

Hard Rock Hotel – Pattaya

Bo Steiber*



The Exterior of the Hard Rock Hotel, Pattaya.

The first Hard Rock Cafe was opened in June, 1971, in London. American entrepreneurs, Isaac Tigrett and Peter Morton didn't know that HRCs would spread like wildfire and pop up in places as far as Tel Aviv, Jakarta and Shanghai. Later, the first Hard Rock hotel opened in Las Vegas; the next in Bali on Kuta Beach; then in the heart of Universal Studios in Orlando.

**Principal, Bo Steiber Lighting Design, Singapore.*

Last December, the latest opened in Pattaya on Phuket, overlooking the eastern shores of the Gulf of Thailand. Phuket has improved: there is little debris on the beach and the water in the sea is less polluted since new sewage plants came into operation. Pattaya is well known for water sports. There are hardly any street hustlers or drug peddlers accosting you on the footpath and you can stroll safely down the main Pattaya Beach Road and the "Walking Street" (nearly 1km of souvenir shops, restaurants and bars).



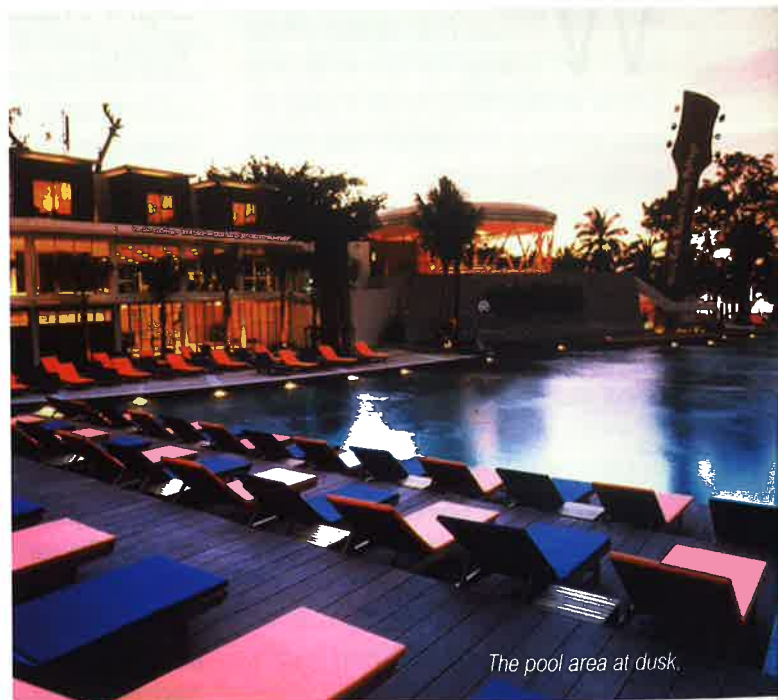
A guest bedroom.



One of the suites.



The internet café.



The pool area at dusk.

The Hard Rock Hotel, Pattaya, is owned by Singapore-based Hotel Properties Limited. The 320 room hotel grew out of the transformation of the Merlin Hotel, renovated at a cost of \$US 10 million. The interior design was by Tay Hiang Liang of Design Basis, in Singapore.

The photographs show many parts of the hotel revealed by lighting which was carefully designed to complement the architecture and interior design. It is always a pleasure working with clients who realise the importance of good lighting design to the success of all projects.