

LDA+A

LIGHTING DESIGN and APPLICATION

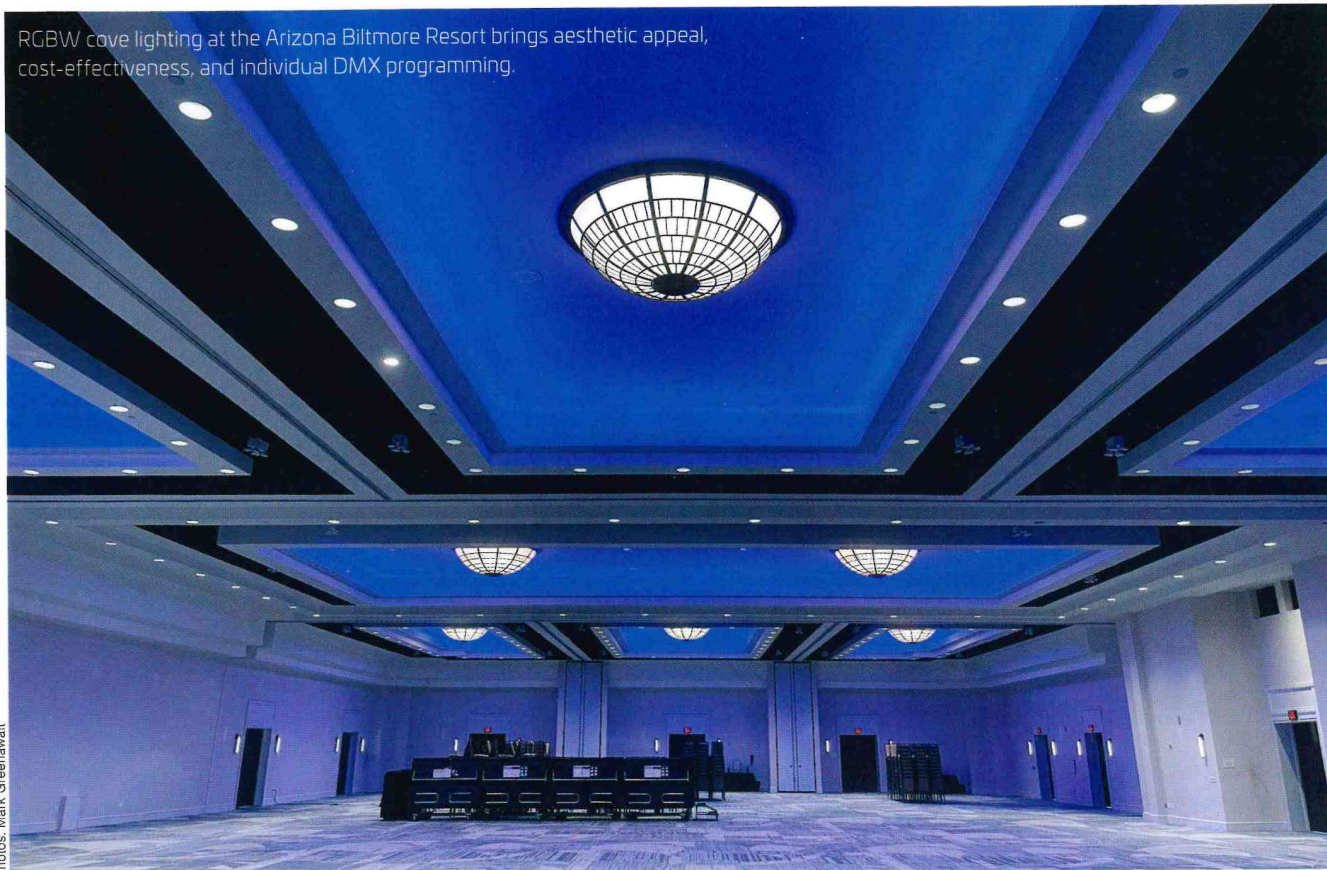
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Size Matters
Reimagining Legacy Resorts
Guest Appearances

A Hole New Level

From Hobbit hands to hospitality megaprojects

RGBW cove lighting at the Arizona Biltmore Resort brings aesthetic appeal, cost-effectiveness, and individual DMX programming.



Photos: Mark Greenawalt

REIMAGINING LEGACY RESORTS

Revitalizing the past to rival the present

Consumers are often seeking the next best—new and shiny—thing, influenced by the adage that newer is presumably better. However, many popular ads are filled with familiar products, claiming that they are “new and improved.” These possess the advantage of

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brand identity and have been updated to competitively thrive in the arena of new things.

The same is true in the hospitality industry. Patrons naturally flock to the newer resorts because they are fresh and glamorous and feature all the latest amenities. However, older hotels are making a resurgence thanks to some wise investments in renovations that remind prospective visitors of their unique heritage infused with cutting-edge technologies.

