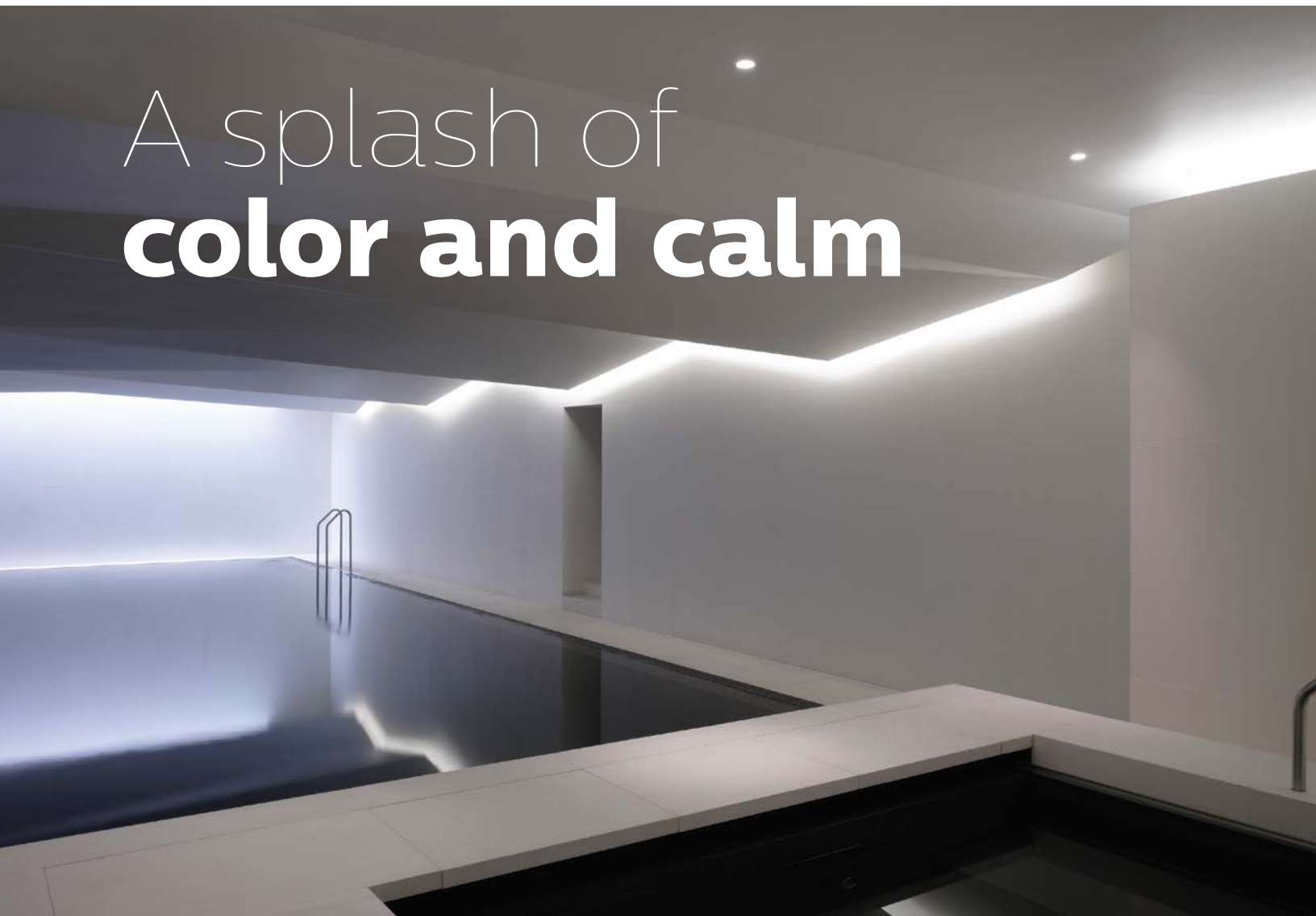






The LEDs illuminate panels which appear as art objects during the day and operate as light boxes at night.

