



PARKROYAL ON PICKERING; PHOTOGRAPHER : PATRICK BINGHAM-HALL

# 2014 DESIGN TRENDS

HOTEL & HOSPITALITY ARCHITECTURE

GRACE LENNON ASSOCIATE AIA LEED AP BD&C

VERNACULAR

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GREEN

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# VERNACULAR

## INSPIRATION

A NEED FOR DESIGN TO CONNECT BACK TO A CITY'S **CULTURE, HISTORY, AND COMMUNITY.**

A **REVIVAL** OF AILING CITY DOWNTOWNS.

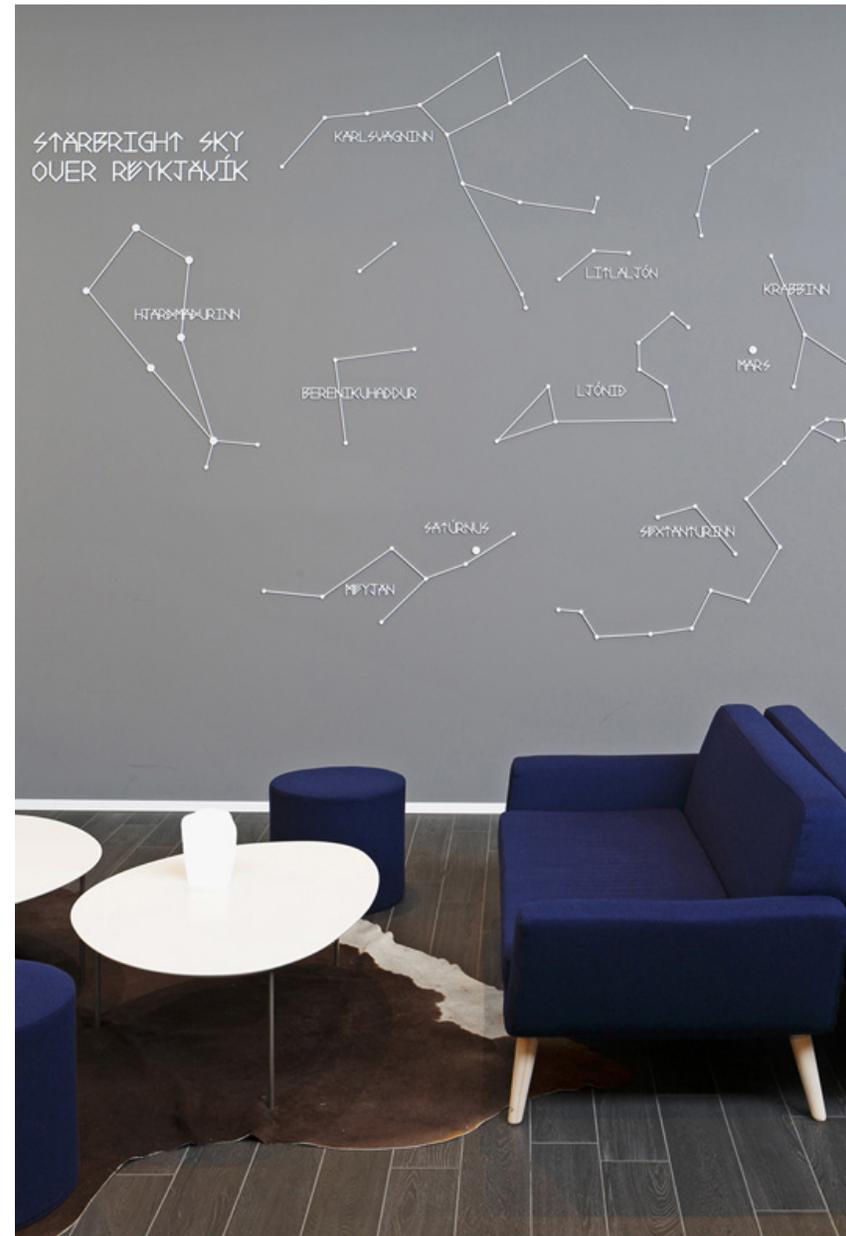
AESTHETICALLY PLEASING, AND **SITE-RESPONSIVE** DESIGN.

