



CLARIDGE'S RECEIVES THE FIVE STAR TREATMENT FROM CRESTRON

Five-star hotel rooms and penthouse suites are havens of calm and indulgence and hotels are rapidly recognising the added value that an integrated Crestron system can provide. In the case of Claridge's, many high-profile celebrities and captains of industry grace the halls of the two penthouse suites and Custom Controls' sensitive AV installation at the iconic hotel achieved the award for the Best High Rise Living category at Crestron's residential integration awards.

Located in the heart of Mayfair, Claridge's attracts a discerning clientele wishing to explore the highlights of London's shopping district, city and the leafy tranquility of Hyde Park. The hotel's award winning service and business facilities have seen it become a favoured location for the business traveler looking

to unwind and a sumptuous indulgence for opulent R&R.

With over 100 years of service to its name the hotel's art deco design has become as famous as its service and it is a focal part of London's rich history. Some of the great designers have left their mark on the hotel over the years





and today, original features weave seamlessly with modern twists, creating an effortless elegance.

This interplay of 1920's chic and modern day technology presented a certain challenge to Custom Controls when they were charged with installing a Crestron AV system in the flagship rooms of the hotel. As Dave Chester of Custom Controls explains, this was a job where subtlety was favoured above audio-visual grandiloquence.

"Working in the iconic Claridge's hotel presented a special set of challenges," says Dave. "The eventual system had to blend in with the high end interiors. The system also had to be designed around the fact that many elements of penthouse apartments are listed which made installation particularly challenging."

The client's brief required an intuitive system whereby guests could easily control the AV source and distribution across





the penthouses suites which are both comprised of 2 bedrooms and a living room. Although a relatively small installation, this job was complicated by the bespoke wall coverings, listed architecture and antique furniture which meant new cabling routes and neat wall mounted fittings were ruled out.

“The challenge for integrators working in hospitality is to make the technology accessible to guests,” says Brian Chapman, Director of International Hospitality at Crestron. “Hotels have long recognised the added comfort and luxury that automated controls can offer but when guests may only be in a room for an evening and can not read the local language, operating any system needs to be made easy.”

Mindful of this factor, the Custom Controls solution was to specify TPS-6X touch panel controllers from Crestron. The design finish of the units sit well with the art deco style feel and with a fully

customisable GUI, Dave was able to design a bespoke, Claridge’s braded interface which can be instantly mastered without instruction and is graphically lead to overcome any language barriers.

The RF communication of the TPS units ensured an instant response and minimises the risk from other wireless networks interfering with the frequency. From the controls guests are able to confidently





navigate the AV setup to control the LED displays, Blu-ray, Sky-HD and hotel TV which is all supported by a substantial audio setup.

To further reduce the impact of the installation, Custom Controls discreetly installed a dedicated control server to each room thus removing cabling between the two spaces. The finished installation has been praised by hotel staff for its sympathetic nature and satisfied their concerns that any AV hardware would confuse and tarnish the feel and design of the rooms.

The Crestron awards judging panel also favoured the Claridge's project for similar reasons as head judge, Crestron International's VP of Sales and Marketing, Robin van Meeuwen comments:

"This project, more than any other we have seen for some time, showcases how integrators need to pay particular focus clients' briefs and to the characteristics

of each particular project they work on. There is no one-size-fits-all solution and although other projects we see are larger and include more kit, this installation was rewarded for its restraint, and discretion. We loved this project. When working with over 100 years of history, Custom Controls recognised the need to reign in the design of its own installation to allow the location and all its rich history its rightful pride of place."

CRESTRON KIT LIST

- **TPS-6x**
Wireless touchscreen
- **MC2E**
2-series control system processor with Ethernet

