



A Tale of Two Industries with ISHC

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At 9fi5th, we make it our duty to know what's what when it comes to luxury design. In the current climate of the property market, we've found that it's not just price or amenities that tips the balance of success, an inclusion of the whole package is key- the design of a home. What, however, happens when it comes to homes away from homes? How is the luxury hotel market affected by this change in thought, and how does design respond? We sat down with Muriel Muirden and Roger Hill, experts from the International Society of Hospitality Consultants (ISHC), to see if they could shed some light in our curious minds.



Muriel Muirden – Executive Vice President of WATG Architects

Troubled times can often be a catalyst for radical reinvention and innovation. We observe this evolution in the hotel sector over the last few years. Luxury has been redefined with hotel companies and designers focussing on developing public areas that are revenue generating, eclectic and appealing and highly animated. With the decluttering trend well underway, room bay sizes are being reassessed and opulent bathrooms in a wash'n'go society are being downsized but with fabulous walk-in showers being the compensation for losing the tub.

Experiential elements are king – roof-top gardens with edible landscape, chameleon basement pools that can transform into party venues, intimate screening rooms and funky community focussed bars and restaurants are now commonplace in urban markets like London and New York. The value of connecting to the local business market and residential community is recognised and capitalised on.



Innovation through recycling is another trend – in an urban context brands like ACE and 1 Hotels are incorporating recycled, organic and environmentally friendly materials and features in a clever, fun and thoughtful way.

In a resort context, landscape has never played a bigger role in seamlessly meshing indoor and outdoor spaces to create animated outdoor social spaces as well as more holistic, quiet retreat-like areas. Innovative planting and lighting can work together to create chameleon spaces that change by day and night.



Driven by the ever more informal corporate environment, Meetings, Incentives, Conferences and Exhibitions (MICE) facilities are transforming from austere meeting rooms to casual social spaces where recreation and relaxed environments are seen as key to promoting creative thinking and positive interaction.

Six words sum up the dynamic changes in our sector – efficiency, flexibility, experiential, informality, innovation and socialisation!



Roger Hill – CEO of The Getty's Group

Since The Gettys Group was founded in 1988, hospitality design has changed in more ways that we ever could have imagined. What was once defined by basic criteria (such as budget or luxury) and type (business or leisure), is now an ever-changing landscape thanks to travelers' evolving expectations. Travelers today expect hotels at every price point to have a unique identity, a sense of place.



As a global company, we are inspired by the places in which we work, integrating local trends and brand personalities to create memorable and authentic experiences for every guest.



We've always considered ourselves storytellers – telling the story of the brand through customized, location-centric design. For example, the Renaissance Chicago Downtown, which is located next door to our firm headquarters in Chicago's Loop, is a true representative of how design can show local pride and connectivity to the city. Our design concept expresses the hotel's bond with Chicago by showcasing city-specific artwork, creating ample opportunities for both guests and locals to gather and by playing up the property's prime location on the Chicago River with a popular rooftop bar.

