



THE RITZ-CARLTON

Exemplary

EXCEPTIONAL CUSTOMER SERVICE AND GENUINE STYLE

The Ritz-Carlton has arrived in Mexico City. Located in the city's second-tallest tower, this hotel delivers exceptional customer service and a genuine style synonymous with its name. Thirty years ago, the Ritz revolutionized the hospitality world and continues to cement its place at the top by anticipating guest preferences and equipping their buildings and staff with the tools to satisfy them. Their investment in an advanced lighting control system is a perfect example of this philosophy at work.

“One of the most iconic luxury hotel brands in the world understands the role that beautiful, advanced lighting control plays in crafting their definitive guest experience.”

JOSE CARDONA, PRINCIPAL, ARTEC STUDIO



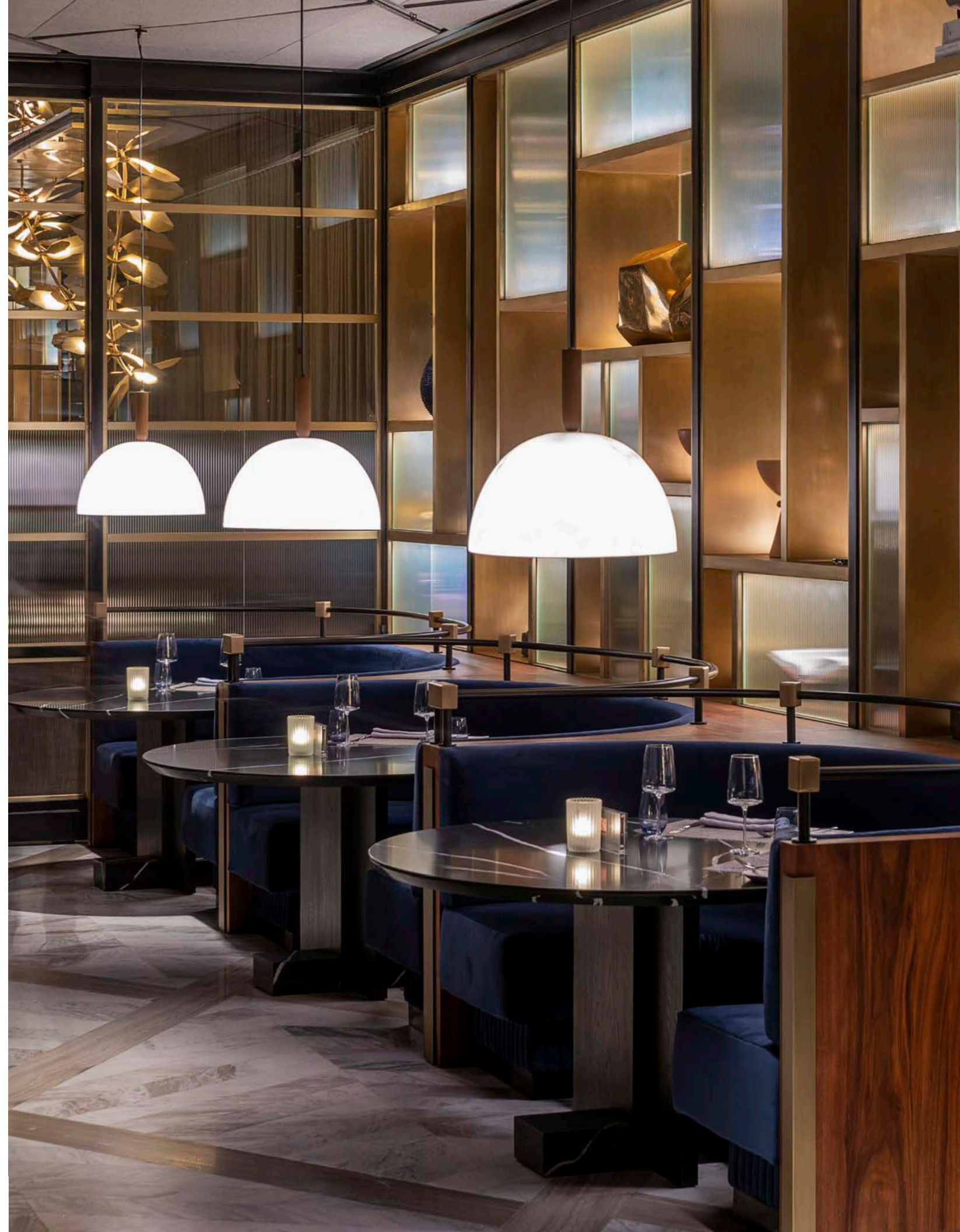
Sophisticated

USE LIGHT CONTROL AS AN AMENITY

The lighting in a luxury hotel never sleeps. In public areas, lighting levels shift throughout the day so that the atmosphere is always impeccable. In guestrooms, guests tailor their environment to meet their personal preferences from morning to midnight. Lutron's Quantum lighting control system, paired with the myRoom guestroom solution, provides an automated and stylish amenity that helps bridge staffing gaps and delivers a world-class experience at the Ritz and in more than 33,000 guestrooms around the world.

