



Hotel

## Project Overview

# VP Plaza España Design, Madrid, Spain

The five-star hotel showcases sustainable sophistication that is surprisingly simple.

“We are delighted with the result. We haven’t found any company that combines design, innovation and quality in the way that Lutron does.”

— Laura Granados, Marketing Director for VP Hotels

## Introduction

The design objectives for the VP Plaza España Design (VP) were ambitious and clear: Create a lavish and sustainable, five-star hotel on some of the most elite real estate in Madrid.

“We wanted to create an innovative luxury hotel that would comply with the highest standards of quality as they relate to both guest experience and sustainability,” said Laura Granados, Marketing Director for VP Hotels.

Since lighting plays a critical role in defining both guest experience and building performance, this project required a lighting control solution to deliver next-level functionality while being intuitive and easy for guests and hotel personnel to use.

The project demanded sophistication and simplicity, so the design team chose Lutron.







The thoughtful icons on the Palladiom keypads make it easy for first-time users to control the lights and shades in their room.

### The Challenge

While the goals of extravagance and efficiency may seem to be in competition, lighting controls can satisfy both. Earning the five-star distinction demands that a property provide a guest experience that meets or exceeds the highest expectations for comfort, décor, and luxury.

Sustainability criteria, on the other hand, require the careful allotment of resources and a strategy for minimal impact. Sophisticated lighting control systems can simultaneously impress and cut waste by giving users the exact level of lighting they want, precisely where they want it.

Five-star spaces demand five-star functionality. The lighting experience in the guestrooms, meeting rooms, restaurants, and other areas of the building needs to help differentiate the VP from other top-tier Madrid hotels. To achieve this, a highly integrated solution coordinates the lighting system with shades and temperature control in guestrooms; manages lighting and AV layouts in partitionable meeting spaces; and communicates with the DMX-controlled dynamic façade, among other things.

The project also demands guestroom keypads that are intuitive and beautiful. Guests from anywhere in the world need to be able to understand and operate them without deliberation, and, aesthetically, the controls must complement the stunning interior décor.

### The Solution

The complete lighting control solution designed for the VP include Lutron systems for controlling the environment in guestrooms and throughout the property’s many public spaces. The result is a sophisticated level of performance that meets stringent sustainability targets in a control package that is surprisingly simple to use.

Maurici Ginés, lighting designer of VP’s guestrooms, said Lutron was the obvious choice. “We chose Lutron for the quality guarantee, the beauty and intuitive nature of its keypads, and also because it offers a high-quality product for a very reasonable price,” he says.

The myRoom Plus solution, selected by Ginés, combines the control of guestroom lights, shades, and temperature. Guests control it all from elegant Palladiom keypads in their rooms. “The pictogram component of these controls is very well done and easy to understand,” Ginés added, “It’s clear that Lutron has been creating solutions for the hotel industry for a long time.”

In addition to guests, hotel staff can remotely control the lights, shades, and HVAC in a guestroom. They can activate a Welcome setting during check in, so guests enter lit rooms with open shades revealing those coveted views of Madrid. This is one example of how the enhanced and timely control delivers a heightened experience, without energy waste.

Diego Gronda, who oversaw interior design for the hotel’s award-winning Ginkgo Restaurant and Sky Bar said, “I believe that the system has two fundamental advantages. The first is the technical sophistication, that allows for the dimming of light levels below 1%. It helps us, especially in an intimate atmosphere – at sunset or night – to achieve the exact level of lighting we want. The second advantage is that, in spite of its complexity, it’s still a system that’s simple to use,” he says. “It’s an intuitive tool.”

Ms. Granados agreed. “The lighting plays an important role in the common areas, meeting rooms, events spaces, and, of course, the guestrooms. There are more than 50 different settings and our personnel can control the entire lighting system of the hotel from an iPad. It is very easy to use.”

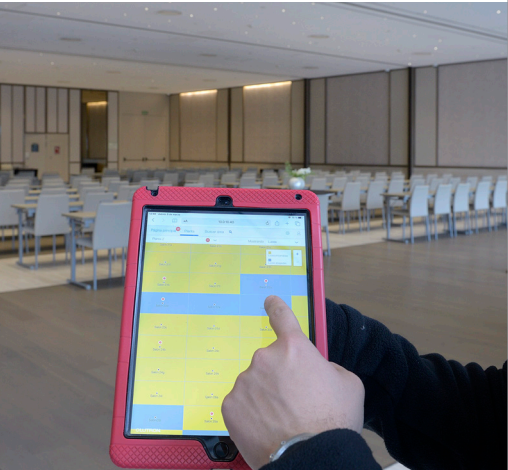
Integration is also an important aspect of the lighting control system in this sustainability-focused, five-star hotel. The Quantum system integrates the lighting and automated shading control with other hotel systems, such as the audio and visual systems used in the large partitionable meeting space and the DMX-controlled dynamic façade.

“Seamless integration across the different technology and all of the system touch points was an important piece in providing the state-of-the-art experience expected by the owners, architects, and guests,” said Alberto Poza from Global TV, Lutron’s Madrid-based Hotel Technology Integrator (HTI) for the project.



Lutron’s keypads also allowed guests to control the blinds inside their rooms.

Lutron’s myRoom Vue and Quantum Vue software enable hotel personnel to control the entire lighting system from an iPad.



Lutron’s Hotel Technology Integrator (HTI) managed the integration of multiple systems for the hotel’s restaurant and sky bar.







The VP had a number of bespoke design requirements that came with its five-star plans.



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The hotel also needed a lighting control system that could oversee its dynamically lit façade which uses DMX.

## Results

Since its opening in March 2018, this flagship, five-star property from VP Hoteles has earned several notable awards. The 2018 Spain Luxury Hotel Awards recognized VP as the Best Luxury Business Hotel and it was also awarded the 2018 XII Roca Awards for Hotel Initiative in the Architecture and Urban Hotel categories. It's Ginkgo Restaurant & Sky Bar won the popular vote in Gatoterrazas 2019.

The VP project also earned the Leadership in Energy and Environmental Design (LEED) Gold-level certification, making it one of the first hotels in Spain to receive this distinction in sustainable design.

Lutron helped make all this possible, said Granados. "We have a first-class lighting system, which differentiates us significantly from other hotels – and helped us get LEED Gold certification."

"We are delighted with the results," she added. "We have not found any company that combines design, innovation and quality in the way that Lutron does."

## Client

VP Plaza España Design, Madrid, Spain

## Provider

Lutron Electronics

## Solution

myRoom, Quantum

## Hospitality Technology Integrator (HTI)

Global TV

## Lighting Designer

Artec3 Studio

## Interior Decorator (public spaces & guestrooms)

Cuarto Interior Studio

## Interior Decorator (Ginkgo bar & restaurant)

Studio Gronda

## Photos

T-10 unless stated otherwise

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