



case study | Hard Rock Cafe, Chicago

Restaurant Lighting Renovation



The Challenge: Deliver a flexible and simple lighting control solution for the renovation of the Hard Rock Cafe, Chicago.

“The lighting sets the tone for a whole shift, and creates a warm and inviting feeling for everyone who comes in.” **–Jim McGann, General Manager, Hard Rock Cafe, Chicago**

In 2008, Hard Rock Cafe, Chicago, renovated its lighting system with the installation of a Lutron LCP128™ dimming panel. The property serves a broad number of functions, including lunch and dinner service, and a full bar. The Cafe is also a concert venue. The LCP128 system was chosen because it delivers the flexibility to keep up with the changing needs of the property.

“Lighting is at the top of our list of design priorities. It creates the mood and environment that defines us.”

–Rick Sconyers, Senior Director of Design and Memorabilia, Hard Rock Cafe International.

Rick Sconyers, Senior Director of Design and Memorabilia, is responsible for the overall look of the Hard Rock Cafes and Hotels. He says very little is more important than lighting. “We use Lutron in all our Cafes because it’s a simple system. Simplicity in the lighting system is essential because it’s important for our units to be focused on their core business—the quality of the food and guest satisfaction.”

Jim McGann, General Manager of the Hard Rock Cafe, Chicago, says, “The Chicago Hard is a 22-year-old Cafe, so this renovation, like the ones before it, was intended to give it a new look and atmosphere, so that my team can provide the best food and service possible.”



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–Rick Sconyers, Senior Director of Design and Memorabilia, Hard Rock Cafe International.



About Hard Rock

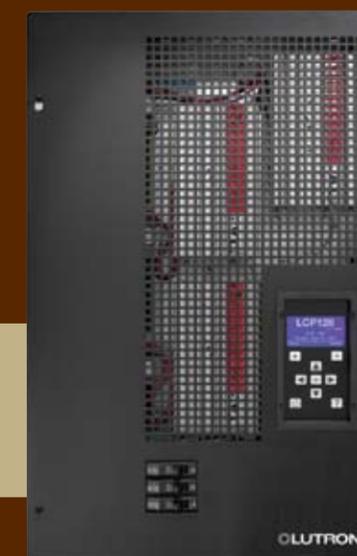
With 124 high-energy Hard Rock Cafes and nine Hotels/Casinos in 48 countries, Hard Rock International is one of the world’s most globally recognized brands. Beginning with an Eric Clapton guitar, Hard Rock owns the world’s greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website.



LCP128™ centralized lighting control

LCP128 from Lutron is an easily configured lighting management system that offers automated preset lighting scenes and simple end user control of all dimming and switching on a job. LCP128 is perfect for restaurants, retail spaces, hotels, spas, community centers, places of worship, and auditoriums.

- Operate automatically based on daily time schedules and/or external inputs (occupant sensors, daylight sensors, security system, etc.)
- Program circuits and areas independently and/or as part of preset scenes
- Operate manually through intuitive wall controls
- Operate with any combination of the above
- Patented Real-Time Illumination Stability System (RTISS™) technology ensures lighting levels remain constant throughout changes in the power line conditions
- Patented Softswitch™ relay is rated to last a minimum of one million cycles for ultimate quality and durability, significantly reducing maintenance and service costs
- Easy to design, install, and use



Client:

Hard Rock Cafe
Chicago, IL

Equipment provider:

Lutron Electronics Co., Inc.
Coopersburg, Pennsylvania



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