**RENOVATION** AND **REUSE** AT THE FOREFRONT OF HOSPITALITY DESIGN.

## APPLICATION

RESTORE AND REUSE DILAPIDATED BUILDINGS LOCATED WITHIN A CITY'S URBAN CORE.

LOOK TO A VERNACULAR HISTORY, CULTURE, AND NATURAL PHENOMENON FOR DESIGN INSPIRATION.



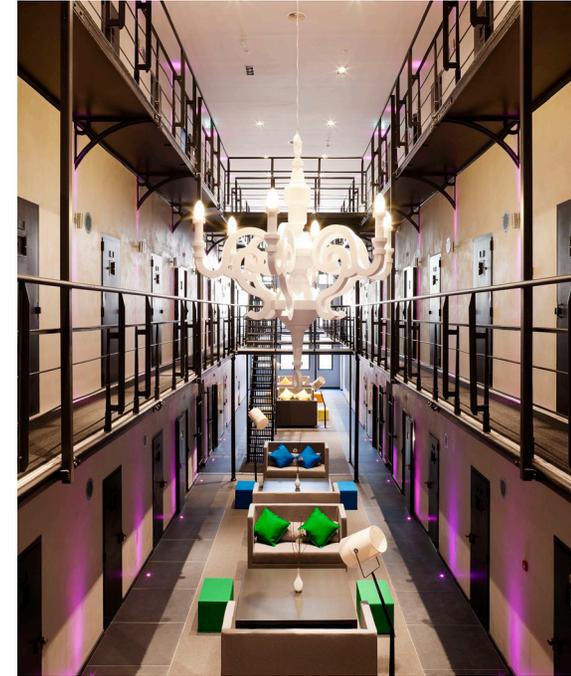
TARK AND HAF ARCHITECTS - REYKJAVÍK LIGHTS HOTEL

# VERNACULAR

## REUSE

THE DESIRE TO PROTECT AND TO PRESERVE HISTORIC ARCHITECTURE IS INSPIRING ARCHITECTS TO REPURPOSE, OR REUSE, OLDER STRUCTURES.

THE **HET ARRESTHUIS JAIL**, LOCATED IN THE NETHERLANDS AND DATING BACK TO 1863, WAS IN USE FOR 150 YEARS BEFORE BEING CONVERTED INTO A BOUTIQUE HOTEL WHERE GUESTS SLEEP IN THE FORMER CELLS. RESTORED BY THE DUTCH HOTEL GROUP VAN DER VALK, A TOTAL OF 105 PRISONER CELLS HAVE BEEN TRANSFORMED INTO 40 ROOMS AND SUITES THAT OPEN OUT TO A LOUNGE IN THE OLD PRISON HALLWAY. THE INTERIOR OF THE ROOMS HAVE OBVIOUSLY BEEN REDONE, YET EACH ONE RETAINS ITS ORIGINAL DOOR AS A NOD TO THE HISTORY OF THE BUILDING. THE COURTYARD NOW SERVES AS A CAFE AND TERRACE SURROUNDED BY OLIVE TREES



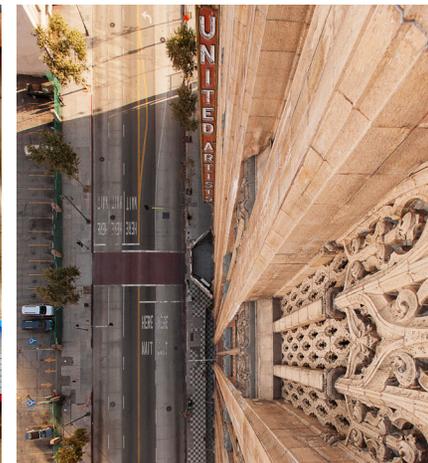
IMAGES PROVIDED BY HET ARRESTHUIS

# VERNACULAR

## REVITALIZE

ACROSS THE COUNTRY, URBAN CORES ARE MAKING A COMEBACK, RESTORING HISTORIC THEATERS, DESIGNING MORE PEDESTRIAN-FRIENDLY STREETS, AND BRINGING IN NEW BUSINESSES.