# A splash of **color and calm**



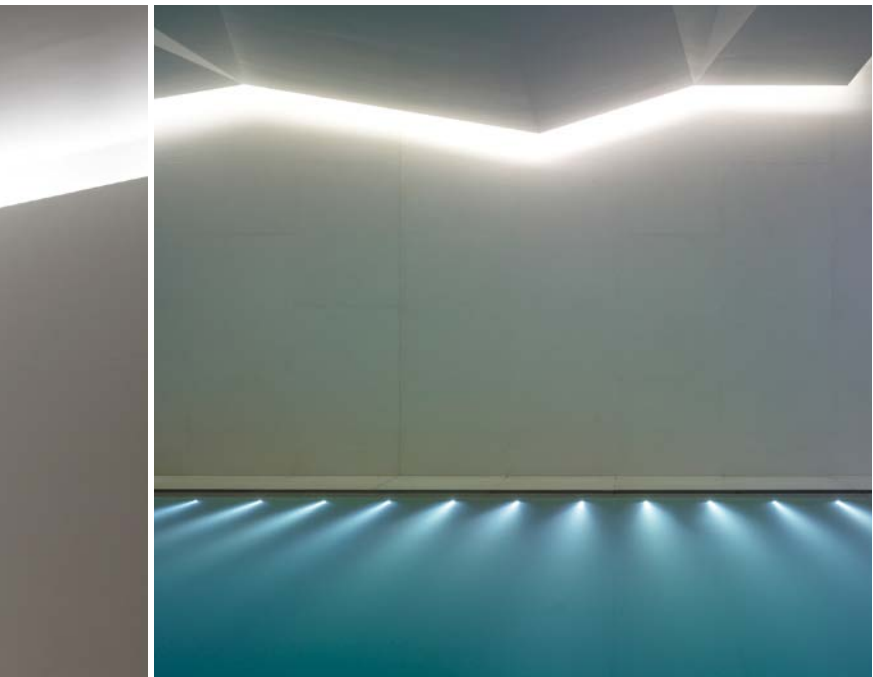
## **Limerick House Spa,** Limerick, Ireland

In the words of the International Association of Lighting Designers, the concept for the Limerick House Spa was "to create a series of calming, coherent and relaxing spaces in a newly carved-out basement."

