

DESIGN SENSE

ACE UPDATE

DESIGN WHICH MATTERS!

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SUSTAINABILITY SHOULD BE SOMETHING ALL DESIGN HOUSES CONSIDER

The emphasis should be on how to produce an item with a circular lifespan so it can flex and extend into a different use post its original purpose – such as reusing the base materials believes Holly Hallam, Managing Director, DesignLSM.

CUSTOM-DESIGNED ACCESSORIES ADD ENORMOUS VALUE IN HOSPITALITY SPACES

While some standard hotel spaces such as the rooms, dining areas, etc need branded accessories and furnishings, custom made accessories help define the spaces like bars and lobby with their innovative design solutions and creative outreach says Khozema Chitalwala - Principal Architect - Designers Group.



Khozema Chitalwala,
Principal Architect,
Designers Group





What according to you is the success mantra for hospitality interiors?

A successful hotel property must reflect the culture of its location. For the mainstream hotel market, while the global factor remains stagnant, the brands are now becoming smarter in providing distinguished escapades for a different typology of patron demographics. Giving a local sway to the design further aids the guests to connect with the heritage, history and legacy of the region. The idea in this globalised world is to emphasize local authenticity with no compromise on the cosmopolitan standards as well as the customer base.

Thus, the design of branded luxury hotels must maintain a refined balance between an authentic design and the associated baseline expectations that have become



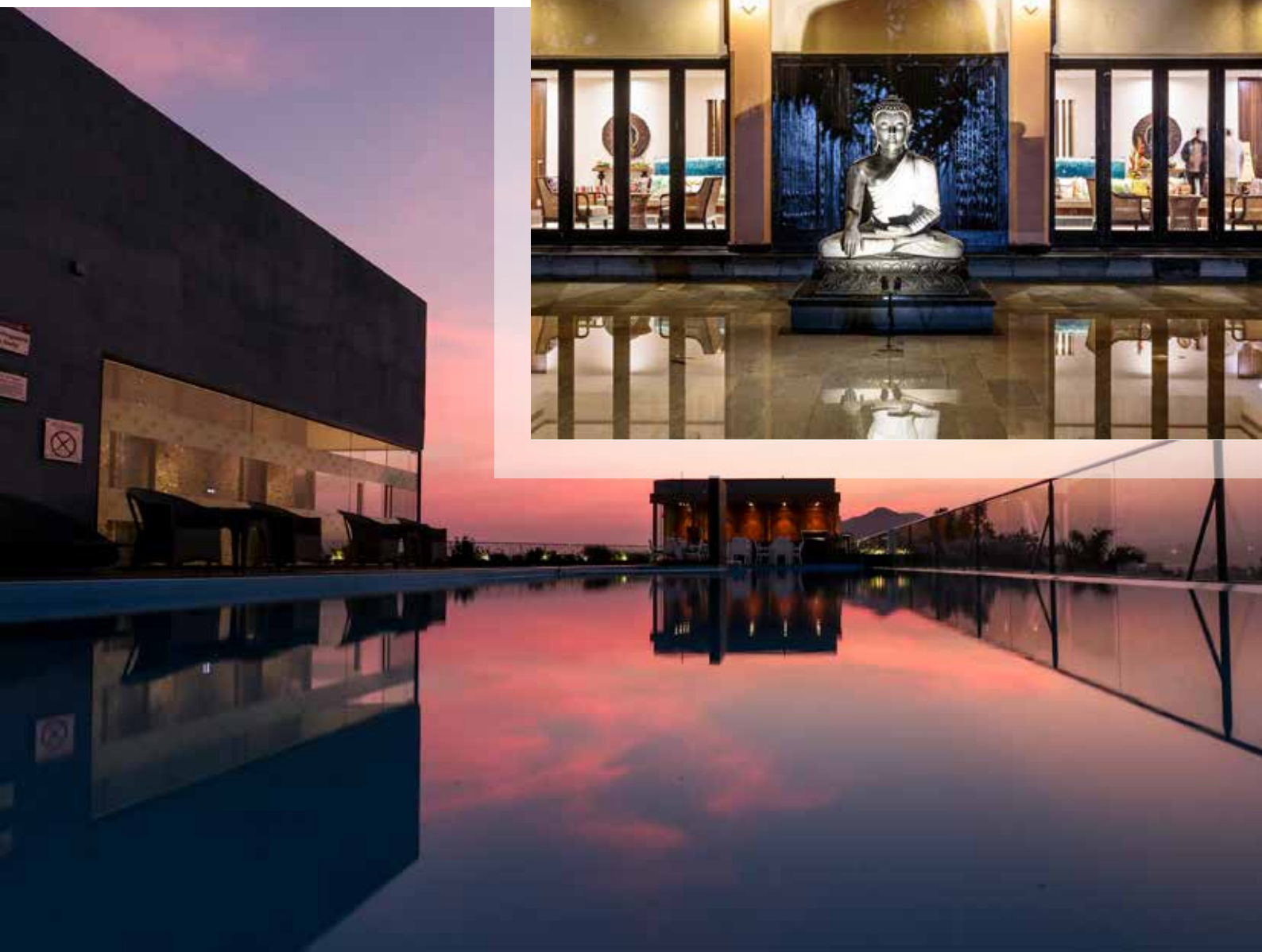
virtually universal in the luxury market that is surrounding the hospitality space.

