

Das gute Licht

2026

Hospitality

As a reliable partner, BEGA has a holistic vision of hospitality. Our lighting solutions for all areas and requirements create a welcoming atmosphere with impressive quality, precision and durability.



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SAUVIGNON BLANC	7
NAKED CHARDONNAY	9
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Red

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★ DESIGNE WINES Estate Germany



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a sense of quality that lasts



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One word

Dear readers,



Hospitality is more than attentive service and friendliness. It's an attitude. I'm sure we all have immediate positive associations that come to mind when we hear the word. Perhaps one sentence I recently read sums it up the best: "Hospitality is the art of making strangers feel at home for a while."

In the hospitality sector, which is our focus for this issue of the magazine, the term hospitality means consciously designing situations in which people feel welcome, safe and simply satisfied. Cleverly designed architecture creates that self-evident sense of "well-being" even before entering the hotel. The same applies in the room, the lounge, the restaurant, the wellness area and the outdoor areas.

If you listen carefully to interior designers who create high-quality hospitality worldwide, it becomes clear that valuable materials are an important factor.

This value is an investment with two-fold significance, and effect.

Hotel and restaurant owners want to achieve noticeable quality in the environment. Quality shapes a place and makes lasting impressions that influence the memory of a stay: in the tranquility of a room, the naturalness of the materials, an atmosphere with nothing more to prove. Exclusivity becomes a special feeling that is felt for a long time after.

We are happy to support the art of design with our products. After all, light is one of the core elements for designers looking to create a unique atmosphere. Lighting that is perceived as warm has a calming effect. Vertical illuminance makes faces stand out, generating a sense of social closeness. Differentiated levels of brightness create structure in a room.

On the other hand, if the light is too agitated, or too impersonal and technical, this has a distancing effect. This is equally true for outdoor, as well as indoor spaces.

Furthermore, one thing should always be kept in mind: Hospitality is only believable if it works over the long term. Durable fixtures, robust and quality materials, low-maintenance systems, energy-efficient solutions and a consistent brand image are essential items on the checklist. Because where technology fails or fixtures age quickly, the sense of hospitality also suffers.

Perhaps I have made you a little curious about how BEGA defines solid solutions for the hospitality sector?

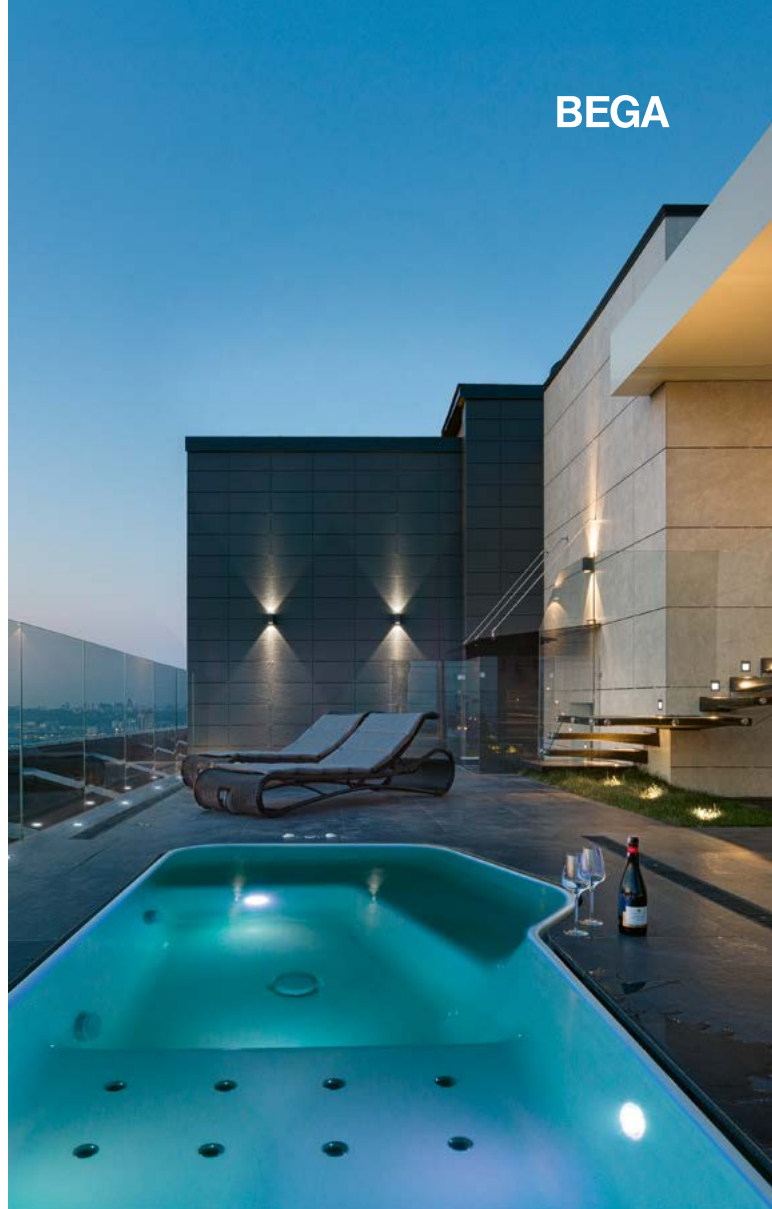
Then I hope you enjoy reading!