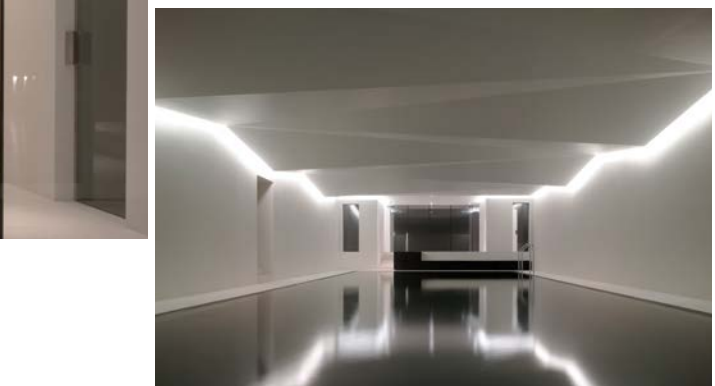
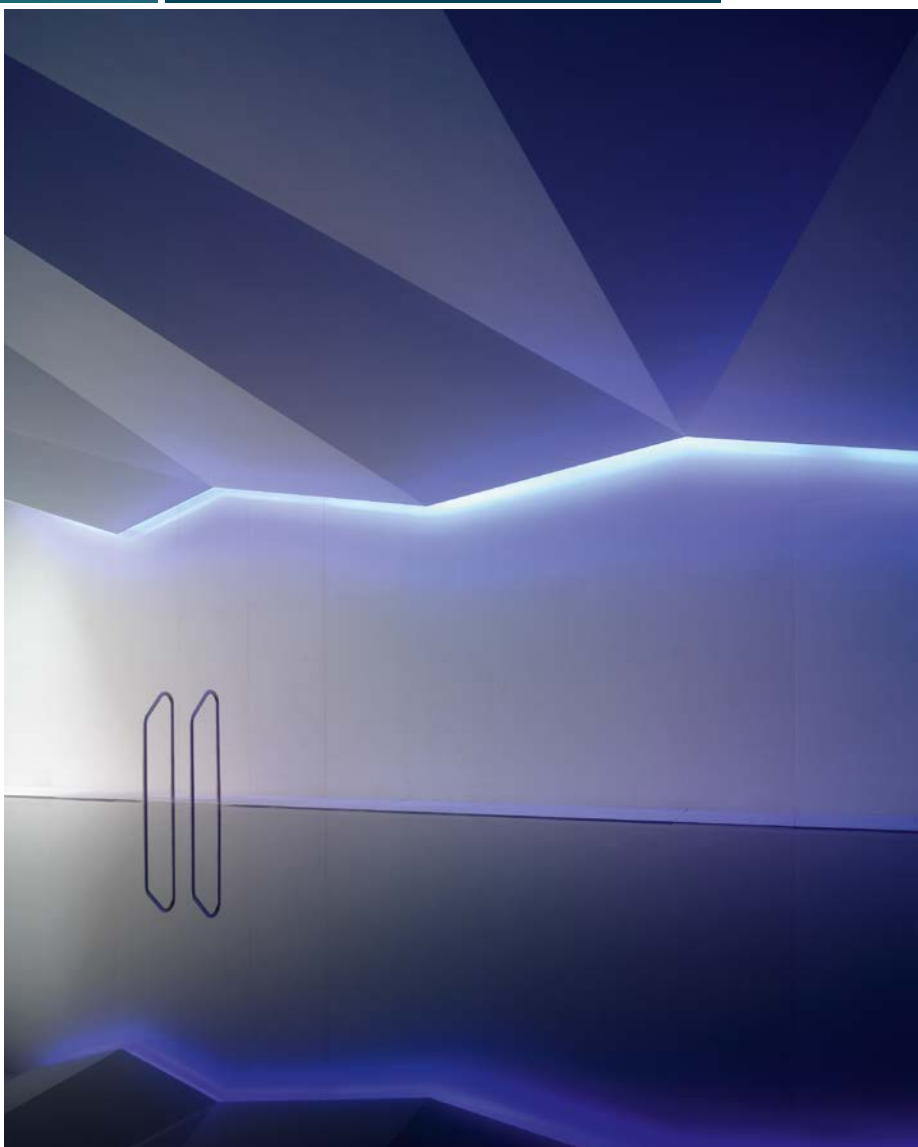
The pool is halo-lit from the perimeter by concealed iColor Cove MX Powercore fixtures that bounce light down the walls and define the ceiling profile with a distinct line of light, providing a warm white glow or dramatic colors. IALD judges called the project "An archetypal achievement for pool and spa lighting design".







“  
An archetypal  
achievement for  
pool and spa  
lighting design.”  
International Association of  
Lighting Designers



# Greater impact, less energy



## **Ritz-Carlton Hotel**, Berlin, Germany

The Ritz-Carlton in Berlin is a five-star hotel boasting timeless Prussian architecture. Understandably, the hotel places a high value on creating the right ambience for its guests, so any new lighting solution needed to be strong on performance. At the same time, it was important to reduce energy costs and CO<sub>2</sub> emissions, while minimizing heat and maintenance.

Some 415 chandeliers and 189 wall lamps were fitted, with the LEDs shining more brightly than the lights they replaced and making corridors more welcoming. In addition, the long lifetime of the bulbs – between 150,000 and 200,000 hours – will significantly reduce maintenance costs. Overall, the new hospitality lighting has cut energy consumption by 75%.