Keeping in view of the pandemic what kind of changes will become obligatory in designing upcoming hospitality interiors to ensure safe distancing and other concerns?

Apart from the slowdown of projects, major alterations have been incorporated in trending designs due to the pandemic. Architects and interior designers are aiming to follow the new SOP's enforced by the government. On the bright side, the pandemic has made designers recognise the importance of the human interface. With technological advancement, the methodology utilised within the industry has branched out to be more collaborative and digital in nature.



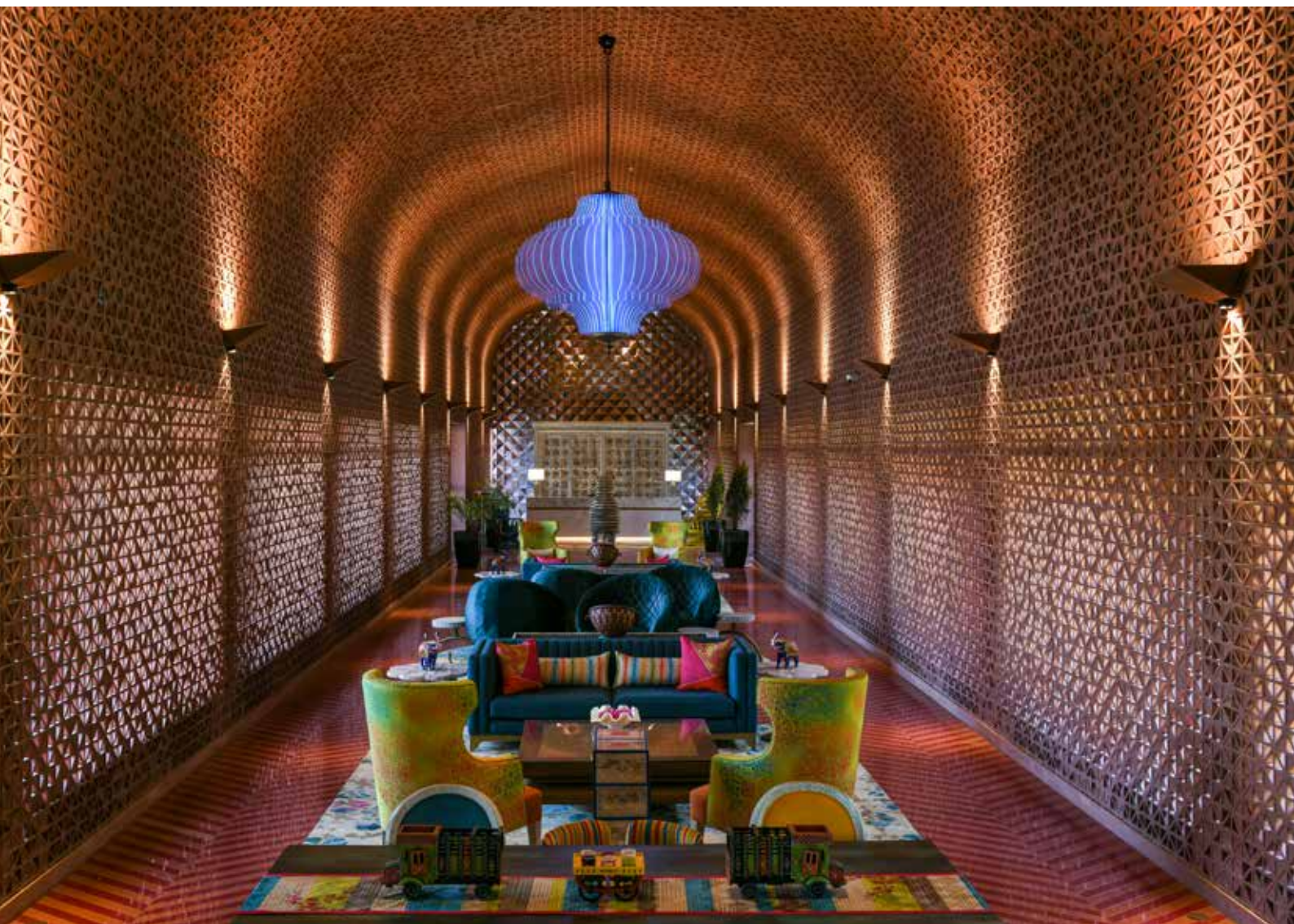
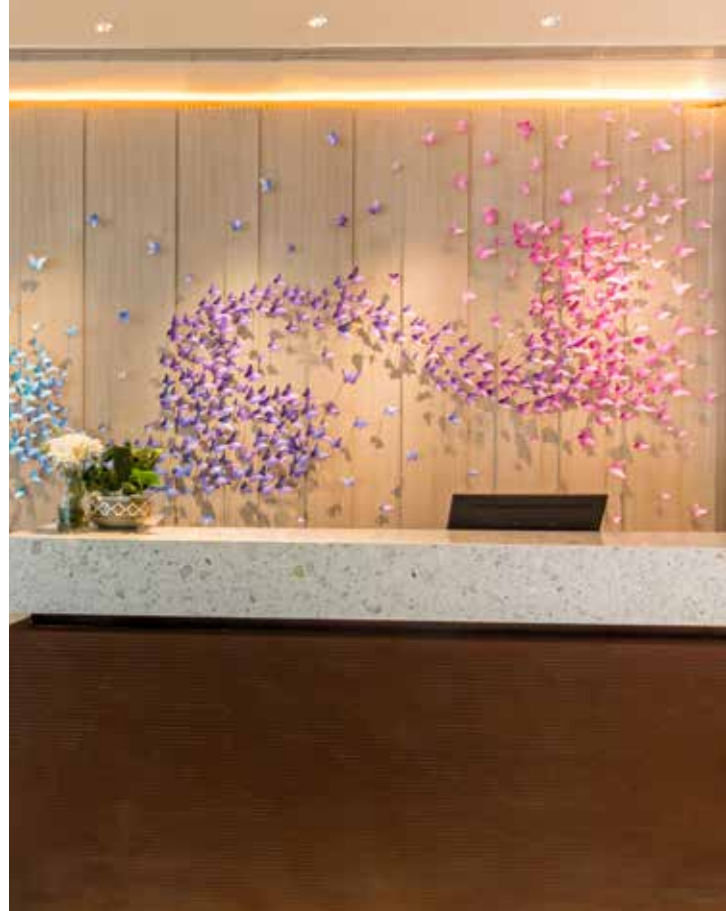
In terms of the hospitality design sector, technological advancements and user-interactive design strategies are being explored for refined design sensibilities. In order to keep up with optimum hygienic standards, there will be less use of textured surfaces that have gained traction over the years. One might see fewer carpeted areas but more use of visible stone & tile work. A lot of the common areas such as pools, health clubs and spas will be completely redesigned to meet the new social distancing norms of today. There is now a keen check on the hygiene levels being maintained in the standards of air conditioning, material, furniture etc.