**ACE HOTEL** DOWNTOWN LOS ANGELES, A 13-STORY HIGH-RISE HOTEL, HAS HELPED TO REVITALIZE THE SOUTHERN HISTORIC CORE OF DOWNTOWN AND RESURRECT BROADWAY TO ITS GOLDEN AGE. BUILT IN 1927, THE STRUCTURE HOUSED THE FLAGSHIP MOVIE PALACE OF THE UNITED ARTISTS CORPORATION, THE PIONEERING INDEPENDENT FILM STUDIO. THE PROPERTY FEATURES 182 GUEST ROOMS, A RESTAURANT AND BAR, AND A GORGEOUSLY RENOVATED THEATER THAT SEATS 1,600. THE HOTEL'S DESIGN TEAM STRIPPED THE BUILDING DOWN TO ITS CONCRETE, RESTORED ITS INTRICATE DESIGNS, AND REFASHIONED IT WITH LOCAL ART, MAKING THE HOTEL AS ECLECTIC AND VIVID AS LOS ANGELES ITSELF.



IMAGES PROVIDED BY ACE HOTEL

# VERNACULAR

## REGIONALISM

DESIGNERS ARE EMBRACING REGIONALISM AND CULTURAL BUILDING TRADITIONS, LOOKING TO VERNACULAR FORMS AND LOCAL CONDITIONS FOR INSPIRATION.

AN ANCIENT ICELANDIC CALENDAR INFLUENCED THE LAYOUT AND INTERIORS IN THIS **REYKJAVÍK HOTEL** DESIGNED BY LOCAL ARCHITECTS TARK AND HAF. IT IS COMPRISED OF 12 CORRIDORS, ONE FOR EACH MONTH OF THE YEAR, WITH EACH ROOM LINKED TO A SPECIFIC DAY IN THE TRADITIONAL CALENDAR. THE LOBBY WALL IS DECORATED IN GRAPHICS BASED ON CONSTELLATIONS THAT CAN BE SEEN FROM REYKJAVÍK, WHILE THE HOTEL'S TYPOGRAPHY SIGNAGE IS BASED ON HISTORIC ICELANDIC RUNES. 105 CUSTOM-MADE WALLPAPERS WERE CREATED FOR THE HOTEL, CORRESPONDING TO THE COLOUR SPECTRUMS OF ICELAND'S DAYLIGHT CONDITIONS. ROOMS ARE DECORATED WITH AN ECLECTIC MIX OF FRAMES, WHICH CONTAIN ARTWORKS SHOWING THE COUNTRY'S TRADITIONS AND SEASONS.



TARK AND HAF ARCHITECTS - REYKJAVIK LIGHTS HOTEL



PARKROYAL ON PICKERING; PHOTOGRAPHER : PATRICK BINGHAM-HALL

## INSPIRATION

PROVIDE **HEALTHIER** HOTEL ACCOMMODATIONS.

CONNECT WITH THE **OUTDOORS**.

STRIVE TO BE **AFFORDABLE, GREENER,** AND MORE **EFFICIENT**.

**BLUR** THE LINES BETWEEN INTERIOR AND EXTERIOR SPACES.

## APPLICATION

PROVIDE WELL DESIGNED VEGETATED ROOF TERRACES THAT DIRECTLY CONNECT TO INTERIORS.