Older hotels often offer the benefits of historic significance and unique architecture. They commonly also have a strong connection with the local area and play an important role in the region's history as well as claim to have hosted well-known celebrities and other VIPs. But is that enough to effectively compete with the newer resorts and all their fanfare? When the answer is “no,” there are plenty of lighting innovations to help them raise the bar by brightening up what's old and highlighting what is historically significant.

Extreme Makeover: Illumination Edition

Older properties can sometimes look run-down and unwelcoming due to outdated lighting

fixtures. In the past, legacy hotels were lit with a few strategically placed fixtures inside the rooms and sometimes glare-producing pole lights around the grounds. Today, there are more lighting options than ever before—for nearly any type of task—to make guests feel comfortable and relaxed.

Resort renovations can create fresh ambiances with the simple addition of specialized luminaires for pathways, landscapes, and architectural features, to name just a few. Architectural lighting is particularly important, as it can be used to highlight the unique, historic architecture that often sets it apart from new projects.

Newer LED technologies can increase the lumens and use less energy than the existing obsolete halogen and fluorescent lamps. The color rendering alone of current fixtures can significantly enhance rich architecture. An appropriately illuminated resort gives a welcoming feeling while maintaining the feeling of safety.

More-mature structures were traditionally bathed in only white light throughout the property. Today, however, there are endless color palettes when using LED light sources. Full-spectrum color in architectural design is commonly used strategically to create a unique ambiance and immersive experience. Plus, dynamically changing light has the potential to create a feeling of activity and liveliness.

Beyond their aesthetic value, today's advanced LED designs provide bottom-line benefits that appeal to a younger demographic such as zero mercury found in fluorescent fixtures, longer lamp life for less landfill impact, and less heat gain. Of course, the ultimate value comes in the form of energy savings.

Major strides have been made in lighting control systems. Operators can easily adjust the brightness and color of lights with state-of-the-art DMX programming to provide flexibility for different "looks" for the ever-revolving needs of the resort. Colorful lighting may have more appeal to attract a younger demographic, but programming provides the ability to shift back to the elegance of white lighting on demand to remain true to the historic lighting design intent.

Leveling the Playing Field

A massive new resort, VAI Resort in Glendale, AZ, rolled out a phased opening in 2025, which included a state-of-the-art entertainment district and a Mattel Adventure Park. Meanwhile, dozens of established branded resorts are finding new ways to



Top: Ground-stake-mounted Acclaim fixtures uplift Frank Lloyd Wright-designed "sprite" sculptures.

Bottom: Courtyard landscape lighting on the Royal Palms leads to the focal point, a Saguaro cactus.

maintain full occupancy in this tourist destination.

The Arizona Biltmore Resort has attracted a wide array of VIPs, including nearly every U.S. president since the 1920s and countless celebrities including Frank Sinatra and Marilyn Monroe. To remain competitive, the resort underwent a \$150 million renovation led by PHX Architecture to reimagine the historic resort originally designed by Albert Chase McArthur, who started as a draftsman for Frank Lloyd Wright.

The design team included Creative Designs in Lighting (CDL), and we identified lighting upgrades such as Acclaim Dyna Accent Mini fixtures



mounted on tree rings to add RGBW color to palm trees throughout the public spaces and Ecosense Trov graze fixtures to amplify the shadow patterns of the Wright-inspired Biltmore block façades. The award-winning project was also noted for its use of signature bollards that perfectly aligned with the resort's design aesthetic.

One of the challenges of renovating antiquated structures is bringing them up to current code requirements. Mountain Shadows Resort in Paradise Valley, AZ, opened in 1959 and thrived in its heyday. But through time, it became outdated, and the ability to "renovate" it surpassed the cost and effort to demolish the resort and start over.

We worked with Allen + Philp Partners on this "new and improved" resort with a fresh take on architecture that honored the historic elements and branding. Kim Lighting flush-to-grade fixtures were fitted with purple/orange dichroic lenses to provide color splashes on the stark white columns, and

The Mountain Shadows Resort employs reclaimed signature blocks, purple hues, and flush-to-grade fixtures to accentuate the shadows.

Acclaim Dynagraze fixtures were installed behind the reclaimed circle/square concrete blocks for a silhouette effect.

Many other legacy resorts in the Phoenix Metro area have also recently invested in renovation projects including the Grand Hyatt Scottsdale Resort, The Scottsdale Resort and Spa, The Phoenician, and The Arizona Grand Resort and Spa. Legacy hotels are a lot like legends such as Frank Sinatra and Marilyn Monroe—they're timeless, but it helps to refresh their spotlight to remind guests of what makes them remarkable. ©

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