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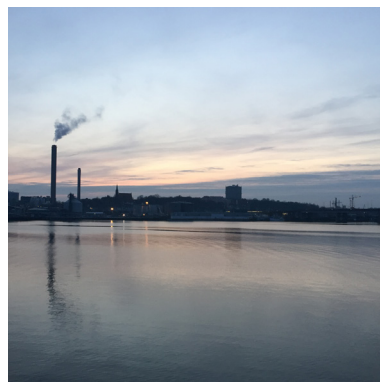
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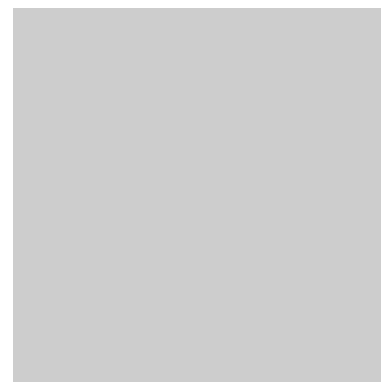
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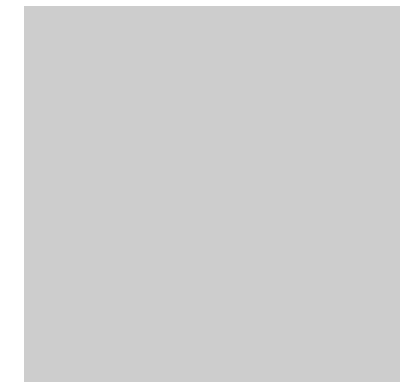


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A top-down view of a wooden desk with a green typewriter, a notebook, glasses, and a pen. The text is centered on the desk.

1/ INTRO & METHOD

CREATING AN OVERALL HOTEL CONCEPT



Intro

Introduction

During my years at the school of Architecture in Lund, including one exchange semester at National University of Singapore and work experience as an architect at Arcona, a construction and real estate company in Stockholm, I've learnt about different methods on how to create successful projects and architecture. In school I've also learnt different ways on how to meet and relate to the surrounding environment. It is most often about an "outside-in" thinking, you start with the analysis of the surrounding environment, then you work with the building and its functions and layout. The problem I see is that it is easy to forget about the interior and how people experience a room. It is about colours, materials and light which also plays an important part in experiencing architecture. Especially with the experience as an architect at Arcona, working close to production, I have gained knowledge that there are many things that you don't think about or don't have time to determine in school. Things such as choice of materials, colours, wall thickness, roof height, sound absorbing features and materials, economy and feasibility. In my project the aim has been to combine my knowledge from school with the knowledge from my time at Arcona to create an experience with attention down to the very detail.

Aims and goals

The aim of this project is to create a hotel concept that differs from more ordinary hotel chain concepts. It is not just going to be a place where travelers stay overnight, also to experience the culture and the environment of the city. The idea is to make it as local as possible with design aesthetics that reflects the location, as well as create a strong concept – ranging from interior to exterior. It should be an alternative to Airbnb, the popular service that people use when they are looking for an authentic and cost smart alternative to hotels, yet a greater standard than hostels. This since more and more people choose to stay at "an Airbnb" while the "old" hotels are at a crossroad. The "modern guest" want a special experience without paying a fortune. New demands and trends will affect the layout and image of the hotel. I think the hotel of the future is built around the keywords of creativity, socialization and activity.

In addition, I want to investigate whether a strong design concept can be combined with more subtle and local architecture. And how can you do to combine this? What attributes should be kept in an already existing building to keep the feeling and authenticity and how can new conceptual design principles be added. Many of the bigger, global architecture firms, put a lot of effort on architecture and design that has a strong conceptual foundation, however, usually with little consideration to the site and the local heritage. It is hard to say which kind of architecture that creates more value, but my aim is to combine the idea of strong conceptual depth yet preserve local authenticity to create an even greater experience. Also, I want to investigate whether a powerful concept with attention to detail can affect the impression how people feel.

To summarize, this project's aim is to create a hotel concept where the local architecture should be kept and respected but at the same time try to implement a general design idea (concept) including colours, materials, room configurations and other details. Not necessarily a totally new type of hotel but rather a concept that correspond to the trends within the hotel market and the expectations from modern hotel guests.



Method

The start of the process is a theoretical part where I will discuss the hotel market in general, tourism and hospitality trends. This is to find a suitable spot for my concept and to know what client I want to reach and build for. I will also look into different types of hotels to find out and get inspiration to what type I want to use when designing the hotel and creating my concept. This part also includes an interview with Gustav Granberg, who has studied a Bachelor in Science of Hospitality Management for 4 years at Ecole hôtelière de Lausanne and has a wide knowledge of the hotel market and how to build a hotel concept. In addition I did an interview with Carl Adam Frisk, brand strategist specialising in creating holistic experiences at Grow (brand development agency in Stockholm), working with space branding. He told me about how to create meaningful spaces and how to give them an image and overall unified design, an important part when designing a hotel. Moreover I had a meeting with Tua Asplund, COO/Partner at A house, a new office hub in Stockholm (old) School of Architecture, where I've chosen to locate my hotel concept.

Another important source for the project has been the book *Hotel Design, Planning and Development* (2011). A book which presents "the golden rules" and basics for hotel design and planning.

Since the hotel market is under constant change it has been important to get more information in newspapers, magazines, on websites and blogs.

Background

Making a hotel concept and creating an overall guest experience is a lot more than just architecture. There are many factors that affects the design and how people feel and experience architecture. "The perception of a hotel goes well beyond its architecture and interior design."¹ People react to colour, light, furniture, artwork and sounds. Small details as signage, graphics and overall image affects the experience. It's also important to keep the main attributes and style of the chosen building, this to keep the local authenticity. The aim is to create a concept that through a general design idea can be applied to different buildings and sites and in this project I will apply and test it in one building. In this case the (old) School of Architecture in Stockholm. A building that I see as a good spot since the new A house project in the building and the hotel concept can complement each other. Functions can be varied and shared and can serve a mix of people. The location, in a local neighborhood will also be in line with my concept. The features of the building built in a brutalistic style will also be considered in the design.

Disposition and contents

This master thesis project is divided into 9 chapters where chapter 2-7 are considered as a research part and background. Chapter 2 and 3 about tourism and hotels will give basic but important information for continued work. This is followed by a part where I present the future guest of my hotel. In chapter 5 the concept is presented. Chapter 6 is a research and investigation of what has to be taken into consideration when designing a hotel concept. In chapter 7 I will present the site and building of the hotel before the result is presented in chapter 8. The concept is transformed into design and is a result based on the research in chapter 2-7. This part includes a presentation of the concept and hotel layout. I have decided to work with both interior spaces and exterior spaces looking in detail at colours, materials, light, furniture and other design features to further implement the concept into design principles.



2/TRAVELING & TOURISM

UNDERSTANDING OF TRENDS



Tourism

Trends within tourism is something that has a huge impact on the hotel industry. What trends should the future hotel be built around and what does the future guest seek when choosing accommodation? The purpose of this chapter is to give a background to what tourism means and to see what trends that affects the market globally and locally. This is important to be able to create a concept that reflects the current market and customer demands.

What is tourism?

The word tourism means travel for pleasure. It can also be defined as people travel within or outside their country staying in places outside their usual environment. With economic growth all over the world people travel more and therefore the market of tourism grows. Tourism brings in a large amount of income to the local economy.¹ According to statistics from the UNWTO (World Tourism Organization), international tourist arrivals reached over 1 billion in 2012. The demand for accommodation therefore increase as well.²

Types of tourism

People travel for different purposes and therefore the type of tourism vary a lot. Some are just looking for relaxation and sun, some for activities such as surfing, skiing, sailing etcetera. Others want to explore a new place or want to learn more about a different culture. The list of how people spend their time travelling is long. The more modern types of tourism are for example sustainable tourism, ecotourism, pro-poor tourism and health tourism. Since travellers have a wide range of budgets and tastes a wide variety of hotels and other accommodation have been developed. In a more globalized world, travelling is no longer a luxury but a necessity to maintain relationships and social life.² The range of travel agencies, the impact of social media with people sharing their travel stories, photos and the development of infrastructure makes it easier for everyone to travel.



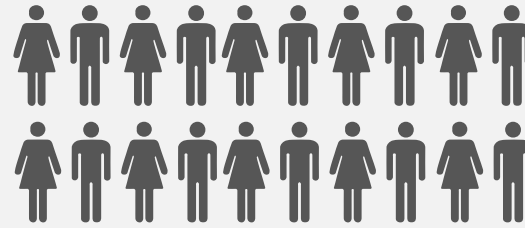


Tourism in Sweden

Tourism continues to grow in Sweden, especially with foreign visitors. In 2014 Sweden had 19,9 million visitors, an increase of 6% compared to the year before. The majority, 7,4 million visited Stockholm and when it comes to accommodation 48% choose to stay at a hotel.^{1,5,6} According to statistics presented in an article by Dagens Nyheter, Stockholm is ranked 13th of the most popular destinations in Europe and by 2020 the amount of guest nights is predicted to rise with 22%.²

People who visit Sweden want to experience the nature, the archipelago, the northern lights, the history and a mix between old and new, especially with architecture and design in consideration.³ Looking at Visit Sweden's website (Sweden's official website for tourism and travel information) a "green" theme is clearly visible when looking for trips to Sweden. Except visiting the bigger cities the countryside is promoted with activities such as hiking, skiing, fishing and other outdoor activities. Another interesting fact connected to this is that many European nationalities connect Sweden with a healthy lifestyle.³ Modernity and forward-thinking together with freedom and openness are other words connected to Sweden and our culture.

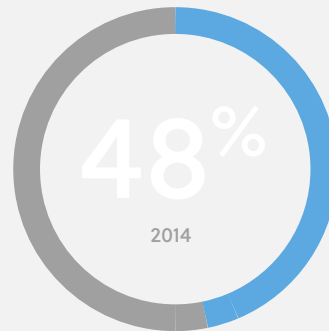
My future hotel concept will therefore respond to these trends but at the same time aim to be something new and unique at its location.



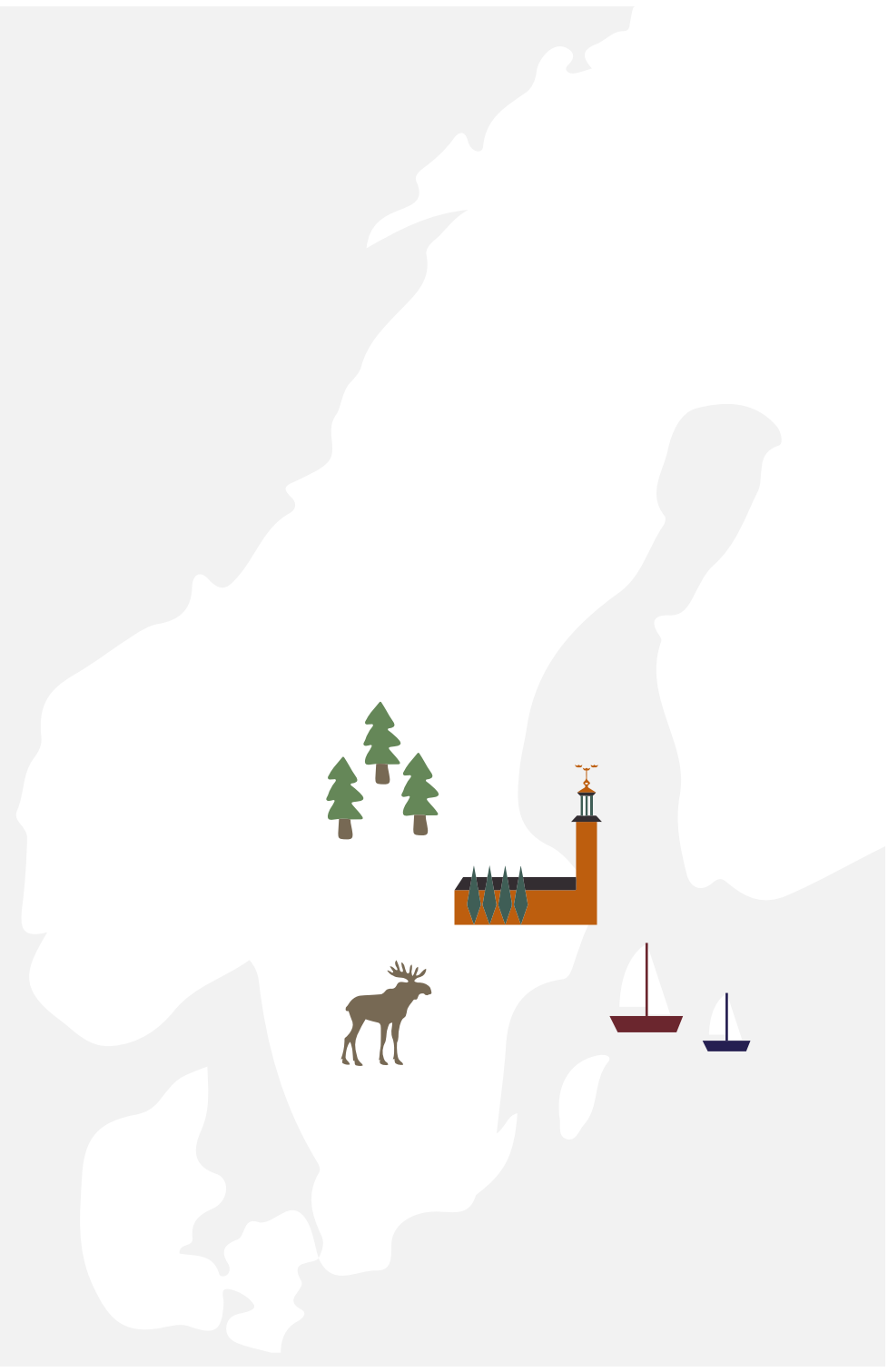
20 MILLION VISITORS IN SWEDEN 2014



7,4 MILLIONS VISITORS IN STOCKHOLM



HOTEL AS ACCOMODATION





Hospitality trends

Of course the hotel industry is changing, new trends are popping up and and therefore tourist have other demands on accommodation than before. As earlier mentioned Airbnb has changed the market, or at least has started to change it. Is it a complement to the hotel or is it a threat to the hotel industry? In a report on the website travelmarketreport.com the impact of the sharing economy is presented. Dan Berger, CEO of Social Tables, a hospitality software company, predict that the future hotels will cater mostly to the luxury and group market, while business and leisure travellers will migrate to sharing accommodations like Airbnb.¹

Trends among tourism come and go and totally new trends are coming as well. According to 4 Hoteliers, a website presenting news within hotel, tourism and hospitality, Millennials (people born 1980-2000) have become the fastest growing customer segment. In general these customers search for exploration, interaction and experience. They want an overall extraordinary and unique experience for a reasonable price which means you have to design interesting solutions for less money.² According to an article presented on the website Daylighted, hotels should be a part of the experience while traveling.³ The location of the hotel is important since the modern hotel guests want to explore local culture. Today's conscious hotel guests want to stay where the local people live, not on the crowded streets for souvenirs says Olle Zetterberg, CEO for Stockholm Business Region in an article with Dagens Nyheter.⁴ The location should therefore be carefully chosen taking above into consideration.

When it comes to interior design, the hotel lobby and bar/restaurant should be well designed, a place for hanging out together as well as have the function as a work, play, eat/drink zone. According to Philippe Cesson, CEO of Cesson 3.0, a social media specialist, over one third prefer working in the lobby rather than in their rooms.¹ The future guest doesn't want to stay in their hotel room and therefore there should be more focus on the social spaces rather than the guest rooms says Sophie-Claire Hoeller in the article "Here's what hotels will look like in the future" found on Business Insider's website.⁵

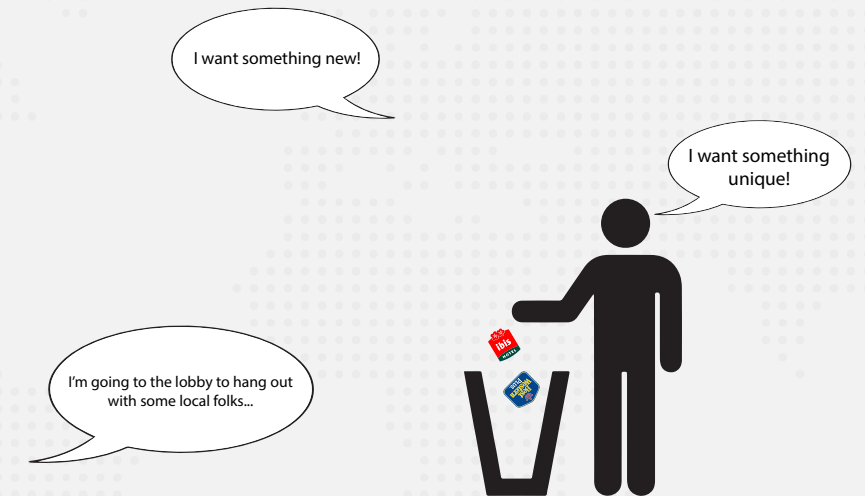
Moreover: "We'll see more of underground and windowless rooms and more of "socializing-friendly" lobby environments with events and happenings. Often with an emphasis on good restaurants and bars that attracts more people than just hotel guests, says Olle Zetterberg, CEO of Stockholm Business Region in an interview with Dagens Nyheter.⁴

The use of modern technique among customers, especially for the younger crowd, should also be taken into consideration when designing the modern hotel. Features such as self check-in and other facilities that makes the stay easy and convenient should be included in the design. Therefore, for example, a large lobby can be excluded.

In the article in 4 hoteliers I also found information that health and wellness trends will continue to affect the customers and the hotel industry. Customers search for a wellness experience when it comes to facilities provided and food.² This includes activities connected to well-being and soul, such as yoga, meditation and cooking. Activities that makes us use all our senses to enhance well-being and presence.

In the article, Five Hotel Trends for 2016, on travelmarketreport.com they present the result of a session called "Outside of the Box: F&B trends in Lifestyle Hotels", where panelists compare old rules to new rules for a hotel layout. Before the restaurant and bar where located in separate rooms but today there should be no boundaries to where a public space ends which means the lobby might flow into the bar or the restaurant.¹ This means the border between two different spaces can be vague.

Creating a hotel concept it is important to follow the trends, mentioned above, within the hotel market and to respond to the demand of the future customer. An overall experience with focus on the very detail seems to be the key for a successful concept. You might have to challenge the old rules for hotel design to attract the future guest.



An aerial photograph of a luxury resort. On the right, a tall, multi-story hotel building with a light-colored facade and several towers with conical roofs stands prominently. The resort is surrounded by lush greenery, including numerous palm trees. In the foreground, there are several swimming pools with clear, turquoise water. To the left, a sandy beach meets the ocean, with a few people visible. The sky is a mix of blue and light green, suggesting a clear day. Two horizontal white lines are positioned above and below the main title text.

3/HOTELS & HISTORY

TYPES & DEVELOPMENT



Hotels

What is a hotel?

To get basic knowledge and deeper understanding of the hotel market and how to create a hotel concept it is important to understand what a hotel is and how it has developed through history. In the following part I will describe the actual meaning of the word hotel and what has shaped hotels through history.

A hotel is a building or establishment where lodging is provided. Mostly for travellers or people staying away from home. Facilities range from just a bed and storage for clothing to a lot more features such as large bathrooms, working space and entertainment. Moreover, hotels often provide even more facilities such as pool and sauna, business and conference facilities, bar and restaurant, laundry and social facilities. The standard of hotels vary and so also the standard and size of the hotel rooms and facilities connected to the hotel.¹

History

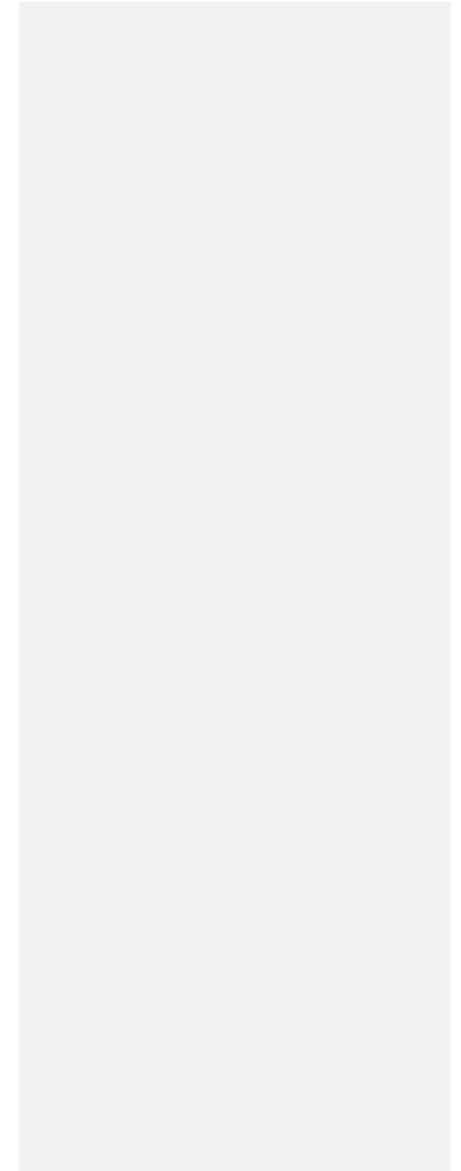
The word "hotel" derives from the french word "hôtel" from the same origin as hospital referred to a French version of a building with frequent visitors and providing care, rather than accommodation. This is an old term and was used already in the earliest civilizations. In the Greco-Roman culture hospitals for rest was built connected to thermal-baths and during the Middle Age monasteries offered accommodation for travellers.