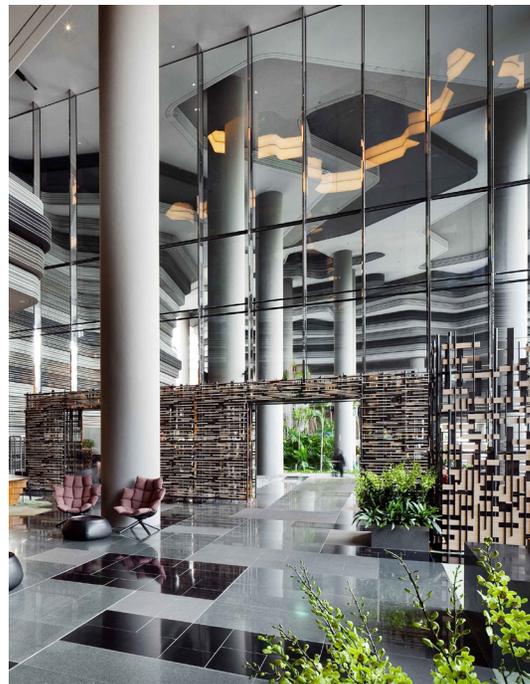
USE PREFABRICATED MODULAR HOSPITALITY SPACES.

# GREEN

# GREEN CITY

ARCHITECTS ARE BEGINNING TO ADVOCATE GREEN HOTELS, DERIVING DESIGN FROM NATURAL FORMS AND INCORPORATING VEGETATION THROUGHOUT. THEY ARE EXPANDING ROOMS THROUGH LARGE DECKS AND TERRACES, PLANTING VERTICAL GARDENS AND FORESTS.

SINGAPORE-BASED WOHA ARCHITECT'S **PARKROYAL ON PICKERING** IS DESIGNED AS A HOTEL-AS-GARDEN THAT ACTUALLY DOUBLED THE GREEN-GROWING POTENTIAL OF ITS SITE. MASSIVE CURVACEOUS SKY-GARDENS, DRAPED WITH TROPICAL PLANTS AND SUPPORTING SWATHES OF FRANGIPANI AND PALM TREES, ARE CANTILEVERED AT EVERY FOURTH LEVEL BETWEEN THE BLOCKS OF GUEST ROOMS. GREENERY FLOURISHES THROUGHOUT THE ENTIRE COMPLEX, AND THE TREES AND GARDENS OF THE HOTEL APPEAR TO MERGE WITH THOSE OF THE ADJOINING PARK AS ONE CONTINUOUS SWEEP OF URBAN PARKLAND.



PARKROYAL ON PICKERING; PHOTOGRAPHER : PATRICK BINGHAM-HALL



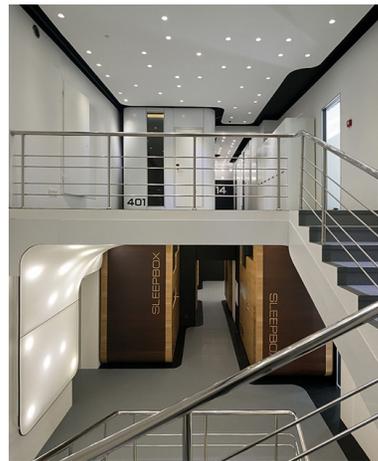
# GREEN

# MODULAR

MODULAR HOTEL UNITS ARE AN EFFICIENT USE OF BUILDING MATERIALS, WATER AND ENERGY, WHILE ALSO PROVIDING FLEXIBILITY IN DESIGN.

RUSSIAN STUDIO ARCH GROUP FILLED AN ABANDONED BUILDING IN MOSCOW WITH ITS PORTABLE SLEEPING CAPSULES TO CREATE THE **SLEEPBOX HOTEL**.

