

**BOSE**

PROFESSIONAL

THE LONDONER

CASE STUDY - HOSPITALITY | THE LONDONER

  
THE LONDONER  
LEICESTER SQ.



## DELIVERING AN EXPERIENCE BEYOND FIVE STARS

Described as the world's first super boutique hotel, The Londoner is located at the heart of London's prestigious Leicester Square. With 16 stories — six of which are underground — the hotel boasts a scale like no other, offering 350 guest rooms; multiple restaurants, lounges and rooftop bars; an underground spa and swimming pool; two Odeon cinemas and a multi-million-dollar art collection. The guest experience is rounded out by the crown jewel of its amenities: the 880-guest capacity ballroom complete with dazzling lighting and projection technology for the most prestigious events.

Upon entering The Londoner, guests are greeted by intriguing sculptures, captivating artwork, and art deco-inspired interior design. To describe this hotel as five star is quite an understatement. Edwardian Hotels, the independent, family-owned company who created The Londoner, spared no expense to fulfill their mission of providing a truly exceptional experience for guests.

In committing to this promise, the hotel saw a need to complement the artistic interiors with the highest-quality, yet most-discreet, audio solution so visitors are engulfed in a soothing soundscape from the moment they arrive.

## COMPLEMENTING AESTHETICS WITH SUPERIOR AUDIOVISUALS

The Londoner envisioned not only the latest audiovisual solution available to complement the hotel's sprawling art collection and lavish interiors, but also one that ensured the ballroom was the best in the country — a lofty goal that consultant Arup and integrator Visual Systems were excited to exceed.

lype Abraham, commercial development director for Edwardian Hotels, explained that the aesthetics and atmosphere were the focal point of the space but audiovisual would complete the upscale ambience they desired.

“We as a group invest heavily in technology and design with The Londoner being our newest member to the group,” Abraham stated. “We want to have the best, with the interior design and finish as the focal point, not the technology.”

With more than 40,000 meters of audiovisual cabling needed throughout the building, the team had their work cut out for them. Focus was placed on integrating the visual components like lighting and digital displays, as well as the audio capabilities that were both cutting edge and transparent. Ray Sappal, project director for Visual Systems, was confident in the team's ability to achieve the perfect balance to deliver an exceptional result.



“We knew this was going to be a special project.” Sappal said. “The hotel itself is different from a standard five-star hotel, and the audiovisual technology was a critical component — it’s not the focus, but there to enhance the interior design and the artwork through more of the senses.”

## BESPOKE SOLUTION DELIVERS A PRESTIGIOUS ENVIRONMENT

With such a large, dynamic space with various aesthetics and use cases, the team built on the hotel’s existing data infrastructure by installing an extensive solution of Bose Professional Dante products.

“We had Arup’s performance specifications for each of the spaces, enabling us to develop the ideal integrated solution with the client’s team. We provided everything that they could need for the future and more,” Sappal said.

The team provided a solution that, like The Londoner, was in a class all its own.

The overall design includes more than 300 Bose Professional loudspeakers. Included are the DesignMax, EdgeMax and FreeSpace range of loudspeakers, which deliver space-saturating audio throughout all the various common spaces in an efficient and discrete footprint.

The Ballroom delivers a diverse, refined, flexible space with state-of-the-art technology and quality dining. The ShowMatch DeltaQ loudspeakers ensure an inspiring experience every time. Equipped with zone controls like the ControlSpace CC-1 that allows for local volume control, the staff also has the option of sharing the Ballroom’s activities and music throughout other parts of the hotel.

The Stage Champaign Bar — one of the six restaurants and bars — provides live music. The team leveraged the room-filling coverage provided by the in-ceiling EdgeMax EM180 loudspeakers located at the edges of the room. The ControlSpace CC-16 zone control panel and a Dante wall plate enables easy and intuitive control for a variety of music setups.

“The hotel itself is different from a standard five-star hotel, and the audiovisual technology was a critical component — it’s not the focus, but there to present the interior design and the artwork through more of the senses.”

— Ray Sappal  
Project Director, Visual Systems

The combination ControlSpace CC-16 and CC-64 control panels, FreeSpace loudspeakers and MB210-WR subwoofers provide the other hotel restaurants and rooftop bar with the ideal, bespoke ambiance needed while remaining easy to manage. Within each of these room, the audio technology blends into the spaces, allowing for a memorable indoor and outdoor dining experience.

The Mezzanine level — exclusively for hotel residents — consists of three unique areas, each controlled by a ControlSpace CC-1 zone controller. This level incorporates the EdgeMax EM90 in-ceiling loudspeaker, providing an area to experience art and relaxation.



In the lower levels, which are dedicated to the Green Room and multi-purpose area, the audio solution incorporates several MB210-WR subwoofers along with RoomMatch RMU206 and RMU208 loudspeakers. This allows for lower-level background sound during the day yet supports the higher levels desired for evening activities.