The precursor to the modern hotel in the medieval Europe was the "Inn" born already in the Ancient Rome. The Inns provided lodging, food and services for travellers with horses. From the mid 17th century and for about 200 years Inns served as lodging for coach travellers in English towns. They were situated along roads to provide food and rest. During the mid 18th century the Inns developed to serve richer clients and therefore the luxury and level of standard grew. The modern hotels spread in Europe during the 19th century and this was also the start for the luxury hotels catering the very wealthy people.¹

Hotel types

Nowadays, as earlier mentioned, the standard and types of hotels and accommodation vary a lot. In the following part I will start to look at the types relevant and suitable for my project and that fit my concept and future guest. These types are relevant since they are cost-smart, trendy and focus mainly on a younger crowd. I will also look at the social concept of sharing, something that will be present in my hotel concept.

The presentation of each type will be summarized with three graphs showing the standard of the hotel ranging from low to high. Size of guest room ranging from small to large (small=only bed, medium=single bed/small double bedroom, large=large double/suite). The last graph shows the importance of space, private vs. common areas.





Boutique hotels

Boutique-hotels are smaller non-branded independent hotels with intimate atmosphere and a unique feeling. By definition a boutique is small, fashionable and independent. A strong emphasis on high fashion is seen as the essential ingredient common to those of this genre. They do not just offer full-service but an emotional experience, ambience and lifestyle. The boutique hotels came during the 1980s and 1990s with the aim to mix cultural and financial capital with a niche towards a group of people into design. Described as small unique hotels with focus on small details to appeal towards a sophisticated international clientele. It should provoke and stimulate your sins with a clear concept. ² According to the american entrepreneur Ian Schrager (who is well known for pioneering the boutique hotel industry) the key points for boutique hotels are the following:

- Should act like a theater (Hotel as a stage, employees and guests as actors)

- The role of the lobby in the social game (The lobby as a social hub where people gather and meet)

- Indoor/Outdoor (An effort to blur the line between indoor and outdoor by creating attractive outdoor spaces)

- The destination in the city (The hotel is a destination and haven itself)

- The hotel as a lifestyle (The hotel as a mirror to the lifestyle of the client)

These points summarize the concept of a boutique hotel and is in a way summarized in the book *Hotel Design, Planning and Development* (2011) with the following quote; "The hotel should be treated as more than just a place to sleep - a place for somebody to have fun, a visual feast." ³

According to the book *Hotel Design, Planning and Development* (2011), the boutique hotels most often have about 10-100 rooms with amenities ranging from just the most necessary to spas, yoga classes and ateliers. Many boutique hotels are furnished in a themed stylish manner creating an peculiar design. Still they are (most often) an affordable option to luxury and multinational hotel companies with a generic design. ⁴

According to an article ("Millennials in the hospitality industry: how hotels need to adapt" published on the website Daylighted the revenue for boutique and lifestyles hotels increased by 8.8% year 2014 - outpacing traditional chain hotels. ⁵

The rising popularity of the boutique hotel may be due to the growing part of younger, style-conscious travelers who require something new and innovative. ⁴

I also found it interesting that the boutique hotel is so much more than just accomodation, pointed out by Ian Schrager. For example the importance of the lobby and other social spaces and the will to make a hotel night to a whole experience. This corresponds to the information from the book *Hotel Design, Planning and Development* (2011).

Standard
Low Medium High

Guest room size
Small Medium Large

Importance of space
Private Common areas



Guest room. Relais Christine Boutique Hotel, Paris



Lounge. Relais Christine Boutique Hotel, Paris



Hostel

Another well-known, yet fast growing, accommodation for travellers is the hostel. The hostel provide a budget alternative to a hotel where you rent a bed, usually a bunk bed, in a dormitory with a shared bathroom, lounge and kitchen. Rooms may vary in size with everything from 4 to 24 beds (private rooms may be provided). The hostel is a popular spot for young budget travellers (backpackers) and long-term residents. Although a hostel is not just for the budget traveller but for people who prefer an informal environment and people who prefer to socialize with their fellow guests. Hostels often offers more common areas and the dormitory aspect also increase the social factor.⁶ With the growing market and demand of hostels new types has been developed. Nowadays you can find more luxury hostels and boutique hostels with a more trendy design interior. Moreover a totally new concept has incurred, the Poshtel.

I see the hostel as a modern way of accomodation since it is cost-smart and a way to meet and connect with other people. It also gives you the opportunity to share resources. Even though it seems to be most suitable for a younger crowd the idea of the sharing economy and life might make the hostel more popular for all people in the future.



Shared guest room. Zlaapzaal Hostel, Antwerpen



Common area. Abigail Hostel, Dublin

Standard

Low Medium High



Guest room size

Small Medium Large



Importance of space

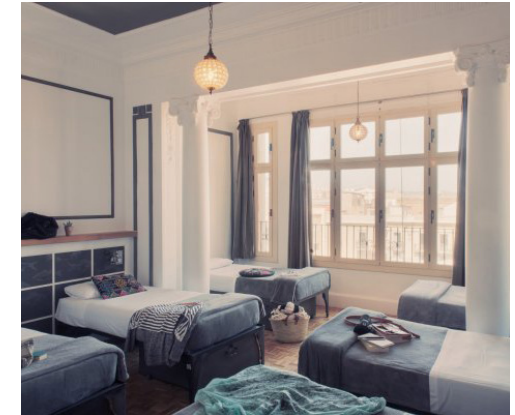
Private Common areas



Poshtel

A Poshtel is bringing together two concepts that most travelers wouldn't likely use together, luxury and hostel. Other definitions for poshtel can be boutique hostel, high-end hostel, upscale hostel or luxury hostel. It combines elements from a boutique hotel and a hostel, a posh hostel. Combining trendy styles together with the social aspects of a hostel, it is a new alternative for travellers who have outgrown traditional hostels but do not want to stay in a generic hotel. A poshtel is well designed, have hip and trendy interiors with an artistic eye. Poshtel provide more comfort than a regular hostel with hotel-like facilities and superior comfort. They also provide more privacy because of the fact that you can choose a private or shared room. They are for travellers who want a social and design experience and want something memorable and unique. The first poshtels were built in Lisbon and London but has now spread out in the rest of Europe and all over the globe with central locations and unique design.⁷

The Poshtel is interesting for me since this type combine the idea of sharing and cost-effective solutions with a unique and modern design. Something on the border between Hotel and Hostel. So even if you want an extra experience you don't have to pay a fortune.



Shared guest room. Casa Gracia, Barcelona



Lounge. Casa Gracia, Barcelona

Standard

Low Medium High



Guest room size

Small Medium Large



Importance of space

Private Common areas





Capsule hotels

Another upcoming concept is the capsule hotel first developed in Japan. The capsule hotels offers a number of very small "rooms" (capsules/pods) with the intention to provide budget basic accommodation with less extra services provided than at a regular hotel. The only private services provided are a bed and storage with a common bathroom and space for eating. The benefits of these hotels are the convenience, the low price and the small scale and effective way of using space in a dense city.⁸

Since my aim is to create a cost-smart urban hotel with focus on social spaces the capsule solution is a way to reach to this point. The private personal space may not be the most important but instead you spend more time together with other people in public areas.

Standard
Low Medium High

Guest room size
Small Medium Large

Importance of space
Private Common areas



Capsules. The Pod, Singapore



Capsules. First Cabin Capsule Hotel Tsukiji, Tokyo

AirBnb

Airbnb, the website founded in 2008 is a marketplace for people to list, discover and book unique accommodations around the world. The popular service has become an alternative to hotels and hostels. This is a way to find accommodation through private people whether it is for one night or longer stays. The service has made it easier for travellers to find unique and cheap accommodations without staying at a hotel or hostel. On the website you can find over 2 million accommodations in over 190 countries.⁹

The choice of staying at an Airbnb does not necessarily have to be an economic question but the wish to experience a city or place staying at someone's home. The feeling of being home even if you are a tourist. The possibility to invite friends for dinner or staying with all your friends or family at the same place. It is also about flexibility. You can cook your own food, you don't have to eat your breakfast between 7.30-9.00 and you can move around more freely. The Airbnb service has in the last couple of years really started to intrude the hotel industry. Especially budget hotels in cities feel the influence from Airbnb with decreasing booking numbers.¹⁰ This shows that the demand has changed and that the hotel industry may have to develop to attract guests. Something that has to be taken into consideration when designing my hotel. This means I have to include design features giving the possibility to share functions and resources. It's also about flexibility, spaces should have the possibility to be used differently by different users.

Standard
Low Medium High

Guest room size
Small Medium Large

Importance of space
Private Common areas

Summary & conclusion

The types of accommodation presented in this part are the types I think are relevant to this project. My project will be based on the various functions taken from these types of hotels. The design and focus on social spaces should be based on the ideas from the Boutique hotel and Poshtel. At the same time I want to use the idea of sharing as well as the cost-smart alternative from the Hostel and Airbnb. The pods from the capsule hotel is an effective way of using space in the dense city and to give more space to the social areas within the hotel.

4/MY FUTURE GUEST

THE MILLENNIAL





My future guest -The Millennial

When making a hotel it's important to know for who I am designing. To understand the customers' demands and match their expectations. What are their purpose of visit and what are their needs and desires. The concept should respond to the chosen customer in order to make an appropriate layout and offer suitable activities.

This project will mainly focus on the Millennial generation presented below.

The Millennial is the common name for people born between 1980-2000.¹ The generation that I see as my future guest for the hotel concept. My aim is to find features and characteristics for the millennial customer in order to design a hotel concept that corresponds to their preferences.

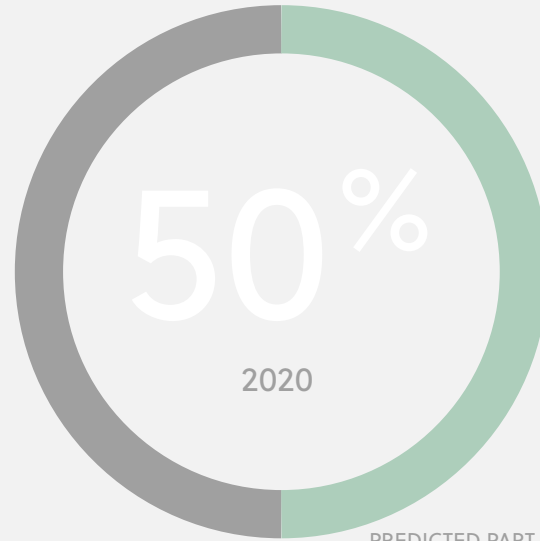
The generation is one of the largest in history and will therefore play an important role in the future hotel market. According to an article found on the website Daylighted, a company that provides digital art for hotels and restaurants, 50% of the hotel guests will be Millennials by 2020 which proves that this generation has to be taken into consideration when designing new hotels.²

According to the same article Millennials seek a unique and extraordinary experience for less money. They also want flexible solutions to cater for different needs and desires. Rooms and spaces don't necessarily have to be used the same of everyone and can have different functions depending on time of the day.²

The Millennial also wants to experience the local culture which forces you to create architecture that reflects the site where it's located. This means you have to respect and reflect the location of the hotel even if you stick to a strong concept.

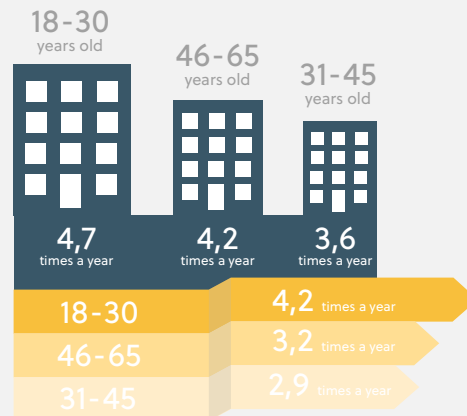
BORN BETWEEN

1980 → 2000



PREDICTED PART OF THE HOTEL GUESTS THAT ARE MILLENNIALS, YEAR 2020. (NOW: 1/3)
*Daylighted.com

WHO TAKE MOST BUSINESS TRIPS?

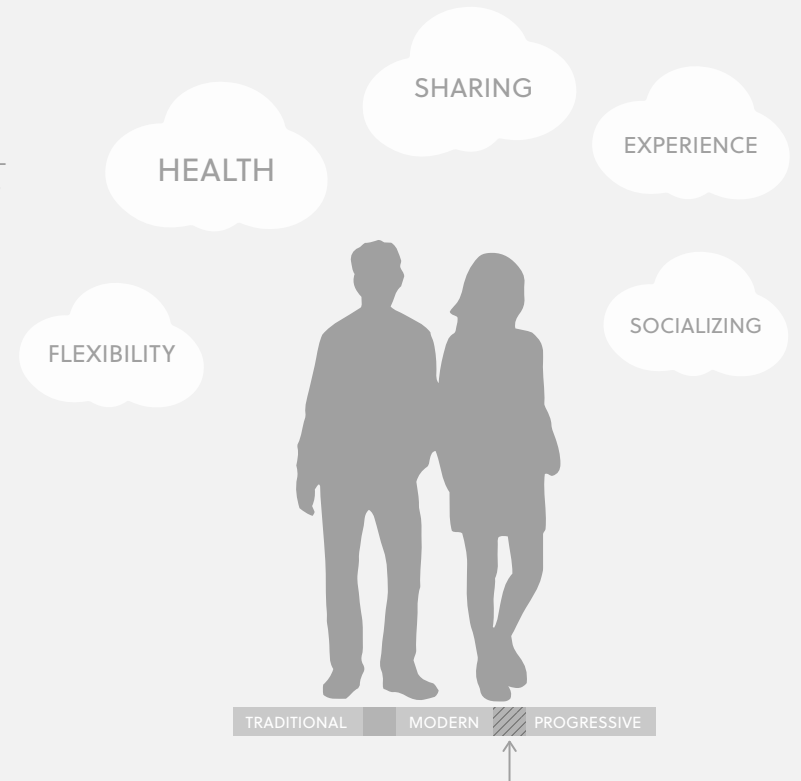


WHO TAKE MOST VACATIONS?

*Global Business and Financial News

"The Millennial is a generation of sharing, most important is the creation of a shared experience"

*Goldman Sachs





The millennial customer is shaping the future hotel is a fact presented in the article "How Millennials Are Shaping the Future of Hospitality" published by the British Hospitality Association. For example they say: "Hotel design is being transformed to cater for the millennial traveller through the evolution of lobby design, common social spaces and the more efficient use of space in hotel rooms." ³ The importance of the social spaces will therefore be included in my design and the guest rooms will have less space.

Another important fact that should be taken into consideration is the idea of sharing among this generation. An example is today's growing sharing economy with services such as AirBnb and Uber. The popularity of AirBnb is how the sharing economy and lifestyle affects the hotel industry. Instead of being afraid of this competition, hotels should adapt and offer cost-smart alternatives such as shared rooms and other shared services within the hotel.

Having the millennial guest in mind my focus will be on the shared facilities. Therefore I will create common spaces based on the idea of shared facilities and the guestrooms will be smaller yet simple and flexible.

THIS IS THE FUTURE GUEST

Individual who works long hours and lives under the pressures of deadlines. I love my profession and future career prospects, however I realise I need to find a balance between professional and personal life. I seek out new experiences that are genuine and unique rather than trendy. I'm curious to meet new people.

Attributes: Social and outgoing, curious.

Needs: Comfortable bed, friendly and unique environment, communal areas where guests can interact and learn about each other, tranquil environment/interior design, courses such as: yoga etc. Services such as: relaxation and gym.

Frustrations: Loud noises, frantic atmospheres, cold interior design, inconsistency and bad service

"I AM CONFIDENT IN MY TASTE AND I KNOW WHAT I WANT. MY LIFE REVOLVES AROUND PEOPLE AND EXPERIENCES. I ENJOY EXPANDING MY SOCIAL AND BUSINESS NETWORK BY MEETING NEW PEOPLE. THIS IN COMBINATION WITH A HEALTHY LIFESTYLE."



5/THE
CONCEPT

LIFE & HEALTH



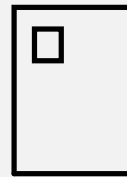
The Hotel Concept

Following the research, the analysis, interviews with people in the hotel market, the potential competitors and the chosen customer segment I've created a concept for the future hotel, "Shared life & Health". The shared life and the rising interest in health consciousness among customers (with millennials in focus) should be reflected in the my concept. It should generate a non-stressful environment where guests can reload and get away from the busy everyday life, a destination with a lot of space for social interaction. The concept should permeate the design and experience by the choice of materials, colours and layout. The concept may be applied to different sites and buildings, yet I want to make it as local as possible with design aesthetics that reflects the location. Therefore it's important to reflect the surrounding nature which means the concept should be possible to modify to fit its location.

The concept should be built around the idea of a Boutique hotel/ Poshtel since it reflects the trends within the market in a proper way and responds to the millennial customer demand. At the same time I want to meet the new trend with "sharing" as a key-point with focus on the social spaces.

The hotel should be a complement to the chosen building and location which also serves as office space. The spaces within the hotel can therefore be used by both employees working in the building and the hotel guests. This building will be presented further in the chapter, "Location STHLM". To fulfill the wish of keeping the aesthetics within the chosen building the concept should respond to this fact. As earlier mentioned the concept will be integrated in the design by the choice of materials, colours and layout. This should be combined with existing attributes of the building. This means, for the chosen building, rough materials, wide corridors, robust solutions and visible and clear functions. Existing rooms should as far as possible be used and new room configurations and spaces should be non-complex to keep the clear and simple layout of the house. For example the reception and lobby area will be kept in its existing brutalistic style to show the "old building" when entering.

The hotel should be more than just a place to sleep, it should be a place to work, eat and play. There should be environments for mingling, socializing and self-service features - a place for hang-out rather than to lodge.



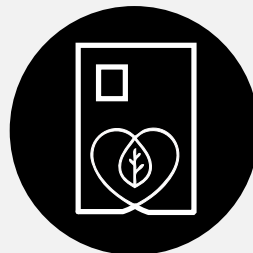
HOTEL



LIFE



HEALTH



LOGOTYPE

SLEEP

EAT

WORK

PLAY

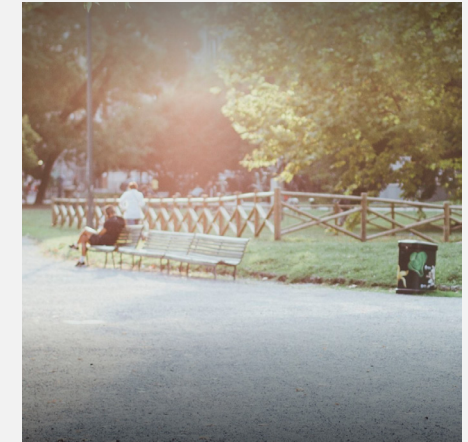


Shared life & Health

Shared life and health are the two keywords that will permeate my concept when designing the hotel and the spaces. These words represent calmness, comfort and well-being and will be present in the design and ambiance. The concept focuses on individuals by creating a spot for calmness and relaxation. The word "life" represents the shared life of the millennial guest. Rooms should be small to give more space for social and common areas. A small self service kitchen will give guests the opportunity and freedom of choice to cook or bring their own food and spend time together. The lounge space has different types of seating which give guests various choices on how to sit and spend their free time. Moreover this variation will give the opportunity to different activities within the lounge space. In the restaurant mainly long tables will be placed where guests have the opportunity to socialize rather than placing out many small tables where people tend to sit by themselves. The different zones should flow into each other to create an open and flexible space to let the user decide the activities of the room. The open layout also gives the opportunity to easily change a room if necessary.