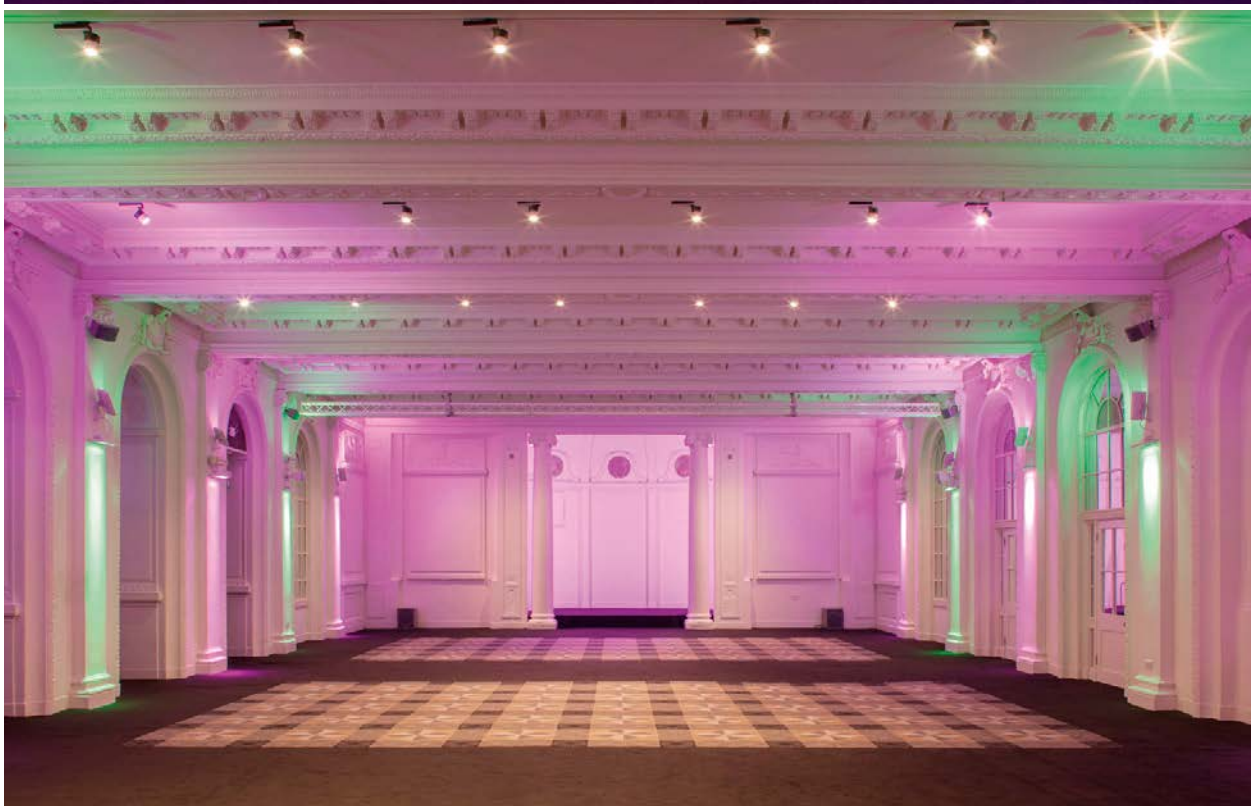


“

The LED lamps from Philips enable us to **operate in a sustainable way without compromising on the ambience.**

Markus Schmidt, Chief Engineer, Ritz-Carlton







# Historic features, fit for the **future**



## **8 Northumberland Avenue** London, United Kingdom

Built in 1887, 8 Northumberland Avenue's history is as colorful as the LED fixtures that illuminate it. The hotel was reopened after a year-long restoration project, which included color-changing LEDs in the Old Billiard Room and Ballroom.

The lighting was designed specifically to highlight the refurbished architectural features of the site. Philips Color Kinetics ColorBlast technology was supplemented by track-mounted spotlights and a third-party control system. Thanks to the new installation, staff and customers can customize colors or program the lights to respond to specific music.



Staff and guests  
can tailor colors  
**or program the  
lights to respond  
to specific music.**



A magical  
**multipurpose space**



## Renaissance Amsterdam Hotel, Amsterdam, the Netherlands

Situated in the historic city center of charming Amsterdam, the redeveloped Renaissance is one of the top spots to be seen.

The unique 17th-century Koepelkerk is connected directly to the hotel and caters for events with up to 700 attendees. The building is equipped with a dynamic RGB Philips Lighting installation, which allows customers to adjust the lights to a range of color settings. And thanks to ColorBlast and ColorBurst 6 technology, the installation has a very high output and can create a unique mood for any event at the touch of a button.



