

# NOMAD

LOS ANGELES

*Design Spotlight*

# Ambience

## OLD-WORLD GLAMOUR. CUTTING EDGE LIGHTING

When guests walk into the NoMad Los Angeles hotel, they are transported back to an era distinguished by Old-World glamour, grand scale, and rich décor: Velvety, jewel-toned furniture. An ornate blue-and-gold coffered ceiling. Polished marble and wood gleam in a warm, ethereal glow... the lighting revealing the true beauty of each décor element and dazzling guests with opulence.

*“The sensibility of this property is so hyper-nuanced. We want the lighting to quickly set the tone.”*

PHILIP PAVEL, NOMAD'S MANAGING DIRECTOR



Lobby



# Beauty

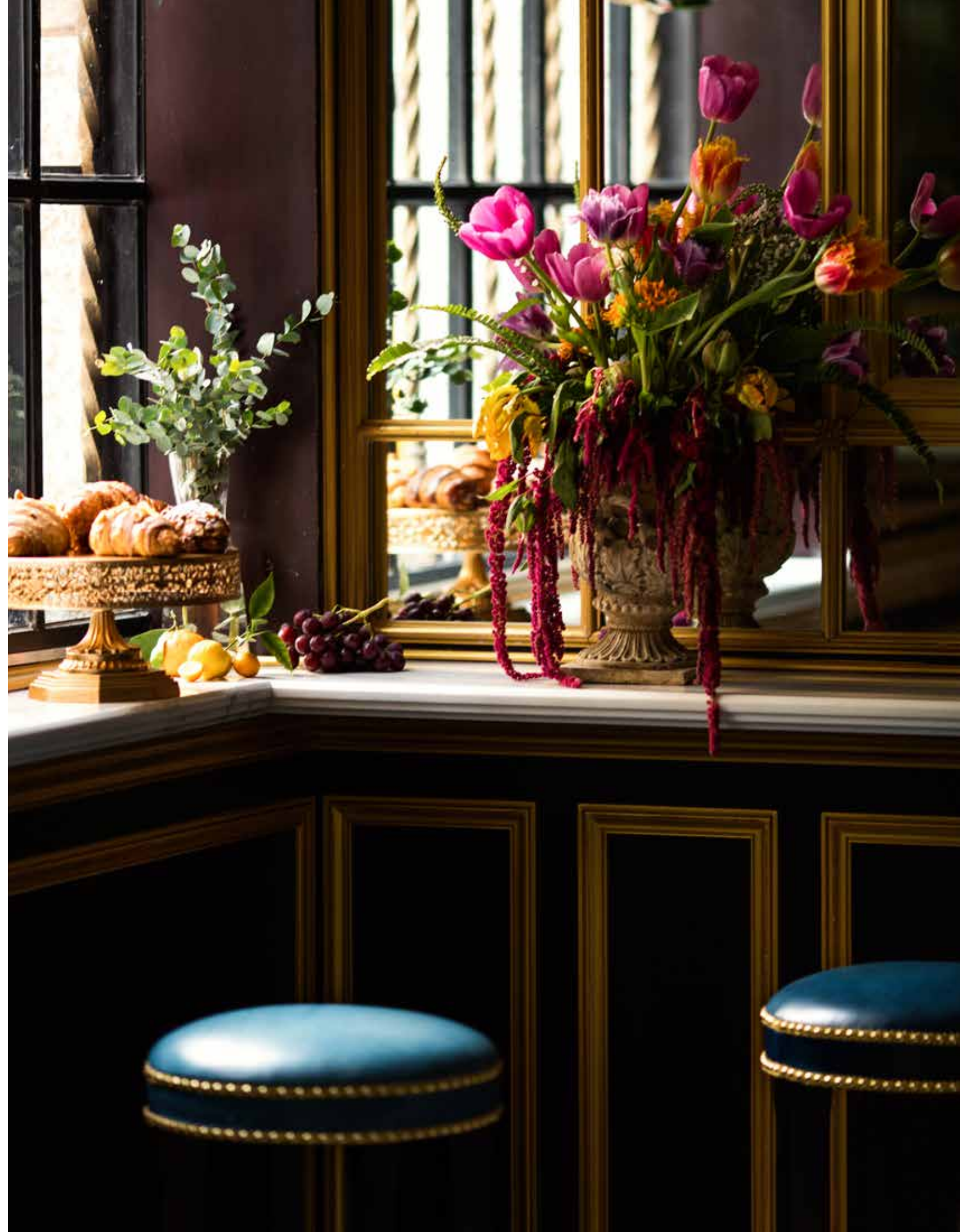
## REFINED AESTHETICS, HIDDEN TECHNOLOGY

One critical aspect of this dramatic transformation was finding the right lighting and lighting control. Lighting designer Sean O'Connor, principal at Sean O'Connor Lighting, described the challenge of the project and the goal of his design in this way. "There are expectations in terms of melding 1920s architecture and modern-day lighting demands. Lighting needs to be seamlessly integrated, so the hotel is well-illuminated and feels comfortable but doesn't shout 'lighting design!'" Sean O'Connor explained.

