BIG ASS FANS®



CASE STUDY

WHERE COASTAL CHIC MEETS A BETTER BREEZE

Loft Byron Bay, New South Wales

Perched near Byron Bay's famous Main Beach, Loft Byron Bay is a cocktail bar and restaurant renowned for its relaxed atmosphere, elevated dining experience and a curated coastal aesthetic. With warm temperatures throughout the year and a design vision centred around natural textures, light-filled spaces and effortless comfort, the venue required an airflow solution that could enhance the guest experience without compromising its carefully curated aesthetic.

In hospitality, every design decision matters. Venue owners and managers must balance functionality, operations and guest comfort while creating a space that reflects the venue's unique identity. Loft Byron Bay is no exception.



Make Every Seat the Best in the House

Background

Nestled on Australia's iconic east coast, Byron Bay has become one of the country's most sought-after tourism destinations, attracting more than one million visitors each year.

As the region's hospitality scene continues to grow, venue owners face increasing pressure to create spaces that not only deliver exceptional food and service, but also offer a distinctive atmosphere. In a destination renowned for its laid-back luxury and coastal charm, standing out requires every detail to work together seamlessly.

Opened in 2018, Loft Byron Bay was designed to capture the essence of coastal living while delivering an elevated dining and cocktail experience. Designed by interior designer Ky Drury, the venue blends natural textures, light-filled spaces and carefully curated finishes to create a relaxed yet sophisticated atmosphere that feels unmistakably Byron.

The Problem

From the restaurant and bar to the private dining space, every element of Loft Byron Bay was carefully considered to create a guest experience that felt both relaxed and refined. With style and comfort forming a key part of the venue's design vision, the team needed an airflow solution that would suit Byron Bay's warm climate while complementing the venue's carefully curated coastal aesthetic.

"We wanted to create a space that was beautiful, relaxed and comfortable for both guests and staff. With Byron Bay's warm climate, airflow was an important consideration, but we also wanted a solution that complemented our aesthetic."

- Hollie Foster

HR, Accounts & Admin Manager at Loft Byron Bay

The Solution

To achieve the balance between comfort and aesthetics, Loft chose **Haiku® Caramel ceiling fans.** Selected by interior designer **Ky Drury,** the fans were chosen for their ability to deliver effective airflow while complementing the venue's coastal-inspired aesthetic.

Installed throughout the restaurant, outdoor areas and private dining space, the fans integrate seamlessly into Loft Byron Bay's carefully considered interior design. Their clean, premium design allows them to blend naturally with the venue's material palette and relaxed atmosphere, supporting comfort without detracting from the overall guest experience.

By incorporating airflow into the design from the outset, Loft Byron Bay was able to create an environment that feels both comfortable and cohesive, where functionality and aesthetics work hand in hand.

The Guest Experience, Quietly Elevated

Six Haiku® Caramel ceiling fans in a range of sizes deliver consistent airflow throughout Loft Byron Bay. Their whisper-quiet performance enhances guest comfort without interfering with the ambience, ensuring the venue's design and atmosphere remain the focus while making every seat feel like the best in the house.

"Being in Byron Bay, where it's warm all year round, our fans are always on and make a considerable difference to airflow throughout the venue. They help keep the space comfortable while complementing the overall design and relaxed atmosphere we wanted to create at Loft."
- **Hollie Foster**





"In hospitality, design and functionality need to work hand in hand. Big Ass Fans deliver on both, making them a great choice for venues that want to maintain a strong aesthetic while prioritising guest comfort."

Hollie Foster | HR, Accounts & Admin Manager at Loft Byron Bay