



Studio Due light *s.r.l.*

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FOR IMMEDIATE RELEASE

A new prestigious LEDs installation from STUDIO DUE

*Fairmont Hotel at Dubai shines with italian LED Lighting.
A replacement of traditional 575 metal halide lamp using a compact LED
Lighting fixture*

Viterbo, 1st July 2011

The Fairmont Hotel Dubai lighting project is an ambitious renovation of the existing lighting scheme of this luxury hotel in the United Arab Emirates recently marked by Studio Due Light in partnership with HAJI Commercial.

A pure example of replacement traditional CYM lighting fixtures with more gentle and energy saving LEDs solutions supplied from Studio Due Light.

In 2002 have been installed at this prestigious hotel, 160 pieces of 575 W discharge lamp luminaries designed for dynamic and creative illumination of facades, to give the effect of an eye-catching wash of colour to the hotel's four concave facades and rooftop turrets.

The building facade is made of alternating columns of glass and granite.

The colour changers, were in a vertical position on specific wall brackets positioned on the 32nd and 9th floors.

The aim was to wash the building with powerful metal halide flood light, to give the hotel greater flexibility in the lighting scheme - for example, painting with various color schemes for festivals and other occasions.

The new LED Lighting scheme

Nowadays following the LED technology and its benefits, the management of the Fairmont Hotel wanted maintain the aim of the original lighting design using LEDs products to avoid the replacement of the lamps and to save energy.

The mission to find the right product to replace the traditional lighting fixtures, was given to the HAJI commercial company - one of the leading Agents, Distributors, and Project Suppliers to many prestigious projects in Dubai, Abu Dhabi, Sharjah and Northern Emirates - which visited Studio Due Light booth during Light & Building 2010. The product presented all the characteristics to do the job properly, maintaining the wall mounting and especially the original lighting scheme, which was characterised for several vertical sheaf's light crossing each other from the top to the bottom as to create a unique source of light.

An height of 80 meters should have been covered with a small size LEDs product, having in mind the objective to save energy avoiding the lamp's replacement issue.

The Archiled 300 was the right product.

With a 10° lens to cover uniformly from the bottom to the top 80 meters along side the

facades, the Archiled 300 accomplished properly the lighting scheme originally designed with metal halide 575W lamps.

Small size, compact design, robust case and impressive light output.

These were the drivers which convinced the Fairmont Hotel's board of directors to invest in Studio Due LED lighting fixtures after several tests in which different competitor's products were positioned in a pure product's comparison based on more than one parameter.

Light output, reliability, competitive cost and warranty.

The Archiled 300, can reach the depth of 40 meters from the bottom to the top of each facade.

A customization to harmonize the product to the rest of the building was done, shipping the furniture in Silver Grey finish.

The power consumption matter was one of the most important topic to consider.

The light output of the Archiled 300W is astonishing if we consider the relative power needed to feed the 96 Rebel LEDs, while the traditional light fixture replaced, required permanently the triple power to feed the lamp.

Furthermore the Archiled 300 when just one colour is on, requires 1/4 of the power that a traditional 575 discharge lamp needs.

The technical department of Studio Due combined with the excellent support and follow up of HAJI was able to assume a very large energy saving to be used as key selling point.

Investing in LED lighting does not result in immediate savings, but does promote significant savings over time.

The Archiled 300 replaces each product, maintaining the original mounting wall so to avoid to change the brackets.

The soft weight of the Archiled 300 allow the technical equipe to install the fixtures simply dismantling the previous product and replacing the products from Studio Due.

About Studio Due

Studio Due has been creating lighting systems for live performances, discoteques and Television Studios since 1982.

Through constant research and innovation, and the use of premier-quality materials, Studio Due has established an international reputation as one of the market leaders in the field of professional lighting.

In 1998 Studio due has enlarged its range of products (moving head spots, outdoor multiray Effects, controllers) introducing a new line of colour changer specifically designed to satisfy the requirements of the architectural lighting; the most famous and world wide appreciated among these products is the City Color.

Studio Due thanks to continuous investments is today able to produce inside the company

most of the components needed in the final assembling of their products, that means ma

nufacture high quality fixtures without losing the flexibility in the production.

Since the late 1980's Studio Due has continued to uphold its interest on the oriental scene

resulting in the opening of a branch in Hong Kong in the early 1990's.

Studio Due far east, with headquarters in Hong Kong, was created in 1993 in order to represent the italian trademark for all the South East Asia area.

Lighting Project Datas

Customer: Fairmont Hotel Dubai

Contractor: Haji Commercial

Product Used: 176 Archiled 300 rgbwa

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About Haji Commercial

Established in 1988, HCC is part of the Haji Ali Group, a century old business establishment operating out of Bahrain. Today, HCC is one of the leading Agents, Distributors, and Project Suppliers to many prestigious projects in Dubai, Abu Dhabi, Sharjah and Northern Emirates.

From a modest beginning, HCC has grown to become an AED 200 million company employing more than 100 people. An achievement so remarkable calls for great celebrations. Hence, the 20th anniversary celebrations of Haji Commercial Company.

About Fairmont Hotel

With an ideal location, gracious service and exceptional amenities, the Fairmont Hotel Dubai offers an ideal escape as an unique blend of contemporary design and urban chic. An icon in the financial heart of the city.

Designed with business in mind, this multi-use complex is just minutes from Dubai's key attractions, shopping facilities, golf clubs and beaches and is directly linked to the Dubai International Convention Centre.

Visit: www.studiodue.com/fairmont-hotel-dubai