



УДК 747

## ANALYSIS OF THE APPLICATION EFFECT OF LIGHTING IN MODERN HOTEL DESIGN

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*The article examines the design of hotel lighting as a way to emphasize the image of the hotel brand, as an effective way to save energy and protect the environment. It is noted that the right lighting design creates a warm or luxurious atmosphere, thereby increasing the comfort and satisfaction of customers from staying at the hotel.*

**Key words:** *lighting, modern hotel, comfortable atmosphere, customer experience*

### INTRODUCTION

Lighting design occupies a pivotal position in the modern hotel, which can not only control the emotional atmosphere of the whole space, but also improve the practicality and aesthetic value of the space. Through carefully designed lighting, the modern hotel strives to create a warm, quiet, and full of diverse space environment for guests, so as to comprehensively improve the overall quality of the hotel and customer satisfaction.

### PURPOSE

Lighting plays a vital role in modern interior design, and hotels in particular. Smart lighting design creates a comfortable and pleasant environment. Lighting art is an art form that uses lighting to create and decorate a certain space. The purpose of the study is to analyze the design methods of modern lighting of premises, including hotels.

### RESULTS AND DISCUSSION

In contemporary design, lighting art is used in the fields of architecture, landscape, performing arts and art installation. The application and development of lighting in contemporary hotel design will be combined with science and technology, art and environmental concepts to provide guests with a more comfortable, intelligent and dynamic overall environment.

Through reasonable lighting design, the hotel can create a variety of atmospheres such as warmth, romance, fashion, etc. to meet the needs of different customers. This personalized design of space atmosphere greatly improves the living experience and customer satisfaction.

Lighting is also of great importance to improve the functionality of the space. In different areas of the hotel, such as guest rooms, restaurants, meeting rooms,



etc., the corresponding lighting methods and functions of the space can be maximized. For example, in a guest room, by adjusting the brightness and color temperature of the light, you can create different environments suitable for relaxing or working; in a conference room, you can use professional lighting equipment to ensure the meeting runs smoothly.

For example, the lighting design of a lobby should be both beautiful and practical to not only highlight the style and features of the hotel, but also provide sufficient lighting for customer service. The guest room lighting design should pay attention to comfort and functionality to meet the needs of customers in different situations.

Lighting improves the functionality of a space, and different areas of the hotel play a more significant role in this way. For example, in a conference room, a bright lighting design provides visual clarity for participants; in a gym, soft and even lighting ensures comfort and safety during workouts.

A good lighting design can emphasize the style of a hotel and enhance its aesthetic perception. For example, the lighting design of an exterior wall of a hotel can emphasize the outline of the building and highlight its specificity. At the same time, the use of different colors and lighting methods can divide the building space to create different atmospheric parts, making the hotel more attractive and competitive.

It is also worth noting that in modern hotel design, lighting also needs to meet the requirements of energy saving and environmental protection. Studying the application of lighting in modern hotel design can help to promote and apply energy-saving lighting equipment such as LED lamps and energy-efficient lighting equipment, thereby reducing energy consumption costs and reducing the negative impact on the environment.

### **CONCLUSIONS**

In modern hotel design, lighting is no longer regarded as a tool to provide a light source, but as an important means to shape the atmosphere of a space, enhance the spatial function, enhance the beauty of a hotel, and achieve energy saving and environmental protection.

In addition, lighting is also a key factor in highlighting the beauty of a hotel. Through the use of different lighting colors, lighting methods and lighting modelling, we can highlight the characteristics and style of the hotel, and enhance the artistic sense and aesthetic value of the hotel. This not only improves the hotel's brand image, but also attracts more customers to check in.

In summary, lighting plays a vital role in modern hotel design. Therefore, in the future, hotel design should pay more attention to the application and innovation of lighting to continuously improve the competitiveness and market position of the hotel.

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