

ARUP

GLOBAL LIGHTING OFFICES

Amsterdam NETHERLANDS | Beta Building Naritaweg 118, Amsterdam, 1043 CA | +31 20 305 8500
Berlin GERMANY | Kantstraße 162, Berlin, 10623 | +49 30 885 9100
Edinburgh UK | Scotstoun House, South Queensferry, Edinburgh, EH30 9SE | +44 131 331 1999
Hong Kong CHINA | Level 5 Festival Walk, 80 Tat Chee Avenue, Kowloon Tong, Kowloon, Hong Kong | +852 2528 3031
London UK | 13 Fitzroy Street, London, W1T 4BQ | +44 20 7636 1531
Manchester UK | 8th Floor St. James's Buildings, Oxford Street, Manchester, M1 6EL | +44 161 228 2331
Melbourne AUSTRALIA | 1 Nicholson St, Level 17, Melbourne, 3000 | +61 3 9668 5500
Moscow RUSSIA | Krasnoproletarskaya Street 36 4th Floor, Moscow, 127473 | +7 495 933 7557
New York USA | 77 Water Street, New York NY 10005 | +212 896 3000
San Francisco USA | 560 Mission Street, Suite 700, San Francisco 94105 | +1 415 957 9445
Shanghai CHINA | 39/F-41/F Huai Hai Plaza, 1045 Huai Hai Road (M), Shanghai 200031 | +86 21 6126 2888
Sheffield UK | New Oxford House, 30 Barkers Pool, Sheffield, S1 2HB | +44 114 272 8247
Singapore REPUBLIC OF SINGAPORE | 10 Hoe Chiang Road, 26-01 Keppel Towers, Singapore 089315 | +65 6411 2500
Sydney AUSTRALIA | Level 10, 201 Kent Street, PO Box 76 Millers Point, Sydney, NSW 2000 | +61 2 9320 9320
Tokyo JAPAN | 3F Tobu Fuji Building, 24-4 Sakuragaoka-cho Shibuya-ku, Tokyo, 150-0031 | +81 3 3461 1155
Toronto CANADA | 2 Bloor Street East, 24th Floor, Toronto, Ontario M4W 1A8 | +1 416 515 0915

www.arup.com/lighting lighting-design@arup.com

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The client experience

With an audience increasingly inspired by sophisticated visual, auditory and sensory experiences, hoteliers are rethinking their branding and their concepts of place making.

Hotel brands benefit from the expression of their authentic values in meaningful, immersive environments created through excellent design.

Hotels, particularly luxury hotels, are complex buildings. Lighting needs to be designed to meet the higher expectations of today's clientele. However, the key to good design remains — understanding the way spaces are used, creating focus, flexibility, and maximising the revenue-generating opportunities of each environment.

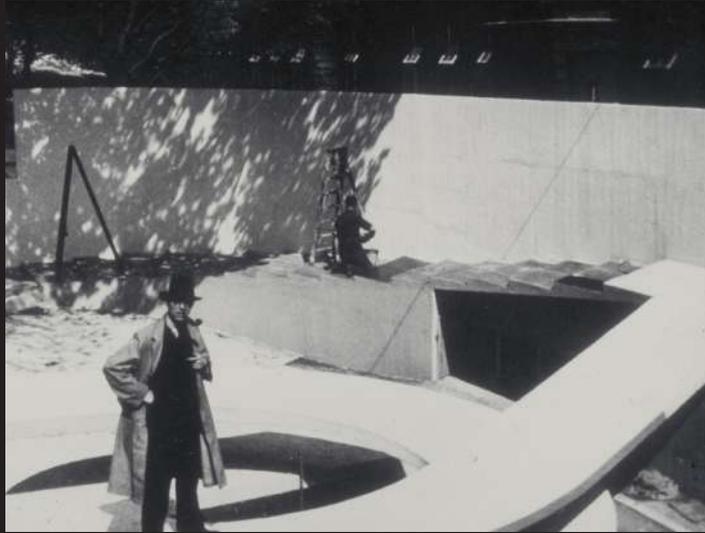
Arup's commitment to sustainability drives a creative approach to the application of state-of-the-art technology. We work in harmony with aesthetics and vision, delivering lighting designs that help our clients save energy and create sustainable buildings.

