



## HARD ROCK HOTEL

San Diego, California



**Owner**  
Hard Rock Hotel

**Contract Type**  
Lighting

### LIGHTING CASE STUDY

FSG Delivers Stunning Lighting Upgrade for San Diego's Hard Rock Hotel

#### CHALLENGE

FLOAT, the gorgeous rooftop bar and pool deck at San Diego's iconic Hard Rock Hotel, wanted to update the signature space with upgraded lighting that provided more thematic options. After talking with FSG's Southern California Market Director, the hotel decided to go with a new RGB color LED lighting system to replace the old white lights originally installed at the venue. The customer wanted the new lighting to be integrated with a single-point control system with optional presets. Importantly for the customer, all work would need to take place during normal operating hours, with minimal disruption to the hotel's normal activities.

#### SOLUTION

FSG's Service Manager met with the customer to finalize the details of the project, and work began on schedule. The lighting upgrade design focused on invisible fixtures during the day, achieving a dynamic illumination effect at night. FSG technicians executed the project flawlessly, collaborating with facility staff to maintain uninterrupted hotel operations.

#### RESULT

For San Diego's Hard Rock Hotel, the transformation of its premier rooftop venue following the LED lighting upgrade was a dramatic, immediate success. Existing customers felt a new connection to their favorite downtown destination, and new customers flocked to the Hard Rock to see what all the buzz was about. Facility management was able to dial in specific lighting themes from among over 16 million possible combinations, accentuating moods and complementing branding for special events and private functions. On-site management was delighted with the single interface control system that allowed for full control of all audio, video, and lighting triggers. In the end, the customer was thrilled with the project, which was executed seamlessly within normal hotel operations and delivered on time, as promised.