CONCEIVED AS A MIDPOINT BETWEEN A HOTEL AND A HOSTEL, THE FOUR-STORY BUILDING CONTAINS UNITS FOR UP TO TWO PEOPLE ON ITS FIRST AND SECOND FLOORS, WHILE THE TOP FLOOR IS FILLED WITH SINGLE-PERSON CAPSULES. EACH SLEEPBOX IS MOBILE AND EQUIPPED WITH LED READING LAMPS AND ELECTRICAL OUTLETS, AND THEY CAN BE PLACED IN ALMOST ANY SETTING.



IMAGES PROVIDED BY SLEEPBOX HOTEL TVERSKAYA

# GREEN



Akard Street



Akard Street



Main Street



Main Street



Main Street



Akard Street



Main Street



Akard Street



Akard Street



OMNI HOTEL - DALLAS COMMISSIONED ART PIECE; ARTIST: GAYLORD O'CON

## INSPIRATION

AN IMPROVED **PERCEPTION OF PLACE** IN HOSPITALITY DESIGN.

A **CHANGED ATTITUDE** TOWARDS COMMUNITY WITHIN A NEIGHBORHOOD.

PROMOTION OF **LOCAL TALENT**.

REVIVAL OF A **FEEL-GOOD** ASPECT TO LIFE, FEELINGS OF JOY AND **PLAYFULNESS**.

## APPLICATION

INCORPORATE LOCAL ART INTO INTERIOR DESIGN OF GUEST ROOMS.

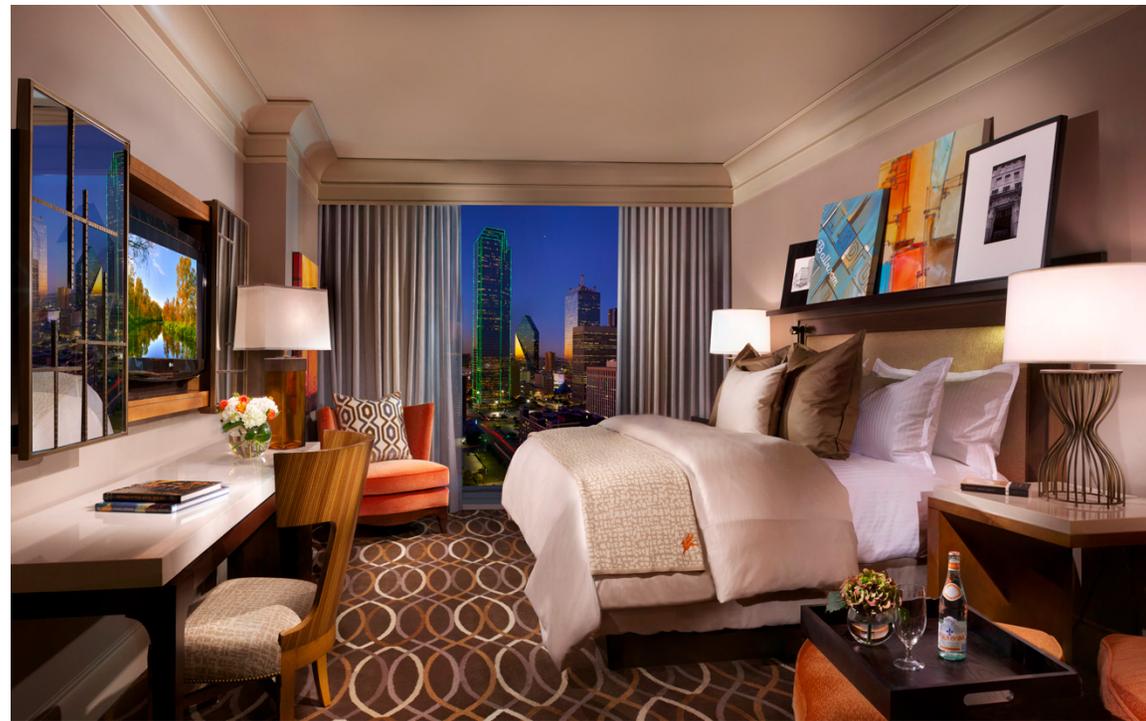
PROVIDE EXCITING COMMUNAL GALLERY SPACE WITHIN HOTEL LOBBY.