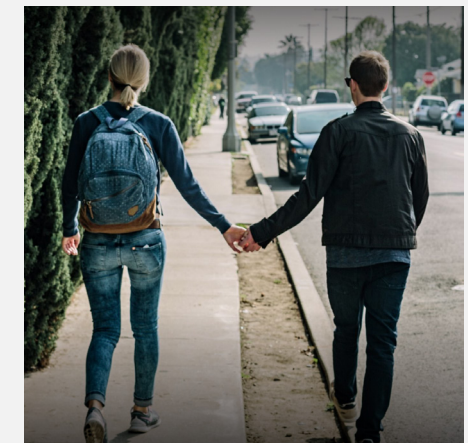
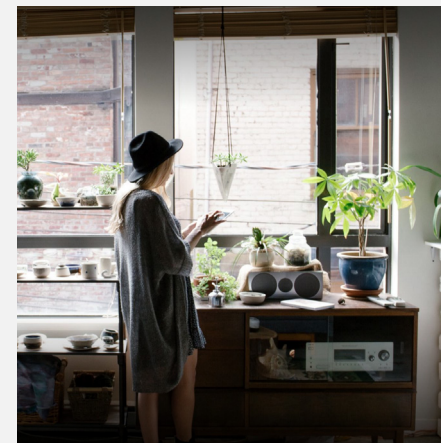
The word "health" will be present in the ambiance of the hotel to create a calm and relaxing space. The concept of health will be a complement to the stressful life of the millennial customer that works long hours but still wants to keep a healthy lifestyle. A big winter garden with a Zen- theme will be a spot of calmness and place of freedom. Moreover the Movement center is a place where guests and employees of the house can workout during their stay or as a break during a stressful day of working. The bar is not a regular bar serving alcoholics but instead a bar with a healthy theme serving juices and smoothies.

Natural materials and colours of blue and green are chosen to integrate this concept fully into the hotel. More about this will be presented in chapter 8, "Concept - Design".



"I believe that the way people live can be directed a little by architecture."

-Tadao Ando



6/HOTEL DESIGN

OVERALL EXPERIENCE



Design attributes

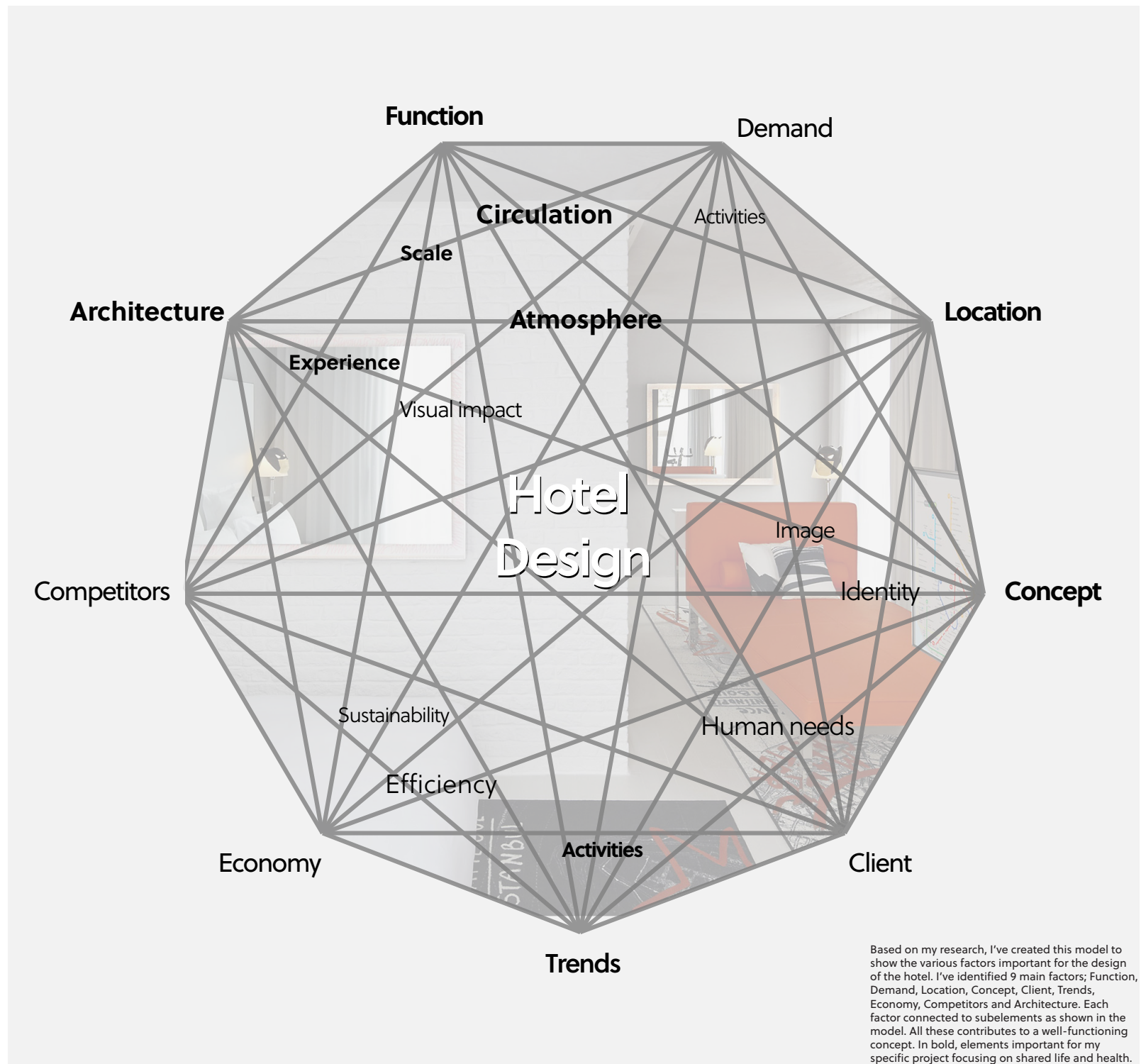
"Today's hotels is not merely a destination, but it is also a convergence in an incredible array of experiences. When the guest enters the hotel they become a part of an environment that should provide both a thrilling escape and domestic comforts".

This quote is taken from the book *Hotel Design, Planning and Development* by Richard Penner (p.7, 2013) A book which present the "golden rules" of hotel design.¹ Rules I will present in the following part. According to the book a new hotel should be designed to follow the trends within the hotel industry but at the same time be personal to offer accomodation to a wide group of guests. It is important to understand that guests are different from each other and therefore you need to design different areas of the hotel for different needs and desires.

The book also mentions the importance of details in a hotel, which affects the overall experience. This is about proportions, light, texture and colours.

Even if there are "golden rules" designing a hotel, requirements will vary by its location, the user, quality level, size, image, space standards, circulation and other characteristics. Something that will be important for me since I've chosen to design my concept for a special target group.

As mentioned earlier in this report, the book also emphasizes the importance of the public space in a modern hotel. "Public space is a happening place. Public space today is a space where people stay as well as move in, out and through."¹ Therefore the public spaces have to be well designed and cater for different activities throughout the whole day. The public spaces should also be of different character to give a varied and exciting impression and experience.



Based on my research, I've created this model to show the various factors important for the design of the hotel. I've identified 9 main factors; Function, Demand, Location, Concept, Client, Trends, Economy, Competitors and Architecture. Each factor connected to subelements as shown in the model. All these contributes to a well-functioning concept. In bold, elements important for my specific project focusing on shared life and health.



Activities are an important factor that contributes towards guest satisfaction. The layout as well as hotel facilities should respond to customer needs. What facilities are needed? How should the space both inside and outside be used? And what proportions of the various rooms are suitable for the specific concept?

In the interview I had with Gustav Granberg, he told me that when designing a hotel it's important to understand the following: For who I am designing? In what segment? What is the niche of the hotel? What facilities are needed to fit the customer and the site where it's located? What are the preferences of the chosen client? These questions are connected to the keywords in the model on the previous page. The trends within the hotel industry and tourism should also be analyzed to create a well-working concept.



Architecture & Branding

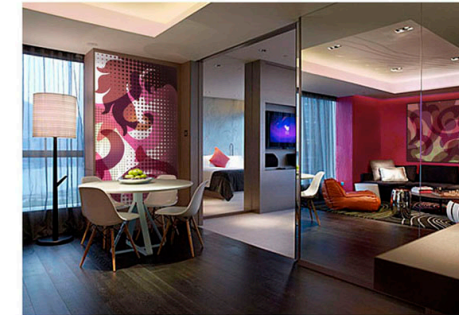
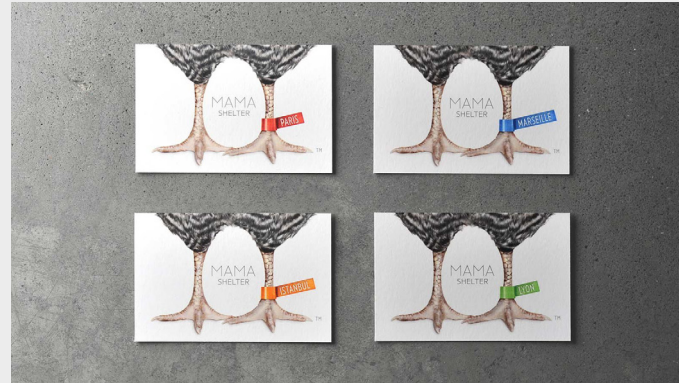
Architecture and branding have developed a close relationship during the last decade according to "They Don't Love You", a London based marketing, creativity and innovation magazine. They mean that both marketing and architecture professionals work to reach the same goal; to shape and create an identity to reach their client. This is achieved by architecture, interiors, lighting, graphics and landscape.¹

Branded environments can extend the experience of a brand or as in this case the hotel concept. This includes components such as finish materials, colours, furniture and other attributes that affects the client and their overall experience.²

As Anna Klingmann pointed out in her book Brandscape, (presented on the website They Don't Love You) "architecture is never isolated but it is necessity political. What counts in a building is not so much the looks but how it comes to life for people and forges lasting connections.' I feel sorry for the conservative architects who do not want to see their holy job being instrumentalized and capitalised in our global media marketplace, but architecture's morality is mutating, consumer's expectation are evolving and branding's practice moves minds."

What Anna Klingman said means that architects have to add another dimension when designing a building. It is to experience a building from a customer point of view and realise that design is a lot more than just architecture.

In the book *Hotel Design, Planning and Development* (2001) the authors also write about the importance of Signage and Iconographics; "The perception of a hotel goes well beyond its architecture and interior design. Such small yet critical details as signage, graphics, tabletop items, and uniform design complete and reinforce the desired image and marketing goals of a hotel (p.370, 2013)".³ This must be taken into consideration and should be conceived of as an integrated part of the design process. Architects have to create a meaningful image of the property since it give the guests their first impression.⁴ It is another dimension to architecture.



Vieques



Istanbul

"The perception of a hotel goes well beyond its architecture and interior design..."





7/ LOCATION

STHLM

OLD SCHOOL OF ARCHITECTURE —→ A HOUSE



Positioning

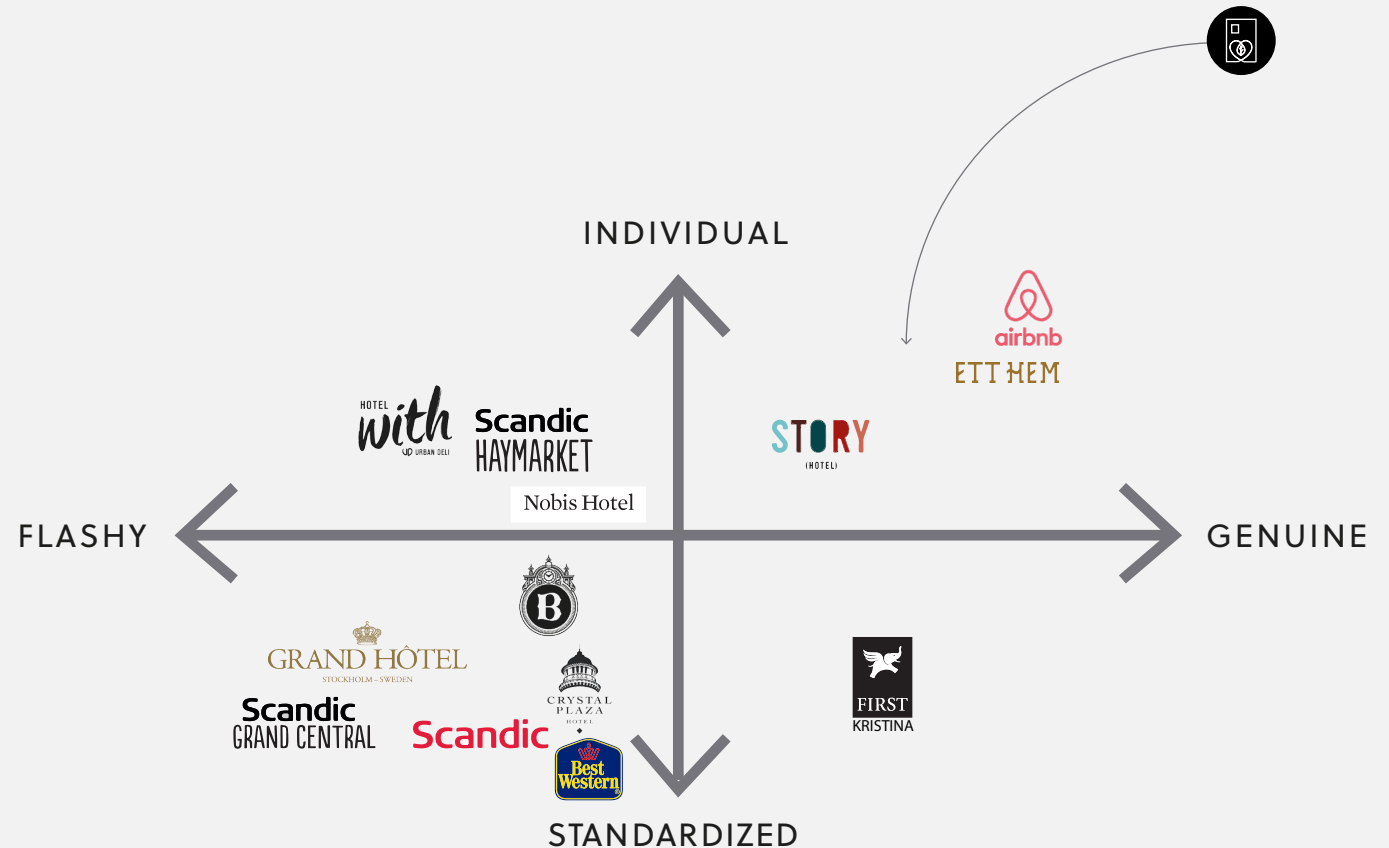
In order to compare the potential competitors' performance and understand which hotels are competing for the future customers, various criteria have to be established, according to the interview with Gustav Granberg. This means you have to understand what type of hotel that is needed and which customers you should design for.

Hotels in the region have to be analyzed and discovered. Are there other similar hotel concepts in the area? If there are, would a new one fill a purpose?

Hotels within the same concept should be explored. What do these competitors have or lack and what makes them successful or unsuccessful?

In the figure you see various hotels nearby and their position. Most hotels found in the area are more flashy and standardized rather than genuine and individual. These types can also be called regular hotels. More rare are design hotels such as Story Hotel. This hotel focuses on a unique design and is built around a restaurant and bar rather than adding a restaurant to a hotel. Another example in the area that is even more genuine and individual is "Ett Hem". A residential house transformed into a hotel still retaining the individuality and personality of the original house. A new type of hotel that should give the feeling of being at home.

My aim is to create a new type of hotel in the area. An affordable option to the standard and luxury hotel, a mix between a boutique hotel and poshtel where a unique design is important. Something I think the area is missing. An option that matches the trends in the hotel industry as well as the customer demand at the chosen location. This will affect the architecture since you have to adapt the layout and other attributes of the hotel to be in line with the concept and to respond to the customer demand.





School of Arch

The old school of Architecture situated at Östermalmsgatan in Stockholm was built between 1967-1969 in a brutalistic style. The architects behind were Gunnar Henriksson (city planner) together with architect John Olsson. At the site there was earlier a prison for women only.

Gunnar Henriksson's building reflects a reduced architecture in a clear brutalistic style. The house is supported by concrete slabs which is visible in the facade. The façade facing the north is open and made of copper, glass and wood. On three sides the main building surrounds a lower part of the building where studios, an auditorium and workshops were situated. The building has been heavily criticized, and was elected, by a large majority, as the ugliest building in Stockholm in 2008.¹ It has been an ongoing debate around this building, some proposing to put it down, others arguing for its qualities and the need for its preservation.²

In 2011, the lower part of the building suffered a major fire which destroyed the auditorium and workshops. Since then it has been discussed whether the suffered part should be restored to its original condition or given a new design.

In 2015 the school of Architecture moved to a new building situated at the KTH university area by Valhallavägen. Now the building at Östermalmsgatan is used as office space for a brand agency and architecture firm.

Akademiska Hus, which owns the property, has decided to preserve the building and transform it into a "creative cluster", called the A house, a place of foundations, corporations, entrepreneurs, students, researchers, innovators and artists with office space and a restaurant.³



STHLM

Arkitekturskolans framtid oviss

PUBLICERAD 2011-05-04

Arkitekturskolan i Stockholm drabbades storbrand på onsdagen. Oavsett skadorn omfattning kommer frågan att ställas på is??. Det s in Rörby

Kultur & Nöje

Ur eld i aska. Nu kan Stockholms mest hatade hus få ett nytt ansikte.

Läsarna: Arkitekturhus minst vackert

— Det är säkert en och annan som ler nu och tycker skönt nu blir vi av med det där huset". Många anse Stockholms fulaste, men vår uppfattning är att huset har sina kvaliteter inom sitt fält, säger Martin Rörby som också är

PUBLICERAD 2011-05-10



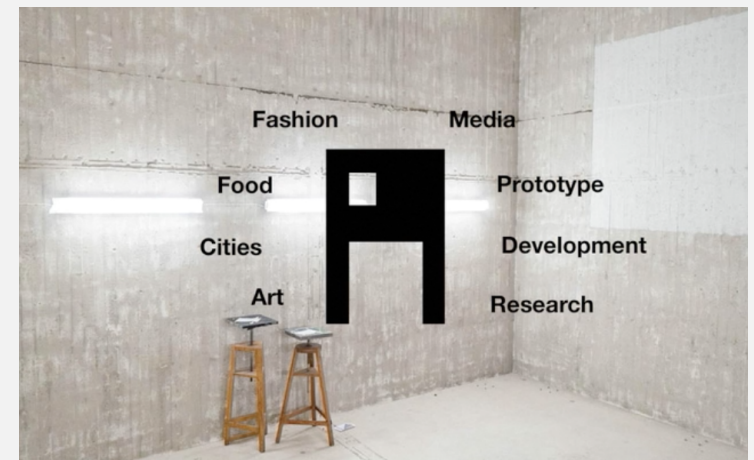
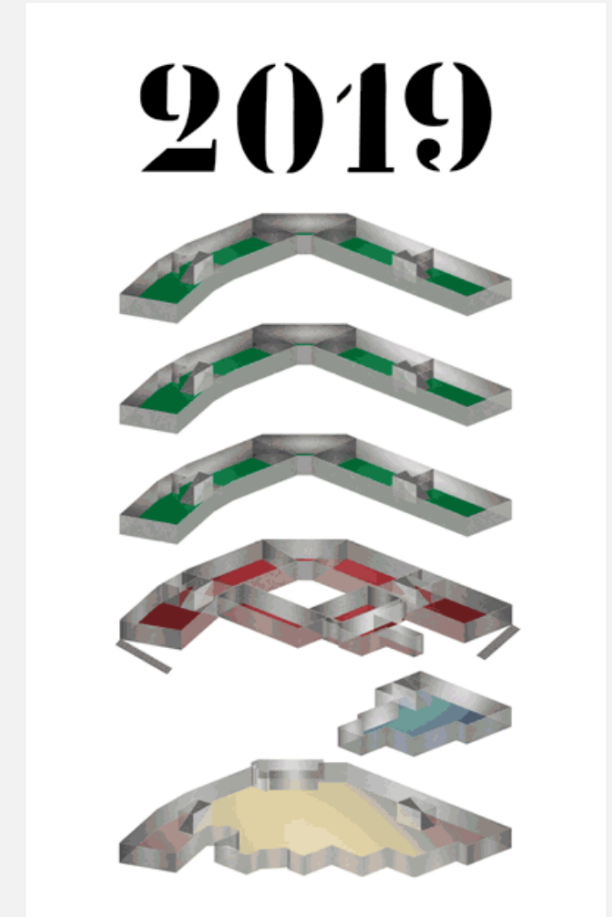
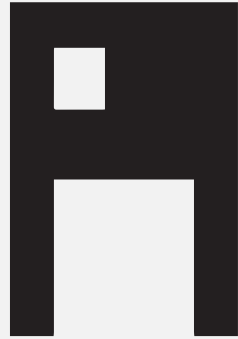
A house

A house is a members house created to connect: "larger offices to solopreneurs, the established to the coming side by side, within food and fashion to art and media. The A house should be a concept on how to gradually re-discover the ideal place to work, be, meet, eat, engage and generate development."¹

The layout of the house is not completely determined, and is still a developing project, but will mainly include office space with workstations, auditoriums and meeting rooms together with a restaurant/food court.