Heinrich Gantenbrink
Managing Partner



BEGA in the Hospitality Concept: Emotion and Function in Harmony

Extraordinary light solutions transmit a sense of high quality
that is memorable without being intrusive



BEGA

Whether guest areas create an emotional link is decided in the moment: when architecture, materials and light merge together to form a cohesive attitude. Internationally acclaimed designers talk about a “sense of arrival”. This refers to a positive attitude that is immediately apparent to the arriving guest – and which ideally is not forgotten.

An extraordinary hotel or those falling under the umbrella term Hospitality refers to accommodation, catering and entertainment by guests – they are not defined by individual, perceptible factors such as opulence or a sense of luxury. What makes the difference is the atmosphere. The world's most renowned hotel designers focus on memory, identity and context.

This results in spaces with history and a corporate design that guests continue to carry with them after their departure.

Guest areas that make a lasting impression are truly unique. They engage with the environment, history, culture and place. They are lively and radiate hospitality – both outdoors and indoors.

And light is always involved. Not as an effect, but as a structure.

This is one of BEGA's remarkable strengths. We manufacture luminaires that precisely highlight architecture while remaining understated themselves. Light determines whether a room feels cool or cozy, whether materials transmit

a sense of depth, whether faces appear open and friendly. Light gives façades a grand entrance, it outlines paths and creates orientation.

Lighting is a crucial pillar for hospitality concepts both outdoors and indoors. Subtle ambient lighting creates a sense of calm, while accent lighting emphasizes the value of furnishings. In outdoor spaces, it is important for footpaths, vegetation, terraces and architecture in general to transmit an equally clear identity whether in the dark or during the day. This improves safety – thanks to strategic light control, glare-free and quality lighting design ►



Atmosphere and reliability shape a building's identity

BEGA solutions take two different requirements into account. After all, a hotel is always two things at once: A stage and a business. Features that create an atmosphere for guests also need to work reliably for the operator over a long term.

It is precisely at this intersection that good lighting reveals its strategic effect. When it comes to creating a special atmosphere, high-quality luminaires are far more than mere light sources or design details – they shape a building's identity while also supporting its long-term quality of operation. From the guest's perspective, the quality

of a lighting concept comes from a natural sense of user comfort in all hospitality areas:

- **Calm and balanced-looking rooms**
- **Intuitively recognizable different areas**
- **Clear zones without monotonously uniform brightness**
- **Pleasant light**
- **High-quality materials**
- **Reliability of the light**
- **Sense of protection and openness both indoors and outdoors**



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For hotel management, the focus is on other equally decisive aspects:

- **Reliable lighting for many years**
- **Minimal maintenance intervals that are as straightforward as possible**
- **Robust materials**
- **Durable technical components**
- **Energy efficiency**
- **Spare parts availability**
- **Long-term design consistency**

Defining hospitality design is created precisely where these two perspectives come together. BEGA luminaires ensure operation even under heavy use for the long term, and set particular accents with light effects and striking statements.

