

> CASE STUDY

HOLOPHANE PROVIDE EXTERIOR LIGHTING TO BRAND NEW BET365 HEADQUARTERS



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Debbie Crosby | Interior Design Consultant

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BET 365 HEADQUARTERS EXTERIOR LIGHTING, STOKE-ON-TRENT



D-Series DSX2

Tetra Parco 2

Mini Corniche

Background

World leading online bookmaker Bet365 based in Stoke on Trent have recently moved into a brand new state of the art purpose built office building providing their staff with a safe and comfortable environment to work in. The beautifully designed building is a glowing tribute to the success of the business and stands out architecturally from the more contemporary buildings around it. The new 15,000 sq.m. base was built on the site of the former Sentinel Newspapers office in Media Way in Stoke-on-Trent and is nearly twice the size of their previous headquarters at Festival Park.

Designed by Architects Wood Goldstraw Yorath whose objective was to provide a landmark state-of-the-art office facility with the high quality finish expected by such a prestigious client as Bet365 in conjunction with Zerum and Debbie Crosby - Interior Design Consultant to Bet365. The project team needed to ensure that the suppliers chosen for all aspects of the project were of the high standard required to complete the brief to the client's satisfaction.

Challenge

The building is in operation 24 hours a day with staff working in three shift patterns with people moving through the car park at all times of the day and night. Staff safety and security are paramount so the walkways leading between the building and the various sections of car park needed to be well lit and safely delineated.

Solution

With approx. 2,000 car parking bays and space being at a premium a very wide spacing between columns was crucial and the Holophane DSX2 LED luminaire provided the perfect solution with an impressive spacing between columns. The walkways and pedestrian areas needed to be safely lit, but in keeping with the design ethos of the building the design of the product chosen had to be striking and modern whilst at the same time energy efficient. The design team selected the stylish Holophane Tetra Parco 2 which ticked all those boxes. The façade lighting really shows the building off at night and brings the front and rear elevations to life with a stunning wash of light and linear glow along selected lines of the frontage. The Holophane Mini Corniche product with long life LED light source ensures that this appearance will last well into the future without the need for costly maintenance. Finally, the under canopy areas were lit with the unobtrusive Oblo and 2100 Incasso recessed downlight ranges and the low level walkway lighting was provided by the Promenade 200 recessed indirect accent lighting product.

Debbie Crosby, who was responsible for both the interior and exterior schemes, was delighted with not just the performance of the D-Series luminaire but also with how well it fitted with the aesthetic of the building.



Zerum demonstrated using photometrics that this product was perfect for this site. This product has excellent coverage and a long module lifespan, which is crucial to the overall facilities management of the site.

It was my opinion that aesthetic of the fitting fit well with the building and the look that we were striving to achieve overall.

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Holophane have provided the complete exterior lighting solution for this impressive and high profile project and have achieved all the goals set by the design team whilst impressing the client.