“

With the push of a button we are able to create **completely different ambiances for any type of event or timeframe.**”

Tom Calame, General Manager  
Renaissance Hotel, Amsterdam

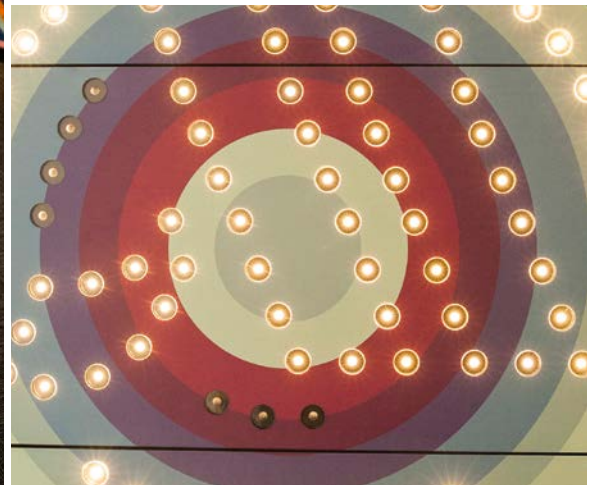
# Striking bespoke installations

## 'Midnight Shanghai', The Marriott Hotel, Shanghai, China

With Luminous Patterns inspired by the beauty of world landmarks, this one-of-a-kind piece leaves a lasting impression.







This dazzling, **one-of-a-kind** piece is inspired by world landmarks.

# Create a signature lighting ambience that is **impossible to forget**



## **Luminous Patterns showroom**, Eindhoven, The Netherlands

Luminous Patterns