Yas Island Marina Hotel, Abu Dhabi

It is a great honour that Yas Island has been recognized at the World Travel Awards. This is a fitting reward to everyone who has been responsible for delivering this incredible project ... it is a great demonstration that Abu Dhabi is fast becoming an outstanding, globally recognized and sustainable tourism destination.

Ahmed Ali Al Sayegh
Chairman of Aldar Properties





The Arup experience

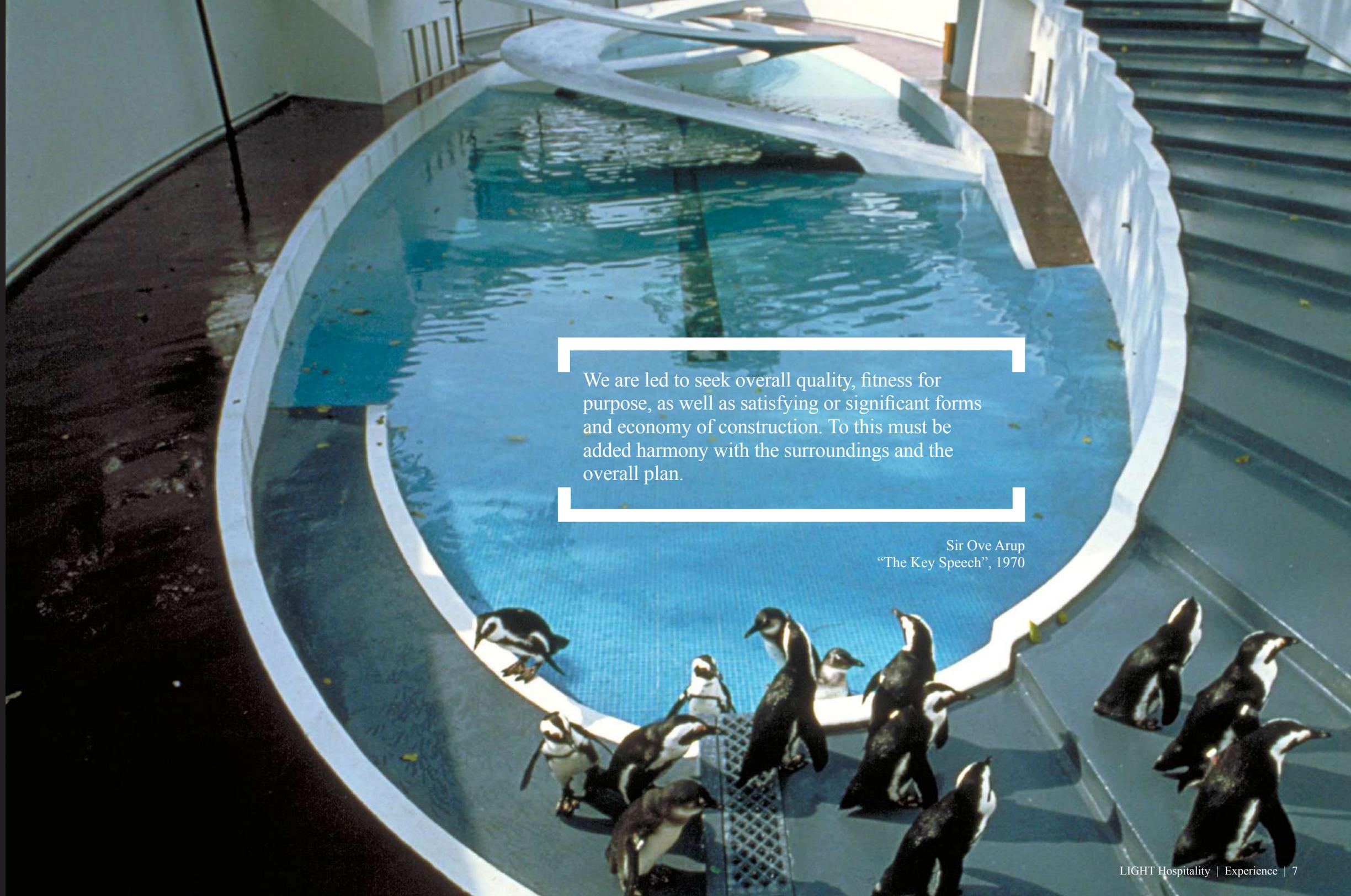
We stand alongside those who aim to serve as stewards to preserve our natural environment and evolve responsibly.

