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Sofitel

ROME VILLA BORGHESE

Design Spotlight



Iconic

EXCEED THE FIVE-STAR EXPECTATION

The Sofitel brand is renowned for developing five-star hotel properties in legendary locations. Each of its boutique hotels delivers a distinct guest experience that blends the rich heritage of the local culture with French art de vivre. As a member of the global hotel group Accor, which boasts a portfolio of over five-thousand hotels across 110 countries, the team at the Sofitel Rome Villa Borghese was tasked with reimagining hospitality in the guestroom.

“The goal of the hotel’s recent renovation was to exceed the modern-day expectations of our guests. Updating the lighting in the guestroom was critical to achieving that result.”

EDOARDO GIUNTOLI, GENERAL MANAGER





Insightful

ANTICIPATE YOUR GUESTS' EVERY NEED

Anticipation is a critical element in creating a remarkable guest experience, according to hotel design legend, and project designer of the Sofitel Rome Villa Borghese, Jean-Philippe Nuel.

Every guestroom in the Sofitel Rome Villa Borghese boasts stunning views of the city—the adjacent Villa Borghese gardens and Villa Medici, Vatican City, and St. Peter's Basilica. While there are many reasons to open the shades, guests may want to close them during the day to block some of the brilliant noonday light and heat that comes with it. Accor selected the Lutron myRoom solution for every guestroom in the hotel to give their guests the heightened level of control they imagined they may need.

“When designing a hotel guestroom, I imagine that I am the guest. I picture different scenarios that may occur throughout the day. There is fantastic light in Rome, so I may want to close the curtains. I may want to change the temperature of the room, cooling it down if it becomes overly warm. I may be on the bed and want to read.”

JEAN-PHILIPPE NUEL, RENOWNED FRENCH ARCHITECT AND INTERIOR DESIGNER



DELIGHT YOUR GUESTS WITH EXTRAORDINARY CONTROL

Differentiate a hotel property by giving guests a greater degree of control in their guestrooms. The myRoom system enables guests to control light levels, curtain positions, and room temperature from a beautiful keypad in a way that feels very sophisticated.

Guests will be pleasantly surprised when they realize they can turn all the lights off from a bedside keypad, or move the draperies silently into the open position, so they can enjoy the early morning view of Rome, without waking another person in the room. They can also close the window treatments for privacy with the tap of a button and tailor the temperature in the room to match their personal preference. This heightened level of control results in more comfortable guests.

“Guests need control of the lights, the shades, and the temperature in their room. Managing all of these parameters in a globally-accessible and effortless manner, is, I believe, a distinguishing feature of Lutron.”

