

# House of Blues Hotel and Halogená® Lamps

A • C A S E • S T U D Y

When the House of Blues decided to venture into the hotel business in Chicago, the choice of Halogená® screw based halogen lamps ensured savings and maximum impact for the stylish interior design. Lighting Designer Michael Hooker of MSH Visual Planners, Oakland, CA, enjoyed the challenges of marrying the trademark House of Blues “down home juke joint” theme with the amenities of a comfortable hotel.

“In the guest rooms almost all the lighting is done with Halogená lamps, and we’re very impressed,” Hooker said. “Number one, Halogená lamps give a clarity of color.” Used in table lamps, floor lamps, sconces and bathroom downlights, the Halogená lamp’s crisp white light was preferred over other sources, including incandescent. Halogená lamps also bring out all the richness of detail in the lobby, with its deep tones and exotic and eclectic finishes and furnishings—often having a bayou or Cajun flavor.

“Number two, we love the fact that it’s got three times the life of typical incandescents,” he added. House of Blues management was impressed with Hooker’s calculations. Halogená lamps need to be replaced one-third as often as conventional incandescent A-lamps, which leads to long-term savings. Costs for housekeeping and other maintenance staff to replace the lamps will be lower. And then there’s the incalculable issue of customer satisfaction: far fewer guests will be bothered by a lamp burnout, and they will find the Halogená lamp’s whiter light more flattering, particularly in bathrooms.

“The Halogená lamp also made it possible to use lower wattages, so we were able to cut electricity costs,” Hooker said. “Where you would normally use a 75W standard incandescent in a table lamp, we put in a 60W Halogená lamp.” The 60W Halogená lamp’s larger lumen package is particularly helpful in hotels where high light levels are required.

Halogená lamps’ shape, screw base, and lumen packages are very similar to incandescent A-lamps. They are appropriate for virtually all lighting fixtures in which an incandescent lamp would be used.



**“The Halogená® lamp’s crisp white light and long life was preferred over other sources.”**



—Michael Hooker  
Lighting Designer,  
MSH Visual Planners

# PHILIPS

## PHILIPS MEETS THE CHALLENGE

Several other types of halogen lamps from Philips Lighting Company were also used in this exotically themed hotel. MasterLine® PAR38 and PAR30 lamps enhance the lobby and guest rooms while Continuum™ Color MRI6 accents an abundance of folk art, artifacts, and sculpture found throughout the facility.

The House of Blues Hotel's exotic theming is strongest in the lobby and corridors. The corridors are illuminated by 60W Halogená® lamps in downlights with reflectors tinted blue. In contrast, chandeliers and wall sconces glow warmly with tiny incandescents, but these are purely decorative. What's really creating the light are Continuum Color MRI6 accent lights mounted on the ceiling. "We aim the MRI6s at the wall sconces. It looks like the sconce is giving off the light, but it's really the 20W MRI6s. We were pretty amazed at how bright it is," Hooker explained. The MRI6s also accent artwork in the corridors.

The lobby, with its bevy of mermaids, Buddahs, urns, musical instruments, and Moroccan tents, is dramatically highlighted by Continuum Color MRI6s and halogen PAR36s. General lighting is provided by MasterLine halogen PAR38s in downlights, plus a few high-color rendering TL90 fluorescent T8s. "Almost the entire project is Philips halogen and we stayed well within the power budget set for the building," according to Hooker.

"It was a very difficult challenge to extrapolate the House of Blues Club feel to a hotel and Philips made it work. There's a fine line between making something visually exciting and also comfortable for a guest in a hotel," Hooker concluded.

Michael Robke of Program/Design Management, the project manager for the House of Blues Hotel, praised Hooker's work, Halogená lamps, and Philips Lighting Company: "I agree with Mike [Hooker] that the two most important issues are color rendition and long life—I think long life is the most critical. And Philips customer service really came through for us." Robke adds that "Loews [the hotel operator] will likely consider employing Halogená lamps in other hotels it manages."

## BENEFITS OF HALOGENÁ LAMPS

- ▶ Lasts 3000 hrs.—three times longer or more than standard incandescent
- ▶ Crisp, white, high-color rendering light (2900K, CRI=100)
- ▶ Directly replaces standard incandescents
- ▶ Now available in decorative shapes
- ▶ Fully dimmable for added flexibility and energy savings

