

Case Study Kimpton Fitzroy, London



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Occupying the Eastern flank of Russell Square in Bloomsbury sits the landmark Grade 2 listed building which is The Kimpton Fitzroy London.

The new Hotel is to be the flagship property within the Kimpton Fitzroy portfolio, its luxury interiors designed by Tara Bernerd & Partners and Russell Sage Studio.



The brief

As a luxury hotel with 334 bedrooms the Kimpton Fitzroy purchasing team were looking for a British product that would complement the contemporary decor. It was important that the product of choice would have exceptional sound and design quality.

We asked Daniel Carver, Group Procurement Officer for Kimpton Fitzroy about his main requirements for the sound system;

'We had 3 main requirements to stick to when we were looking for a sound system, these were the quality of the product itself - it had to sound fantastic and be easy to use, the design of the product had to fit in with the interior in each of the rooms, and we wanted to work with a British Manufacturer.'

The project

We worked with Kimpton Fitzroy to supply their new flagship hotel in London with 334 of our award winning R1s with Hotel Software installed for their guest rooms.

For the larger suites Kimpton Fitzroy also required 10 of our R2s where the extra space warranted a bigger audio system. The team at Kimpton Fitzroy required a phased implementation that worked to the schedule of the hotel opening as they opened the hotel in stages; one floor at a time.

For more information please contact us: 01702 601410 · hospitality@ruark.co.uk

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Why Ruark?

As a hotel set in the heart of London, Kimpton Fitzroy desired a British Manufacturer for their sound system of choice. At Ruark Audio, all our products are designed from start to finish at our head office on the South East Coast of England so we matched this criteria perfectly. The next part of the decision was the style, Kimpton Fitzroy required a product that would fit in with the contemporary feel of the hotel and the R1's and R2's did just that. Finally, the addition of Bluetooth and Hotel Software on the R1 meant that the Kimpton Fitzroy purchasing team felt the R1 was the perfect product for them.

We asked Daniel what made him decide that Ruark was the right brand for them...

"The look of the Ruark products matched with what we were after for our rooms, this alongside the excellent service we received and the quality of the product upon sampling made it an easy decision to move forward with."

The outcome

We asked Daniel for feedback on how the products were received by guests, and how he thinks they have benefitted the hotel..

"We have received good feedback from the guests so far, we are still in the early stages of the hotel opening so we will have a better answer in the future, but initially fantastic feedback. Both products fit in well with the luxury and quality experience we are trying to create.."



Overview

Hotel

- 334 bedrooms
- 10 suites
- Home to glamour and indulgence
- Contemporary interior

Requirements

- Excellent quality
- Contemporary design
- British manufacturer

Result

- Product fits the luxury and quality experience

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