Collaboration is at the heart of the Arup design process. Working closely with Arup's building services engineers and environmental specialists we offer tremendous advantages over the traditional approach to lighting design.

Arup delivers projects from concept to completion; we bring a great depth of experience in the delivery of major projects worldwide.

Our relationships with designers and contractors are equally important in the successful creation of a hotel. We establish a professional and proactive interaction through the quality of the design information we present to project partners.

The 1934 Penguin Pool at London Zoo, designed by Berthold Lubetkin and engineered by Ove Arup (shown above), is a Grade 1 listed icon of the Modern Movement in early 20th century architecture



We are led to seek overall quality, fitness for purpose, as well as satisfying or significant forms and economy of construction. To this must be added harmony with the surroundings and the overall plan.

Sir Ove Arup
“The Key Speech”, 1970



The guest experience

Today's consumers do not buy 'products'; they buy experiences. They are looking for complete sensory encounters, ones that are personal and memorable.

Consumption and decision-making processes are largely driven by emotional responses. A hotel's guests use this tailored environment as a 'home from home' – where they can relax, work and rejuvenate – so the hotel experience is a very personal one.

Lighting directly influences guests, it can communicate values of comfort, elegance and creativity. It creates atmosphere and evokes feelings. It helps instil the image that remains in their minds after they depart and encourages them to return.

Light is the narrative element of space — one of many systems that interact to create the guest experience. Our aim is to create a rich and varying interaction of light with materials and an intuitive responsive interface that is accessible to operators and guests alike.

Serpentine Pavilion, London 2009
Architects: Kazuyo Sejima and Ryue Nishizawa of SANAA



Architecture (is) a theatre stage setting where the leading actors are the people, and to dramatically direct the dialogue between these people and space is the technique of designing.

