

Pullman London St Pancras Hotel

CASE STUDY | HOSPITALITY

LONDON, UNITED KINGDOM

⇒ Challenge

Reinvent the hotel meeting room by creating a space where performance meets pleasure.

⇒ Solution

Crestron provided a DMPS all-in-one solution to unite and systematically control all elements from a single touch panel.



With “Business Playground” we aim to create unforgettable meetings for our guests.”

Xavier Louyot
Senior Vice President
Marketing EMEA Luxury &
Upscale Brands, Accor

Business Playground, the new boardroom concept at Pullman London St Pancras Hotel

Pullman Hotels & Resorts is the international hotel brand that caters for the new lifestyles and expectations of today’s cosmopolitan, mobile, hyper-connected traveller.

In November 2013, Pullman London St Pancras inaugurated a new boardroom concept called “Business Playground” developed with the Pullman brand in close collaboration with French designer, Mathieu Lehanneur.

With this new concept, Pullman Hotels wanted to reinvent the meeting room by breaking old codes of how meetings can be held and creating a space where performance meets pleasure. The boardroom has been built to exemplify Pullman’s brand moto “work hard, play hard” and its commitment to connectivity. Crestron solutions have been implemented to meet these technological requirements.

Xavier Louyot, Senior Vice-President Marketing EMEA Luxury & Upscale Brands explains, “Our business guests travel a lot. Hotel guestrooms and meeting rooms are part of their daily routine. Quality of service and efficient facilities are intrinsic to all upscale international hotels. So it’s the experience that makes the difference. It takes inspiration for big ideas to make the leap forward. With “Business Playground” we aim to create unforgettable meetings for our guests, so that their gatherings in our establishments in London, Paris, or elsewhere are unlike any others.”



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Using technology to create a unique user experience

By creating this new boardroom, which will become the new standard for the brand's meeting room facilities, Pullman wanted to offer a unique experience to clients. Mathieu Lehanneur designed several different spaces within the hotel, giving a unique representation of the hospitality industry; the main area with the central table that imitates a poker table, the 'canopy break' area where informal discussion can happen or the artistically creative 'curiosity boxes' – designed to trigger inspiration. In each of these areas, Crestron solutions have been installed to control both the professional and fun environment.

The installer of this project, Alliance Project, took into account the distinctive needs and habits of the client in terms of connection and ergonomics. "Our goal was to offer simplicity of use not only for Pullman customers but also for the staff", comments Stéphane Wolf, Director at Alliance Project. "We wanted to respect the atmosphere created by Mathieu Lehanneur by providing intuitive and easy to use solutions. As such, Crestron solutions were the most reliable choice to answer these conditions."

Creating a collaborative, productive and friendly work environment

All of the audio-visual facilities available to the customers are centrally controlled by a Crestron DMPS-300 system.

This all-in-one solution features a built-in processor and video amplifier. At the heart of the solution, the DMPS-300 unites all the components within the meeting room. Crestron DigitalMedia cables have been used in order to accommodate the distance between the DMPS-300 and distribution points for transmission of crystal clear HD signals.

On a Crestron TSW-550 5" touch screen, a dedicated user interface has been specifically developed for Pullman and the "Business Playground" meeting room. This simple to use interface will be reproduced in all Pullman hotels equipped with a similar boardroom.



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Stéphane Wolf
Director, Alliance Project



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One of the targets of this boardroom is to encourage discussions, ideas and collaborative work. As a result, Crestron's AirMedia solution has been installed. With this system anyone can walk into a room and easily start a wireless presentation. Sharing content or adding people to the meeting in just a few clicks is very easy. In addition, Crestron DIN Rail solutions control the electrical system. Different lighting scenes are programmed according to the moment of the day or for a specific event. These solutions also enable energy saving solutions for the building.

“This installation is a perfect example of technological evolution and demonstrates a growing trend in the hospitality industry. We envisioned a reliable and easy to use solution that will be installed in all Pullman hotels, encouraging customer loyalty to the Pullman brand across the globe”. Said Christophe Malsot, Hospitality Manager at Crestron.



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Christophe Malsot
Hospitality Manager, Crestron

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