And if technical systems can be modernised strategically over the course of decades, the overall investment is economically efficient.

A well-thought-out lighting concept transmits a sense of quality. It gives the architecture space to develop and creates places where atmosphere and functionality merge together as hospitality. ■

The first impression counts

Precision refines the entrance lighting

Long before a guest even walks into a hotel, they have already made up their mind. About the place. About the atmosphere. About what awaits them.

Portals, entrance areas and façades act as the business card for a building – and that's true during the day as well as at night. Particularly in the evening hours it becomes evident how carefully the architecture is conceived and staged. Light becomes the decisive medium here: It guides the eye, provides orientation and transmits a sense of safety without becoming intrusive.



An impressive landmark from a distance: The Hotel Araliya Beach Resort & Spa in Sri Lanka is a statement – its impressive lighting acts as a guide for guests.



The lighting, highlights the structure of the architecture – light is a staging element. Hotel Warwick Brussels, Belgium





Closely coordinated lighting of the building and its surroundings underscores the high quality of the Grand Hôtel de Courtoisville – Saint-Malo, France.

High-quality façade and entranceway lighting is characterised by its precision. BEGA luminaires produce their precise light control thanks to the interplay of LED module and reflector – our optical systems are in-house developments and avoid unnecessary stray light.

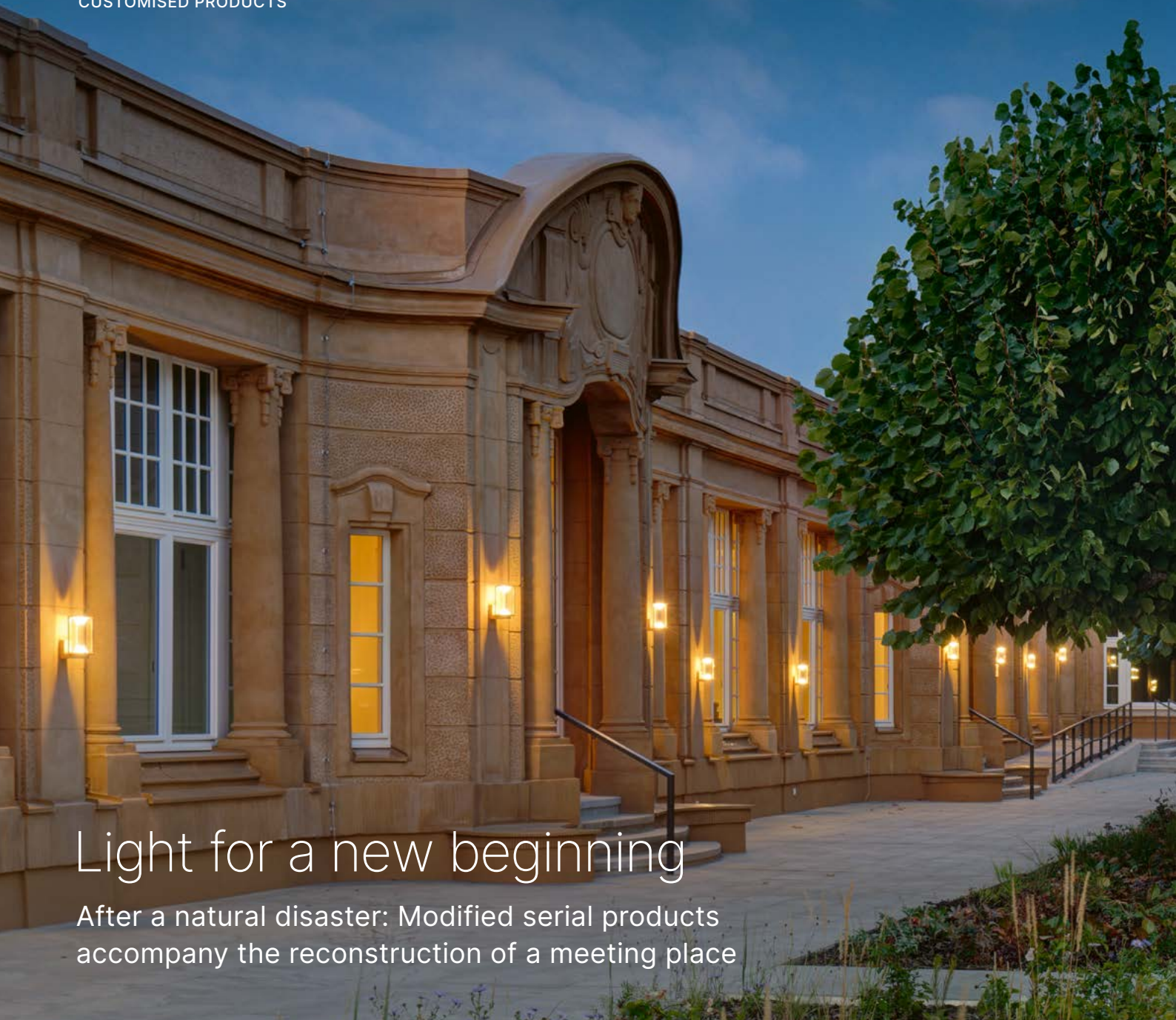
This optimal control of all components enables coordinated, clear light guidance and consistent glare control. Vertical surfaces become legible, materials gain depth, and