Kisho Kurokawa
Architect, 1934-2007

Arrive





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1 Shangri-La Resort, Fiji

2 The New Acropolis Museum, Athens

3 Overseas Chinese Town East, Shenzhen

4 California Academy of Sciences

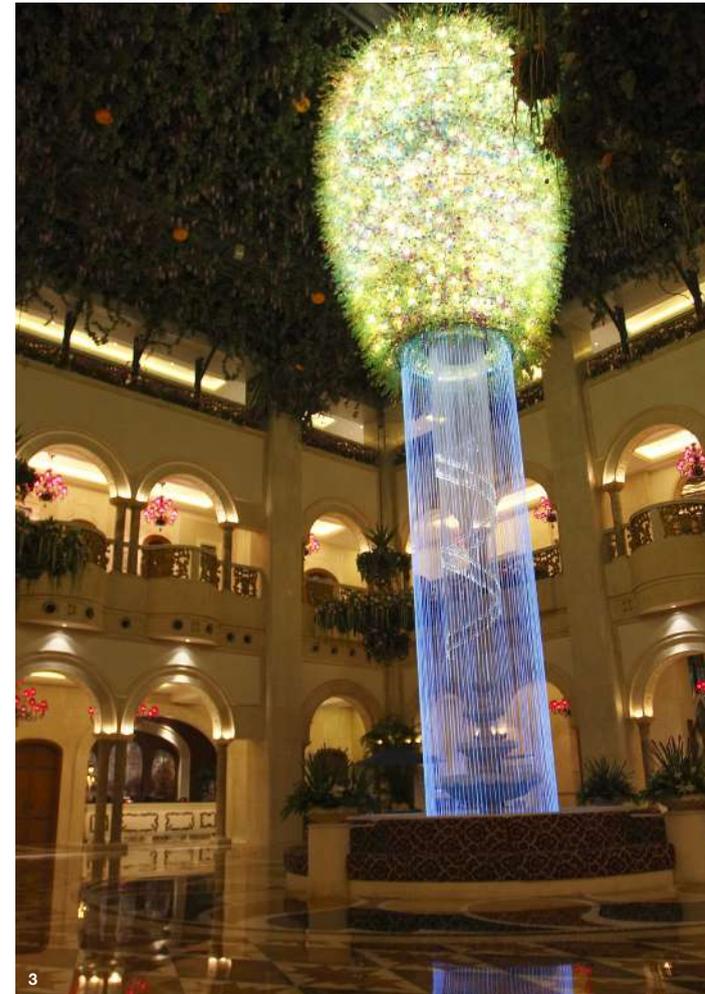
5 Overseas Chinese Town East, Shenzhen

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Overseas Chinese Town East, Shenzhen



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Arrive

First impressions are formed well before one sets foot inside a hotel.

The journey begins at the façade, where an effective lighting scheme can announce the hotel's presence by reinforcing the architecture of the building and making the brand differentiation clear.

Once inside, the interior lighting should reinforce this impression. The reception lobby is a dynamic area where people interact at different hours of the day. Lighting should reflect this whilst enhancing the architecture, facilitating orientation and generating a sense of warmth and wellbeing.

Hotels operate around the clock; therefore, the way they are perceived both by day and night is very important for business. Creating a sense of change over time establishes an important relationship between the lighting conditions inside and the natural rhythm outside the building.

Eat, Drink





- 1 Overseas Chinese Town East, Shenzhen
- 2 Abe & Arthurs Restaurant, New York
- 3 Abe & Arthurs Restaurant, New York
- 4 Overseas Chinese Town East, Shenzhen
- 5 Holland Casino Rotterdam
- 6 Conference Square, Edinburgh

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Holland Casino Rotterdam

Eat, Drink

The social aspect is central to the hotel experience, whether guests are unwinding over an evening drink, enjoying a romantic dinner or entertaining business associates.

The restaurant, bar or café forms a theatrical backdrop where the customer takes centre stage. The key is to flatter the guest and create a comfortable atmosphere appropriate to both the type of establishment and the time of day.

Lighting is a vital element in achieving these goals, adding another dimension to each space. Light has the ability to transform a room's atmosphere from breakfast to dinner, influencing how people look and feel whilst enhancing the interior space and reinforcing the brand.

Play





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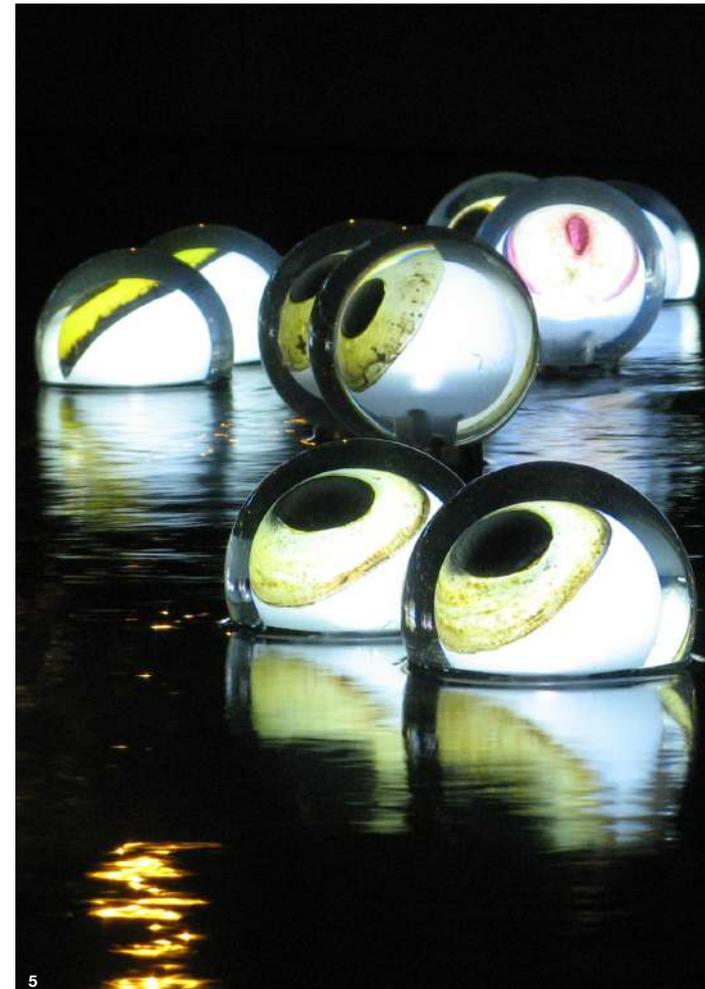
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6



