



Hotel

## Project Overview

# Z Hotels, London

From Pico remotes to myRoom prime guestroom management, intuitive, beautiful design adds brilliance to stylish hotels

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— Bev King, co-owner, Z Hotels

## Introduction

Bev King, the co-owner of Z Hotels, puts it best: “Quality is at the centre of everything we do.”

That philosophy has helped the growing portfolio of UK lodgings expand to 13 locations over the past few years – and why it has routinely turned to Lutron for its lighting control. Z Hotels provide “affordable, compact luxury in prime locations,” and it’s been hugely popular, running at 99% occupancy, according to King.

The automation and controls are an important part of a design philosophy dedicated to stylishness and simplicity.

Z Hotels now has Lutron in 7 properties: Z City, Z Bath, Z Covent Garden, Z Tottenham Court Road, Z Gloucester Place, and in early 2020, Z Trafalgar and Z Holborn. Lutron has become a “one-stop-shop solution for us,” says King.







The convenience of the Palladiom thermostat and keypad allows guests to control room settings.

## The Challenge

Z Hotels first turned to Lutron when it was constructing the Z City in London.

“When we came across Lutron it was a revelation for us,” says King. “[It] matched our aspirations in terms of quality, reliability, and simplicity.”

When designing the rooms for the new hotel, Z Hotels was looking for an alternative to the usual keycard system for lighting control, and wanted a simple solution that it could repeat across all Z Hotel City’s 100+ rooms.

“Our main objective was to make the guest experience a bit easier. As a guest you don’t want to have to fumble around to find light switches,” says Technical Manager Eamon Kelly.

At the same time, wiring and cabling work was at a standstill. The company needed a dependable wireless solution fast.

The hotel chose Lutron’s myRoom prime control system with Pico wireless controls. myRoom prime uses a combination of technologies to determine if a guest is in the room: When the room is empty, the lights turn off and the temperature is set to a background level. There’s a sensor on the door, occupancy sensors in the room, and pressing any of the control buttons alerts the system that someone is present.

With Pico wireless controls at the heart of the design, Lutron was able to deliver and install a mockup room within two weeks, highlighting the quality of dimming, user-friendliness of the controls, and smart and dependable guest presence detection, all at a competitive price. The hotel was able to make its Christmas opening.

“It really kind of rescued us from a very difficult position,” says King. “We didn’t have to delay opening the hotel.”



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## The Solution

Five years on, Z Hotels have expanded the role of Lutron technology with each new location. The company now has added Palladiom keypads and automated blinds to its myRoom prime solution. The result is efficient, intuitive, and stylish.

“All of our customers are generally quite short-stay, so we wanted something that was really simple and seamless to use,” says Kelly. “And we needed something that could integrate motorised blinds, room occupancy [data], and other features without requiring deep technical expertise.”

The backlit Palladiom keypads feature easy-to-understand icons. The motorised blinds are equipped with blackout fabrics. The solution also includes integration with the Mitsubishi HVAC equipment, with temperature settings controlled in individual rooms by handsome Palladiom thermostats.

The intuitiveness of the system aids in hotel operation, Kelly says. “With myRoom we’re able to control the blinds, dimming for the lighting, and room thermostats,” he says. “It’s been really easy to integrate myRoom with the systems we already use, including the HVAC.”

In addition, King adds, the occupancy sensors save energy, and that saves money.



The myRoom solution helps provide an intuitive experience for guests, one that integrates seamlessly with other Z Hotels systems.

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The hotel has added automated binds to its myRoom Prime solution.







**Lutron controls are now in seven Z Hotels properties. “We’re exceptionally happy,” says Z Hotels’ Bev King.**

## Results

Customer reviews have been splendid, but both Kelly and King have praise for something more elemental: Lutron service and reliability.

“Lutron worked with us throughout the design process helping us develop custom icons, determine appropriate scene settings, and perfect the programming of controls in each room,” says Kelly.

Adds King, “The most important element of Lutron service is that once it’s installed, it just works. Lutron is super reliable.”

Z Hotels and Lutron have developed a great relationship since the first property, and Kelly expects more collaboration.

“We have many more hotels in the pipeline and we use a lot of our contractors on repeat business. Lutron have always worked well with us,” he says. “We’re exceptionally happy with their service, the quality of the products, reliability, everything.”

It’s no wonder Lutron is the go-to control, says King. With beautiful product design, dependable equipment, and supportive service of its hospitality solutions, it’s a perfect match for Z.

“As we developed Z as a brand, we’ve continued to focus on increasing the quality and functionality of the properties,” he says. “[Lutron] is a really good system. We’ve put it in every hotel we built since that first experience with Z City.”

## Client

Z Hotels Group

## Equipment Provider

Lutron

## Solution

myRoom

## Photos

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