



Case study

Rafayel Hotel

Location
Philips Lighting

London, UK
LED Lighting

PHILIPS

London's Rafayel 5 star hotel sets new standards- high on luxury by low on environmental impact





Fast Facts

Location

Battersea, London, UK

Installed Lighting System

Indoor LED lamps and luminaires

Outdoor LED lamps and luminaires

Philips consumer lifestyle

Project in Partnership with

Rafayel Hotel

Latis

Philips Lighting

Background

Guests at one of London's newest hotels, Rafayel, can now immerse themselves in a truly exceptional experience, enjoying the comfort, luxury and hospitality of superb surroundings, safe in the knowledge that their carbon footprint has been significantly reduced thanks to its visionary developer, Mr Ike Latif.

Challenge

Incredibly, the carbon footprint of the average London guest is 70kg per night but by opting for state of the art solutions such as LED lighting supplied by Philips, Rafayel has reduced this significantly to a more acceptable 17kg. For the hotel this also has the benefit of reducing its overall electrical costs by a staggering 80%. Rafayel has certainly set a impressive benchmark for other hotels to follow, especially given that estimates show that globally 6 billion Euros could be saved within the hotel sector globally simply by switching from old to newer lighting technologies.

Solution

Collaboration was fundamental to Philips in working on this project. Only by gaining a true insight in to the mindset of the property developer and the architectural design and development consultants, Latis, who were commissioned to design the hotel, could Philips really put forward solutions which could be successfully implemented to the satisfaction of the client's original vision. Drawing on its own expertise, particularly within the areas of consumer goods and lighting solutions, Philips was in turn able to offer a "one stop" approach ensuring that hotel is provided with the newest and most relevant innovations from decorative light fittings and TVs to kettles and Imageo LED based candles.

However, over and above this, building understanding and trust in this way also provides an on-going opportunity to update the venue with the very latest customer-driven technology as it comes on stream. This brings an exciting and ever-evolving dynamic within the partnership. As Rowena Preiss, Creative Director at Philips Lighting explains, "The hotel is without doubt an inspiration in design from the way it maximizes the use of natural light, complemented by the latest technologies of LEDs, to its original use of dynamic effects to enhance the guest experience. But, more than this, our collaborative outlook allows us to demonstrate the benefits of new technologies as they emerge ensuring the hotel continues to be at the very forefront of innovation. It is thanks to Mr Latif's forward thinking manner which has created such a stimulating environment in which to work together in order to realize new ideas within the hospitality sector."

This is nowhere more clearly illustrated than in the decision to create 7 executive suites overlooking the river where executives can recharge their batteries by a dose of "light therapy". The debilitating affects of jet lag are

well known but, here, at Rafayel Hotel, long haul flyers have the opportunity to overcome the impacts of travelling from one time zone to another by selecting from a menu of "light recovery" options controlled simply and efficiently via the TV interface. Based on well researched evidence which has proven that short bursts of exposure to certain parts of the light spectrum over time can overcome come drowsiness, guests can attend business meetings refreshed ready for the day ahead.

Whilst advanced technology allows new frontiers to be stretched this is not at the expense of ease of use. Throughout, simple control systems allow the hotel to create a seemingly endless array of dynamic moods and scene setting options to complement seasonal or private events. Guests are also encouraged to give feedback which is then assessed, giving the hotel the opportunity to enhance their stay even further. Thus, whether by TV interface, switch plate or daylight linked settings, different atmospheres and specific requests can all be easily accommodated within the hotel's public areas.

The individual bedrooms too have been furnished with controls allowing guests to regulate the air conditioning and lighting to their own personal preferences. This can be done simply using the familiarity of a TV remote system. As Preiss comments, "We have really tried to listen to the needs of our client and of course ultimately to those of the guests. One of the biggest complaints for hotels generally has been that guests do not know how to adjust the air-con or lighting – here at Rafayel, this is not an issue. By using a solution based on the principle of a TV remote we have made it intuitive - as with all the best ideas it is usually the simple ones that win through!"

As one would expect, each of the guestrooms has been equipped with a high specification TV but here again thought has been given to the design elements. Many of the rooms have floor to ceiling window panes, therefore, limiting the opportunity to hang screens flat against a wall. To overcome this, all the TV's have been suspended from the ceiling via a discreet pole which not only adds to the contemporary interior aesthetic but also makes cable management both easier and neater.

Benefits

The Rafayel Hotel is undeniably a landmark building on the London scene but one which has taken social and environmental responsibility to its core. Externally, the building looks stunning, its architecture having been subtly enhanced by LED floodlighting. This choice has of course resulted in providing the benefits of energy efficiency but has also meant that light pollution, as well intrusive spill light for neighbouring residents, can both be avoided.

Without doubt, this signature hotel can truly pride itself on being one of the first eco-friendly hotels where comfort and wellbeing have not just been upheld but exceeded.



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