

Photographer: Dirk Vogel, Dortmund  
Project location: Paris

## Intercontinental Paris Avenue Marceau Hotel

An illuminated facade acts as the public image of a luxury hotel, compliant with listed building legislation, dramatic - and yet energy efficient thanks to LED technology.

The facade is the public image of a hotel. Whether historic or modern, it gives the owner the opportunity to express the hotel's image and style. It is precisely in today's major cities which are pulsating with life 24-7 that facade lighting presents such a fantastic opportunity for creating an impressive image also at night. The recently renovated "Intercontinental Paris Avenue Marceau" is self-styled as a 5-star boutique hotel. Situated in a prestigious suburb of Paris near to the Arc de Triomphe, the hotel boasts the attractive historic facade of a 19th-century townhouse.

Together with ERCO Paris, the hotel management designed a sensitive yet dramatic concept for the facade lighting. This concept uses ERCO's latest energy-efficient LED lighting tools for the outdoor area: Kubus and Focalflood facade luminaires and Grasshopper projectors.

The designers deliberately contrasted warm white and daylight white LEDs in different areas of the facade. The lighting design is a fusion of historical splendour and hi-tech. It is an approach that not only protects the environment but also reduces the running and maintenance costs.

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