

**Product:** Z-Bar Pendant Honeycomb (Custom Configuration)  
**Location:** Class B, 338 W 39th Street , NY 10018 , New York  
**Designer/Specifier:** VLDG

<https://koncept.com/Z-Bar-Pendant-Honeycomb> | <https://koncept.com/Mr-n>



Koncept Lighting was introduced at the beginning of the project to contribute to the innovative lighting design for the lobby and rooms at the Pestana CR7 Times Square Hotel in NYC. Owned through a joint venture between the Pestana Hotel Group and soccer superstar Cristiano Ronaldo, the project began in 2019 but faced delays due to the COVID-19 pandemic, ultimately completing in 2021. Developers hired VLDG, an interior design firm known for their high-end commercial and hospitality projects, to design the entire building's interiors, including the lobby, fitness area, rooms, and public spaces.

The Pestana CR7 Times Square is a cosmopolitan hotel centrally located in midtown Manhattan. Faithful to a sophisticated, vibrant, and ever-connected sporty lifestyle, the hotel is the ideal starting point for those who don't want to miss out on the action of the city. The guest rooms are influenced by the colors and art of Portugal, making them both modern and comfortable. The soccer inspired design drew its influence from the dedication and passion of sport shown by soccer star Cristiano Ronaldo. This theme is reflected throughout the hotel, creating a unique and engaging atmosphere for guests.

Vennie Lau, one of the founders of VLDG, attended the BDNY event some time ago and visited the Koncept Lighting booth, where they saw the Z-Bar Pendant. This encounter played a significant role in the decision to incorporate the Z-Bar Pendant into the Pestana CR7 project. VLDG, founded in 2008 by Paul Vega and Vennie Lau, led the interior design for the entire project. Known for their expertise in high-end consumer and commercial hospitality design, VLDG had previously specified Koncept's Z-Bar Desk Lamp in other projects. Their extensive experience and innovative approach were instrumental in creating an eye-catching and modern decor for the Pestana CR7 Hotel.

From VLDG's point of view, the concept for the property was to connect Pestana Hotel Group's culture of hospitality and to celebrate the global language and passion for sports by abstracting the objects and experiences related to soccer. Koncept's Z-Bar fixture cleverly allowed VLDG's design vision to incorporate an abstracted unfolded view of the geometric shapes that form a soccer ball. The results were brilliant and looked impressive with the ability to highlight key areas by uplighting and

The lighting design prominently featured Koncept's Z-Bar Pendant and Mr. N Table Lamp. In the lobby, the Z-Bar Pendant's modular and customizable fixture was designed to resemble a soccer ball with its hexagon and pentagon shapes. Its unique feature of rotating 360° allowed light to be cast on both the ceiling and floor, enhancing Cristiano Ronaldo's soccer-inspired theme. The design flexibility and energy efficiency of the Z-Bar Pendant made it an ideal choice for the hotel's modern decor and style.

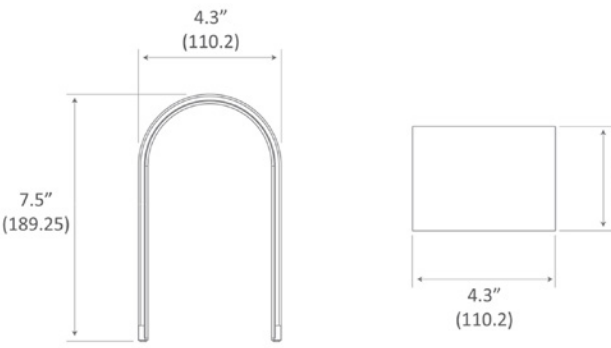
In the rooms, the Mr. N Table Lamp provided functional and stylish lighting. This distinctive LED table or accent lamp fits any interior environment or style with its unique arch-shaped design. Its seamless, illuminated surface uses advanced light panel technology to glow with a soft, warm, omni-directional light. With its minimalist appearance, Mr. N offers intuitive controls on a small strip at the bottom exterior of the lamp, allowing users to turn the lamp on and off or dim the light with a single touch. At just 7.5 inches tall, Mr. N fits perfectly on tables, counters, or bookshelves. The collaboration between Koncept Lighting and VLDG was highly successful, resulting in a captivating and contemporary design that met the developers' vision. The Z-Bar Pendant's customization options and energy-efficient design played a significant role in achieving the desired lighting effects, making it a standout feature in the lobby. The soccer-inspired theme was seamlessly integrated through the lighting design, enhancing the hotel's unique ambiance and appeal to guests.



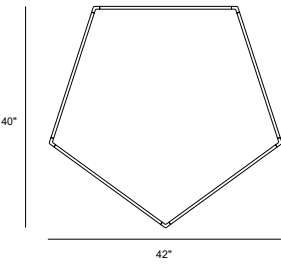
Z-Bar Pendant Honeycomb Dimensions  
\*Light bar size vary in length



Mr. n Lamp Dimensions



Pentagon Dimensions



Hexagon Dimensions

