

# Case Study

## Gilly's Clubhouse - Detroit, MI



### The Challenge

Gilly's Clubhouse was designed to deliver a highly adaptable hospitality experience, seamlessly transitioning from a bright daytime gathering space to an energetic nighttime sports and entertainment destination. The lighting design needed to complement abundant natural daylight, support a variety of social environments across three floors, and enhance the visual impact of the venue's signature 120-square-foot video wall. Multiple lighting technologies—including forward and reverse phase dimming, 0–10V control, RGBW color-changing fixtures, and track lighting—required unified control to maintain a cohesive atmosphere throughout the space. Additionally, the project required integration with the building's Niagara Building Management System via BACnet, enabling automated scene recall.

### The Solution

A BubblyNet lighting control system unified forward and reverse phase dimming, 0–10V control and RGBW color-changing fixtures, into a single platform. Customized scenes allow the venue to transition seamlessly from a bright daytime gathering space to an energetic nighttime destination, while RGBW lighting enhances key social areas and special events.

To meet integration requirements, a BACnet over IP solution was implemented using the BubblyNet BACnet Software Module and BACnet Gateway, enabling seamless communication with the Niagara BMS for automated scene recall and centralized control. The result is a flexible, connected lighting environment that enhances the guest experience while simplifying facility operations.

Interior Design: **LUUA Design Studio** ; Architect: **McIntosh Poris Architects** ; Lighting Design: **Illuminart**