What are some of the new-age materials you believe are becoming prominent in designing hospitality interiors?

Tiles, ceramics and marble are some of the materials becoming prominent in hospitality interiors. In India, it has become quite common to find engineered or laminate wooden flooring. Italian marble along with 3mm Tiles that have recently found uses in private spaces and outdoor facade elevations. Vitrified flooring tiles are another material influencing the selection of flooring. They are durable and come in a variety of colours, polishes and finishes, proving to provide ambient aesthetics. Additionally, the surfaces are required to be kept hygienic and sanitised at all times due to the pandemic which has led to a higher demand for tiled finishes and less inclusion of carpeted flooring.

There is also a rising trend which incorporates design elements in the interiors with a strong focus on creating





wall & floor art. This is accomplished through innovative ways by making use of waterjet cut patterns, custom-made terrazzo with metal inserts, patterned tiles in ceramics and natural stones cut in varied shapes forming different patterns.

In hospitality spaces, is it branded accessories that drive value or custom-designed accessories that can do the trick as well?

Each accessory style holds its own niche and that in turn drives the value of the space. While some standard hotel spaces such as the rooms, dining areas, etc need branded accessories and furnishings, custom made accessories help define the spaces like bars and lobby with their innovative design solutions and creative outreach.

Custom-designed accessories, thus majorly contribute to driving value in hospitality spaces. Offering the hotel interiors a tailor-made local touch helps the guests connect to the region's culture and heritage. Using concepts inspired by local elements creates authentic interiors while keeping luxurious comfort intact. For instance, in The Radisson Blu at Alibaug, the property is surrounded by manicured landscapes enhancing the tranquillity at the resort. The hotel was assigned to the Designers Group as a renovation project. The team seamlessly blended the serenity and greenery of Alibaug into the design through earthy tones and an open layout. The Wooden laminates which were included in the project, helped create a warm ambience while keeping maintenance costs low. The lobby is transformed with the subtle shades of blue, symbolising the coastal waters, as the primary shade. At the end of the day, the notion is to amalgamate the native touch with contemporary aesthetics. Hence, building familiar nostalgia with local art ultimately helps drive the value of the hospitality spaces. 🏨

