



CASE STUDY

THE COMBINATION OF COMFORT AND BEAUTY

Crystalbrook Collection, the latest in Cairns' hospitality landscape, presents an unparalleled experience for guests seeking a sustainable and luxurious hotel or resort getaway. Among their remarkable portfolio, Crystalbrook Bailey stands as a shining example of their success. Nestled in the vibrant heart of Cairns, this unique establishment celebrates the essence of originality and individuality while embracing art culture in all its facets.

Crystalbrook Collection embraces a strong sustainability ethos that permeates throughout its operations and properties. They are committed to minimizing their environmental impact by implementing sustainable practices. This includes reducing energy consumption, conserving water, minimizing waste generation, and promoting biodiversity conservation. They are one of the first hotel chains to take this approach.

In the pursuit of providing an exceptional guest experience, Lisa Brown, General Manager of

Crystalbrook Bailey, faced a challenge that required an innovative and sustainable solution. Cairns, Queensland is famously known for its humid, tropical climate, reaching temperatures of 31 degrees in summer. With large open doors throughout the hotel, Brown sought an alternative to traditional air conditioning that would not only keep guests cool but also align with Crystalbrook's commitment to sustainability and cost-effectiveness. Recognizing our expertise in similar projects, Lisa Brown reached out to Big Ass Fans, optimistic that we could offer the ideal solution for Crystalbrook.

In addition to their focus on sustainability, Lisa highlighted Crystalbrook's commitment to creating a remarkable and memorable guest experience from the moment they arrive. Each space within their properties possessed a unique character, and it was crucial that the cooling solution seamlessly integrated with the overall thematic ambiance while preserving the intended atmosphere.

To achieve this, we collaborated closely with Crystalbrook, delving deep into their brand, vision, and desired ambiance for each area. Through extensive discussions and site visits, we gained a comprehensive understanding of the distinctive personality and design elements present in each space. Drawing from this insight, we diligently worked on designing a cooling solution that flawlessly blended with the aesthetic and theme of each area.

For the restaurant and bar areas, we recommended our Caramel Bamboo Haiku range, which perfectly complemented Crystalbrook's mid-century modern design choices. The clean lines and sleek forms of Haiku fans seamlessly integrated with the overall aesthetics, adding a touch of contemporary charm.

Additionally, we installed our matte black Essence fans in the expansive outdoor space, considering their size, durability, and ability to harmonize with the sandstone finishes and gold trimmings. Essence is not only visually appealing but also able to withstand the challenging and humid conditions of the outdoor spaces near the beach.

Both Essence and Haiku fans were selected not only for their design compatibility but also for their energy efficiency. Essence consumes a modest 300 watts, while Haiku operates at 50 watts. As a result, the combined running cost of both fans amounts to approximately 68 cents per day for the hotel, providing an economical alternative compared to traditional air conditioning.

Since the installation of our Big Ass Fans, Lisa Brown has expressed her astonishment at the fans' aesthetic appeal. She marveled at how seamlessly the fans blended into their surroundings, appearing as if they were tailor-made for each space. The integration of our fans has successfully enhanced the overall atmosphere and design, leaving a lasting impression on both guests and staff alike.



**I WOULD DEFINITELY RECOMMEND
BIG ASS FANS! THEIR FUNCTIONALITY,
THE SPECIFICATIONS THAT THEY HAVE,
AND THE WAY THAT THEY CAN BLEND INTO
THE ENVIRONMENT THAT YOU HAVE.**

Lisa Brown | General Manager