

## August 24, 2016 Architectural, Interiors, Places

A Tale of Two Industries with ISHC

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.



## 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.



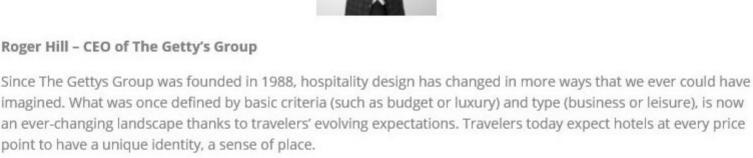
recycled, organic and environmentally friendly materials and features in a clever, fun and thoughtful way. In a resort context, landscape has never played a bigger role in seamlessly meshing indoor and outdoor spaces to

lighting can work together to create chameleon spaces that change by day and night.

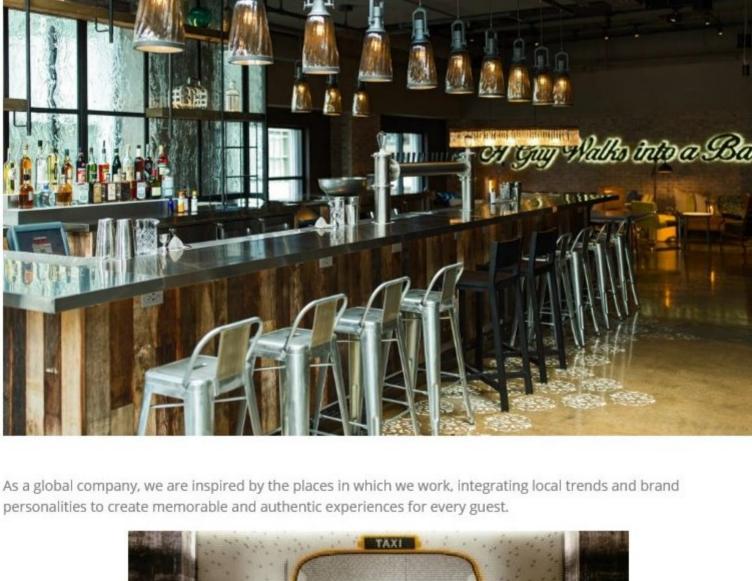
create animated outdoor social spaces as well as more holistic, quiet retreat-like areas. Innovative planting and



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





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.