The Visual Systems team ensured the right AV technology was incorporated, living up to The Londoner's prestigious reputation and successfully fulfilling all its unique requirements.

### BOSE PROFESSIONAL GOES ABOVE AND BEYOND EXPECTATIONS

Throughout the hotel, guests are greeted by sophisticated works of art and exceptional interior design. From the lobby and guestrooms and within each amenity, visitors are surrounded by soothing soundscapes to complement the artistic interiors, delivered by transparent audio technology that blends seamlessly into the hotel's surroundings.

Emanuel Tulan, audio visual and production manager for The Londoner, unequivocally approved of the Bose Professional solution's quality and thoroughness.

"I am so pleased with the design. Visual Systems have thought about all the possible uses the various spaces within the hotel could be used for, including redundancy and backup to support the needs for live events or broadcast," Tulan exclaimed. "We have a fully engineered solution beyond what's offered at other hotels, which will help build our brand and business. For me personally, it's a lot of great technology to play with!"

The results are clear: The Bose Professional solution blends perfectly and discreetly within the hotel's aesthetic design while integrating seamlessly with the robust visual components found in the ballroom, completing the project and accomplishing the hotel's goals. ■



## SYSTEM COMPONENTS

**ControlSpace CC-1** zone controller

**ControlSpace CC3D** zone controller

**ControlSpace CC-16** zone controller

**ControlSpace CC-64** control center

**ControlSpace WWP22BU-D Dante** wall plate

**DesignMax DM2C-LP** loudspeaker

**DesignMax DM3C** loudspeaker

**DesignMax DM6SE** loudspeaker

**DesignMax DM10S-Sub** loudspeaker

**EdgeMax EM90** loudspeaker

**EdgeMax EM180** loudspeaker

FreeSpace DS 40SE loudspeaker

FreeSpace DS 100SE loudspeaker

**FreeSpace FS2SE** loudspeaker

**FreeSpace FS2C** loudspeaker

**MB210-WR** subwoofer

RoomMatch RMU108 loudspeaker

RoomMatch RMU206 loudspeaker

RoomMatch RMU208 loudspeaker

**ShowMatch SM5** DeltaQ array loudspeaker

**ShowMatch SM10** DeltaQ array loudspeaker

**ShowMatch SM20** DeltaQ array loudspeaker

**ShowMatch SMS118** subwoofer



PARTNER: **VISUAL SYSTEMS**

Visual Systems, part of Myriad Audio Visual Group and CP-Partnership, is a multi-award-winning company that has been designing, integrating and supporting audiovisual, communication and IT solutions since 1990, providing solutions to the corporate, government, medical and residential markets across the UK, Ireland and mainland Europe.



PARTNER: **ARUP**

Arup is a professional services firm with a 75-year history of excellence and a deep expertise in strategy, design, planning and engineering. With a focus on the built environment, Arup works closely and collaboratively with clients to develop the solutions needed today and tomorrow.



### **EDGEMAX**

Bose Professional EdgeMax in-ceiling premium loudspeakers feature proprietary PhaseGuide technology with high-frequency compression drivers to create a new category, combining room-filling coverage patterns typical of larger surface-mount speakers with the architect-preferred aesthetics of in-ceiling models.



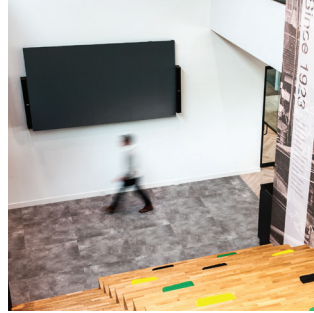
### **SHOWMATCH**

Bose Professional ShowMatch DeltaQ array loudspeakers feature replaceable waveguides that allow changing coverage and asymmetrical patterns, in compact enclosures optimized for both installation and portable applications requiring the best possible (top-class) sound quality.



### **DESIGNMAX**

A complete loudspeaker assortment to enhance any space, DesignMax loudspeakers offer rich lows and clear, intelligible highs — along with premium aesthetics that complement any commercial sound installation. Choose from 15 models — including coaxial two-way loudspeakers, subwoofers, and compact models for tight spaces — great for both background and foreground audio applications indoors and outside with several models IP55 rated.



Bose Professional serves many different markets, delivering great sound in venues all around the world — performing arts centers, theaters, places of worship, stadiums, restaurants, schools, retail stores, hotels, and corporate buildings.

We know that our pro audio customers depend on us in a unique way. This is your business, your reputation, your livelihood — not just an amp, not just a loudspeaker. So, when you buy a Bose Professional product, you get the full weight of the global Bose Professional team behind you — our time, support, and attention. We see every purchase as the beginning of a partnership.



**BOSEPROFESSIONAL.COM**