

Case study

8 Northumberland

Avenue

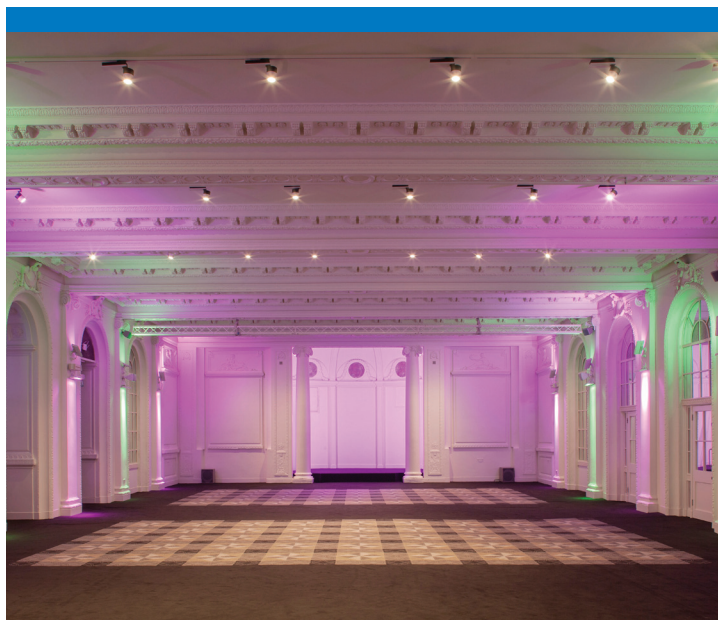
Location
Philips Lighting

London, UK
Philips Lighting Solutions



PHILIPS

Transforming London's most central venue



Fast Facts

Customer

8 Northumberland Avenue

Location

London UK

Philips Products

ColorBlast Powercore

ColorFuse Powercore

iColorCove QLX

ColorGraze Powercore

StyliD

amBX Control System

Project in Partnership with

Philips Lighting

Background

Philips LED luminaires, combined with a versatile control system, have transformed hospitality spaces at 8 Northumberland Avenue, while also reducing energy consumption and life cycle costs.

8 Northumberland Avenue was originally built as a 500-room 'grand hotel' between 1882 and 1887, on the site of the original Northumberland House. It traded as a hotel under various owners until being requisitioned by the War Office in 1940. The building remained occupied by the Crown until 2007, when it underwent a year-long major restoration that led to its re-opening in 2010 (70 years since it was last used for hospitality).

Sustainability has been a key element of the venue's restoration, with a strong emphasis on reducing environmental impact in every area of activity. For example, lighting energy consumption is reduced through the use of low energy light sources throughout. This includes the use of high efficiency, colour-changing LED lighting in the Old Billiard Room in the basement and the Ballroom on the ground floor.

Both of these lighting systems are controlled through an amBX system, accessed via an iPad, which enables customers and staff to quickly and simply vary the colour and intensity of the lighting to suit different events. 8 Northumberland Avenue was the first venue in Europe to use the amBX light system.

"The ability to interact with the lighting through this playful technology, combined with the delivery of the lighting system, has proved very popular with customers and has had a very positive impact on our business. Simply

putting a few buttons on the wall to change scenes wouldn't provide the same experience," explained Director Charles Boyd. "Before we installed the new lighting in the Old Billiard Room, this space was very much the second choice for customers, with the Ballroom being considerably more popular. After the lighting had been installed the Old Billiard Room became equally sought after, if not more so."

Charles continues; "Based on this success we proceeded with upgrading the lighting in the Ballroom, a significant investment for a new company operating in a difficult market, but the results have been fantastic. Bookings were up by 72% in the first quarter after the Ballroom lighting was commissioned and, while this is due to a range of factors, I have no doubt the lighting has made a significant contribution."

Using light to enhance the architecture

During the time the building was occupied by the Ministry of Defence many of the architectural features had been covered to protect them. These have now been uncovered and restored to their former glory and the lighting has been used to enhance their visual impact.

To achieve this there was a great deal of collaboration between the venue and the Philips design team. "Rather than relying on modelling we took samples of the proposed fittings to site so the client could get a realistic feel for the lighting," explained Philips Lighting's Creative Director Rowena Preiss. "In this way we could see exactly how the lighting would interact with the architecture and also ensure that we were using the right light intensities. Modern LED luminaires are capable of a very high light output so it's important not to over-specify, as over-lighting will diminish the visual impact and potentially waste energy," she explained.

In addition to its design input, Philips also played a project management role, using an experienced installation team to ensure the work did not disrupt the venue's activities, which would have resulted in loss of revenue.

Old Billiard Room

At the time the Old Billiard Room was restored the venue's operators had wanted to use LED lighting but found the light outputs were insufficient. "Because of this we had to use floodlights, with some additional uplighting, but the system used a lot of energy, generated a great deal of heat and had high maintenance requirements," Charles Boyd recalled. "Then we heard about the Philips Color Blast, and the option of using it with the amBX system, and decided this combination would be ideal."

The Color Blast 12 luminaires are mounted on walls in the Old Billiard Room, providing colour changing uplighting and downlighting, and are supplemented by 3-circuit track-mounted LED spotlights across the ceiling. The system enables an almost infinite number of lighting scenes to be selected through the amBX system so staff or customers are able to use the system to change colours in specific zones or throughout the space very easily. Or the system can be set to respond to music and other sounds. Where the audio-visual effects are being controlled by a third party, such as a disc jockey, the lighting can also be controlled through a lighting desk.

In this respect, the amBX system is perfectly complemented by the LED lighting, which gives access to 16.7 million different colours, responds instantly to control inputs and ensures a smooth transition between difference scenes. In addition to the Old Billiard Room, LED light sources have also been supplied for use in offices and other spaces in the basement of the building to help reduce energy consumption.

Ballroom

The Ballroom has been described by English Heritage as the 'grandest example of a Victorian ballroom in existence' and is the highlight of the hotel's interior. Here, the lighting builds on the principles that had proved so successful in the Old Billiard Room and takes them a step further, making use of a wider range of LED luminaires to enhance the architectural facades. Many of these are discreetly positioned behind specially constructed concealments at high and low level.

In the entrance to the space, Philips Color Fuse luminaires have been used at low level to provide an active wash of light that brings the space to life. Color Blast fittings at the base of decorative mouldings create contrast by using a narrow beam that strikes down through the ambient wash, a pattern that is repeated throughout the space. The ceiling profile is defined with the use of iColor Cove QLX fittings mounted in coving and at high level within the internal arches, while Color Fuse fittings mounted just below them provide a wash of light down the internal arch facades.

In the bay at the end of the room Color Graze Powercore fittings have been combined with StyliD track-mounted spotlights to create a dynamic focal point with a punch of light for conferences and displays. Again, the entire Ballroom lighting system is controlled through an amBX system using an iPad.

Attention to detail

At the heart of the aesthetic and commercial success of this project has been painstaking attention to detail and extensive dialogue between all parties. Mounting sample fittings in the space proved critical in achieving the desired visual effects with optimum performance and reduced life cycle costs.

The end result is a truly innovative lighting installation that gives 8 Northumberland Avenue a unique offering for its customers and has contributed to an increase in market share in an area of London that is able to offer a very wide choice of hospitality venues.

If you would like to see more projects or have an enquiry, visit us at www.philips.co.uk/outdoorlighting or email: lighting.uk@philips.com





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