– In order to create an environment as A house we must be seeking, dare trying our ideas and constantly be prepared to rethink again, says Erik Westin at Akademiska hus.² They want to keep the characteristics of the building as they see it as an ideal structure to make an including space for innovation and knowledge. The unadorned and raw character is something that should be retained and highlighted as a distinguishing feature. That the well known house evokes emotions should not be negative, but the contrary.

Moreover the people behind the new A house project says: "This brutalist architecture turned out to be an ideal setting to create a convergence machine for the connected era. The ideas of brutalist architecture – of sharing, democracy, getting rid of old ornaments, total transparency in displaying functions and solutions – were ideal for generating what was needed and to reveal the building's inherent inner beauty."³ I met with Tua Asplund, currently heading up operations for A-house. According to her, building a hotel concept within A-house would be in line with the visions for A-house to become a creative hub open to its audience 24/7. A-house would be a place for people to work and socialise around the clock.³





Brutalism

The brutalism, flourishing during the late 1950s until the mid 1970s, is a "raw" architecture with a strong emphasis on using concrete and let technical and functional details become an architectural feature. Buildings are often designed with modular and repeated elements forming functional zones, grouped together to create a unified whole. Concrete is what most people associate with brutalism and is used both in the construction as well as facade material in different shapes, colours and textures.¹ There will also be other materials used such as metal and plate. This will be used combining various sizes and finishes, for example with a copper and corten finish. Glass is also used as big transparent surfaces combined with other materials. Moreover traditional materials, contrary to what one might think, such as stone, brick, wood and clinker is used.² Even if the brutalistic style is considered to lack detailing the combination and variation of materials create delicate features. Using the (old) School of Architecture as example, you will see a facade with concrete in different shapes in combination with brown stained wooden window frames and large facade elements of copper and glass which create a rich and varied expression. Going inside you see a light tiled floor (clinker), walls and ceiling of concrete combined with, in the entrance hall, a orange spiral stair. At first glance what might seem unadorned is quite complex with a combination of materials of different structures, shapes and sizes.³ Generally though, the unconventional is what you strive for together with the idea of showing the construction and the raw natural design.²





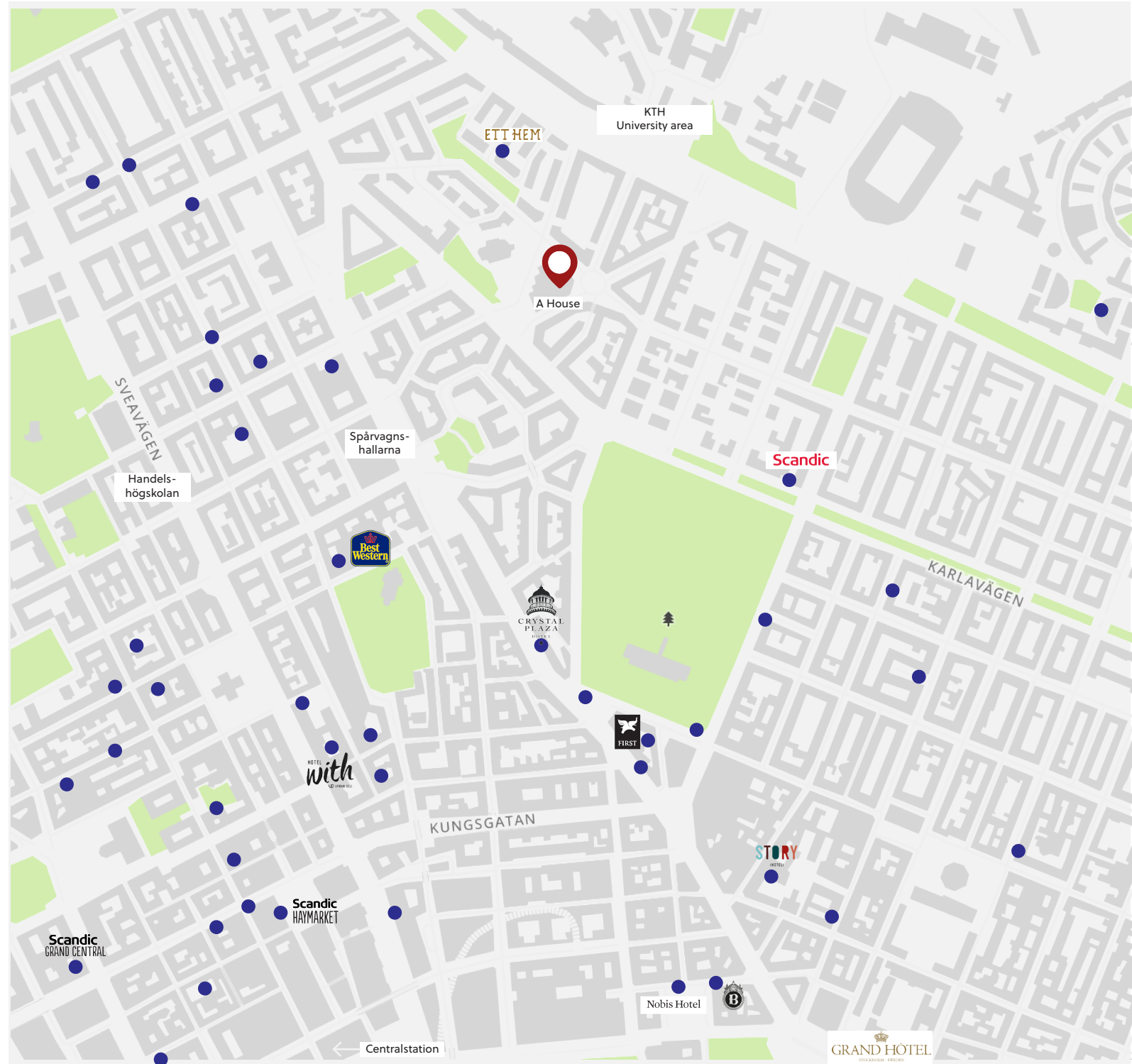
Hotel location

So why is the old school of architecture and A house a good spot for my hotel concept? In Stockholm, a city with a growing tourism, I see a lack of affordable options to the standard hotel chains. The few boutique and lifestyle hotels to be found are mainly in the high price and luxury segment. The area, located in the central part of Stockholm, is despite its central location, a relatively calm area with just a 15 minutes walk to the central station.

The connection to the new A house project and the University area of KTH (Royal Institute of Technology) also makes this a perfect spot for the hotel. The concept of Shared life & Health with the Millennial generation in focus corresponds to the wish to make A house a creative hub with fashion, food and media/tech. At the same time it can be a destination in itself where tourist, working people (visiting the A house and the University) and others can relax. The concept of Shared Life & Health can hopefully support the A house project to make it a place to eat, work, play and sleep. According to my research the modern guest prefer to stay in local neighborhoods which also applies to this location.

To further correspond to the already set plans for the building with office space the social spaces of the hotel should serve for both the hotel guests and the employees in A house. This is a way to make it as one unit rather than two separate services. In addition I want the restaurant to be open for all to visit and enjoy. It can be independent as well as serving the hotel guests. The social spaces of the hotel can be used by Ahouse employees and hotel guests as well as people visiting the restaurant which makes it a social hub rather than an independent hotel.

● Hotel/Hostel



8/ CONCEPT TO DESIGN

THE HOTEL OF LIFE & HEALTH



Concept-Design

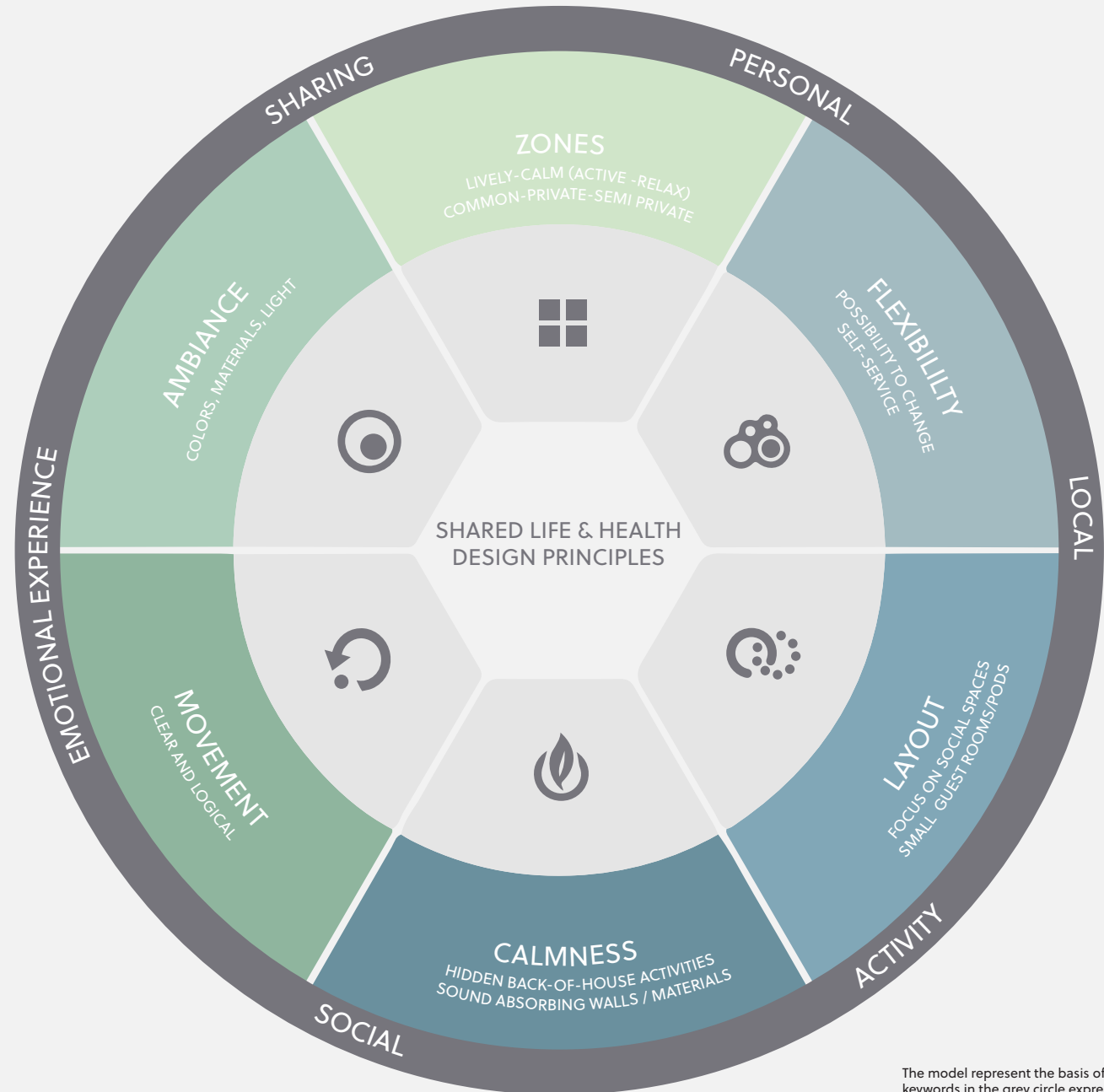
Following my research I have created keywords to implement my concept into design. Keywords that should permeate the project. The concept is obtained by the layout of the hotel including interior spaces and exterior as well as movement and ambiance. In addition I have chosen to focus on colours, light, materials and furniture to further create a unified design that corresponds to the concept of Shared life & Health. I've created a concept as a package that could be applied and implemented to other buildings and locations but in this report I've chosen to show this by implementing my concept to today's A-house, former School of Architecture in Stockholm.

The word Life, with sharing in focus and Health, as a lifestyle should be present in the design. In order to respond to the needs of the millennial guest I will create the concept with these keywords in focus.

The keywords mean that small guest rooms will give space to the social spaces of the hotel to encourage new meetings and the shared life that the concept represent. All guest rooms should be designed to be a spot of calm and relaxation. Bright and peaceful colours, natural materials and natural light should be included in the design. The architecture should reflect the location but still create a sense of escape.

As I am promoting tranquility and stability, design features such as acoustic panels, screen walls, soft materials etc are other important details presented in this part.

On the next page I will further present how the keywords of my concept should be translated to architecture. The model to the right will be developed into more clear design features that should be applied in the architectural plans. I have chosen to divide this into three different columns: "Life" (-Sharing), "Health" (-Lifestyle) and "Location and Building"



The model represent the basis of my concept. The keywords in the grey circle express what I want to achieve with my hotel concept. Inside there are six design principles that should be present in the design. Short descriptions follows on how they are present in my design. This will be presented further on the next page.



LIFE - SHARING

Social Spaces > Guest room space (+Small guest rooms and pod rooms) - You don't work or hang out in your room. No big desk in guest rooms. Open wire shelving instead of closets to save space and because people rarely unpack their bags.

Varied activities/zones among the social spaces (Relaxation, socializing, playing)

Shared kitchen (Cook your own food and BYO (Bring your own) / DIY(Do it yourself) possibilities.

Long tables instead of small (2-4 people) tables to encourage social interaction and enable meetings between people.

Space for Yoga classes etc in the Movement center for more social workout.

Zoning (Green-Open, Yellow-Semi private, Red-private) and blurred lines between them to further encourage social interaction.

Visible and clear entrances. Own entrances for Movement center and restaurant inviting more people than the hotel guests. (Hotel open for all)

Open up facade, more windows and glazed walls to make it more inviting.

Colour of blue (presented later on in the text - "Colours")

Flexibility - Possibility to change light in the guest room for different moods. (presented later on in the text - "Light-Guest rooms")

Acoustic wall with possibility to move shelves for your personal need. (presented later on in the text - "Acoustic wall")

Natural materials - Wood, stone

HEALTH - LIFESTYLE

Ambiance - Colour of Green (presented later on in the text - "Colours")

Movement center with yoga classes etc. rather than a lot of space for weightlifting.

Juice bar instead of regular bar.

Winter garden (Zen theme) with space for outdoor yoga classes etc.

Great amount of natural light from skylights

Natural materials - Wood, stone

Greenery both in the interior and exterior spaces

Kitchen in the restaurant visible for all to show how the food is being made.

LOCATION AND BUILDING

Located in local residential neighborhoods

Non complex solutions, visible installations

Large spaces instead of many small separate spaces

Wide corridors

Existing materials (new materials chosen to fit in)

Use existing room constellations as far as possible.

Use existing spaces.

Moreover the hotel should meet the criteria from Ian Schrager's key points for creating a boutique hotel. Most important:

-The destination in the city (The hotel is a destination and haven itself)

-The hotel as a lifestyle (The hotel as a mirror to the lifestyle of the client)

-The role of the Lobby/Lounge in the social game (The lobby/Lounge as a social hub where people gather and meet)



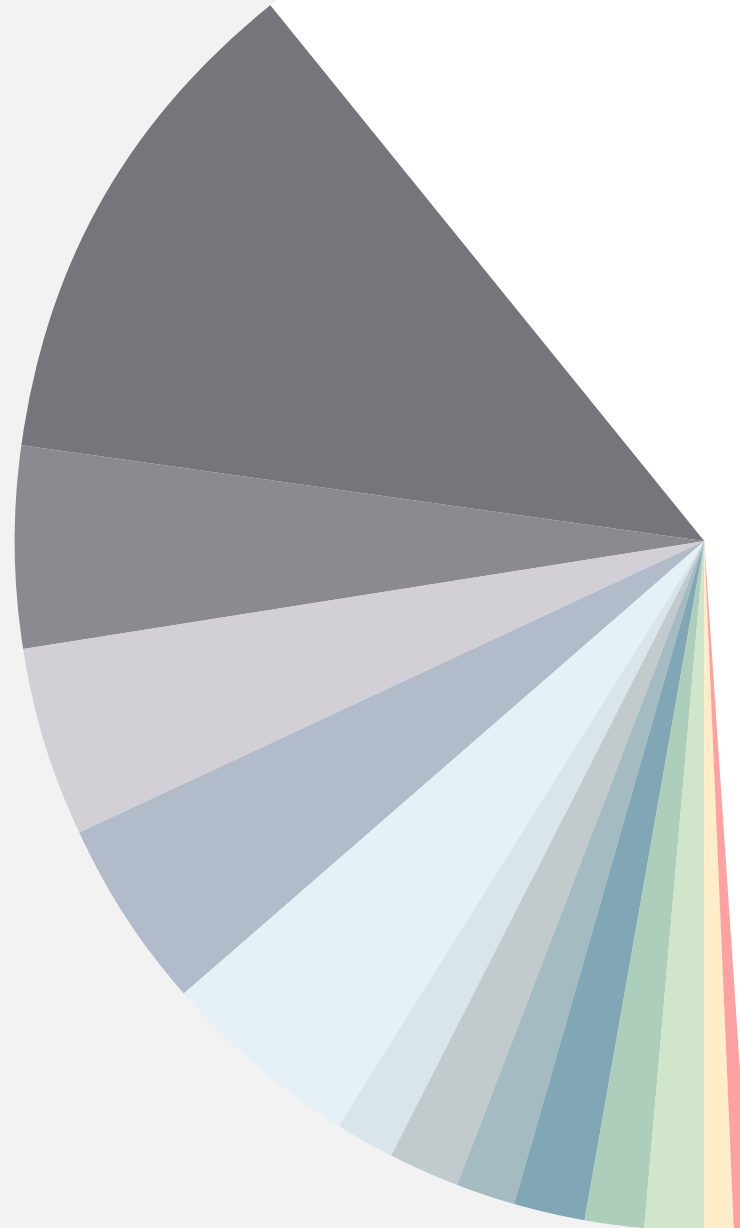
Colours

Balancing colours

Colours are important when designing the spaces and creating an overall experience that reflects the concept. Bright and peaceful colours are chosen, adjusted in relation to each other, in order to create an experience that is balanced and harmonious. White is the dominant colour and should be supported with shades of grey (a neutral contrast) to provide a calm and steady base as it will tone down brighter colours and illuminate softer nuances. The grey colour also support and complement natural materials such as stone, wood and metal. This is combined with bright complementing colours that represent life and energy. The colours chosen to complement the concept of life and health in the hotel design and ambiance are blue (illustrating life) and green (represents organic and nature).

Moreover blue is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect. Blue will be present in furniture and decoration elements. The colour green has strong emotional correspondence with safety and symbolizes harmony. Moreover green has great healing power and is the most restful colour for the human eye.

To complement the standard palette other colours such as yellow should be used. Yellow is the color of sunshine. It's associated with joy, happiness, intellect, and energy. Yellow produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy. The other complementing colour is a light red. Red is a very emotionally intense colour. It is associated with energy and power. It should be used very carefully since it has a high visibility and captures attention.¹²³



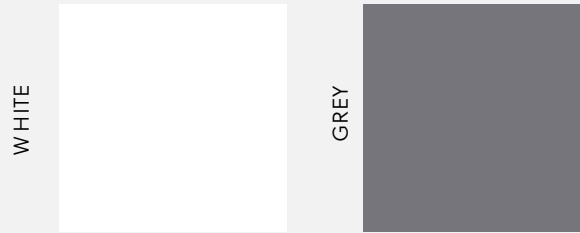


Colours







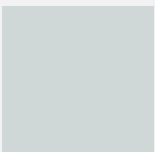


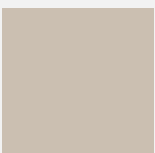

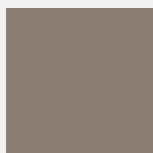
NCS

In this spread, you find a more detailed presentation of the colours chosen to complement the concept. The shades derives from the primary colours of the concept but also shows an expanded palette when it comes to complementary colours. This is essential for meeting the needs of different materials and colours yet creating an harmonious physical space with a sharp identity.










