

Hotelier india

THE DEFINITION

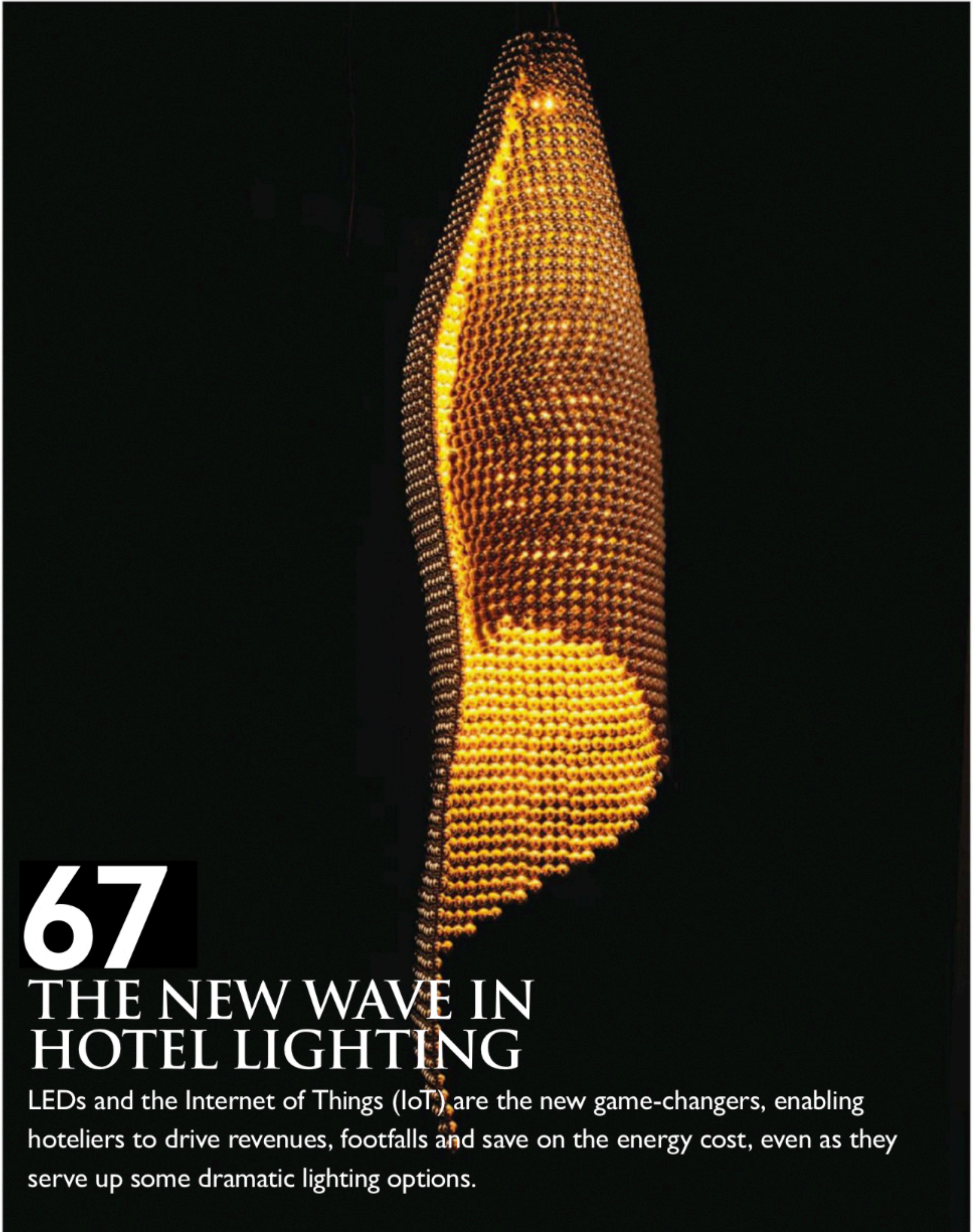
OF HOTEL MANAGEMENT

DESIGN
EVOLUTION OF
HOTEL LIGHTING

BIG INTERVIEW
PRASHANTH RAO AROOR
IntelliStay HOTELS

PROFIT, PASSION & PANACHE

A LOVE FOR LUXURY, AN EYE FOR FINER DETAILS,
AND AN INCISIVE BUSINESS ACUMEN HAS
CATAPULTED ATUL CHORDIA AND RANJIT BATRA
INTO THE LEAGUE OF THE BEST HOTELIERS IN INDIA



