



Case Study | Ruark X Firmdale Hotels

650 x Bespoke Ruark RIS for Luxury Boutique Properties in the UK & USA

Firmdale Hotels is a world-renowned boutique hotel group with properties across London and New York. Known for their bold interiors, exceptional service, and attention to detail, Firmdale sought a premium audio solution that would complement their brand aesthetic while enhancing the in-room guest experience.

Ruark Audio, a British brand of award-winning music systems, was chosen as the partner to deliver this vision. The collaboration focused on the Ruark RIS Smart Radio, customised exclusively for Firmdale Hotels.

Project Objectives

Provide a premium in-room audio experience aligned with Firmdale's luxury standards.

Deliver a bespoke aesthetic, including a unique green finish and screen-printed Firmdale Hotels branding.

Supply a large-scale rollout across all UK and US properties, maintaining consistent design and quality.

Ensure durability, reliability, and ease of use for international guests.

The Solution

Custom Design: Each Ruark RIS unit was finished in a bespoke Firmdale Green, specially mixed to harmonise with the group's eclectic interiors.

Branded Identity: A discreet screen-printed Firmdale Hotels logo was applied to every unit, reinforcing brand presence.

Large-Scale Deployment: Over 650 units were produced, quality checked, and distributed across Firmdale's UK and US hotel portfolio.

Seamless Integration: The RIS offers both DAB/DAB+, FM, and internet radio as well as Bluetooth streaming, ensuring guests can enjoy local and international stations, Spotify, and other streaming services.

Outcome

Enhanced Guest Experience: Guests now enjoy high-quality sound with an easy-to-use system, adding value to their stay.

Brand Alignment: The bespoke design reflects Firmdale's distinctive personality while reinforcing their attention to detail.

Global Consistency: Whether in London or New York, guests receive the same audio experience across all properties.

Positive Feedback: Both staff and guests praised the blend of style, usability, and performance, positioning Ruark as an integral part of the Firmdale brand experience.

Key Highlights

650 x Ruark RIS units

Bespoke green finish to match Firmdale interiors

Screen-printed logo branding

Rollout across all UK & USA Firmdale Hotels properties



"Ruark Audio's work with Firmdale Hotels adds a vital sensory layer to our spaces, filling a room and immediately setting the mood. Technology comes first for our guests, and our hotel rooms are designed to meet those expectations seamlessly. Our love of craft sits at the heart of everything we design, and as our spaces become more digital, our appreciation for true craftsmanship only deepens. Ruark Audio shares this same value, which is evident in their beautifully designed modern radios. They are not afraid to embrace colour and worked closely with us to create a custom colourway that integrates perfectly with our interiors. The radios are neat, stylish, and add a welcome pop of colour. With modern, intuitive technology, they are easy for guests to use—allowing them to connect effortlessly to local stations, music, and podcasts, all delivered with excellent sound quality."

Jessica Black – Director of Purchasing, Firmdale Hotels PLC

Properties Supplied

<hr/> Warren Street Hotel	<hr/> Charlotte Street Hotel
<hr/> Crosby Street Hotel	<hr/> Covent Garden Hotel
<hr/> The Whitby Hotel	<hr/> Number Sixteen
<hr/> Ham Yard Hotel	<hr/> Dorset Square Hotel
<hr/> Haymarket Hotel	<hr/> Knightsbridge Hotel
<hr/> The Soho Hotel	<hr/> One Denman Place

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