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Intercontinental Paris Avenue Marceau Hotel



## Intercontinental Paris Avenue Marceau Hotel

Architect -

Lighting designer -

Photographer Dirk Vogel, Dortmund

Project location Paris

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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## Luminaires used



Grasshopper

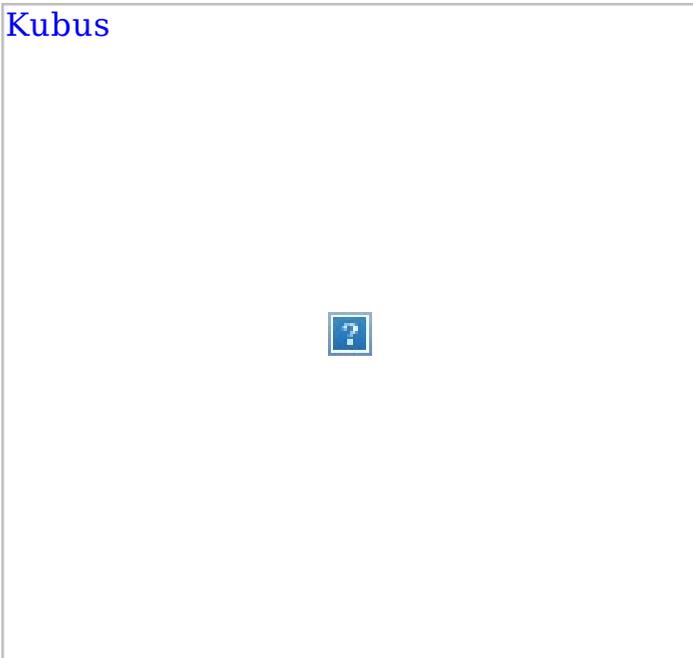


### Grasshopper

#### Projectors, floodlights and wallwashers

- [Grasshopper luminaires deliver accent lighting, floodlighting and wallwashing for outdoor areas.](#)

Kubus



### Kubus

#### Façade luminaires

- [Façade lighting and floor washlighting for outdoor and indoor areas with a single system design.](#)

Focalflood



## **Focalflood**

### **Façade lumineuses**

- [Emphasizing façade surfaces with light](#)

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