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THE NEW WAVE IN HOTEL LIGHTING

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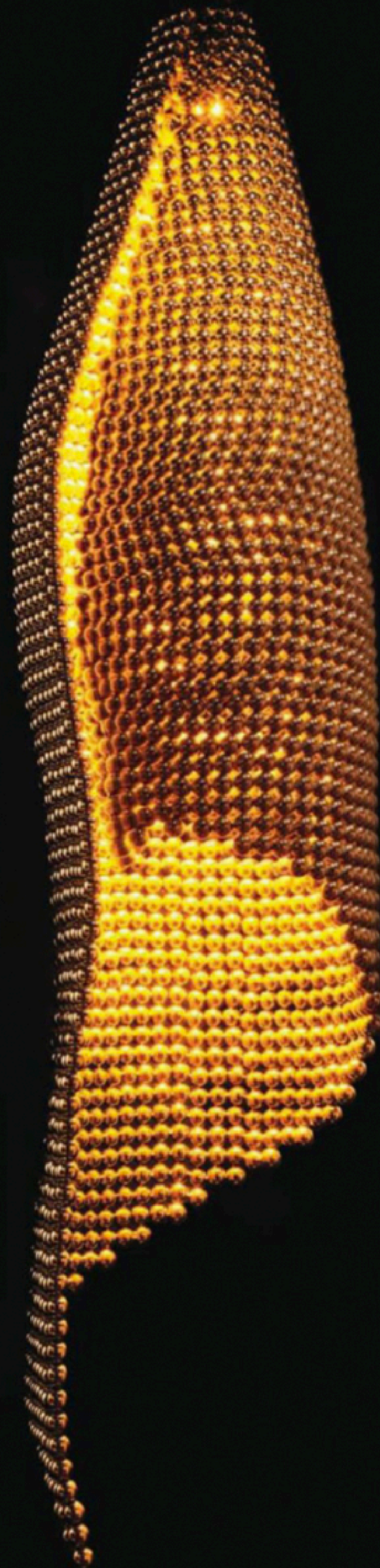
THE NEW WAVE IN HOTEL LIGHTING

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BY NISHA SHUKLA

Lighting plays an important role in accentuating a hotel's design and elevating the guest experience. The ambience ultimately determines how a guest feels about a hotel. We also cannot neglect the fact that it is important to set the right mood, at the right time, by the selection of the right kind of lighting.

It is with lighting that hoteliers can convert an ordinary environment into an extraordinary one. "Increasing customer expectation has transformed the hotel environment from just a place to sleep in, to a destination where they meet, work, play and entertain. Great lighting and light control systems deliver an immediate impression of style, quality and sophistication, which are in tune with the changing needs of the different spaces in the hotel throughout the day. An investment in lighting is directly proportionate to the increase in guest footfalls," informs Rakesh Kumar, Director of Engineering, Andaz Delhi.



When it comes to lighting, hotels cannot afford inefficiencies, particularly in the lobby, the public areas, guest rooms, boardrooms and ballrooms. "While lighting needs to be adequate, it should also be controllable, based on the time and demand of the space," opines Raghavendra Khot, Director of Engineering, Westin Pune Koregaon Park. In the current business environment, where any sort of malfunction can invite negative remarks and reviews on social space, hotel designers have no room for complacency when it comes to lighting and illumination, claims Masihuzzaman Siddiqui, Director of Engineering, The St. Regis Mumbai.

THE SMART LIGHT STORY

- LED retrofits can achieve 30% energy savings.
- Implementing advanced lighting controls offer an additional 44 per cent energy savings with a payback of less than five years.
- Fully-integrated smart lighting systems could achieve up to 90 per cent energy savings. LED luminaires are installed, and sensors and controls are connected to a centralized management system with data analytics and learning capability as part of the system.
- Smart lighting consists of networked LED and linear fluorescent luminaires with advanced sensing and controls capability, which can detect luminaire failure and send alerts through the lighting management system. These advanced systems have helped hotel industries to manage operational cost by reducing utility costs.