*“The idea was simple. Make the lighting perfect
and make it as simple to operate as possible.”*

JOSE CARDONA, PRINCIPAL, ARTEC STUDIO





ALWAYS THE RIGHT LIGHT, EVERY TIME OF YEAR

Floor-to-ceiling windows offer ample daylight and spectacular views throughout this Ritz-Carlton property. Automated lighting control in this modern glass tower ensures the level of electric light is always the perfect complement to the available natural light, even as the sun's schedule changes throughout the year. The astronomic timeclock (ATC) in the Quantum lighting control system coordinates light levels with local sunrise and sunset, so the hotel is consistently filled with the right amount of light.

“The astronomic timeclock brings the lights on to the level they’re needed, when they’re needed — spring, summer, fall, and winter.”

JOSE CARDONA, PRINCIPAL, ARTEC STUDIO



Alluring

APPEAL TO THE LUXURY GUEST

The guests of the Ritz-Carlton can stay anywhere, so creating an experience they want to return to is critical. This demands more than the finest materials; it demands functional luxury—anticipating how a guest may want to use their space and making it easy to do so. Bedside control of lights and shades is one way the Ritz imbues their guestrooms with functional luxury. This quality requires thoughtful design difficult to replicate by the competition, which helps to guarantee many happy returns.


Guestroom

Distinctive

CREATE A CONSISTENT WELCOME EXPERIENCE

When a guest opens the door of their guestroom, they are greeted by a room that is beautifully illuminated, based on the time of the day, and open draperies that showcase the stunning views of the city (90% of the rooms have private balconies offering panoramic views). Lighting designer Jose Cardona used Lutron's myRoom guestroom management system to create welcome scenes, one for an afternoon arrival and one for an evening arrival, that are activated automatically upon every guest's check-in.

“The welcome scenes are a bit theatrical—creating an appropriate contrast between darkness and light to make the rooms look really spectacular. The owners loved that guests would have the same welcome experience regardless of when they stayed at the hotel.”

JOSE CARDONA, PRINCIPAL, ARTEC STUDIO



Delightful

EXCEED THE EXPECTATIONS OF THE LUXURY HOMEOWNER

The Ritz delivers the comforts of a luxury home with a few surprises to delight its guests. Incorporating high-end materials, even where they may not be expected, is a design detail that can pay dividends in a guest's reaction. Palladiom wallstations were placed by the bedside, in the bathroom, near the entry, and near the window offering guests convenient control of their environment, from a beautifully crafted keypad.

*Hospitality properties can differentiate
their experience by giving guests better
control over their environment.*





Smart

MORE COMFORTABLE AND MORE SUSTAINABLE, SIMULTANEOUSLY

Comfort—it’s such a personal thing. Too hot. Too cold. Too bright. Not enough light. Hospitality properties can differentiate themselves by giving guests better control over their environment, especially if they remember those preferences for their next stay. With the myRoom smart guestroom solution, guests at the Ritz will be more comfortable now and the next time. In addition, when the rooms are empty, hotels can activate more energy-efficient settings improving their sustainability.

”The design of the keypads, their look and feel, was very important to the architect. There are a lot of brands in the market. We selected Palladiom keypads from Lutron because they are beautiful and very guest friendly.”

JOSE CARDONA, PRINCIPAL, ARTEC STUDIO



Iconic

BUILD THE BRAND BY BEING UNFORGETTABLE

Upon entering the lobby of the Ritz-Carlton Mexico City, day or night, guests notice the materials, furnishings, and art because they are illuminated in just the right way. A guest's first impression of their room is a carefully crafted welcome. The time they spend in their room—reading, watching television, enjoying the view of the outdoors—is comfortable and easily controlled from a stunning keypad. In the spa, the gym, the restaurant, or meeting space, the light level is always perfect, so that guests are comfortable and able to do what they came to do. Functional luxury—it's unforgettable.



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