



Hospitality Improve building comfort and energy efficiency











The luxury hospitality sector is constantly required to meet new demands and new challenges. Its buildings should be able to express the originality of an exclusive offer, provide increasingly personalised services, propose innovative and original concepts but also comply with new environmental legislation and manage costs.

New **requirements** for hospitality buildings

Whether a major international chain, a small charming hotel or multi-purpose resort, all these buildings now need to embody a new service concept.

- > Thermal and visual comfort which, together with protection of privacy, actively contributes to customer well-being.
- Varied atmospheres that allow everyone to enjoy the comfort they seek at all times.

- > Prestige guaranteed by value-added features.
- > Buildings with high energy performance reduce the need for air-conditioning and heating, which means lower consumption in terms of energy and natural resources.
- > A rapid return on investment as a result of energy savings and reduced maintenance costs.



Somfy solutions for your projects

Somfy has developed intelligent solutions for the operation of building openings and sun protection devices. These systems contribute to the prestige and value of the building. They improve comfort for occupants while also reducing energy costs. In this way, **Somfy contributes to the development of bioclimatic façades** for all types of buildings, regardless of function or architecture.

The façade is the building's envelope, and acts as the interface between interior and exterior, and between the natural and built environments.

- Outside, climate conditions vary according to the seasons, the weather and changes in daylight hours.
- Inside, conditions must remain as stable and as comfortable as possible for all occupants, based on their activities, needs and preferences.

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Bioclimatic facades

 The bioclimatic façade is a living membrane that continuously adapts to changes in the weather, and to occupants' changing needs.

1 / ARMANI HOTEL

DUBAI, UNITED ARAB EMIRATES Client: Turner Int'l Architect: Skidmore, Owings & Merrill (SOM) Interior designer: Wilson Associates – Armani Hotel Collection Date: 2009

2 / ACICO JAL HOTEL

DUBAI, UNITED ARAB EMIRATES Client: Acico Architect: Bothe Richter Teherani (BRT) Date: 2010

3 / TAJ HOTEL

MUMBAI, INDIA Client: Taj Hotel Group Architect: Lissoni Associati, Milan BAMO, San Francisco – LTW Design Work, Kuala Lumpur – James Park Associates, Singapore Date: 2010

4 / MGM CITY CENTER'S VDARA TOWERS

LAS VEGAS, USA Client: MGM Resorts International & Dubaï World Architect: Rafael Vinoly Architects of New York / Gensler / HKS Date: 2009

5 / W DOHA

DOHA, QATAR Client: Medgulf Construction Co. W.L.L. Multiplex Constructions Date: 2009





Providing new services

"In our 300 rooms, motorised curtains produce savings on maintenance and cleaning, operational costs – due to remote control – and personnel (less time spent in the room), not forgetting the look of the place as they require less manual intervention." (Hotel chain development manager)

Improve thermal and visual comfort

- In rooms, reception or meeting areas, keeping temperature at a constant level and controlling natural light are key factors in perceived comfort.
- With Somfy control units and devices, it is possible to:
- > automate curtains to keep a cool interior,
- > filter natural light to rest or work in the room,
- > black out completely (night blackout curtain).

Offer more privacy and new aesthetic atmospheres

- Far removed from old-fashioned decoration, the hotel is now an interactive space, sparking off new emotions. Integral and invisible components of the design, Somfy solutions give everyone the possibility of protecting privacy, creating new atmospheres and designing the hotel's living areas:
- perfectly protecting private space by controlling motorised blinds and/or curtains,
- changing a room's atmosphere by changing the angle of slats on Venetian blinds,
- > partitioning off a room by opening and closing interior curtains...

Offer personalised services

- Your clients are unique, and as such their development needs are also unique.
- With automated and remote controlled solutions, everyone can take advantage of the benefits of technology, in complete freedom. Occupants live at their own pace, they adapt the hotel's structure to their desires through simple control.

Thermal and visual comfort



Manage locally by occupant via a remote control





automatically, so that occupant benefit from a pleasant indoor temperature



Improving the building's energy performance

"Electricity use accounts for 60-70 % of the utility costs of a typical hotel. Energy–efficient lighting can reduce electricity use up to 75 %." (Source California Hotel & Lodging Association)

Save energy

- Somfy offers Dynamic Insulation[™] solutions* so that you no longer have to choose between comfort and energy savings.
- The sensors and automatic devices used in Somfy solutions reduce energy consumption:
- > by prioritising the use of natural light,
- > by reducing solar gains in the summer,
- > by adapting building openings to actual occupancy periods (tourist season, seminar times, etc.).