Lighting designer Vibhor Sogani.

The global lighting solution brand, Osram, had conducted a study on lighting in London hotels a couple of years ago. The report highlighted that at least 10,000 negative reviews on online sites, sparked by the sparse, dim lighting in London's hotels, resulted in low footfalls. These hotels decided to change the ambience by installing advanced lighting with the latest technology. The result was a 360-degree change in customer footfall and hotel revenues.

Apart from achieving a perfect ambient design, modern-day lighting is playing a crucial role in enhancing the depth, expanse and warmth in a space. Hotels have effectively enabled layered lighting to augment the utility of space effectively. "A lot of detailing goes into planning the lighting in hotels. While working on a hotel project, a lighting designer has to play a multi-faceted role — right from understanding the space while conceptualizing and creating a tangible three-dimensional object that has a definitive function. In the process, one has to thoughtfully combine technology, ergonomics, aesthetics, function and several other factors. To be able to design successfully each time, the designer has to get under the skin of the client/subject and comprehend the requirements in a pertinent context," informs lighting designer Vibhor Sogani.

While in the past, the application of lighting and associated technology was limited as compared to its present avatar, today the hospitality industry is putting immense effort and funds towards achieving excellence. "Lighting can bring about a dramatic change in the quality of architecture and its perception. This realisation and the availability of suitable alternatives are leading to a spike in demand for quality lights, energy-efficient sources and even lighting consultants. A highly positive trend, it demonstrates that the hotel industry is responding to new developments and evolution



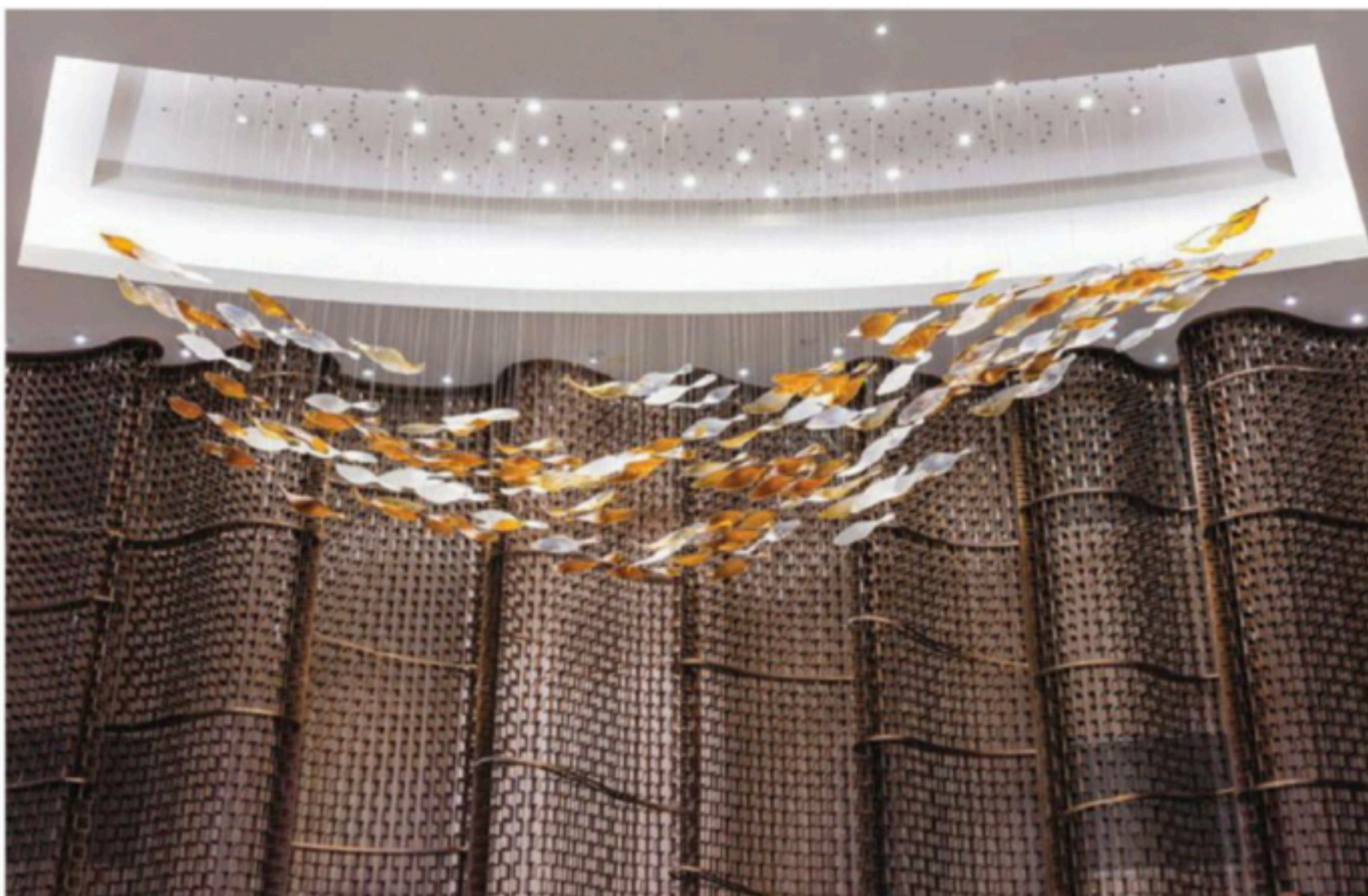
The flamboyant light system at W Dubai, The Palm, Dubai, UAE is by Sans Souci.