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- 1 Poolhouse 2, UK
- 2 Poolhouse 2, UK
- 3 LEF Future Center, Utrecht
- 4 The Laban Centre, London
- 5 City Art Square, Hong Kong
- 6 LEF Future Center, Utrecht
- 7 City Art Square, Hong Kong

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Holland Casino Rotterdam

Play

The quality of the facilities offered is an important factor in travellers' choice of hotel.

With limited time available, guests appreciate the opportunity to regenerate in the hotel's leisure spaces.

A spa, fitness centre, swimming pool or garden all add value to the hotel offer. Lighting plays a major role in each of these spaces. It enhances both the function and ambience, with the power to create an oasis of relaxation within a vibrant city or invoke magical transformations as night falls.

The enjoyment of leisure time, however short, in high-quality environments will have a significant impact on the traveller's desire to return.

Relax





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3



4



5



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- 1 Holland Casino Rotterdam
- 2 New Songdo Convention Center Hotel, South Korea
- 3 Guangzhou Garden Hotel, China
- 4 Guangzhou Garden Hotel, China
- 5 Shangri-La Resort, Fiji
- 6 California Academy of Sciences

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Prada Tokyo Epicenter

Relax

The guestroom or suite is the traveller's sanctuary, their 'home away from home'.

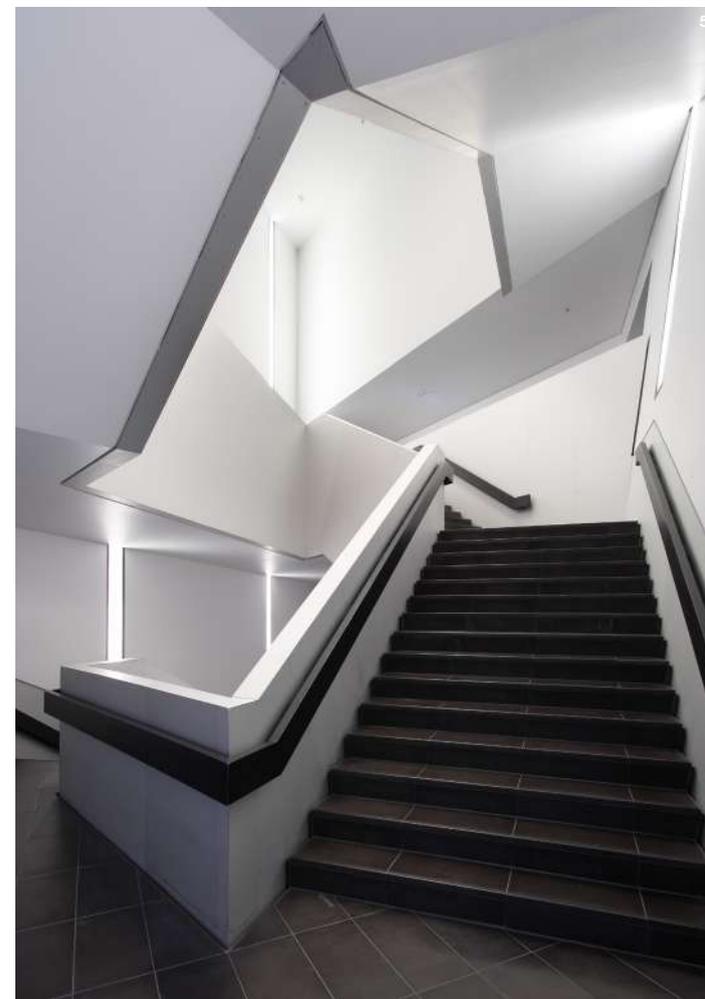
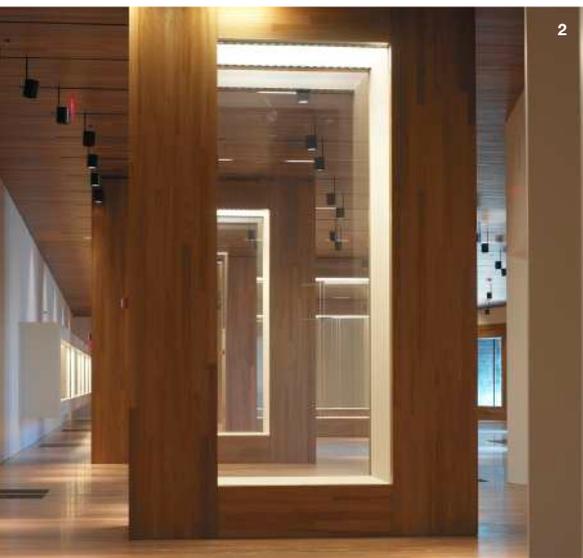
It must provide suitable work area lighting for those needing to remain productive whilst also catering for those who wish to relax or socialise.