JEAN-PHILIPPE NUEL



Luxury

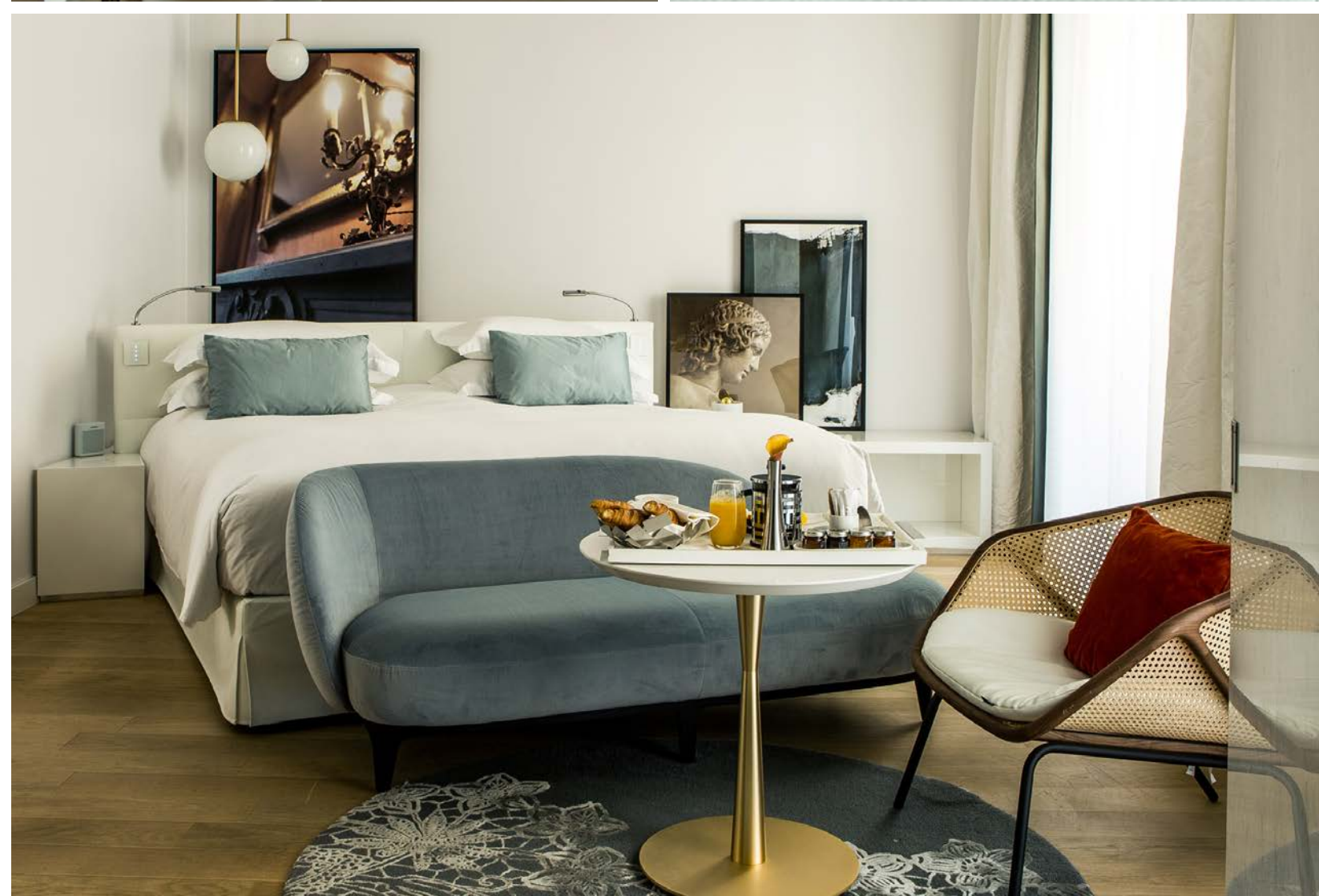
WELCOME CITIZENS OF THE WORLD

It's a universal truth that luxury stops being luxury the moment someone has to think about it. The myRoom system was designed to deliver a luxury experience to guests from all over the world, which meant it was important that the keypads be easy to understand. The buttons feature large icons that are easy to interpret in any language.

The keypads are also beautiful. The design team for the Sofitel Rome project selected exquisite white glass Palladiom keypads, so they could incorporate them into the rich white leather headboards in the guestrooms, without compromising the carefully curated look.

“The two elements that mattered the most to me, when selecting a guestroom keypad, were how easily the icons could be interpreted by guests from around the world and, of course, complementing our high-end aesthetic.”

JEAN-PHILIPPE NUEL





Refined

ESTABLISH A NEW LEVEL OF HOSPITALITY

The myRoom solution elevates the hotel experience by giving hotel staff the tools to impress guests with heightened attention to detail and customer service. Staff can trigger Welcome scenes during check-in, so guests enter a gently lit room with the curtains drawn, revealing a breathtaking view of Rome, instead of fumbling for a keycard or light switch in the dark.

Heightened privacy is another hallmark of myRoom. Guests indicate they do not want to be disturbed by pressing a button on the keypad, instead of crudely hanging a sign on the door. The system also informs housekeeping staff when the room is unoccupied, so they can provide tidy up or turn down services without interrupting guests.

“We feel the Lutron brand has a true knowledge of the hotel world and the hotel environment.”

JEAN-PHILIPPE NUEL



Elevated

DELIVER REMARKABLE COMFORT WITH ENHANCED GUESTROOM CONTROL

The Sofitel Rome Villa Borghese reopened after renovation on July 1st, 2019. Since then, the five-star hotel has realized improvements in guest satisfaction and staff efficiency.

“We measure guest satisfaction very carefully and we’ve seen a clear improvement since the renovation. Guests are extremely impressed by the design of the guestroom and remark on how comfortable it is.”

EDOARDO GIUNTOLI, GENERAL MANAGER





ALL PHOTOS STUDIO JEAN-PHILIPPE NUEL_GILLES TRILLARD



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