# ARTISTIC

# INTEGRATED ART

SHOWCASING LOCAL ART CAN IMPART A PERSONAL TOUCH AND HELP DEFINE A HOTEL BRAND WHILE PROMOTING LOCAL TALENT. ARTWORK CAN BE SOURCED FROM LOCAL GALLERIES AND IS IDEAL FOR ADDING A SIGNATURE FLAIR TO EACH ROOM.

**OMNI DALLAS HOTEL** NOT ONLY OFFERS UPSCALE ACCOMMODATIONS, BUT MAY NOW BE THE BIGGEST COMMERCIAL ART GALLERY IN NORTH TEXAS. EACH OF THE 1,001 GUEST ROOMS IS DECORATED WITH LOCAL ART, REFLECTING THE SPIRIT OF THE CITY. THE ORIGINAL ARTWORK CREATES THE FEELING OF ENJOYING ONE'S PRIVATE ART COLLECTION AGAINST THE BACKDROP OF AN URBAN SETTING, MAKING THIS HOTEL UNIQUE AMONG THE OMNI HOTELS ACROSS THE COUNTRY. MORE THAN A MILLION DOLLARS' WORTH OF ART IS ON DISPLAY IN THE LOBBIES, WITH SMALLER PAINTINGS, PHOTOS AND PEN-AND-INK DRAWINGS IN THE GUEST ROOMS.



IMAGES PROVIDED BY OMNI HOTELS



# ARTISTIC

# GALLERY SPACE

DESIGNERS ARE NOW ADDING ART GALLERIES INTO THEIR DESIGN SCHEMES, IMPROVING BOTH THE GUEST'S EXPERIENCE AND THEIR PERCEPTION OF THE FACILITY AS THEY ARE EXPOSED TO SCULPTURE, PAINTINGS AND PHOTOGRAPHY.

LOCATED IN THE HEART OF DOWNTOWN LANCASTER, **THE LANCASTER ARTS HOTEL** IS SITUATED IN AN OLD TOBACCO WAREHOUSE AND FEATURES A LARGE ART GALLERY ON THE FIRST FLOOR. THE BOUTIQUE HOTEL, WITH 60+ GUEST ROOMS, IS FILLED WITH ORIGINAL WORKS OF ART, ESPECIALLY THOSE OF LOCAL PENNSYLVANIA ARTISTS. THE COLLECTION IS WORTH OVER \$300,000 DOLLARS, AND HAS 269 PIECES OF ART BY 36 ARTISTS WHO WORK IN 15 DIFFERENT MEDIUMS.



IMAGES PROVIDED BY LANCASTER ARTS HOTEL

# ARTISTIC

## INSPIRATION

A RETURN TO A **CLASSIC** LOOK.

INCORPORATE **CLEAN** LINES AND **FLUIDITY**.

STRIVE FOR **DECADENT** DESIGN.

FOSTER **INNOVATION** IN TECHNOLOGY.

## APPLICATION

PROVIDE SLEEK AND LAVISH LOUNGE SPACES.

ACCENT INTERIORS WITH GLEAMING BRASS OR CHROME, AND UNUSUAL LIGHTING FIXTURES.



IMAGES PROVIDED BY ROCCO DESIGN ARCHITECTS LTD.

# LUXURY

## DETAILS

MANY DESIGNERS ARE PUSHING CREATIVITY TO NEW HEIGHTS AND TURNING EACH VENUE INTO A DESTINATION IN ITSELF.

