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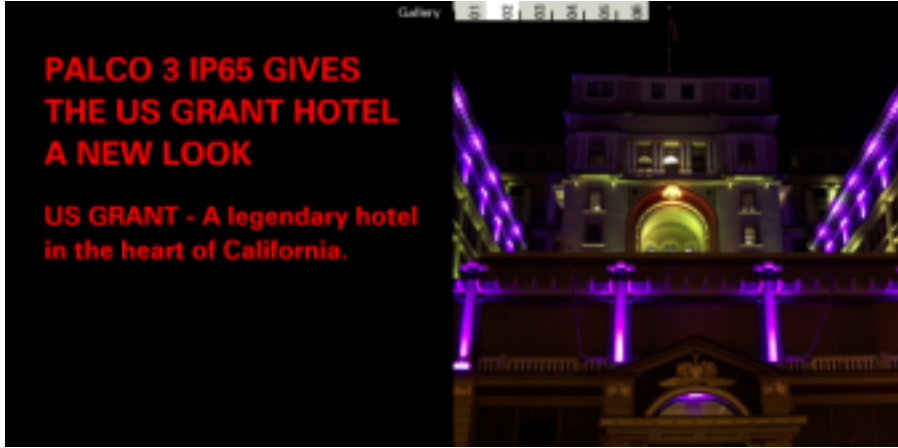
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As one of the city's oldest and most prestigious buildings, the **US Grant Hotel** has always been one of the highlights of **San Diego**. In **Edwardian style**, it was desired and built in **1910** by **Ulysses Grant Jr.** to commemorate his father, the 18th President of the United States and hero of the American Civil War.

It is one of those buildings that maintain the **historical memory** of the place in which they are located: through the decades, it has hosted no less than **thirteen** Presidents of the United States and is located alongside the "**Gaslamp quarter**", the fascinating quarter of San Diego in which it is possible to admire over **ninety buildings** listed in the register of historical buildings, many of which are over two centuries old.

DESCRIPTION

Colouring an Edwardian-style façade

After an interior upgrade lasting almost two years, the US Grant Hotel recently re-opened as part of the chain of **Starwood luxury hotels**. Its 270 elegant refined rooms and 47 suites have all the very latest comforts.

But the most extraordinary effect of the facelift, carried out without any external structural modifications, involved the building's facade: the hotel's unmistakable architecture is **aristocratic** and precious and is now highlighted by the installation of **81 SGM Palco 3** (8° lens) colour-changing fixtures, which replace the old sodium vapour lighting. These fixtures were chosen not only for the **high resistance** to adverse weather conditions and the minimum maintenance they require (the installation is **permanent**): the most relevant aspect regards the **aesthetic revolution** they achieved on an antique style façade, thanks to their exceptional **luminosity** and **colour intensity**.

The Result

The 81 Palco 3, evenly distributed on the **second, seventh, ninth and eleventh floors**, highlight the typical vertical and horizontal architectural elements of the outside of the building and can project suggestive **colour combinations** on the façade. In fact, after this installation, colour has become a really unique, **distinctive characteristic** of the hotel, which – with specific programming – can be adapted to match special events and occasions. For example, the standard setting is based on a warm **amber-coloured** illumination with pinkish nuances. For **Christmas**, the façade will be dressed in **red** and **green**. The hotel is also able to celebrate key **sports events** in **blue** and **gold** livery, the colours of the local baseball team, the San Diego Padres.

SGM EQUIPMENT

_PALCO 3

EVENT DETAIL

Date	01/11/2006
Country	United States
Town	San Diego - CA
SGM Dealer	Neal Electric
Lighting Designer	Tony Hansen - Techni-Lux
Lighting Contractor	Dan Lovin
Lighting Operator	Facility staff
Photo by	Tony Hansen

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