are perfect for architects and designers who want to explore the potential of color, texture, light, pattern and movement. You can enrich the interior of a hotel or resort – and create a signature lighting ambience that people will really remember.

The LEDs are housed in a beautifully bespoke panel and create a stunning first impression by welcoming visitors with an energizing light. Alternatively, they add charm and elegance to your environment, or simply work as stylish, customized signage, directing visitors to specific locations.

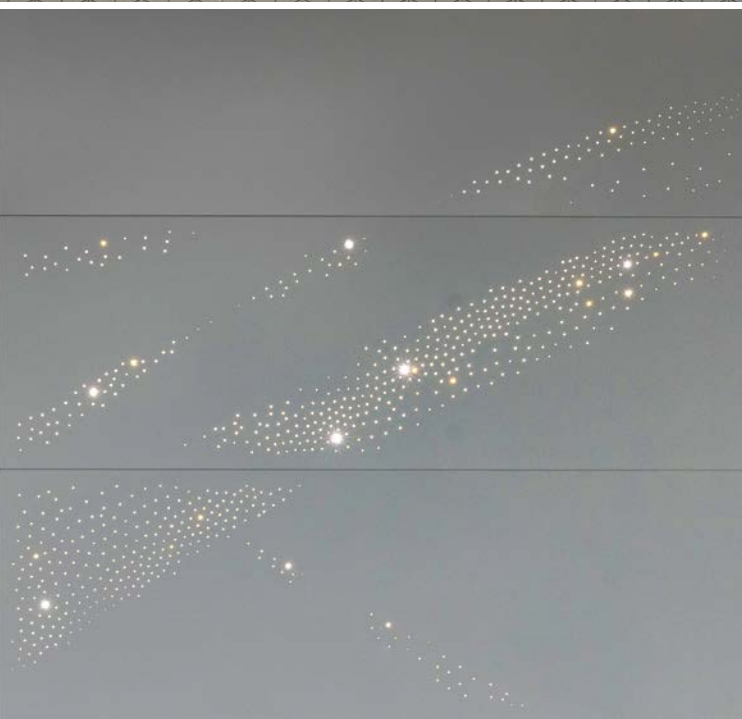
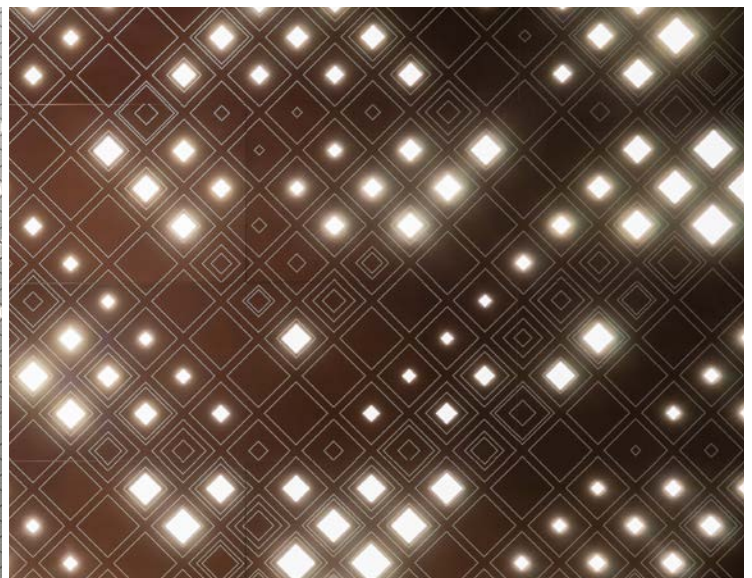
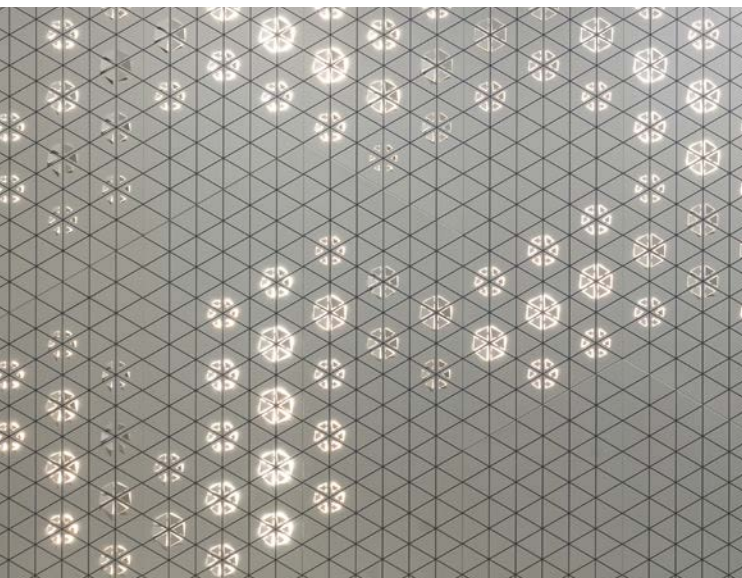