The key requirement is that lighting must be easily controllable by the guest. Switches and dimmers must be carefully located and intuitively simple to operate.

Minimising energy use is always important; intelligent controls can be used that include occupant-sensing systems which operate without guests even being aware of them. These can allow lighting to connect to reception at check-in, interface with in-room entertainment systems and even store personalised settings for important guests.

Connect





- 1 Deutche Bank, Tokyo
- 2 de Young Museum, San Francisco
- 3 New Songdo Convention Center Hotel, South Korea
- 4 The Wonder Bar, Selfridges, London
- 5 Royal Ontario Museum
- 6 LEF Future Centre, Utrecht

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Caixa Forum, Madrid

Connect

A hotel's lobby lounge needs relaxed, warm ambient lighting for casual meetings. Business and conference facilities, often multifunctional in nature, must have flexible lighting to suit the context.

These facilities can form a major part of a hotel's income. Layers of light and an in-built control system allow flexible use of such spaces, with preset lighting scenes such as Presentation, Conference and Banquet available at the press of a button. Lighting can also be carefully coordinated with acoustics and audiovisual systems, creating an ambient sensory environment.

From drop-off to entrance, lobby to restaurant, guest room to spa, both vertical and horizontal connections take the guest from space to space. Corridors, lifts and staircases often suffer from a lack of natural light and need to be lit 24 hours a day, affecting energy usage and costs. A sensitive lighting approach can sustainably enhance these spaces.

Depart



Arup lighting design

In skilled hands, lighting becomes the fourth dimension of architecture, integrating and enhancing the other design disciplines. Arup provide a comprehensive architectural lighting design service to clients around the world.

Conceptual design, technical detail

Working closely with architects and interior designers at all stages of a project, Arup's lighting specialists provide original and authentic conceptual design. Uniquely placed to turn vision into reality, they transform creative concepts into detailed technical specifications.

Innovative philosophy

With the potential to change how we perceive architecture and public space, our lighting teams across the globe are experts in designing with smart envelopes, chip-based lighting equipment and media façades. We explore the synthesis of light, media and scientific ambition.

Award-winning team

At Arup, lighting is an integral and important element of intelligent building design, as well as a specialty field in its own regard. Working from offices in the United Kingdom, the Netherlands, Germany, Russia, Japan, Australia and the United States, Arup's award-winning lighting designers create unique answers to our clients' business objectives.

Overseas Chinese Town East, Shenzhen
Previous page Art Institute of Chicago





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