THE PHILIPPE STARCK-DESIGNED **SLS HOTEL AT BEVERLY HILLS** IS A SLEEK AND SOPHISTICATED HOTEL WHERE INTERIOR DESIGN IS A WORK OF ART. THE INTERIORS ARE RICH AND LAVISH WITH MAJESTIC BACKDROPS, GLEAMING METALLIC SURFACES AND A SPIRITED USE OF COLOR. FROM THE MINUTE YOU ENTER THE LOBBY THE SCENE IS A MAZE OF ECLECTIC AND ECCENTRIC FURNITURE WITH VITRINES FULL OF INTRIGUING COLLECTIONS. THE CARNIVAL OF VISUAL TEXTURE AND LAYERING LEADS ALL THE WAY UP TO THE ROOMS AND SUITES WITH WHIMSICAL CHAIRS IN A FORM OF SHINY RED LIPS, GLEAMING GOLD BEDSIDE LAMPS...AND AN EGG SHELL SHAPED PLUNGE TUB!



IMAGES PROVIDED BY SLS HOTEL BEVERLY HILLS

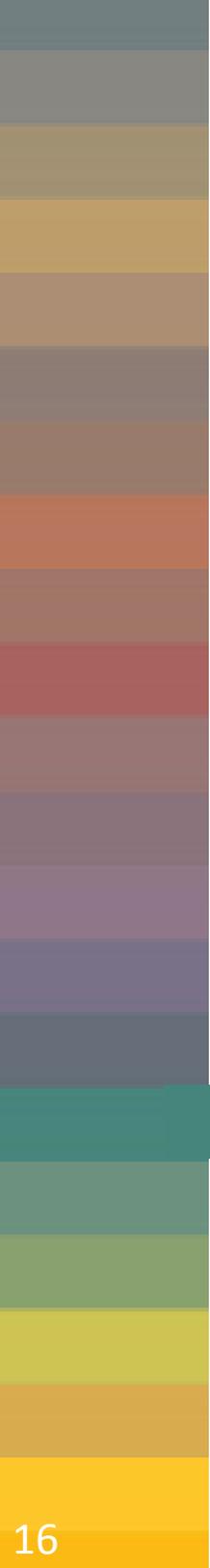
## MATERIALITY

HOTELS ARE BEGINNING TO EMBRACE TEXTURE, METALLIC SURFACES AND LIGHTING TECHNIQUES TO ANIMATE SPACES AND CREATE STIMULATING ATMOSPHERES.

SET IN THE SOUTHERN CITY'S SHINY COMMERCIAL HUB, THE **W HOTEL GUANGZOU**'S SLEEK AND FUTURISTIC ARCHITECTURE COMES COURTESY OF HONG KONG-BASED ROCCO DESIGN INSIDE. IT INCLUDES A CEREAL BOWL SHAPED CIGAR LOUNGE AND A GLOSSY THREE-STORY MIRRORED NIGHTCLUB. THE MAIN COMMON SPACE CONSISTS OF A FOUR-STORY, ILLUMINATED GLASS LOFT BAR SUSPENDED FROM THE SIDE OF THE HOTEL BUILDING, WITH OPTICAL FIBER STRINGS OF LIGHT CASCADING DOWN THE INSIDE OF THE GLASS. THIS CREATES A SPECTACULAR PULSATING EFFECT WHICH IS VISIBLE BOTH INSIDE AND OUTSIDE OF THE HOTEL.



IMAGES PROVIDED BY ROCCO DESIGN ARCHITECTS LTD.



THANK YOU

**ALL PHOTOS AND CONTENT USED WITH PERMISSION**

DESIGNERS AND HOTELS FEATURED:

- **TARK & HAF ARCHITECTS - REYKJAVÍK LIGHTS HOTEL**
- **ACE HOTEL**
- **VAN DER VALK GROUP - HET ARRESTHUIS HOTEL**
- **WOHA ARCHITECTS - PARKROYAL ON PICKERING**
- **ARCH GROUP - SLEEPBOX HOTEL**
- **OMNI DALLAS HOTEL**
- **LANCASTER ARTS HOTEL**
- **PHILIPPE STARCK-SLS HOTEL AT BEVERLY HILLS**
- **ROCCO DESIGN - W HOTEL GUANGZOU**

# CREDITS