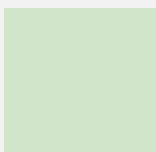

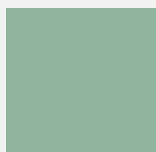
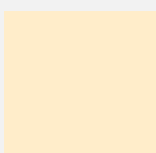


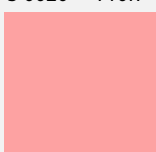

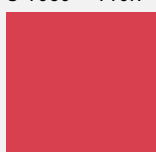
Primary colours



Supporting colours

	Lighter	Main	Darker
SLATE GREY	 S 4020-B	 S 6020-B	 S 7020-B
WARM GREY	 S 0502-G Y	 S 1502-G Y	 S 2502-G Y
COLD GREY	 S 0502-B	 S 1502-B	 S 2502-B
KHAKI GREY	 S 2005- Y50 R	 S 3005- Y50 R	 S 5005- Y50 R

Complementary colours

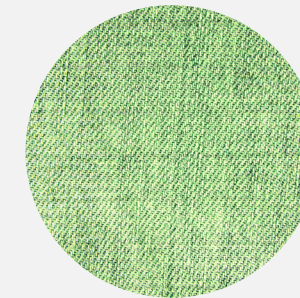
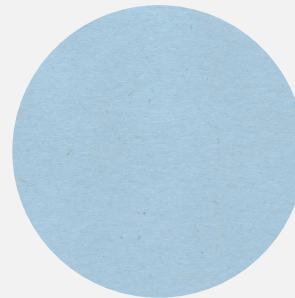
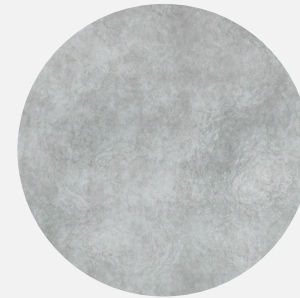
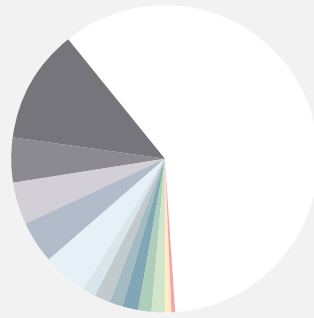
	Lighter	Main	Darker
SILENCE BLUE	 S 2010- B30G	 S 3020- B30G	 S 4020- B30G
LIFE BLUE	 S 1050- R90B	 S 1560- R90B	 S 3060- R90B
HEALTH GREEN	 S 1040- G10Y	 S 2050- G10Y	 S 3070- G10Y
CALM GREEN	 S 1010- G30Y	 S 2010- G30Y	 S 3010- G30Y
ENERGY YELLOW	 S 0020- Y10R	 S 0530- Y10R	 S 1060- Y10R
HARMONY RED	 S 0540- R	 S 0565- R	 S 1070- R



Materials

In addition the atmosphere in a room is affected by the choice of materials. I want to create a good balance of hard/soft and hot/cold to create a balanced and harmonious experience. By combining steel and glass with wood and soft textiles you create bold contrasts and effects. Textile helps to absorb sounds, to complement the hardness of wood and steel and to create a harmonious and healthy environment. Raw materials should also be used to give a hint of the history of the building with concrete, copper, wood and glass.

The selected materials with light wood and bright colours also characterize the Scandinavian nature and design. The materials fit well together and are combined in different ways in each room since every room has its unique conditions when it comes to light, space and location. Wood will be strongly present in areas such as the restaurant as it stimulates appetite. In addition wood is the representative of nature and life.⁴

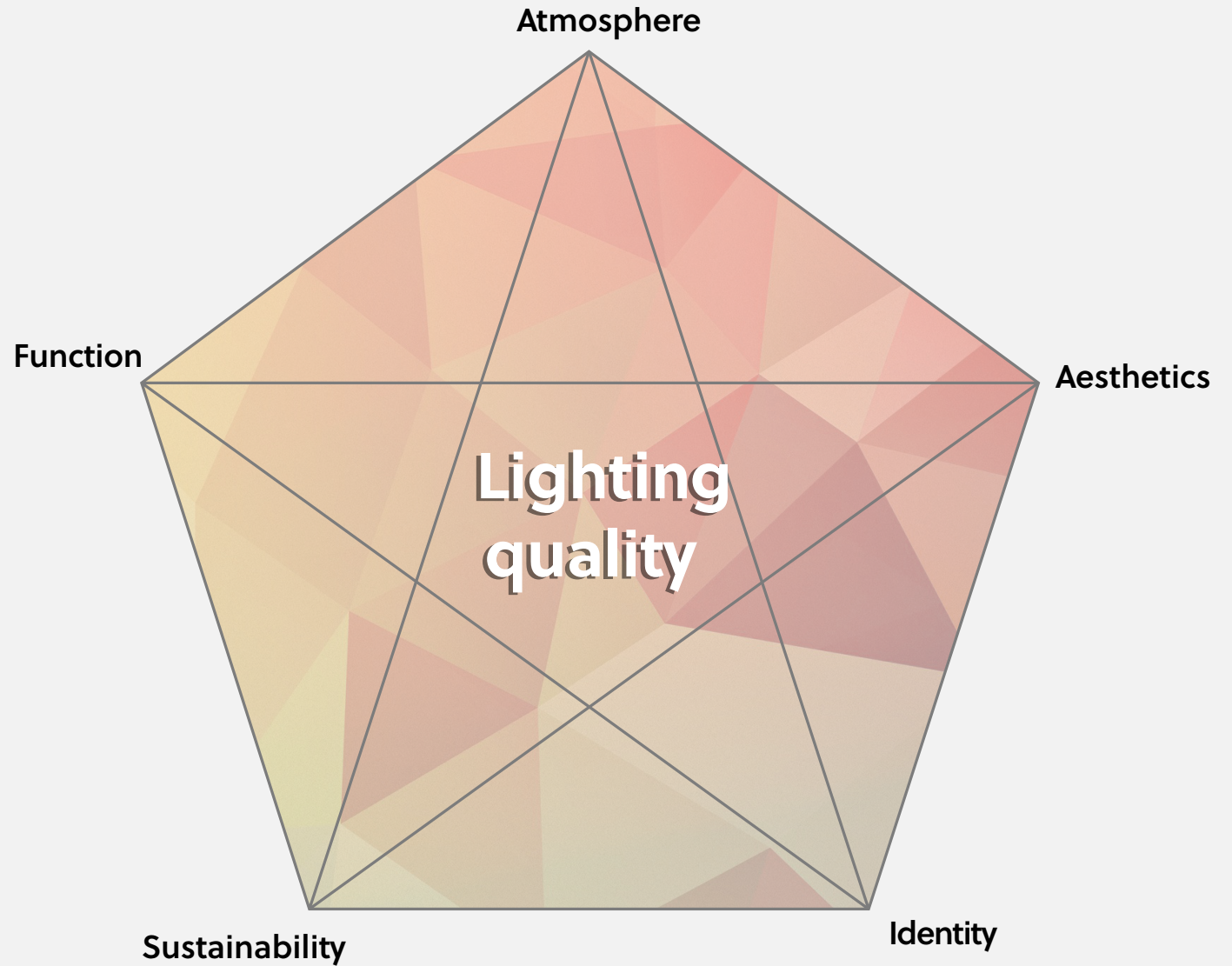




Light

Light helps create space and identity. The light should be a combination between natural and artificial and be optimized for the different spaces. In the interview with Carl Adam Frisk he told me that light will help to create a good comfort and atmosphere as it can be optimized to improve well-being, social interaction as well as work-performance. To be in line with the concept this entails a balance between function, aesthetics and sustainability. In the following part I will give examples and a general idea of how different spaces should be illuminated.

In the model to the right I've tried to summarize how lightning quality is a combination of function, aesthetic and sustainability. Moreover the lightning affects the atmosphere and identity of a space. All aspects are connected to each other.

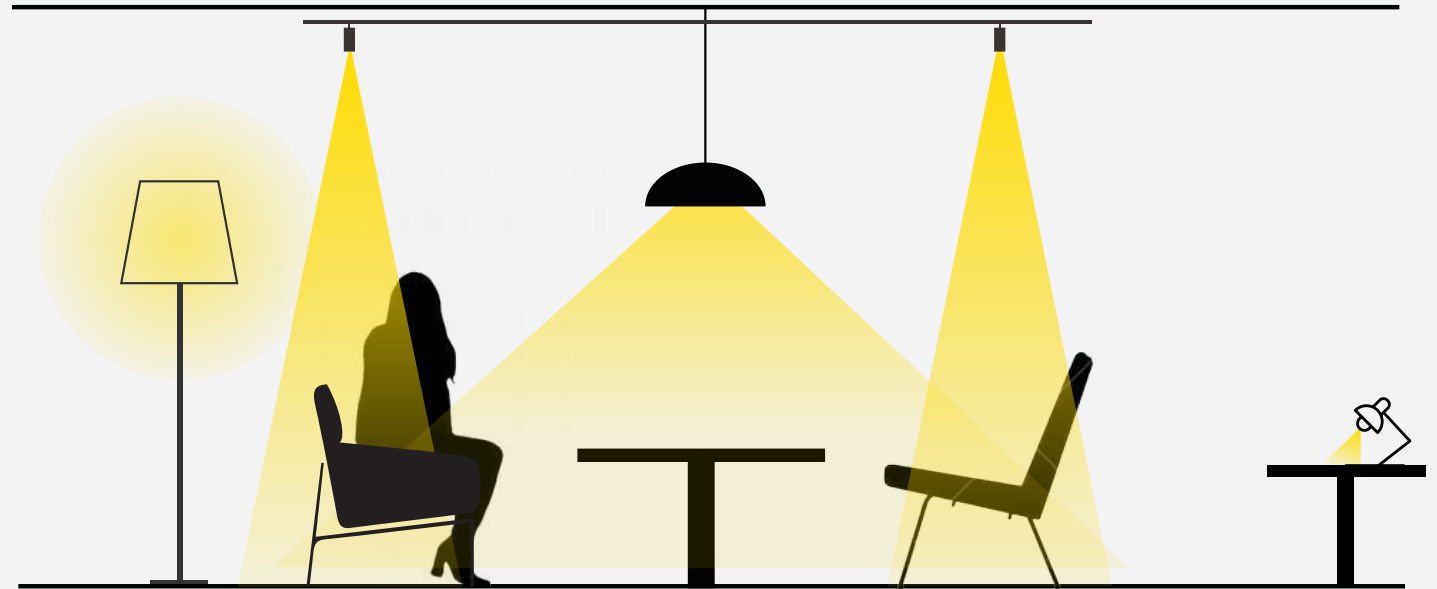




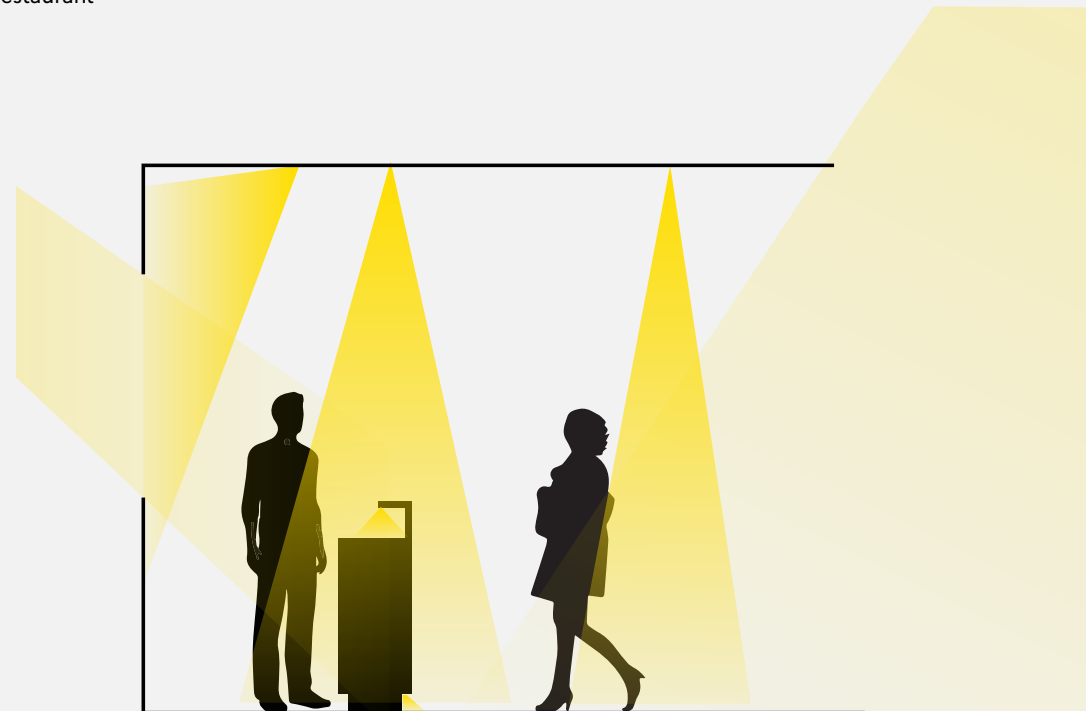
Lighting common areas

Lighting in common areas such as lounge, working spaces, restaurant etcetera should match the human scale, through the use of pendants, floor lamps and table lamps. These lighting elements connect the users with the space and thereby create a cosy atmosphere in the spaces where people want to socialize, meet and relax. The use of pendants and floor lamps create vertical elements that are located on the user's eye level and provide visual cues in the space. Lighting elements should be strategically placed in order to highlight the places where light is needed and create an intimate sense of a room inside a room. Pendants should be placed over tables that can be used as work spaces. Next to sofas and armchairs it's better to use floor or table lamps to create the human scale of light. The use of adjustable spotlights directed towards walls or in random patterns towards the floor will create a dynamic atmosphere and make the space even more inviting. Use of accent light on pictures, plants etcetera is a nice feature and makes the room more inspiring and lively.

The reception area gives visitors and the staff the first impression of the hotel. It should be considered as a work space as well as meeting point. The recommended lighting solution should not only provide work light for the receptionist but also create a soft and inviting atmosphere for all who pass through. This is also to be gained by a great amount of natural light. To provide ambient lighting, downlights are placed at a distance from each other to create a dynamic light pattern on the floor. Above the reception desk, you need lighting fixtures to light the faces of receptionists and visitors, and make the desk easily visible. The walls are an important element in the reception area. The one parallel to the entrance will give the first impression of the room and should be carefully considered and evenly lit.



Lounge/restaurant



Reception area

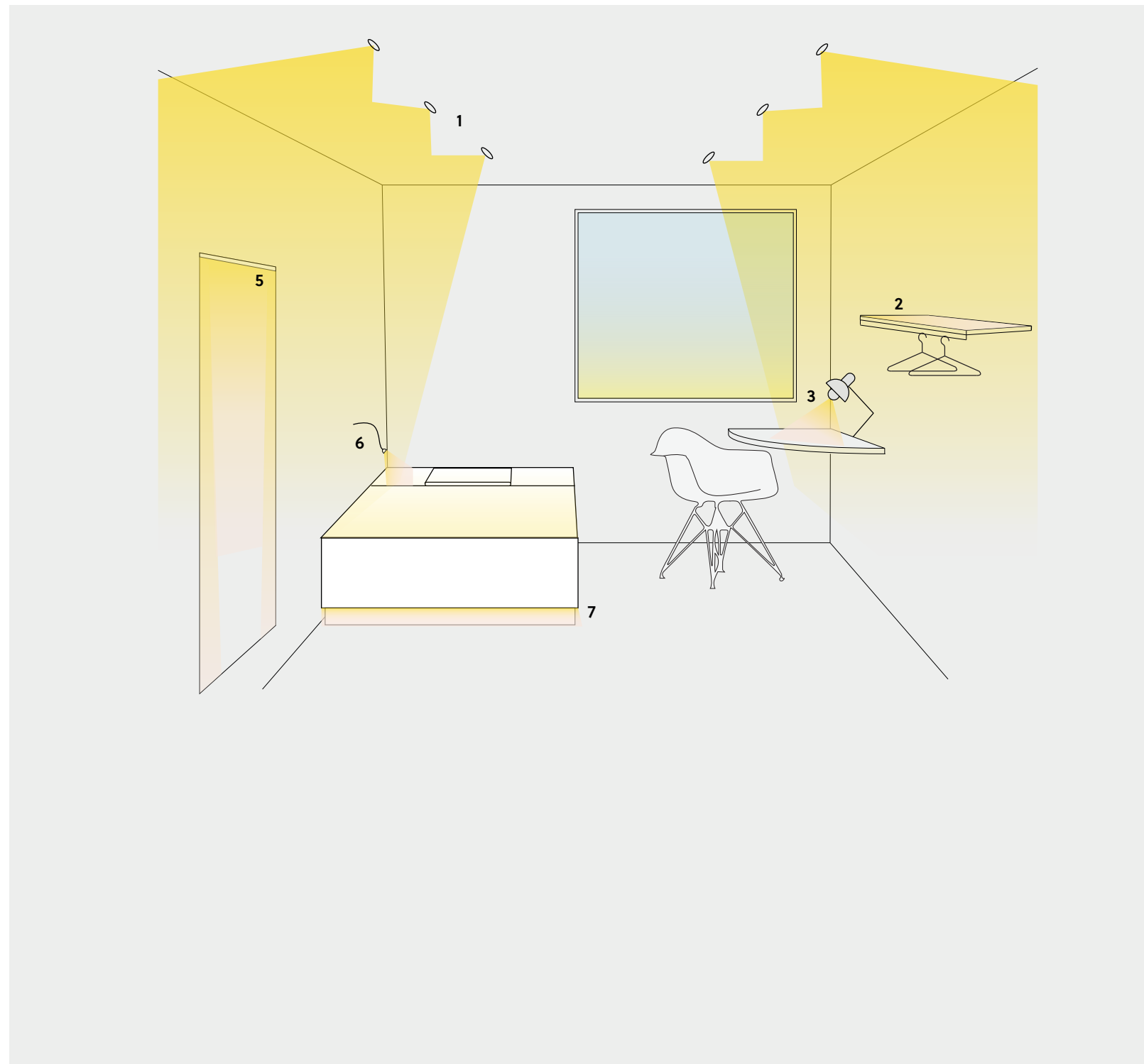


Light guest room

Lighting in guest rooms will be a customizable feature where guests themselves can decide the mood they want. With a digital control system you are able to get pre-programmed light scenarios for different moods and you can easily change scenarios by pressing a single switch. This is a good way of getting the best setting for your mood and it will also save energy. Presets; "Relax" for "soft light". Spotlights will be weak and table lamps by the bed and working space will instead be brighter. "Wake up" for a brighter light, will give energy by a stronger but still soft light mainly from spotlights. Moreover there will be a mode where you can adjust the lights by yourself.

An adjustable light fixture possible to be directed as you want will be placed to complement a regular bedside lamp and by the desktop to favour reading and working. Shelves will also be well lightened to facilitate handling of clothes.

Lighting in bathroom will be both functional and at the same time create a pleasant and relaxed feeling. This is achieved by multiple light sources with varied functions. Firstly a general light with a dimmer from the ceiling. Mirrors also need extra light to facilitate washing and make-up. Moreover the mirror will have light from both sides in combination with a lighting from above. Wall lights will also be a great addition, especially in the shower.



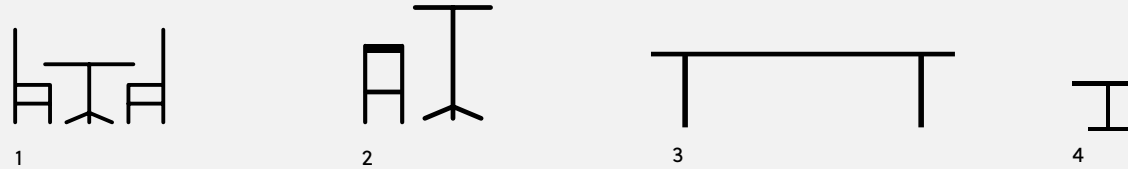


Furniture

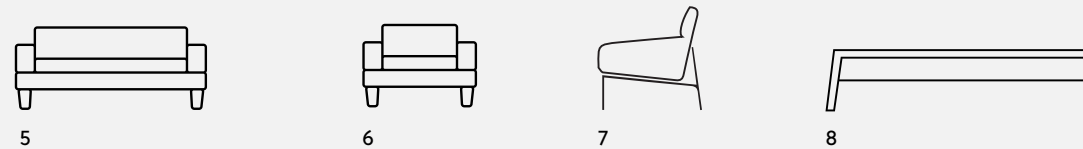
The furniture are more than just a detail and are chosen with delicacy. It should meet the criteria from the concept of life and health. This means functionality, sustainability, relaxation and ergonomics. The furniture should be able to be used in different places and for different purposes depending on location. The furniture are also chosen to create a good variety and meet different situations depending on activity, both for working and relaxation. The furniture should harmonize with each other when it comes to design as well as function. In the restaurant chairs should be of different models and materials to give a relaxed and varied impression.

The chosen furniture include sofas, armchairs, stools, tables, benches, furniture for storage, carpets etc. All chosen and placed to fulfill the need of the different rooms. The furniture should be soft and warm to complement the surrounding surface materials. For stools and armchairs wood should be combined with textile in the complementary colours while the support colours are used for tables, benches, carpets and other fabrics. This to create a harmonious space with a good balance.