transitions between outdoor and indoor spaces become comfortable and inviting.

This creates a “moment of arrival” that stays in your memory. Particularly in the hospitality sector, reliability is just as important as atmosphere. Lighting must function reliably – in all weather conditions, for many years, with minimal maintenance costs. Here the quality of a system is evident not only in the light pattern, but also in its construction.

BEGA luminaires stand for this precise combination of design precision and technical reliability. They are developed to support the architecture with efficient light quality.

At the same time, high-quality materials and sophisticated constructions ensure extraordinary durability, even under challenging conditions in outdoor spaces. ■

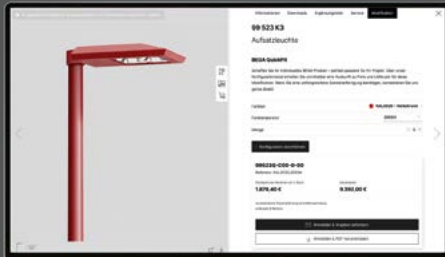


Light for a new beginning

After a natural disaster: Modified serial products accompany the reconstruction of a meeting place

Customised products are not an exception at BEGA, but rather a fixed component of the portfolio. Based on a modular product architecture, new solutions are created that go far beyond the standard range – quickly, precisely and project-specific.

The spectrum ranges from adaptable standard products (BEGA QuickFit®) to strategic product adjustments (BEGA CustomFit®) all the way to individual new developments (BEGA ConceptFit®). Our flexibility is the greatest asset for our customers. Because we develop and manufacture all products ourselves, we can realize exceptional further developments – for customised lighting solutions.



Online configurator

Quick modifications of standard luminaires: BEGA QuickFit® offers a convenient tool for all relevant information with the website configurator.



bega.com/quickfit

Our customised products helped with the redesign of the Bad Neuenahr spa park. After a devastating flood, it was restructured with the utmost care as an identity-forming home for events – as a space for “get togethers”.

The reconstruction resulted in areas that transmit a welcoming atmosphere. Light plays a key role here. Lanterns designed with a modern interpretation were chosen as wall luminaires.

In addition, luminaires were specifically further developed for this special task using BEGA CustomFit®: the design of

the wall luminaires needed to accompany the remaining architecture and precisely stage the existing pillars. Thanks to the structural adaptation of these wall luminaires for installation on the pillars, design continuity was maintained while at the same time fulfilling new requirements for use and spatial effect.

The result is a visual pattern that unites paths, squares and façades while also enlivening the park during evening hours as a safe and atmospheric meeting place. Light as part of a new beginning. ■



Available wall luminaires from serial production were used – and specially adapted as pillar luminaires for this project.



The pathway is clear: The reception area at Hotel Tembo in Barcelona is welcoming and eye-catching – even from far away.

A fascinating lounge area: Montabaur Castle, Germany covers the entire spectrum of a successful invitation. Lively communication or simply fascinated observation – anything is possible.