in material and technology. Lighting design is gradually moving towards computation and automation, becoming more interactive and interdisciplinary in its approach," adds Sogani.

The lighting industry has seen a gradual shift in design, utility, concepts and technology. "From, halogens, CFL lights to LED, the transition has been cost-effective and offers better illumination. There is also the sensor light trend that is helping save electricity and costs," states Kush Kapoor, CEO, Roseate Hotels & Resorts. Another trend is focused lighting. "Restaurants earlier had a common light but now, many of them focus spotlights on each table. Similarly, in rooms, side lamps and even spotlights are popular, particularly keeping in mind not just the cost factor but also the practicality. Besides, light sensors work well in public restrooms,



➔ Glow cube tables by Liviano Lighting Systems.



➔ Nature-inspired light installation at Jeju Shinhwa World Project, South Korea by Sans Souci lights.

which is a space you need to save energy," adds Kapoor.

Today lighting is increasingly becoming decorative. "The seamless design offered by concealed lighting was used to garner all the attention. Now, fixtures are becoming as important as the light source itself, and marble has seen a huge comeback since its disappearance a few years ago," says Thomas Abraham, Area Vice President - South India and General Manager, Park Hyatt Hyderabad.

Achieving a minimal design with low volume and high impact by adapting to the latest technologies available in lighting and its peripheral areas is a huge trend. "The innovations taking shape are of more relatable design, such as organic forms that appear familiar to the viewer. Inspirations are mostly picked up from nature in this case," says Suman Suneja, General Manager, Murano Lighting.

When it comes to creating an effective mood/ambient lighting palette in hotels, there are ample of pre-set options available. "Hotels usually prefer warm lighting with a dimming option. However, they are also experimenting with lighting design, such as the use of up-lighters, down-lighters, strip lights and slim panel lights. Some hotels also cool lights in the heart of the house areas," informs Masihuzzaman Siddiqui, Director of Engineering, St. Regis Mumbai.

While the market is inundated with several energy-efficient lighting products, LED is likely to become the mainstay in the world of hotel lighting due to innovations in design: they are getting smaller and yet increasingly brighter while consuming lesser power.

Lighting is likely to penetrate more areas across hotels. "They used to be sandwiched between glass panes. Now, they are focused on surfaces without being visible. This will open a vast area for lighting design," says Tilak Swarup, Director of Gurgaon-based, Liviano Lighting Systems.