Tables and chairs



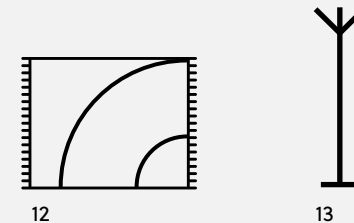
Lounge furniture



Lamps



Others



- | | |
|---------------------------|------------------|
| 1. Dining table w/ chairs | 9. Floor lamp |
| 2. Bar table w/ chairs | 10. Table lamp |
| 3. Large dining table | 11. Pendant |
| 4. Coffee table | |
| 5. Sofa | 12. Carpet |
| 6. Armchair | 13. Clothes rack |
| 7. Lounge chair | |
| 8. Bench | |





Program

This page shows the space allocation of my hotel. In the "regular" hotel the guest room space allocate 65-90 percent of the total space! but I have chosen to reallocate this by giving more place for social spaces and less for guest rooms. This to be in line with the concept of a shared life where people use the public spaces to meet and interact with each other. The public space of the hotel includes a reception with a lobby area, a winter garden, a lounge separated into two zones with a juice bar, a restaurant and a movement center. The back-of-house area includes an administration area (office space for hotel employees) and services such as washing, cleaning and storage.

Reception/Lobby inc toilets: 220m²

Admin inc toilet,changing room, kitchen: 35m²

Winter Garden:380m²

Lounge inc juice bar: 125m²

Lounge inc kitchen (only hotel guests): 115m²

Restaurant: 270m²

Restaurant kitchen inc cleaning, washing, office etc: 180m²

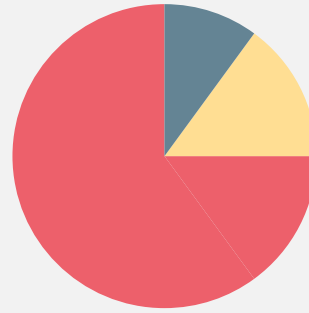
Movement center inc changing room, reception etc: 390m²

Guest room area inc. washing and cleaning: 680m²

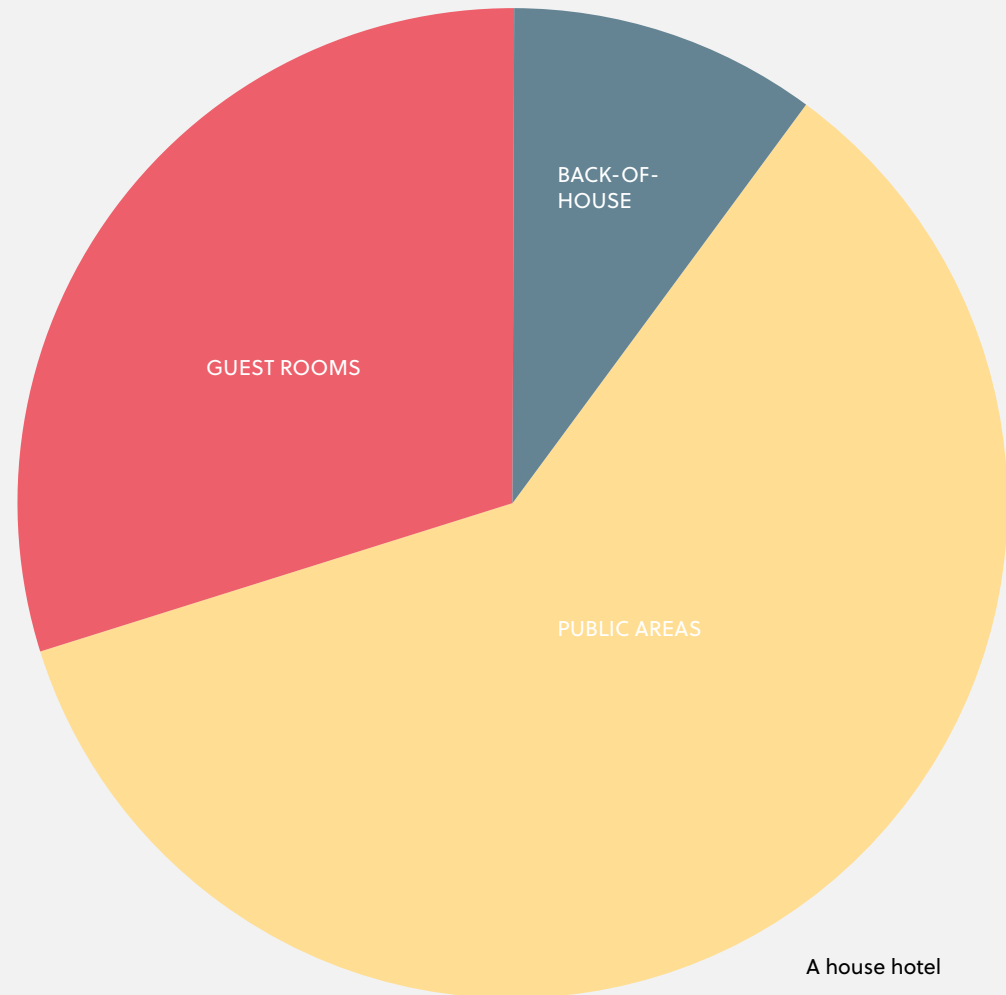
18 standard rooms
4 "modified" standard rooms (double bed)
10 pods

Stairwell, elevator

Hotel space allocation:
Total area: 2400m²
Guest room area: 680m²
Back-of-house: 245m²
Public areas: 1475m²



Hotel space allocation:
Regular Business hotel



A house hotel



Zones

The hotel will be divided into different zones. Who decides when it's time for food or socializing? Everyone wants the freedom to choose atmosphere depending on their mood. To meet every personal need, the hotel will cater for different desires in different zones throughout the whole day.

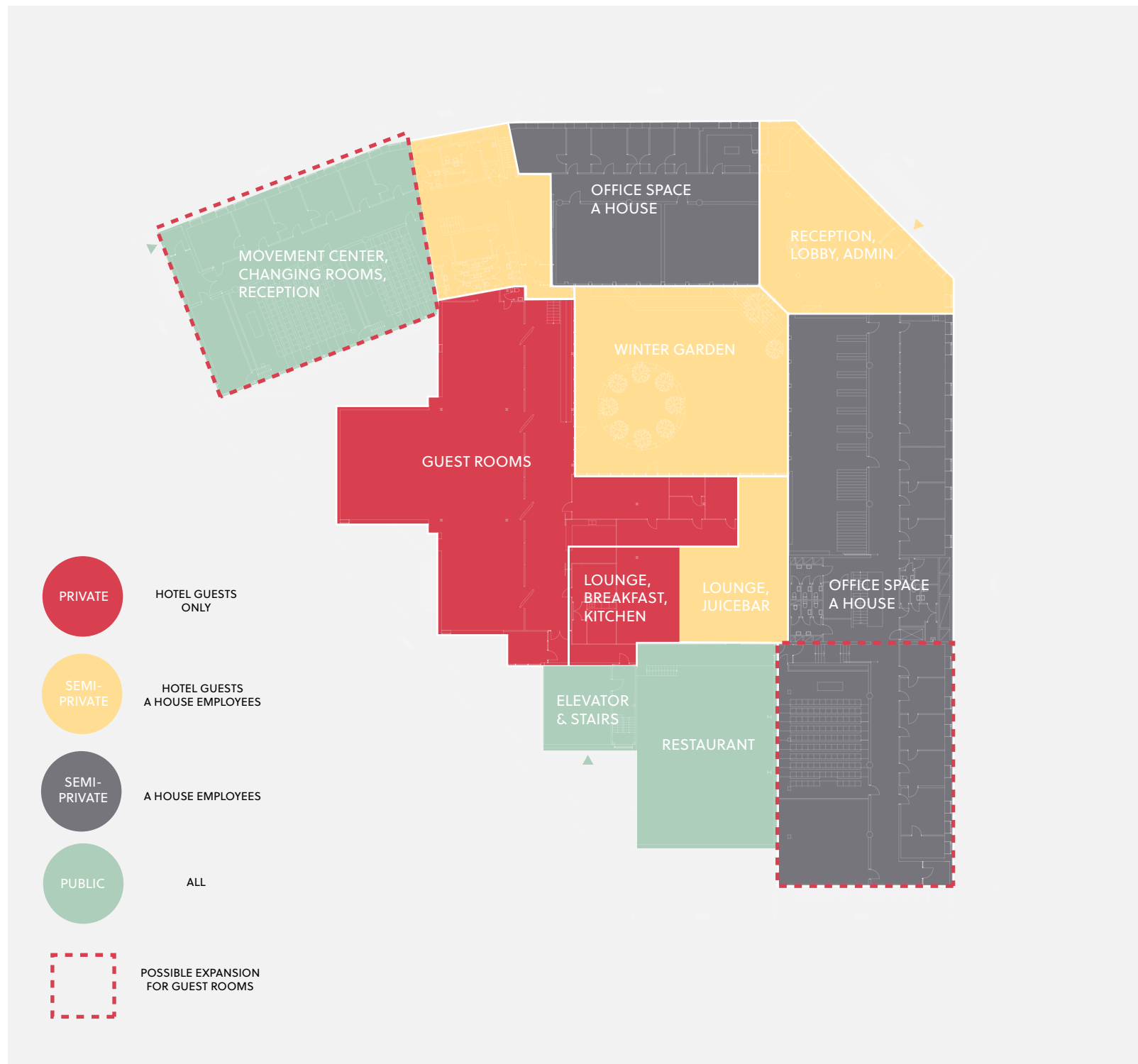
RED ZONE: The private room is the sanctuary – customized for every individual and with every detail in place. It is place for guest rooms and a zone for hotel guests only. This is a calm zone with easy access to the rest of the hotel. The size of the private zone is small compared to the other zones to focus on the social spaces.

YELLOW ZONE: The private hotel and A house employee zone - a large lounge only for hotel guests and A house employees. The reception and lobby is for checking in and out and the lounge and Winter garden for informal meetings, breakfast, coffee or other activities. It also offers working spaces and access to lounge seating and a fireplace. The zone includes a "playing zone" offering billiard or table tennis for the guests.

GREY ZONE: Office Space - (Planned by A house developers)

GREEN ZONE: Street level and restaurant is a lively and active zone – created for socializing. This is a more lively/busy place from breakfast to night. These spaces meet the street and the public space outside the building. In order to create a welcoming space it will be important to build a clear and easy to find entrance. Also by glazing the facade the inside space will be more visible and open. This space also includes a movement center open for the the public.

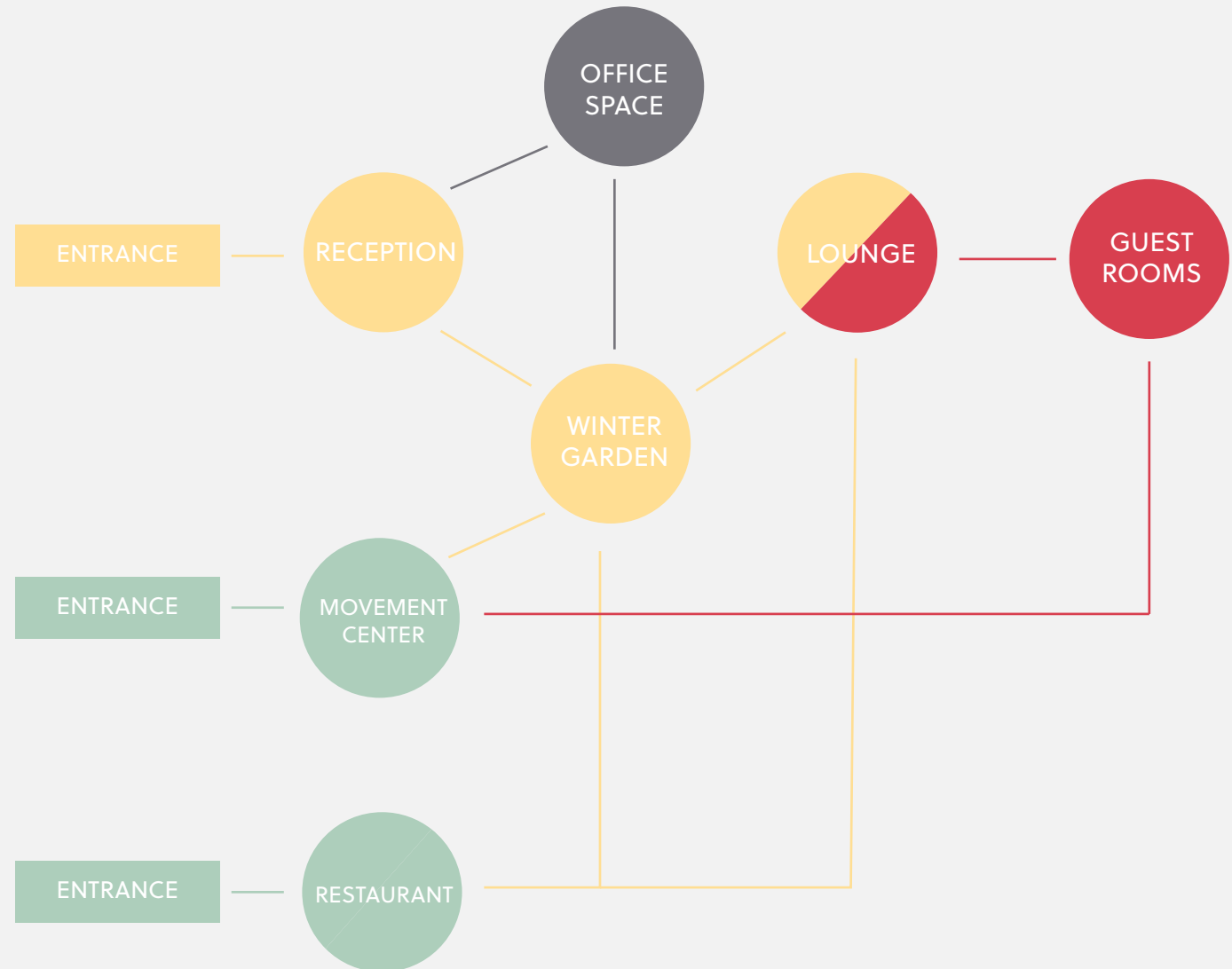
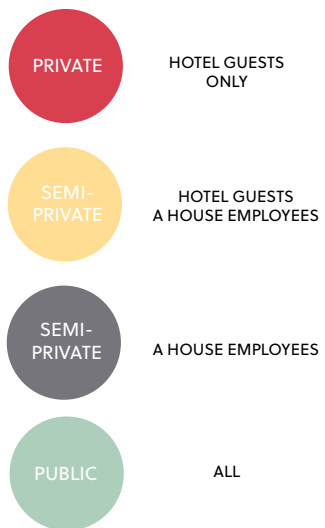
DOTTED ZONE: I see this area as the most suitable for a first expansion of the hotel since it has easy access and close connection to the rest of the hotel.





Movement

The movement through the hotel should be clear and logical and give guests an experience already from arrival. After the welcoming in the lobby area guests pass by the tranquility in a winter garden. From this point you reach the lounge and guest room area located in the lower part of the building. The lounge including a juice bar is connected to the restaurant located south in the building. The restaurant is accessible from the office space and from an entrance by the street. The movement center and changing rooms is accessible from the street as well as from the office space and guest room area. Today there are wide corridors and long sightlines, an attribute of the building that should be kept. This gives an open impression and clear directions on how to move between the different areas in the hotel.



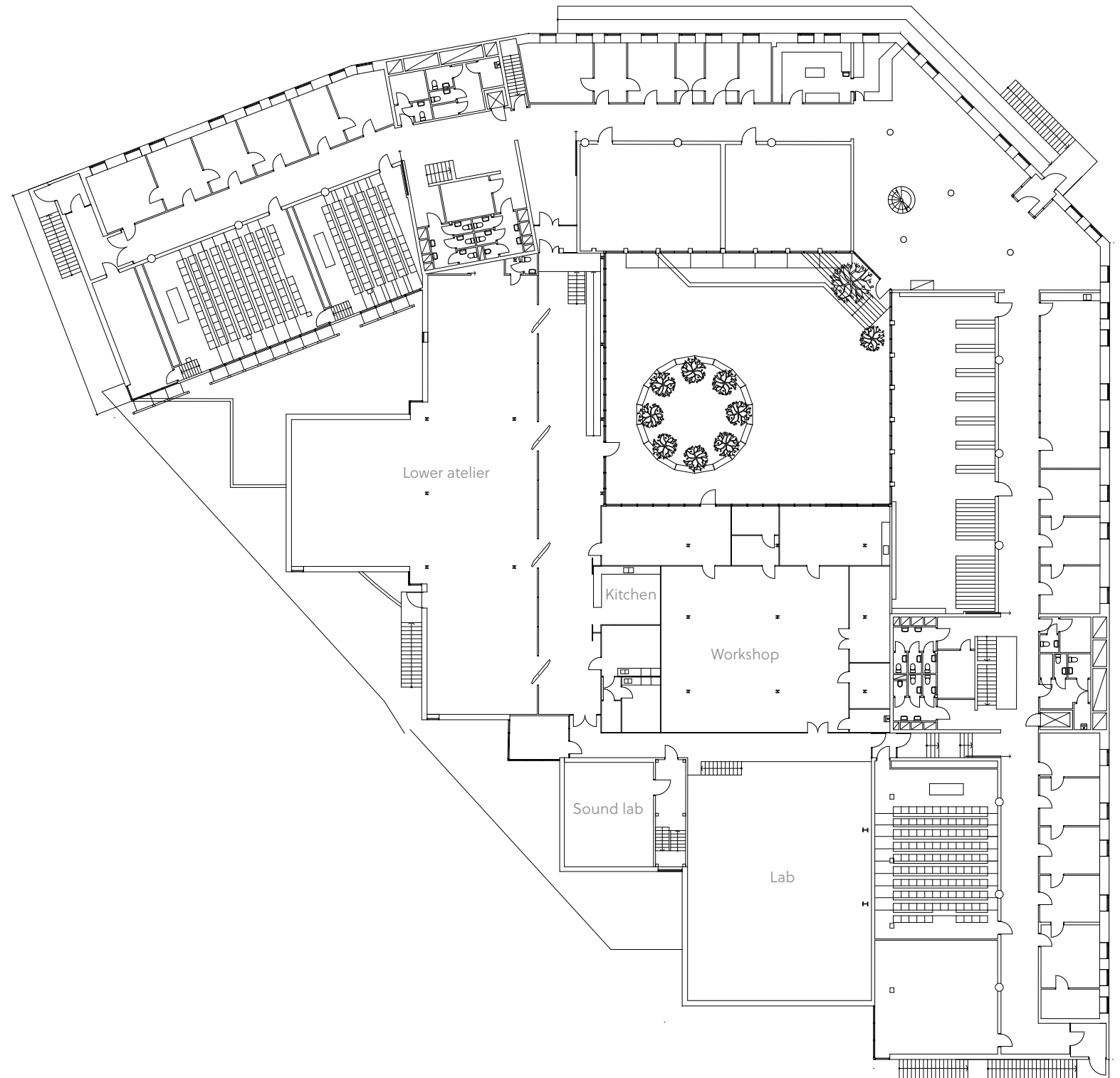
The model above shows the different areas and movement between them: Who is supposed to use the spaces and how should you move from and to them.



Existing layout

Before the major fire 2011

Before the major fire, 2011, when the school of architecture accommodated the house the lower part of the building, located south-west, included ateliers, workshops and labs. In the north there are still, as well as before the major fire, two auditoriums and workrooms.

