

CASE STUDY

Hotel Marcel Pioneers Sustainability: Achieving 50% Energy Savings with Digital Electricity®

 **Industry**
Building Electrification

 **Solution**
Digital Electricity®

Introduction

Hotel Marcel is a pioneer in sustainable hospitality, nestled within the historic Pirelli Tire Building in New Haven, Connecticut. Renowned for its brutalist architecture, this landmark now hosts the country's first net-zero hotel powered by innovative Digital Electricity technology.

Hotel Marcel has gained recognition for its commitment to sustainability, boasting a fossil fuel-free operation. It proudly holds the distinction of being the first hotel to achieve Passive House certification, a globally recognized standard for energy efficiency.

Digital Electricity is a crucial component of its impressive energy conservation efforts. This innovative approach enables Hotel Marcel to minimize energy consumption and optimize electricity utilization effectively.

Project Overview

The Facility

In 1970, the Pirelli Tire Building transitioned from vacancy to the epitome of green hospitality. Since the late 1990s, it remained unoccupied until visionary developers acquired it in 2019. They recognized its potential and embarked on a transformative journey to create Hotel Marcel—a beacon of sustainability and luxury. Despite its historic significance, the building seamlessly integrates modern amenities while preserving its architectural heritage, earning a place on the State and National Registers of Historic Places.



Results and Future Expansion

The implementation of Digital Electricity streamlined operations, reducing project complexity and costs. The centralized power and data network facilitated energy optimization, aligning with Hotel Marcel's commitment to sustainability. Preliminary results indicate significant reductions in energy consumption, paving the way for future expansions and enhancements. As Hotel Marcel continues to evolve, it remains steadfast in its pursuit of environmental stewardship and unparalleled guest experiences.

Conclusion

Hotel Marcel exemplifies the convergence of luxury hospitality and environmental responsibility. Innovative solutions and strategic partnerships set a precedent for sustainable tourism, inviting guests to indulge in luxury while minimizing their carbon footprint. As the hospitality industry embraces sustainability, Hotel Marcel stands at the forefront, leading by example and inspiring others to follow suit.

To learn more about how Hotel Marcel is a pioneer in sustainability, visit <https://www.youtube.com/watch?v=g29jrhlAwDU>.

To learn more or schedule a demo, visit voltserver.com or call **888-622-8658**