*"You sense the light around you instead of seeing where it comes from."*

MICHAEL LOMBARDI, ASSOCIATE PRINCIPAL AT SEAN O'CONNOR LIGHTING

The lighting design of the NoMad Los Angeles successfully combines wall sconces, table lamps, floor lamps, and lighting fixtures that have a decidedly refined aesthetic with cutting-edge architectural lighting and lighting control that enables light to play an active role in the interior—but with quiet controls so as to not disturb the aesthetics.





## INTEGRATED TECHNOLOGY ENABLES SEAMLESS OPERATIONS

Integrated lighting control coordinates what would otherwise be disparate lighting sources in the lobby, mezzanine, restaurants, and bars into carefully curated scenes. Those scenes can then be changed automatically throughout the day, in response to the time, or manually by hotel personnel to tailor the interior environment to the needs of the space or requests of guests. Lutron's Quantum lighting control system was selected to provide both the scene-based timeclock control functionality and manual control from an iPad.

In the lounge area, there is limited lighting installed in the coffered ceiling. Instead, most of the illumination in this voluminous space is offered by wall sconces and lamps. Accent lighting was carefully incorporated in lighted shelves to draw visitors' attention to the nearby bar and service areas.

---

*The result is the preservation of a historic architectural feature and a richly layered visual environment that is comfortable and flexible enough to accommodate different times of day and scenarios.*

---



# Comfort

## ACHIEVING CODE COMPLIANCE WITHOUT SACRIFICING GUEST EXPERIENCE

The lighting in the guestrooms also has an interesting story. When the former bank offices were imaginatively repurposed into 241 guestrooms, designers would have loved to have to used incandescent lamps and dimmers to create inviting and familiar guest spaces. However, California's strict Title 24 energy code requirements mandated the use of a more efficient lamp type.

"We incorporated warm dimming LEDs into guestrooms to provide the warm color temperatures," said Lombardi.

Elegantly controlled via the Lutron myRoom solution, the warm-dim lighting feels cozy and familiar – while achieving code compliance.

---

*myRoom also integrates shade and temperature control - enabling guests to tailor their environment for unparalleled comfort.*

---



GUESTS OFTEN TELL US, "I WANT THIS TO BE MY HOME AWAY FROM HOME"

MARGUERITE BEN, FRONT OFFICE DIRECTOR

# Personalize

## OPERATIONAL EXCELLENCE BENEFITS STAFF AND GUESTS

With myRoom Vue, hotel staff can tweak the room settings from an iPad, enabling personnel to easily tailor a room to a guest's preference or engage the Welcome scene when a guest first arrives. Such software also indicates when a guest is present or has stepped out, notifying housekeeping of the ideal cleaning time to minimize disruption.

In the public areas, engineering manager Bryan Pino notes how Lutron's intuitive Quantum Vue software makes it easy to personalize the lighting in amenity spaces for private parties or events. With the system's remote capabilities, Pino and his team can accommodate clients' preferences, and then recall the default settings from wherever they are.



---

*When guestrooms are unoccupied, myRoom occupancy sensors turn lights off and allow the temperature to drift a few degrees to save energy. Shades and draperies are automatically closed to prevent the sun from warming the empty rooms.*

---



*Welcome Home*

## A HISTORIC HOME AWAY FROM HOME

In the 1920s, living in a hotel was a popular practice for wealthy families. Luxury, lavish hospitality, and an extremely high level of personal service are just three reasons why people who could live wherever they wanted chose to reside permanently in a hotel. Nearly 100 years later, guests of the NoMad Los Angeles find themselves dreaming of permanent residence status as well. “Guests often tell us, ‘I want this to be my home away from home,’” says Marguerite Ben, Front Office Director. It is a testament to the comfort and beauty guests feel in the NoMad property and it all begins the moment the guest opens the door to their beautifully lit room.

---

*It’s how the NoMad Los Angeles  
says, “Welcome home.”*

---

  
*Lounge*



All photos: © Benoit Linero



© 06/2021 Lutron Electronics Co., Inc. P/N 368-6010 REV A