Make the most of your investments

- Ensure profitability is a major requirement for the luxury hospitality sector. Buildings should be designed and built to reduce their operating cost and lengthen their lifespan.
- Somfy's centralised automation solutions are easy to integrate and operate, and help reduce running costs:
- > by limiting energy consumption with saving of up to 10% on heating in winter and indoor cooling gains of up to 9°C in summer,
- > by protecting external blinds from harsh weather,
- by reducing manual intervention on curtains and sun protections, extending their lifespans,
- > by reducing the number of manual operation required and therefore also room service's running costs.

Extend buildings' lifespans

- The high-quality design and manufacture of Somfy solutions mean that buildings fitted with these solutions are assured optimum sustainability:
- > the bioclimatic façades enable architectural creativity that gives the building all its value,
- automatic devices perfectly align sun protections to guarantee the façade's aesthetic appeal,
- centralisation systems can be easily adapted to changes in activities or in energy regulations.
- > the solutions are easily integrated into renovation projects (meeting and conference rooms, etc.).

green building council australia

*Thanks to Dynamic Insulation™ by Somfy, sun protection devices react automatically to outdoor climate conditions in order to reduce energy consumption and enable occupants to gain maximum benefit from the sun's natural heat.

Energy savings with automated sun protection devices

According to simulation tool created by Lund University in Sweden, an investment of 1% to 2% of the total cost of the building results in energy savings of 20% to 40% (see table below).

LUND UNIVERSITY	Electricity consumption (annual)	Cooling load Reduction (in Watt)
BARCELONA	reduced by 22.6%	reduced by 22.6%
(Spain)	(1446 kWh compare2006 kWh)	(1884 W compare 2435 W)
LOS ANGELES	reduced by 25.9%	reduced by 24.1%
(USA)	(1594 kWh compare 2151 kWh)	(1678 W compare 2212 W)
DUBAI	reduced by 14.7%	reduced by 21.2%
(United Arab Emirates)	(3038 kWh compare 3560 kWh)	(2124 W compare 2694 W)
SHANGAI	reduced by 33%	reduced by 21%
(China)	(1220 kWh compare 1830 kWh)	(1876 W compare 2373 W)

GBCA CERTIFICATION

Somfy solutions can contribute up to 40% towards obtaining GBCA Certification (approximately 59 out of 142 points). They are also conducive to achieving the higher classifications of 5* and 6* Green Star (Australian Excellence and World Leader status, respectively). Somfy's responsible, economical and environmentally friendly solutions are often sought for use in GBCA buildings.

Simulation conditions: hotel room measuring 39.5 m², with a 6.2 m² window (double glazing, U: 2.88 W/m²Kg: 0.77), white PVC sun protection awning and comparison with automatic sun protection or not, depending on the luminosity (details of the analysis available on demand).



Flexible to install, easy to use and compatible with most protocols and control systems on the market, Somfy solutions are a perfect match for the needs and restrictions of the luxury hospitality sector.

You can let customers make the decisions using wall-mounted control units or remote controls, anticipate requirements using timer programs, or opt for sensors to take care of things automatically. Whether you want to equip a whole building, a floor, public areas (corridors, reception areas, etc.) or a façade, your choice will depend on a number of criteria: the number of solar protection devices that need to be operated or zones to be managed, the type of management or maintenance system, functions required and level of investment.

Building management system

Sun-protection management systems with the animeo range (available in LON, KNX, IB+) Sensor parameters, zone-based control, supervision, etc.





Bedroom 🔰

Outdoor sun protection: Screen

- Motor: Altus
- Local control: Smoove

Indoor sun protection: Curtain

- Motor: Glydea
- Local control: Smoove
- + + RS485 transmitter control (touch panel: to operate, light, projection screen, blinds, etc.)







✓ Meeting room

Outdoor sun protection: Screen

- Motor: Altus
- Local control: Smoove

Indoor sun protection: Roller blind

- Noter Dillu
- Motor: SonesseLocal control: Smoove
- Local control. Shioov



Lobby 🔰

Outdoor sun protection: Roller Shutter

- Motor: Oximo
- Local control: Smoove

Indoor sun protection: Roller blind

- Motor: Sonesse
- Local control: Smoove





🗹 Dining room

Outdoor sun protection: Venitian blind

- Motor: J4
- Local control: Telis Mod/Var

Indoor sun protection: Roller blind

- Motor: Sonesse
- Local control: Smoove



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Somfy operates in 60 countries, with 76 subsidiaries, 51 offices and branches spread across 5 continents.

With 7 production centers, Somfy has effective, responsive manufacturing facilities.

Thanks to its strict quality standards, Somfy is able to satisfy the needs of 270 million users and 32,000 business clients worldwide.

SOLUTIONS FOR BIOCLIMATIC FAÇADES