Room for arrival

Light in the foyer emphasises a hotel's character, attitude and philosophy



Architectural support: Light sets accents and emphasises the wall elements. Nikki Beach, Dubai

The foyer and lobby are more than just functional areas. They are the first areas where a hotel makes a statement about itself – and they are often the most memorable. A successful entrance area transmits clarity and calm, provides intuitive orientation and also generates an open, inviting atmosphere. The lobby becomes the center of social life: a place of arrival, a waiting and meeting point with many details that send one message above all: "Welcome!"

Light structures this area and gives it a sense of depth. It guides the eye, defines zones and transforms both architecture and materials into something tangible. This creates a calm, sophisticated atmosphere that guests perceive subconsciously.

BEGA luminaires fulfil these requirements with an interplay of luminaires, precise lighting technology and intentionally restrained design. Different luminaire types – from ceiling and wall luminaires to pendant luminaires all the way to integrated lighting solutions – create zones with their own individual lighting concepts.

The clear, timeless design language blends seamlessly into any architecture and adapts to the building's attitude and philosophy. This results in solutions that don't feel standardised – instead, they underscore the hotel's character with technical reliability, precisely designed, and durable for the long term. ■



RESTAURANTS



An impressive entrance: Restaurant Gare de Lyon in Paris.

Quality down to the last detail

Staged lighting in the restaurants and bars:
The space becomes part of the enjoyment



Every table is equipped with finely coordinated lighting.
Despite the size of the room, it has been possible to create inviting and even private zones.

High-quality materials, a carefully selected range of food and drinks along with precise interior design come together to give guests a special quality experience. A good restaurant and a cosy bar thrive on the interplay of many carefully coordinated elements. The space itself and how it is perceived are part of the pleasure – as a meeting point and social stage.

Luminaires are not simply added to this environment: instead, they are skilfully combined. They set standards, structure spaces, direct the guest's lines of sight and engage in dialogue with tables, surfaces and materials.

When placed above tables they create a sense of closeness, along walls they transmit calm and order, and in the background they can provide structure and depth. This makes luminaires a self-evident component of design which expresses attitude without becoming obtrusive.

The operational aspect is equally important. Restaurants and bars need to operate day in, day out, even with heavy use. BEGA luminaires highlight this exact combination of variety, individual adaptability, technical implementation based on strict quality principles and long-term service – including spare parts availability and repairability over many decades. ■



When the hallway leading to the bar is an experience in itself: At Montabaur Castle, the architectural concept is the foundation – the lighting design completes the special atmosphere.



Mysterious: the bar SOMA in London.

A personal home away from home

Various BEGA design solutions for calm and adaptable lighting effects in hotel rooms



Discreet colours, clear lines and flattering light for visual calmness and harmony.

Today, hotel rooms are more than a functional place to sleep: Guests expect a room that offers a mix of calmness, relaxation, comfort and individuality.

And in the international design debate, hotel rooms are no longer understood simply as a standardised unit for practical purposes. A good hotel room is not only a place of retreat, but is also specifically designed as a temporary personal home.

The quality of a stay depends on the balance of a room: calm spatial structure, high-quality materials, user friendliness and a lighting concept that enables a variety of moods without becoming excessive.

Light in particular is a decisive factor for comfort. It provides orientation in large rooms, offers a sense of security and highlights the effect of materials, colours and surfaces.

BEGA solutions offer a wide variety of design approaches for calm, precise and adaptable lighting design. ■

Pleasantly, soft light for reading: The individually adjustable light distribution is ideal – entirely based on the guest's taste and needs.



