Hospitality, improve building comfort and economic efficiency
New requirements for hospitality buildings

Whether a major international chain, a small charming hotel or multi-purpose resort... all these buildings now need to embody a new service concept.

> Thermal and visual comfort which, together with protection of privacy, actively contributes to customer well-being.

> Varied atmospheres that allow everyone to enjoy the comfort they seek at all times.

> Prestige guaranteed by value-added features.

> Buildings with high energy performance reduce the need for air-conditioning and heating, which means lower consumption in terms of energy and natural resources.

> A rapid return on investment as a result of energy savings and reduced maintenance costs.

Somfy solutions for your projects

Somfy has developed intelligent solutions for the operation of building openings and sun protection devices. These systems contribute to the prestige and value of the building. They improve comfort for occupants while also reducing energy costs.

In this way, Somfy contributes to the development of bioclimatic façades for all types of buildings, regardless of function or architecture.

Bioclimatic façades

The façade is the building’s envelope, and acts as the interface between interior and exterior, and between the natural and built environments.

Outside, climate conditions vary according to the seasons, the weather and changes in daylight hours.

Inside, conditions must remain as stable and as comfortable as possible for all occupants, based on their activities, needs and preferences.

The bioclimatic façade is a living membrane that continuously adapts to changes in the weather, and to occupants’ changing needs.

Building 1: ARMANI HOTEL DUBAI, UNITED ARAB EMIRATES
Client: Turner Int’l
Architect: Skidmore, Owings & Merrill (SOM)
Interior designer: Wilson Associates - Armani Hotel Collection
Date: 2009

Building 2: ACICO JAL HOTEL DUBAI, UNITED ARAB EMIRATES
Client: Acico
Architect: Bothe Richter Teherani (BRT)
Date: 2010

Building 3: TAJ HOTEL MUMBAI, INDIA
Client: Taj Hotel Group
Architect: Lissoni Associati, Milan
Date: 2010

Building 4: MGM CITY CENTER’S VDARA TOWERS LAS VEGAS, USA
Client: MGM Resorts International & Dubaï World
Architect: Rafael Vinoly Architects of New York / Gensler / HKS
Date: 2009

Building 5: w DOHA DOHA, QATAR
Client: Medgulf Construction Co. W.L.L.
Multiplex Constructions
Date: 2009
Providing new services

“In our 300 rooms, motorized curtains produce savings on maintenance and cleaning, operational costs – due to remote control – and personnel (less time spent in the room), not forgetting the look of the place as they require less manual intervention.” (hotel chain development manager)

Improve thermal and visual comfort

• In rooms, reception or meeting areas, keeping temperature at a constant level and controlling natural light are key factors in perceived comfort.
• With Somfy control units and devices, it is possible to:
  > automate curtains to keep a cool interior,
  > filter natural light to rest or work in the room,
  > black out completely (night blackout curtain).

Offer more privacy and new aesthetic atmospheres

• Far removed from old-fashioned decoration, the hotel is now a «living organism», sparking off new emotions, integral and invisible components of the design. Somfy solutions give everyone the possibility of protecting privacy, creating new atmospheres and designing the hotel’s living areas:
  > perfectly protecting private space by controlling motorized blinds and/or curtains,
  > changing a room’s atmosphere by changing the angle of slats on Venetian blinds,
  > partitioning off a room by opening and closing interior curtains.

Offer personalized services

• Your clients are unique, and as such their development needs are also unique.
• With automated and remote controlled solutions, everyone can take advantage of the benefits of technology, in complete freedom. Occupants live at their own pace, they adapt the hotel’s structure to their desires through simple control.

Automated blinds

Somfy’s system rise or lower blinds automatically, so that occupant benefit from a pleasant indoor temperature.

Make the most of your investments

• Ensure profitability is a major requirement for the luxury hospitality sector. Buildings should be designed and built to reduce their operating cost and lengthen their lifespan.
• Somfy’s centralized automation solutions are easy to integrate and operate, and help reduce running costs:
  > by limiting energy consumption with saving of up to 10% on heating in winter and indoor cooling gains of up to 9°C in summer,
  > by protecting external blinds from bad weather,
  > by reducing manual intervention on curtains and sun protections, that extend their lifespans,
  > by reducing the number of manual operation required and therefore also room service’s running costs.

Savings with automated sun protection devices

Somfy solutions can contribute up to 20% to obtaining LEED certification (approximately 20 out of 110 points and 10 criteria). They are also conducive to achieving the higher classification levels (Silver, Gold or Platinum).

LEED CERTIFICATION

According to the simulation tool created by Lund University in Sweden, an investment of 1% to 2% of the total cost of the building results in energy savings of 20% to 40% (see table below). Somfy solutions can contribute up to 20% of the total cost of the building results in energy savings of 20% to 40% (see table below).

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Improving the building’s energy performance

“Electricity use accounts for 60–70 % of the utility costs of a typical hotel. Energy-efficient lighting can reduce electricity use up to 75 %.” (Source California Hotel & Lodging Association)

Save energy

• Somfy offers Dynamic Insulation™ solutions*, so that you no longer have to choose between comfort offered to customers and energy savings.
• The sensor and automatic devices used in Somfy solutions reduce energy consumption:
  > by prioritizing the use of natural light,
  > by reducing solar gains in the summer,
  > by adapting building openings to actual occupancy periods (tourist season, seminar times, etc.).

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Extend buildings’ lifespans

• The high-quality design and manufacture of Somfy solutions mean that buildings fitted with these solutions are assured optimum sustainability:
  > the bioclimatic façades enable architectural creativity that gives the building all its allure,
  > automatic devices perfectly align sun protections to guarantee the façade’s aesthetic appeal,
  > centralization systems can be easily adapted to changes in activities or in energy regulations.
• The solutions are easily integrated into renovation projects (meeting and conference rooms, etc.).
A solution adapted to each project

Flexible to install, easy to use and compatible with most protocols and control units on the market... All Somfy solutions are a perfect match for the needs and restrictions of the luxury hospitality sector.

You can let customers make the decisions using wall-mounted control units or remote controls, anticipate requirements using timer programs, or opt for sensors to take care of things automatically... Whether you want to equip a whole building, a floor, public areas (corridors, reception areas, etc.) or a façade, your choice will depend on a number of criteria: the number of solar protection devices that need to be operated or zones to be managed, the type of management or maintenance system, functions required and price.

Meeting room
Outdoor sun protection:
- Screen
  - Motor: Altea
  - Local control: Smoove

Indoor sun protection:
- Roller blind
  - Motor: Sonesse
  - Local control: Smoove

Bedroom
Outdoor sun protection:
- Screen
  - Motor: Altea
  - Local control: Smoove

Indoor sun protection:
- Curtain
  - Motor: Glydea
  - Local control: Smoove
  - + RS485 transmitter control (touch panel: to operate, light, projection screen, blinds, etc.)

Dining room
Outdoor sun protection:
- Venetian blind
  - Motor: J4
  - Local control: Telis Modulis

Indoor sun protection:
- Roller blind
  - Motor: Sonesse
  - Local control: Smoove

Lobby
Outdoor sun protection:
- Roller Shutter
  - Motor: Oximo
  - Local control: Smoove

Indoor sun protection:
- Roller blind
  - Motor: Sonesse
  - Local control: Smoove
Somfy operates in 54 countries, with 68 subsidiaries, 51 offices and branches spread across 5 continents.

With 7 production centers, Somfy has effective, responsive manufacturing facilities.

Thanks to its strict quality standards, Somfy is able to satisfy the needs of 270 million users and 32,000 business clients worldwide.