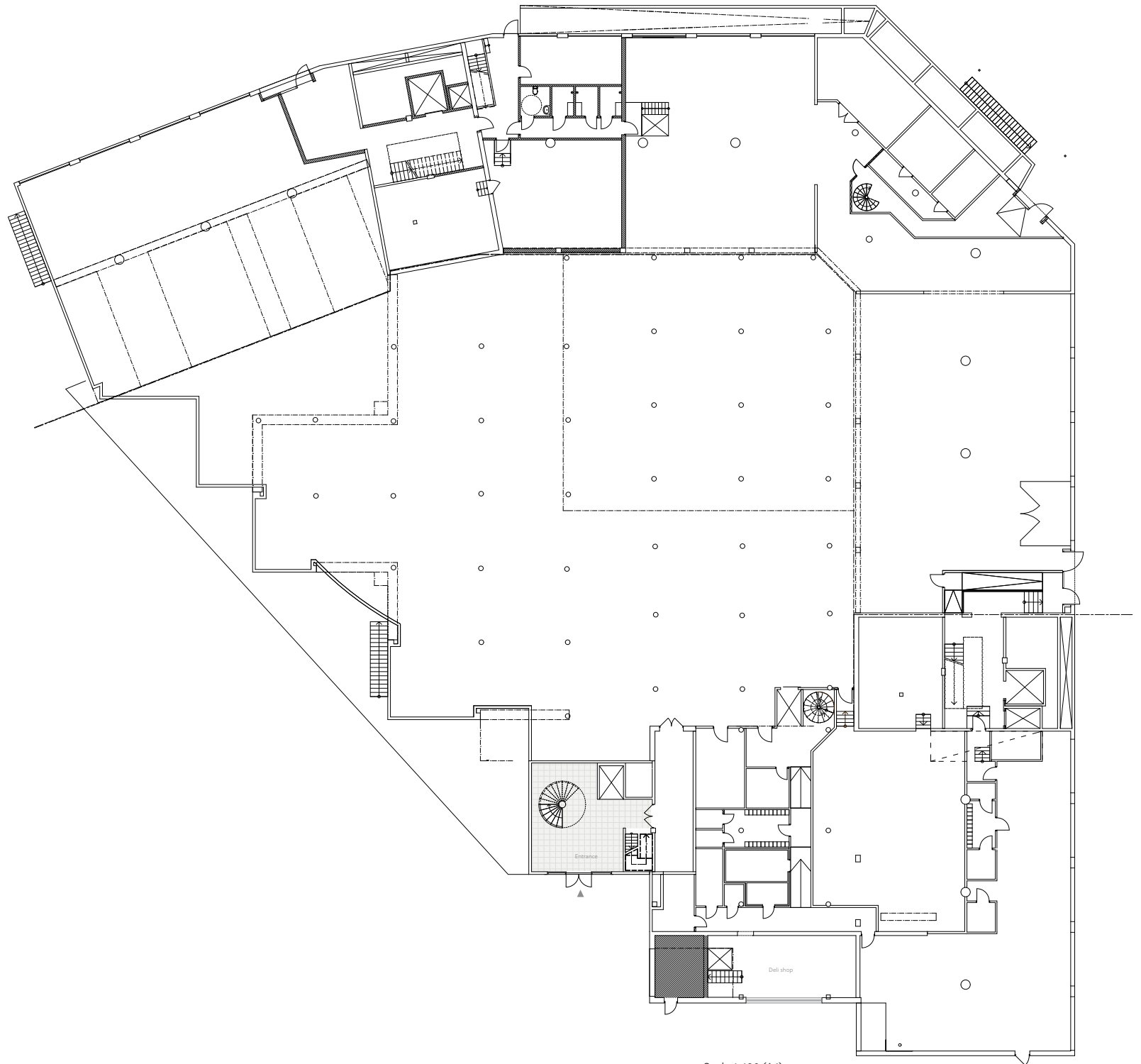




Hotel layout

Street level

The street level mainly includes a garage and service areas. I have chosen to follow the recent plan with small changes, especially in the south towards the small square by Karlavägen. Here I have chosen to place a small deli shop where you can buy a small lunch snack or drink and sit outside by the the square. To the left a new entrance is placed which includes a new staircase and elevator to floor 1 (the restaurant) and floor 2 (the hotel). The new spiral staircase is shaped to connect with the old (orange) spiral staircase in the main entrance, in the north-east part, characteristic for the old school of architecture. The floor will also be of the same character as in the main entrance with a large tiled floor. Half of this space is open all the way from the bottom floor to roof. The new entrance and deli shop will hopefully activate the square in front of the house and make it more welcoming and an attractive place to stay. Moreover the cargo intake is moved from to the east side of the building to get rid of the noise and mess this involves. This will create a calm and quiet area where the hotel rooms are located.

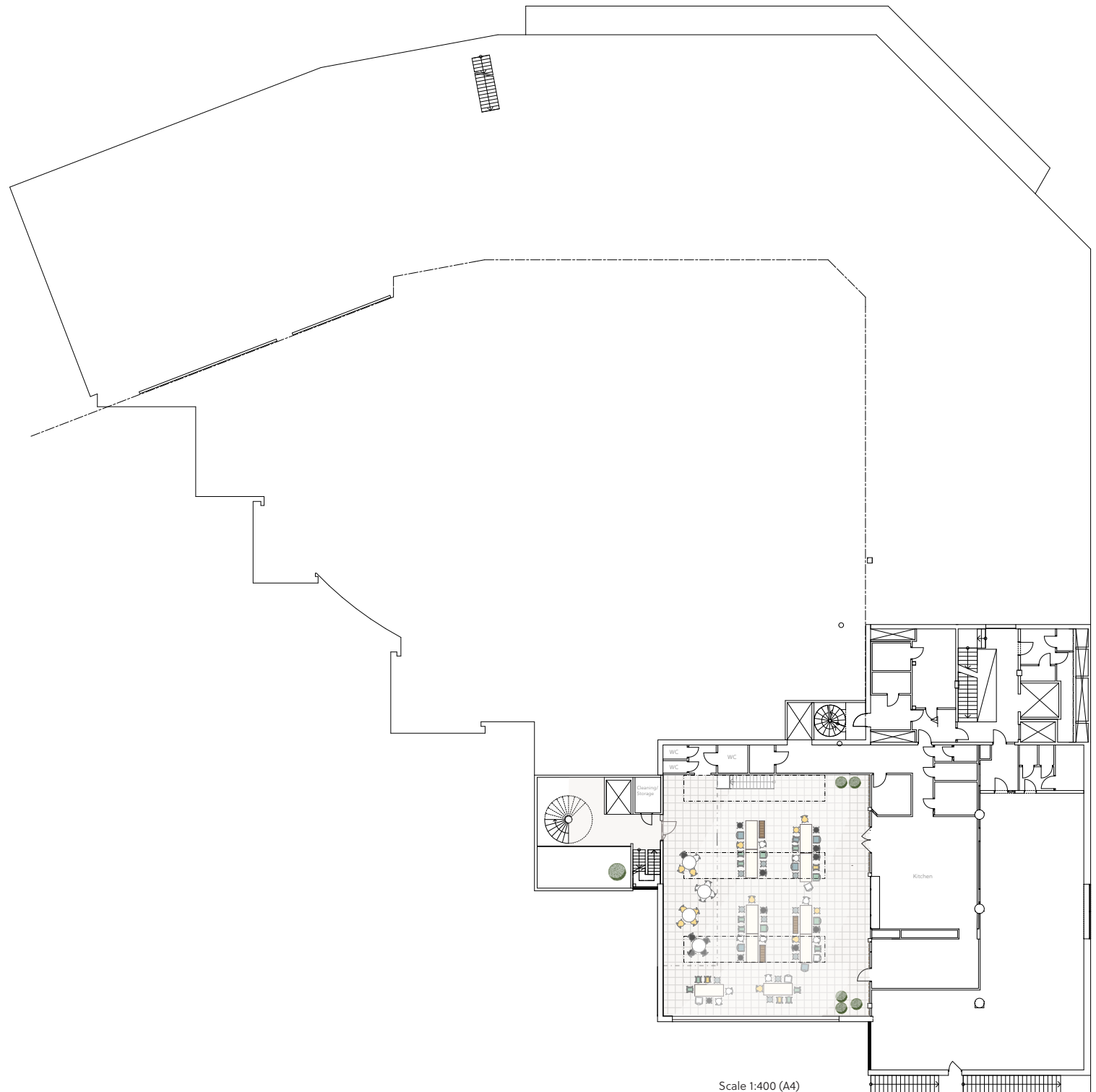




Hotel layout

Level 1

Level 1 includes the new restaurant and connected service areas such as kitchen, storage, restrooms etc. It is a large open space with high ceiling. The kitchen is separated from the restaurant with glass to be visible for the guests. The space can be divided into zones with panels of fabric to get more intimate spaces. A way to decrease the size of the restaurant when there are few guests. The design of the restaurant will further be presented later on in the part including room descriptions ("Restaurant").





Hotel layout

Level 2

Level 2 is the main level of the hotel. By the main entrance, which is used by both the hotel guests and A house employees you reach the reception (with a connected back-of-house area) and lobby area. The old spiral staircase is kept to retain elements of the existing building. The winter garden divides the entrance area with the rest of the hotel. After passing by the garden you reach the lounge area including a juicebar and playing zone with different types of seating. The lounge is seperated into two zones divided by a screen wall with vegetation. The other part of the lounge is for the hotel guests only. This is a place for breakfast and in the bottom left corner a kitchen is placed where you can cook your own food. The restaurant is reached from the lounge with stairs from a mezzanin. The guest room area includes 18 standard rooms, 4 "modified" standard rooms (double bed) and 10 pod rooms together with a common bathroom with showers. There are also rooms for washing, cleaning and storage. The existing dormers give daylight to the restaurant and lounge as well as the guest room area. Windows in guest rooms facing the winter garden will be covered by trellis to reduce transparency.

A movement center is based in the upper-left corner. Guests get here from the winter garden or the guest room area. The movement area can also be accessed from a separate street entrance allowing it to be used by people not staying at the hotel without having to run through the lobby area.

The area includes a reception and small lounge, locker rooms and two different exercise rooms. A bigger one for group training and a small one as a gym. On the left side of the exercise rooms there is a staff and meeting room. All the areas will further be presented later on.





Reception area & lobby

The reception is being the first touch point and is important for the whole experience. Since it is the first impression it should clearly reflect the whole concept of life and health. Together with the reception a lobby is located. Among the many public areas of the hotel, the lobby makes the single greatest impact on the guests according to the book *Hotel Design, Planning and Development*.¹ Therefore, the planning of the major elements and the design of details in the lobby are crucial for the guest experience. The most successful designs carefully balance two key factors: visual impact and function.¹ The lobby is located close to support functions such as toilets and storage. Additional lobby functions will create a diversity and different level of activity and usage throughout the day.

Although the hotel is a dynamic environment in itself it must engage and reflect the local context, creating a relationship between the city and neighborhood. The border between indoor and outdoor should be blurry to connect with the surrounding area. The space will be fully illuminated with natural light which gives the feeling of transparency and calmness. Moreover I've chosen to propose a more open entrance and integrate more glass to the facade. The space will be open with clear sightlines towards the surrounding spaces. The winter garden should be clearly visible for the guest when entering the lobby area.

The size of the reception is limited due to the trend within the hotel industry, especially among the chosen client, with the possibility of self-check in as a technical feature.

Existing floors and walls will be kept in its existing style while new walls and the wall behind the reception desk will be painted in light grey. This is combined with wooden elements to follow the concept.



Proposal for reception desk.
The main attributes of the building and existing materials will be kept.

Furnishing



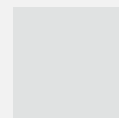
Materials



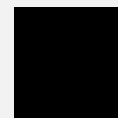
Floor



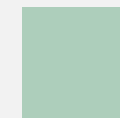
Walls



Walls



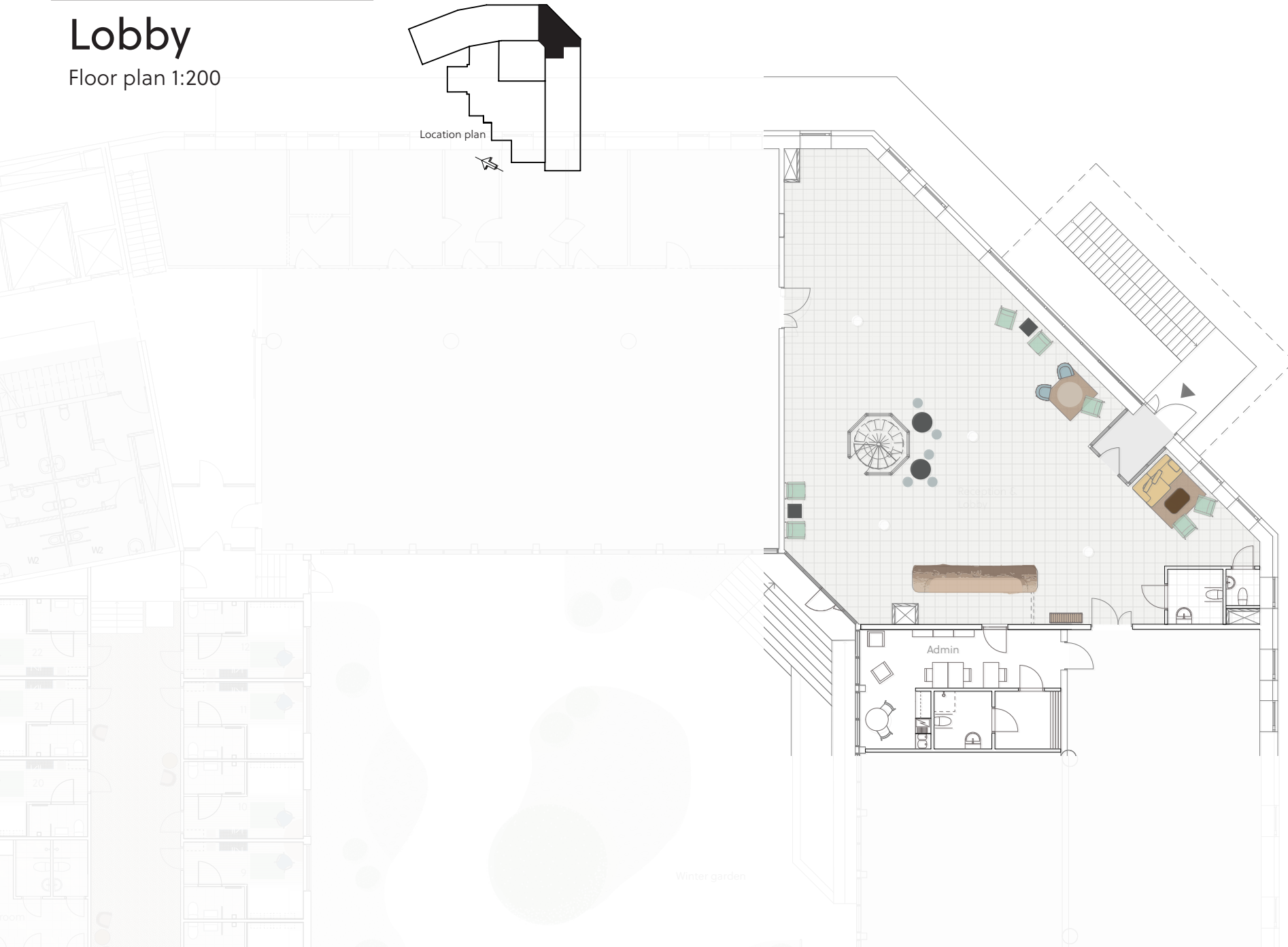
Furnishing





Lobby

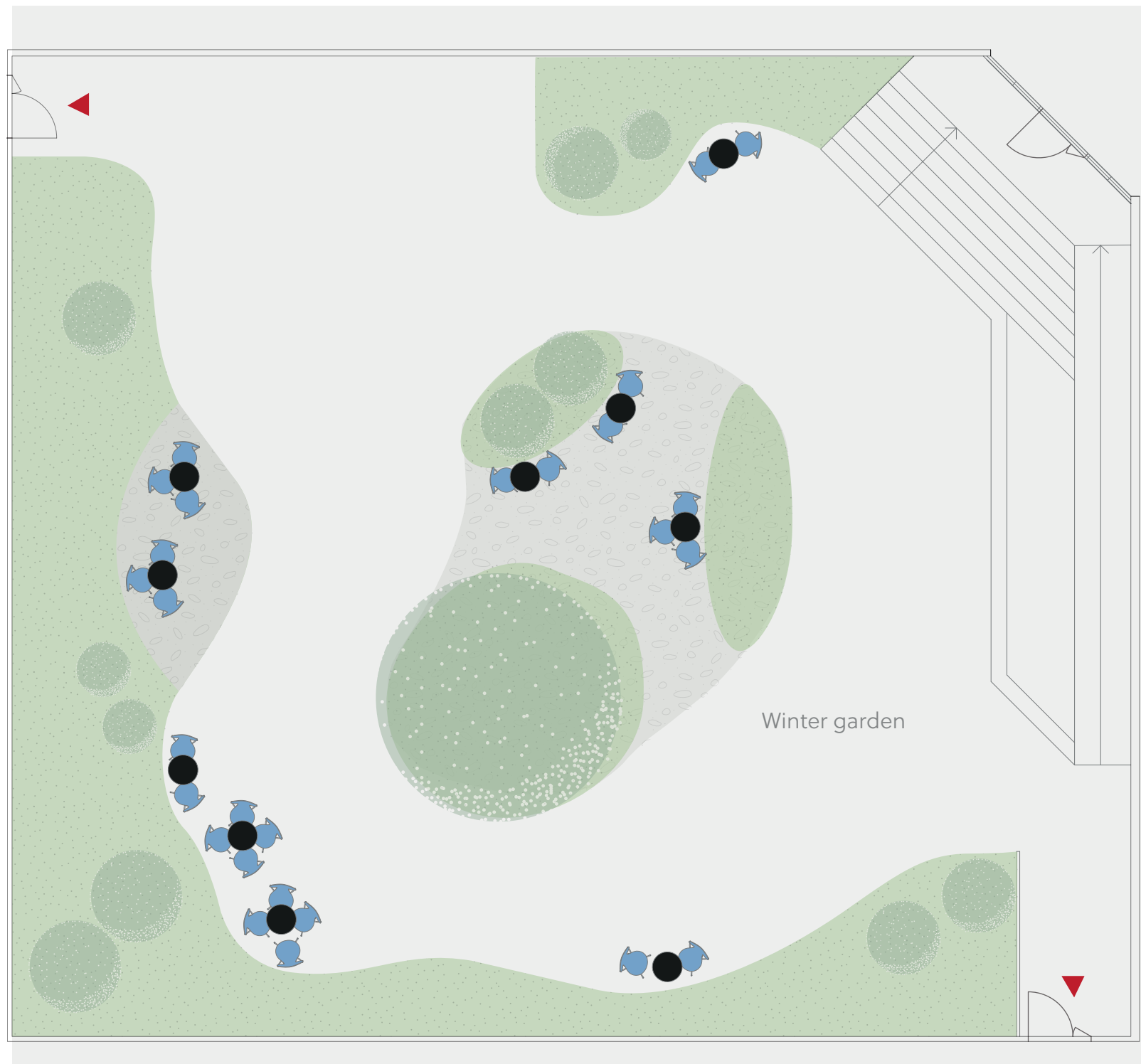
Floor plan 1:200





Winter Garden

The winter garden will be an area where peacefulness and quietness can be enjoyed. The area will be covered by a glass roof. Small green trees and plants surrounding the stone and wooden walkways will give life to the garden. The garden will also have a great amount of natural light. Overall, the feeling of the garden will be tranquil, peaceful, and green. A place to release stress and calm down. The winter garden can also be used as an area for outdoor yoga classes for both hotel guests and A house employees. The area will be equipped with café chairs and tables in cast iron. This will give visitors the possibility to sit down, relax and socialize.



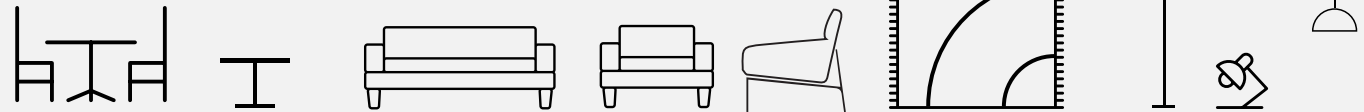


Lounge

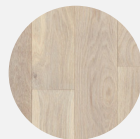
After passing by the winter garden you reach the lounge. The lounge space can be used for relaxation, reading, working or as a place for a small snack or drink. This means that different types of seating and moods are needed. The lounge has a clear connection to the reception and share the same attributes with bright colours and good amount of natural light which is gained by the existing dormers. The lounge is placed with easy access for the food and beverage department so that guest easily can be served a small snack or drink. The materials and colours will respond to the concept and create a welcoming feel for the guests and give energy. Energy is symbolised by the colour yellow and should therefore be used to complement the standard palette colours. The yellow colour will be present in the furniture. Moreover furniture should pick up the nuances from the palette of complementary colours to create an inviting atmosphere. There will be a basic assortment of armchairs, sofas, tables, coffee tables, carpets, café chairs and lighting fixtures such as floor lamps and pendants. Moreover soft materials will give a sense of relaxation and the feeling of being at home. To further complement the green theme of the concept, plants will be placed in all corners of the rooms, enhancing the relaxing ambiance.



