



PHILIPS

Outdoor lighting

Hospitality



Case Study Illuminating the Atlantic Grandeur

Biarritz, France



Client

Socomix

Lighting Design

Franck Franjou

Location

Biarritz, France

Lighting system

iW Graze Powercore

Electrical contractor

Ineo

Installation & Lighting

Controls

Axente

Philips Lighting Certified

Value Added Partner



Background

When Napoleon III wanted a palace for his wife, the Imperatrice, Eugenie, he chose to build it at Biarritz on the Atlantic coast of France near the border with Spain. Since then, the town has become a popular tourist resort and the Hotel du Palais a symbol of the town and the grandeur of times past.

The Town of Biarritz decided to upgrade the lighting for the hotel as part of the ongoing improvements to the town and asked the Parisian lighting designer, Franck Franjou, to design a completely new lighting scheme for the hotel.

The project

There were two challenges to overcome. The first challenge was how best to light this majestic building in keeping with its history and setting. The natural light reflecting off the Atlantic Ocean means that

the appearance of the hotel is constantly changing throughout the day. The hotel has been important throughout its history and the lighting scheme needed to be “respectful” of its past whilst providing some dynamism to the appearance.

The second was that the whole project from the initial concept to final commissioning had to be completed within six months. This included the concept design, approval of samples and trial installation by the Ville de Biarritz, detail design & tendering and installation.

Mr Franjou decided to collaborate with Philips Certified Value Added Partner Axente because of the success he had working with them on previous projects. The main reason for choosing Axente is that they are specialists in lighting control. Scene setting and control of LEDs

“

We believe that this is the first time that a “Palace Hotel” has been illuminated by using varying white LEDs that are also dimmable.”



Building

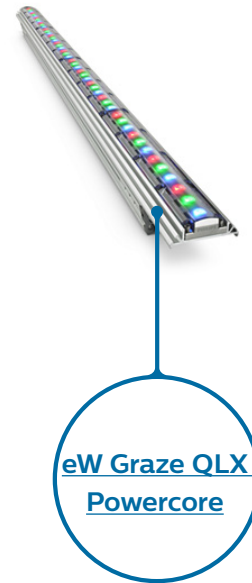
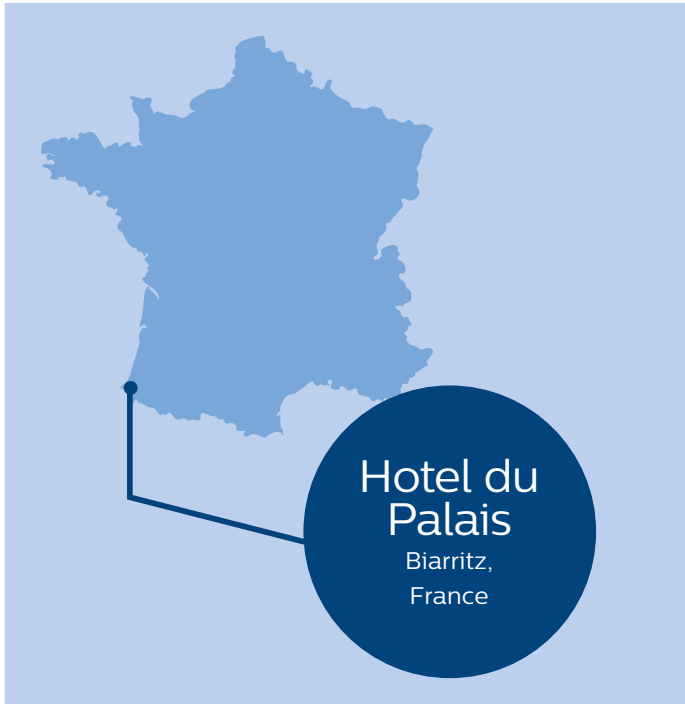
Franck Franjou, Lighting Designer



requires knowledge, capabilities and experience that is often beyond that of many lighting professionals. “Once the project was validated, we explained the principles of using dmx512 cabling and provided the installers with a schematic and layout,” said Jean-Phillipe Josserand, the Architectural Project Manager at Axente.

Mr Franjou also said that this project could not have been completed so successfully without the excellent co-operation of the Town’s engineer Mr. Herve Capdeville.

The Philips intelliWhite Powercore LED strips were positioned carefully between the windows. They had to be aimed carefully so that the brickwork was well illuminated without any spill light entering the hotel rooms. At night, guests can look out at the dark Atlantic and twinkling lights of Biarritz without any distraction from the new lighting. Imperceptibly, the night appearance of the hotel changes from a Warm to Cool light.



eW Graze QLX
Powercore

Benefits

The final lit effect is subtle and one that can change according to local events or the time of year. The changing scenes are produced by combining dimmable white LEDs with different degrees of Warm and Cool light. For most of the year, there is a subtle change in appearance between 2,700K and 4,000K. In the winter months, the Cooler 6,500K is used more often.

The equipment chosen was the Philips iW Graze Powercore linear LED. "It was essential that there was consistency in the appearance of all the LEDs across the whole façade" said Mr Franjou, "and the Philips Optibin technology ensures that there is complete uniformity in the appearance".