Luminaires for any interior style

Cohesively designed collections open up nearly limitless possibilities for BEGA lighting solutions in interior spaces



Glashütte Limburg Collection

Luminaires characterised by glass art and tradition are what make the **Glashütte Limburg Collection** unique. Glass as a design element and the sophisticated details in the products lend a timeless, elegant radiance to interior design. All the luminaires combine authentic materials with disciplined design to produce unique lighting statements.

bega.com/ghl-collection



Midcentury Collection

The **Midcentury Collection** reflects the formal clarity and material aesthetics of the mid-20th century. Chrome, stainless steel, transparent and opal glass are the foundation for understated geometric shapes. These luminaires are perfect for interiors in the Midcentury Modern, Corporate Modernism and Bauhaus styles.

bega.com/midcentury-collection



Studio Line Collection

Distinctive and expressive, luminaires from the **Studio Line Collection** create a pleasant and elegant lighting atmosphere. When illuminated, the metallic interiors provide a beautiful contrast to the exterior finish. A distinctive design language complements the effect of stylish, characteristic luminaires.

bega.com/studioline



Calm Line Collection

Soft colours for clear rooms: The earthy shades of sand and taupe in the new **Calm Line Collection** underscore the effect of pleasantly restrained interior design. With the Calm Line, formally suitable luminaires are given a new aesthetic identity with a deliberately reduced colour scheme – calm and warm.

bega.com/calmline

High material requirements

The quality of lighting components is particularly important at swimming pools and near the sea

Pool and spa areas are some of the most sensitive zones in the hospitality sector. Architecture, water, materials and atmosphere converge here in a particularly concentrated way. Whether indoors or outdoors, these spaces need to radiate tranquility while also offering stimulation. And they need to offer a level of quality that goes far beyond simple

functionality. Light has a two-fold responsibility here: It needs to provide orientation and safety without ever disrupting the relaxed atmosphere that characterises wellness areas.

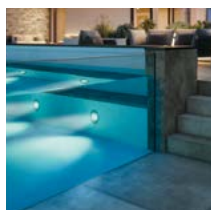
BEGA documents performance capacity in these sensitive areas with in-house planning examples: Apart from the lighting

of the swimming pool itself, which attracts the viewer, wall luminaires with a high protection class provide accent lighting on the walls and the ambient lighting around the pool ensure safety on ground surfaces.

At the same time, hardly any other area is subject to such high demands when it comes to materials and construction.



Spa atmosphere with BEGA lighting over Lake Lucerne in Switzerland: Bürgenstock Hotel & Alpine Spa.



BEGA underwater luminaires are the most reliable solution for installation in nearly any material environment, ensuring unrivaled durability.