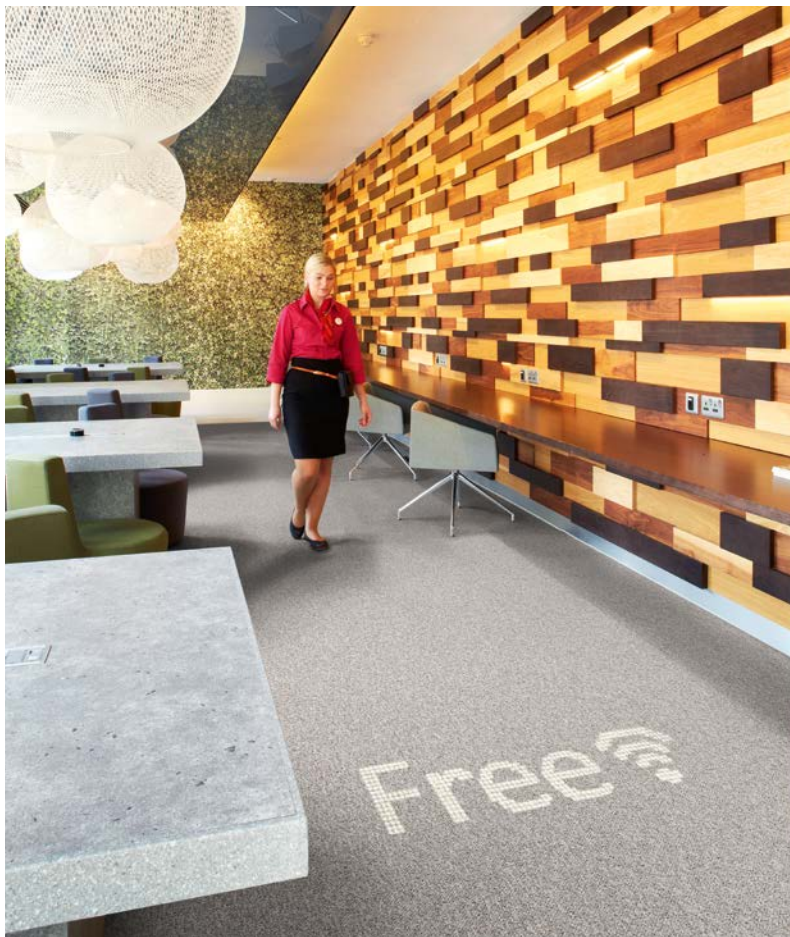
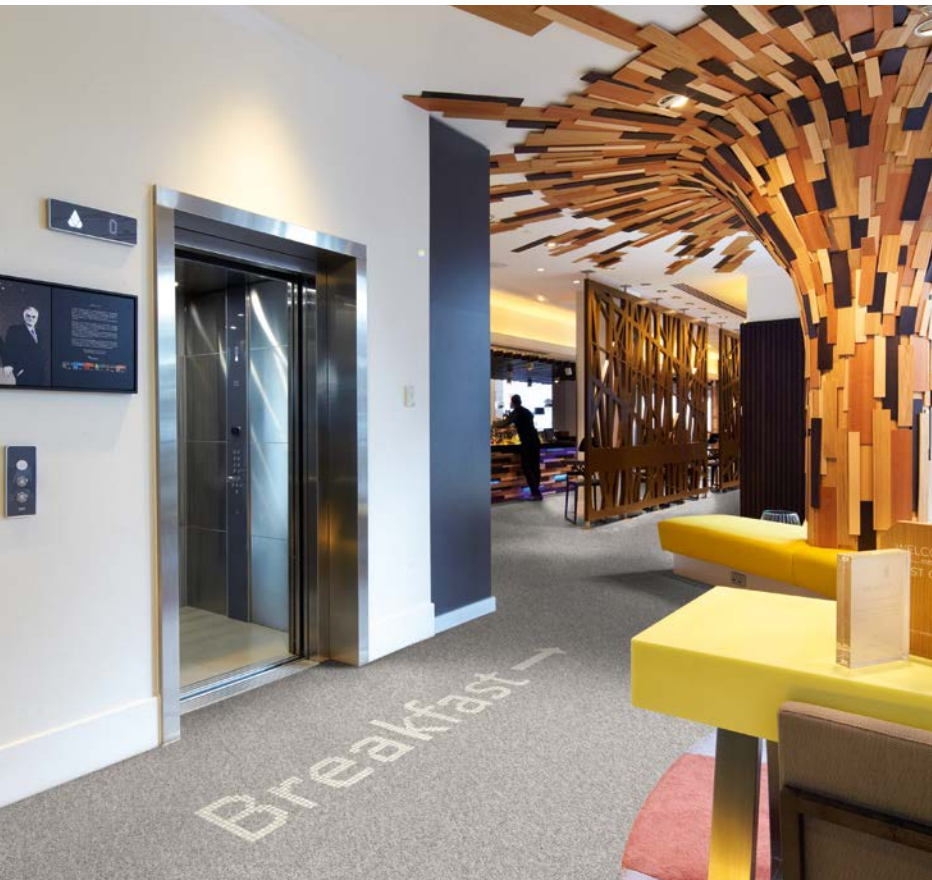
“

With Luminous Patterns, you can fuse lighting in the architecture of the building – embedding it in the surfaces that surround us.”

Brad Koerner, Venture Manager Luminous Patterns, Philips Lighting







**Enhance your  
guest experience**  
by using dynamic  
moving images.



# Luminous Carpets

Luminous Carpets are an original way to attract, welcome and guide visitors around your hotel or resort. Enhance your guest experience by using dynamic moving images and make the floor a space for information and inspiration.

Cutting-edge LED technology combined with high-performance carpeting by Desso creates a durable, stylish flooring solution.





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Philips Mexicana S.A. de C.V.  
Av. La Palma No. 6 Col, San Fernando  
La Herradura, 52784  
Huixquilucan, Estado de México  
Línea de atención al Cliente: 01 800 508 9000 o 5269 9139  
smartlight.mexico@philips.com  
www.lighting.philips.com.mx

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