

Case story InnStyle Maarssen
My event, my colours - A perfectly styled event
CLS fixtures take events to the next level

InnStyle provides all the space for InnSpiration at their full-service venue. Here it is possible to organise a unique food experience, business festival, congress, product launch, teambuilding event and much more, both indoor and outdoor, all year round. Because of their unique location, CO2-neutral venue, in a natural and easily accessible environment, they have already welcomed many satisfied visitors. But mainly also because of their approach, which is characterised by their attention to detail and focus on the customer.

To add an extra 'personal touch' to their clients' events, they looked at the lighting. Maurice Andringa, owner InnStyle: 'InnStyle's aim is to convey our client's message to its guest in the best and most surprising way possible. This ensures that the message stays with the guest for a long time. We therefore wanted the new lighting to match our new large widescreen projection so that the lighting moves with the visual presentation on the widescreen display. In addition, we wanted to replace our lighting (partly LED, partly halogen) with lighting that you don't actually see hanging from the ceiling/walls, but with which we can achieve visually attractive presentations and effects for our business client and their guests.'

For this, the company Spot & Speaker started looking for a suitable solution. InnStyle and Spot & Speaker have been working together for over 20 years now to innovate and improve overall technology. They are a perfect match because of the firm's specialism. Dennis Bos, owner Spot & Speaker: 'Our specialism within AV technology lies in combining technically advanced technology with ease of use. As a result, it is intuitive and simple to operate, and users can easily adjust settings without in-depth knowledge.' For the room with the widescreen display, they looked together at optimising the lighting, both in sustainability, and functionality.

With these requirements on lighting used for this room, which manifested in versatile use in terms of functionality and low energy consumption, reduced environmental impact and long-term high performance for sustainability, they started looking at the various options available. Besides these requirements for lighting, there were also some requirements for the brand and supplier. Dennis: 'The choice for CLS fixtures was quickly made in our innovation meeting with InnStyle. The choice came about partly because we were also looking for a brand that offers quality, has good references and provides sound information. CLS was in the best position to provide us based on our requirements and its products came out best from our research.' CLS Lighting consultant Erik Elings then helped think of a suitable solution in which both high-quality white light, as well as coloured atmospheric light could be programmed, and together they ended up with two fixture series of CLS.

These are the CLS Jade Series and CLS Ruby Series, both with RGBA LED modules and controlled via the DMX protocol. The CLS Jade Series was chosen for wall accents and the Ruby Series as general hall lighting. Because of the hall's versatile applications, DMX was the obvious choice, as this reliable control system allows everything to be controlled directly. It also allowed the video and audio installation to be linked, for an interactive result. To control everything as easily as possible for InnStyle, a Pharos Controls

show control system was used, linked to the building management system.

All this was achievable through the modular construction of the CLS fixtures, which allowed Spot & Speaker to meet its client's specific needs and provide them with a tailor-made solution. This therefore worked prosperously in the preparation of a new lighting plan.

The challenge in this project was in the operation of the old system. It had to remain operational during the installation of the new system so that InnStyle could continue to offer its customers an excellent experience, but this worked out well in collaboration with Spot & Speaker. Maurice: 'Getting technology to work well together is quite a challenge and requires good preparation. This process always takes long as end-user but the flip side of this is that it allows us to look at and discuss carefully how we could achieve our optimal final picture. All this was and is done in a very pleasant way.'

Both InnStyle and Spot & Speaker experienced the contact and cooperation with CLS in this process as pleasant. Dennis: 'CLS and colleagues are very involved both during installation and after completion'. Both parties are also satisfied with the result. Maurice: 'We get many compliments from a lot of large corporate clients of ours; and they are used to something! Our goal is to surprise our guests, and this certainly succeeds.'

InnStyle always wants to make tomorrow's event better than today's. Short and sweet, that translates to 'it was already beautiful, but it keeps getting better'. That has certainly been achieved; the possibilities of this image/lighting solution are endless. This enables us to give optimal attention to our client and her guests and wishes and live the wonderful event business with a smile every day, says Maurice.

www.spotspeaker.nl

www.cls-led.com

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