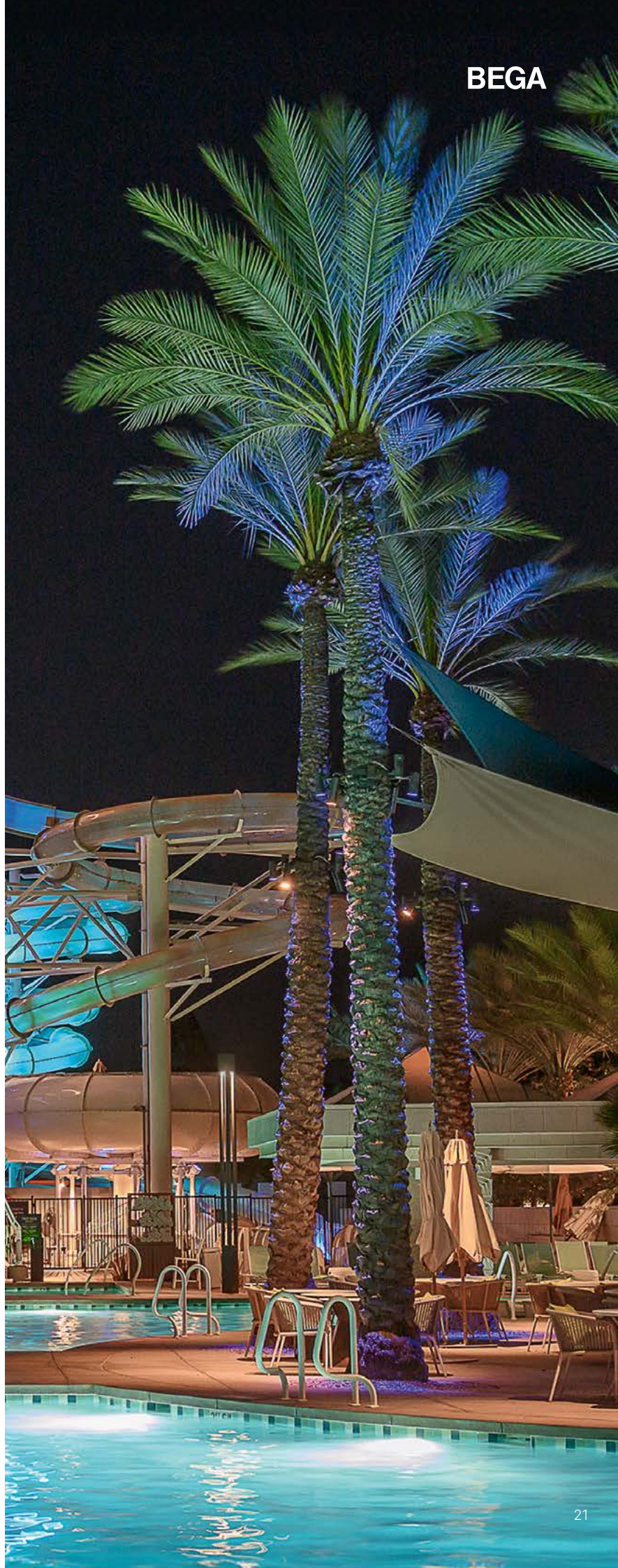
bega.com/underwater

Near the sea, salty air, attacks metal surfaces, while the chlorinated atmosphere in pool areas has a massive effect on materials and components.

We meet these conditions with our own surface technology: BEGA Coating Technology® is designed for maximum surface protection and high corrosion resistance. This technology enables optimal protection for metal surfaces subject to similar climate conditions. With BEGA QuickFit®, you can acquire many of our luminaires adapted for use in sea-water environments.

BEGA creates lighting concepts that go far beyond merely scenic illumination. BEGA lighting ensures calm, high quality spaces for regeneration and leisure, highlights architecture with precise lighting and delivers reliable performance in places where water, salt and chlorinated air push competitor products to their limits. Spa and pool areas in particular demonstrate what good lighting has to accomplish in today's hospitality world: Allowing space for wellness – and ensuring quality on the long term. And this has to be done with constant safety of all components, which is indispensable both near and under water. ■

Heavy-duty use in wellness areas:
Sea-water, salty air and chlorine are
no problem for BEGA luminaires.
Arizona Biltmore Hotels & Resorts, USA



Setting the mood

Luminaires from the new Spark Line series add character to outdoor spaces

If we could offer one image to sum up this issue of our magazine "Das gute Licht" dedicated to the topic of hospitality, perhaps it would be this one: a warm evening on the terrace, round tables, a relaxed atmosphere – and lighting that enhances all these elements without overpowering them.

The new BEGA Spark Line luminaire series is perfectly suited for stylish accommodating special occasions.

Light shaping is a great art: Delicate refraction, precise light deflection and a warm glow create an atmosphere of well-being. Table lamps set special accents where conversations are held, wall luminaires lend structure to the background, garden and pathway luminaires guide the light naturally deep into the outdoor space. This results in a cohesive, impressive whole – rather than a scattered collection of individual light points.

The battery-powered luminaires for table-top use or hanging from hooks or branches are flexible, glare-free and technically precise: with a light aesthetic touch for indoor and outdoor spaces.

That's what makes this series so powerful: It not only supports terraces as a setting for hospitality, but also gives them character. Light becomes a sophisticated design medium that connects furniture, materials

and architecture. Soft and uniform light enhanced with radiant accents is used to highlight paths and terraces, while table and wall luminaires create a radiant sense of intimacy that makes an evening special. For hotels, restaurants and quality outdoor spaces, Spark Line makes it possible to use light not just for functional purposes, but also for setting the mood – precise, welcoming and unmistakable. ■





bega.com/sparkline

To ensure a unique light experience, Spark Line brings together sophisticated lighting technology and the highest material quality.



BEGA Outdoor Furniture

Seating for meeting areas that combines
comfort and character



High-quality lighting and matching durable furniture for inviting outdoor areas: BEGA urban furniture and the furniture offered by AUBRILAM create popular hospitality areas when combined with quality lighting solutions. Comfortable and designed for long-term use.

bega.com/furniture

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