



## Case Study Ham Yard Hotel

**Division:** Residential  
**Location:** Soho, London  
**Project Duration:** 18 months  
**Managing Director:** Steve Worrell

### Project Features

- 24 Apartments including Show Apartment
- Crestron Lighting, Sound, Heating and Home Automation Solutions
- Fingertip Control via touchscreens and mobile devices
- Bowling Alley
- Shared integration solution

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### Soho Spendour in Ham Yard

Ham Yard Hotel, one of the famous Firmdale Hotels, has a wonderful urban village feel, despite being in the middle of Soho and moments from Mayfair. The tree filled garden, with a Tony Cragg centrepiece, provides focus point and adds a bucolic touch to this city hotel.

Ham Yard Hotel is unusual in that it offers 24 apartments alongside 91 hotel rooms. Firmdale wanted these fabulously appointed apartments to have all the comfort and luxury of a home away from home. They also needed a solution for their fabulous 1950's style bowling alley.

Greenway Associates brought Smartcomm onto the development project. Smartcomm designed and integrated a feature rich audio visual and automation solution that worked well with the internal Ham Yard Hotel system.

Smartcomm also provided the Ham Yard Hotel's bowling alley with the 21<sup>st</sup> century technology it needed.





### Shared Room Ingenuity

Two of the sumptuous two bedroom apartments share an optional third bedroom. This allows the Ham Yard Hotel to convert either of these two bedroom apartments into a three bedroom one.

While this room connectivity adds flexibility for the Hotel, allowing them to cater for larger groups and families, it was technically challenging.

Smartcomm had to ensure the control of the audio visual, heating and lighting systems in the flexible room would respond to the correct apartment control system. This is dependent on which apartment is using the additional room. Clever programming and integration with the hotel booking system, provided the solution.

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integrating technology with vision

### Bowled Over

The gorgeous 1950's styled bowling alley needed monitors above each of the four lanes to both display the scores when the lane was in use and show TV when the lane was free.

Smartcomm installed a Samsung 46" flat panel screen above every lane and integrated Sky+HD media feeds into each. The control of the monitors is via a Crestron control panel at the bowling alley counter. It allows for source selection between Sky+HD and lane scores and between individual lanes and all lanes simultaneously.

Bowling alleys can be noisy places. Every monitor has on screen audio available through a single stereo B&W in-ceiling loudspeaker above each lane's seating area.

### Chic Control

The flush mounted touch panels had bespoke faceplates and were programmed to control the audio and visual sources, lighting, heating and connect with the Ham Yard Hotel Concierge.

### Central Distribution

Smartcomm installed an AV rack into each apartment. Centralising the Audio Visual and communication sources is cost effective, by providing efficiencies in streaming content to all screens and reducing maintenance time. This also removes the need for sky boxes and other equipment in the main rooms, saving space and making them less cluttered.

### Door to Door

The BPT door entry system integrated into the Crestron controller, adds an extra level of security by offering residents visibility of callers waiting at reception.

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