

Sun-Light Solutions transforms Parrilla Beach Club in the Algarve

CASE STUDY



The Digital Light Surface generating an immersive dining experience

Sun-Light Solutions Marketing Communication Specialists dealer: The Works Europe, (**Light works**) in the Algarve, have transformed the ambience of the new high end Parrilla Beach Club bar & restaurant, with a 5m x 1.1m animated Digital Light Surface mounted flush above the stunning bar.

The Challenge

Parrilla Beach Club is a new concept from the successful team behind the Algarve restaurants Parrilla Natural, Gourmet Natural and Wildfire. The club is built directly on the sand dunes overlooking the beach with stunning sunrise and sunsets attracting visitors from around the world.

Parent company the Natural Group provides the fresh meat produced for the chain of restaurants. Beef is raised and 100% graze freely on the natural grasses of Uruguay. The beef is certified guaranteed as 'Never Ever' been given antibiotics, hormones growth promoters or fed grain. Pink rock shrimp and tilapia are farm-raised in a bespoke facility in Cape Verde. Farm grown fruits and vegetables are grown in the Algarve.

<http://www.naturalgroup.com.pt/en/about-us/>

Their customers will enjoy first class menus with quality guaranteed. As a group they use only the very best natural ingredients, and it's their mission to deliver exceptional service, on every visit.

Parrilla Beach Club owner, Terry Johnson, had commissioned The **Light works** and Sun-Light Solutions previously to create animated wildfire scenes to hang within his Wildfire restaurant. Mr Johnson was keen to impress for the new venture with conceptual light scenes such as animated Sharks, Fish, Dolphins, Pink Flamingos etc to create a totally engaging environment for his discerning clients. One other desire was for intelligent iPad control.

The Solution

Local company, Works Europe turned to Sun-Light Solutions for the lighting, control solution and animated content. A decision was taken to alter the original plans for the bar and create a front of house statement feature by installing a five metre by 1.1m Digital Light Surface above the bar.

A bespoke and branded App was created for an iOS iPad Mini, with a number of animated scenes for easy selection by any member of the team.



System details:

- Bespoke 5m x 1.1m - Digital Light Surface
- Artnet Lighting Control
- SLS bespoke design iPad App



www.theworkseurope.com

Animated Art From Digital Light with the Digital Light Surface

CASE STUDY



Beautifully simulated sunrise and sunset scenes

The immersive Digital Light Surface delivers animated artwork from digital light. A range of ambient light scenes were designed, including sunrise and sunset, which fit perfectly with the club being purposefully positioned right on the beach. Moving clouds under a blue sky and dolphins swimming in the sea, add cooling effects during the warm season. The animated fire scenes capture the clients imagination and will offer warming effects when the cooler weather arrives.

All scenes can be selected from an iPad with the branded and bespoke control App.

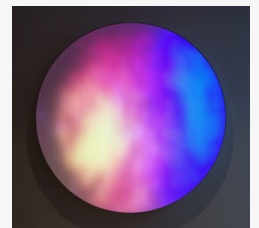
The Results

The results are simply stunning. The whole restaurant is immersed with colour, from simple colour settings matching the environment and any event through to the magical marine life scenes enhancing the ambience of such a smart new restaurant.

Restaurant manager Evo says "With the Digital Light Surface control technology and state-of-the art LED lighting surfaces installed by the **Light works** from Sun-Light Solutions, the space can be instantly controlled and brought to life with immersive lighting effects, creating a totally dynamic but relaxing environment. The technology is a tool which reinforces the amazing environment we have created."

"Two years ago, I imagined a beachside bar with dolphins swimming in the wall of the restaurant, now I have it and more!"

Restaurant chain owner Terry Johnson



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