Furnishing



Materials



Floor

Colours



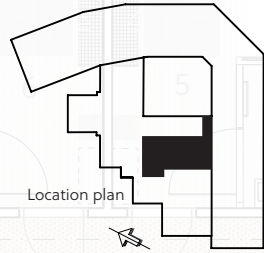
Walls

Furnishing



Lounge

Floor plan 1:100



Location plan

Guest room area



Laundry

Cleaning

Storage

Lounge & breakfast

Lounge

juice bar

13

Kitchen



Lounge

Section 1:100





Restaurant

The restaurant will be an inviting open space with large communal tables as a central point to encourage new meetings among the guests and follow the concept of "sharing". This will be combined with a low amount of smaller tables from 2-4 seats which can be adjusted to the occupancy and events in the restaurant. The colour green is integrated in the restaurant to promote life and sustainability. This is achieved by the presence of plants and herbs in the restaurant and surrounding spaces. Wooden tables are combined with light walls and floors from the standard palette while chairs are in grey nuances mixed with colours from the complementary palette.

An open kitchen will promote the quality of the food to guests and will act as entertainment. This space is separated from the restaurant by a glass window, enabling the customers to observe the making of their dishes. The kitchen is supported by an easy access storage, separated from the working space, for food and other kitchen equipment.

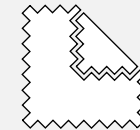
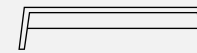
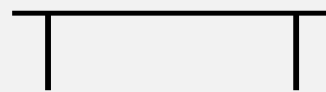
To satisfy more customers and response to the keyword flexibility a small common kitchen is included in the design placed in the lounge area. This give the guests the possibility to cook their own meals and store a small amount of food. An opportunity to eat whenever and whatever you want and feel as home. The kitchen can also be used for cooking classes where guest can learn about healthy and local food. The space is located in connection to the restaurant kitchen in order to share resources.

Light is gained by dormers and the use of pendants. Moreover the pendats are used to decrease the scale of the big room where the restaurant is situated.

Screen walls of fabric will also be used to divide the room into smaller zones when there are less people visiting the restaurant. This also makes the restaurant space possible to be used for workshops by A house employees during hours when the restaurant is inactive.



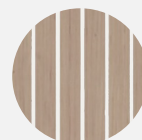
Furnishing



Materials

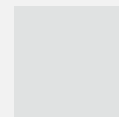


Floor

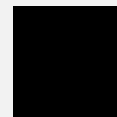


Acoustic wall

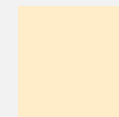
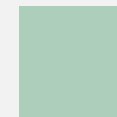
Colours



Walls



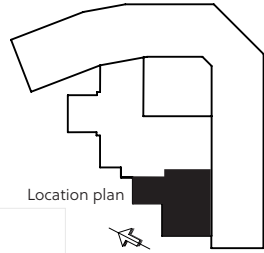
Furnishing





Restaurant

Floor plan 1:200



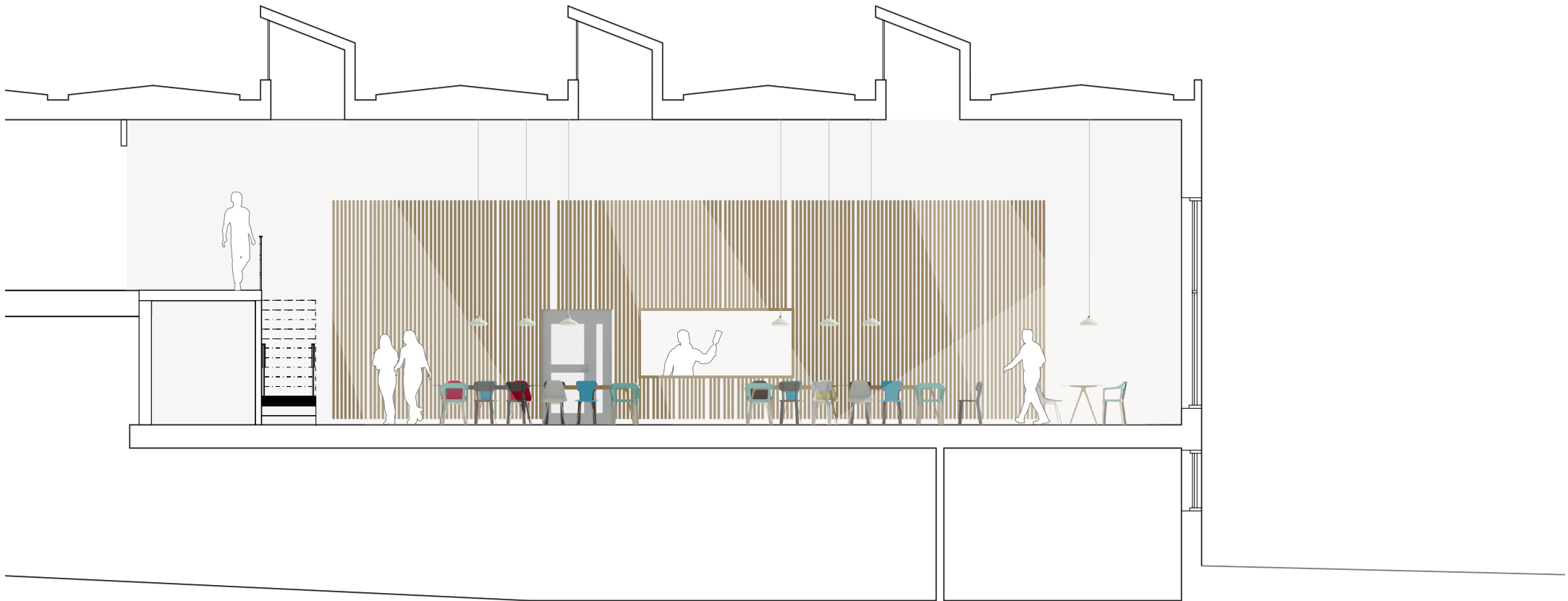
Location plan





Restaurant

Section 1:100





Guest room corridor

The guest room corridor is an important part of the hotel layout to fulfill the wish of giving the guest an overall experience. The corridors will be wide (approx. 3,5 meters) to follow the brutalistic style of the building and to keep the long sightlines.

The floor will be covered with sisal carpets to absorb sound and to get a homely feeling. The sisal carpet still has a rough feeling which connects to the style of the building. Walls will be painted in a warm grey nuance to further create a warm ambiance. To avoid long bare walls and to get a varied environment acoustic panels (wooden ribs) will cover parts of the walls in different intervals. Moreover the corridors will be furnished with small tables and lounge chairs, a place for guest to relax, read and meet other guests.

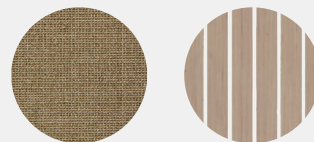
The dormers from the "old building" will be restored to give a great amount of daylight.



Furnishing



Materials



Floor

Acoustic wall

Colours



Walls

Doors

Furnishing



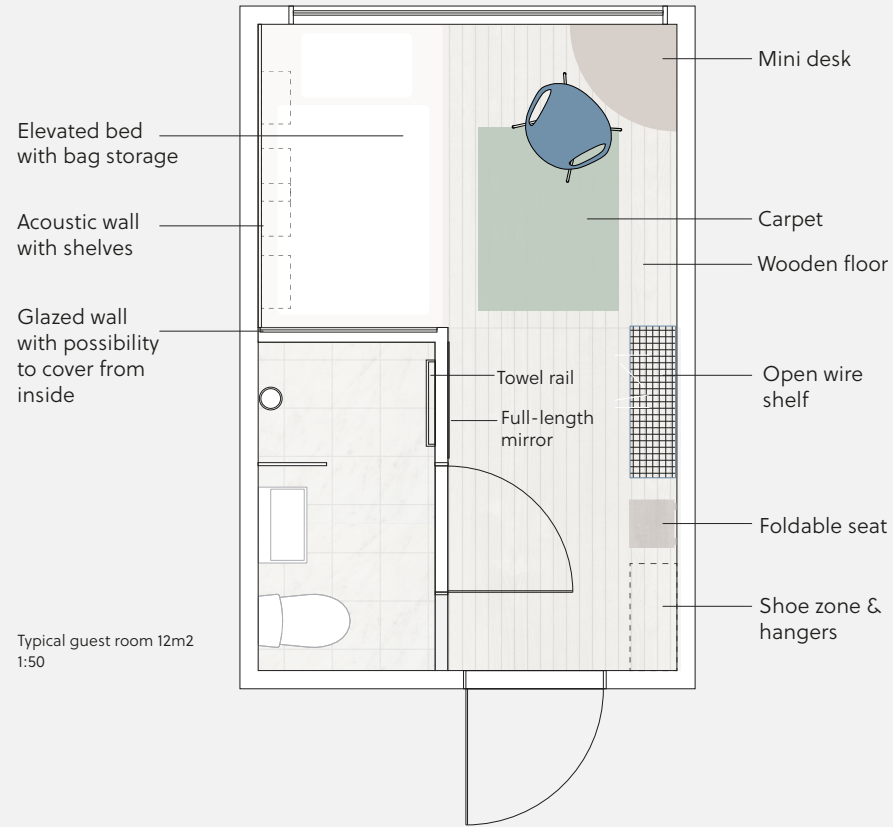
Guest room

Despite the importance of the public spaces in the hotel, guest satisfaction is most often judged by their experience of the living accommodations. The hotel room is also the essential block that sets the module of the whole building.

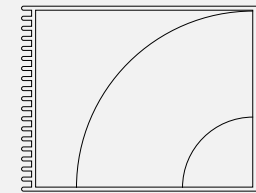
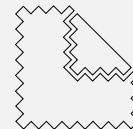
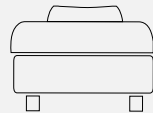
To serve the millennial guest the rooms need to be flexible and functional in terms of layout, room size and furnishing.

Designed with the Millennial customer in mind, who often is a "party of one" but "hanging out together" most of the rooms will be small (12-13,5 m²) single beds and shared "pod" rooms. Since the modern guest doesn't work or hang out in the guest room no big desk is needed. Open wire shelving is used instead of closets to save space and because people rarely unpack their bags during a short stay. Moreover the bed is elevated to gain storage possibilities underneath. The wall by the bed is provided with acoustic panels to decrease noise and to give possibility to mount and move shelves as you want (see "Acoustic Wall"). The wall between the bed and the bathroom is glazed to give daylight to the bathroom. (More about the light is presented in the part "Light - Guest room")

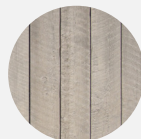
The room is also equipped with a fullbody mirror and a foldable seat where you can put on your shoes, something that most hotel rooms lack. The carpet can be seen as a small detail but is important to get a homely feeling and to soften the room. Rough materials are used to connect to the existing building and materials. A wide wooden plank floor is used in the guest room together with large stone tiles in the bathroom. The partition walls should be painted in white while outer wall should keep the concrete surface. Furniture and fabrics should be in the complementary colours, blue and green, to follow the concept of life and health.



Furnishing



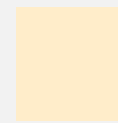
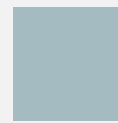
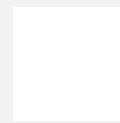
Materials



Floor

Floor

Colours



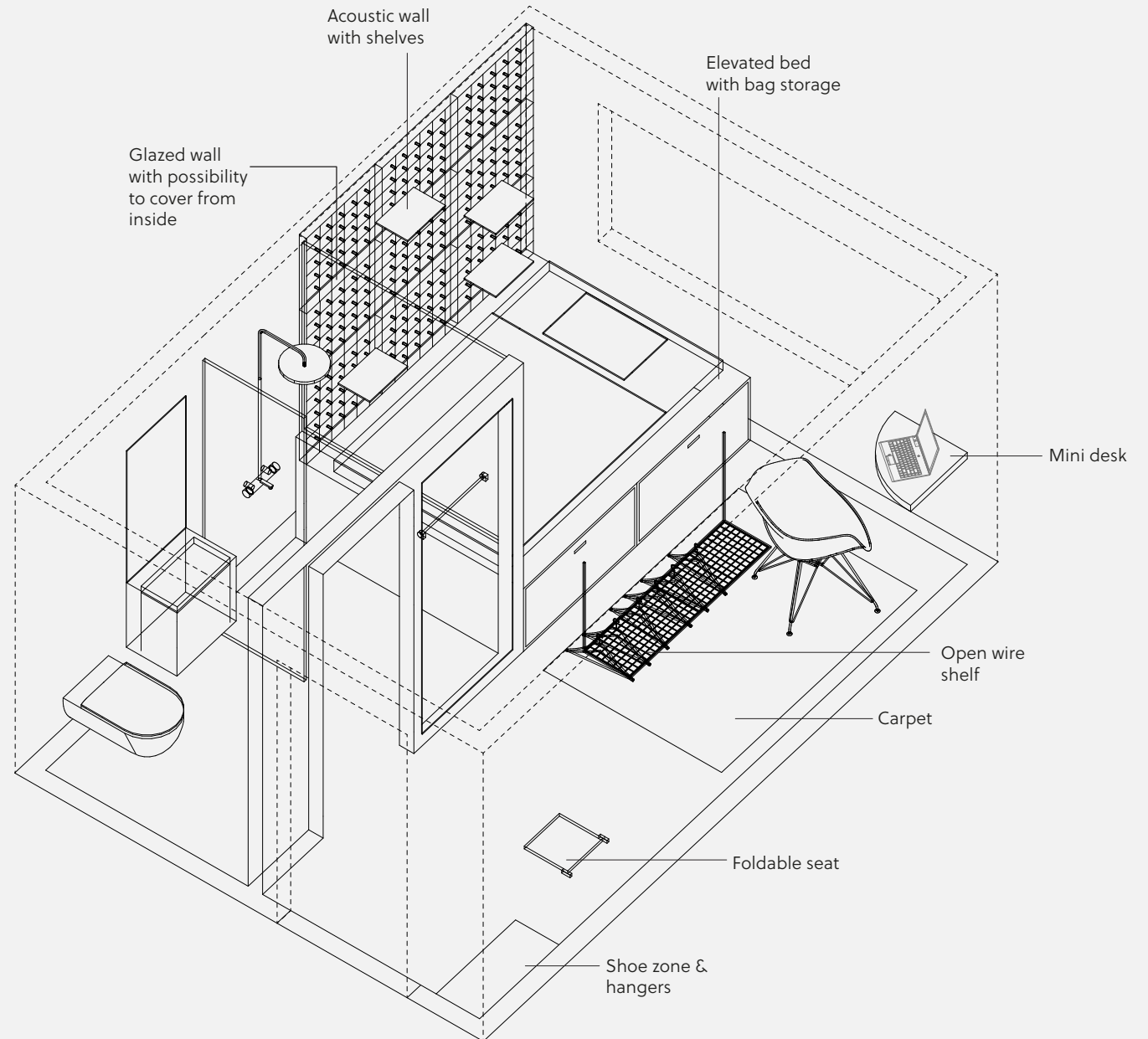
Walls

Furnishing



Guest room

3D View

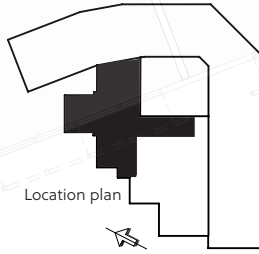




Guest room

Floor plan 1:200

Pods - Group training



Location plan



Gym

W2

W2

Winter garden

Laundry

Cleaning Storage

Lounge & breakfast

Lounge

Kitchen

Cleaning/Storage

Lift



Guest room

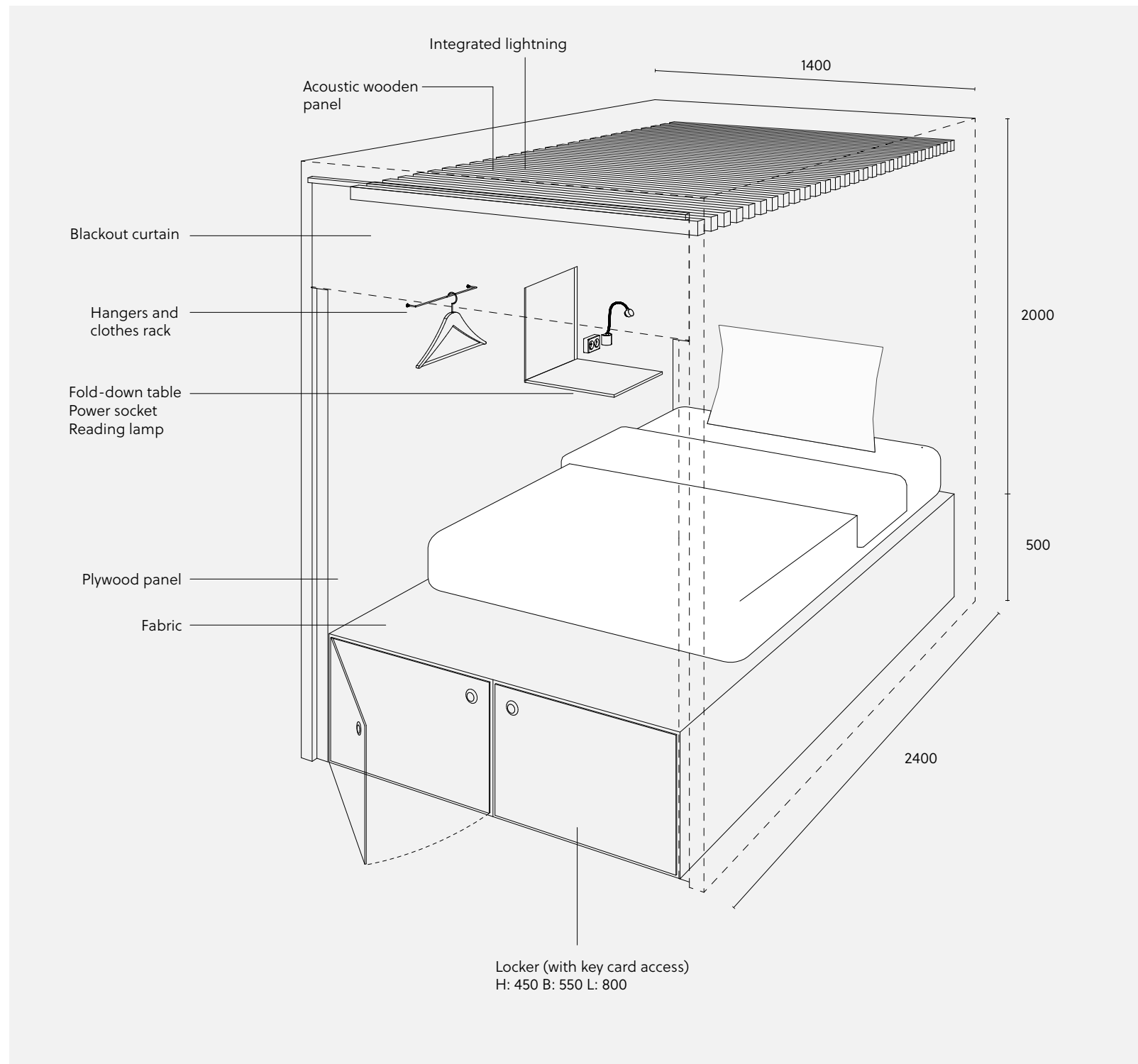
Section 1:100





The pod

The pod is an alternative to the regular guest room for the person who thinks the private space is less important and just wants a bed to sleep. The use of pods is another way to implement the concept of sharing into design and give more space to the public areas. Staying in a pod you will have access to all common hotel facilities as well as a shared bathroom with showers. The features of the pod are presented in the model to the right and are designed to respond to the millennial guest demand. Beyond the regular features such as storage and a reading lamp it is equipped with a foldable table and power socket to place your cell-phone, computer or book. To achieve sound absorption the ceiling is provided with acoustic wooden panels and the base is covered with fabric in colours from the complementary colour palette. The storage underneath the bed is designed to store a normal-sized travel bag.





Movement center

The Movement Center will be a space for guests to exercise. A gym together with a space for group training and yoga will be available in order to give the guests the possibility to continue work out during the holiday, just as they do in everyday life. Connected to this there will be locker rooms with showers. As the name may suggest, this area will focus on movement and activation of functional muscles. Contrary to traditional fitness rooms it does not focus on weight lifting and power training. The large glazed part will give a great amount of daylight and can be covered by curtains in bright nuances from the supporting colour palette. The area should be in bright colours and materials to bring energy and give a soothing effect. Furniture will be in colours from the complementary colour palette.

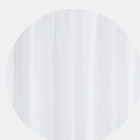


This photo is used as inspiration and taken from Yoga Yama, Stockholm, by Arkitema Arkitekter.

Materials

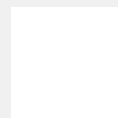


Floor



Curtains

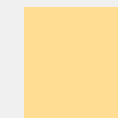
Colours



Walls



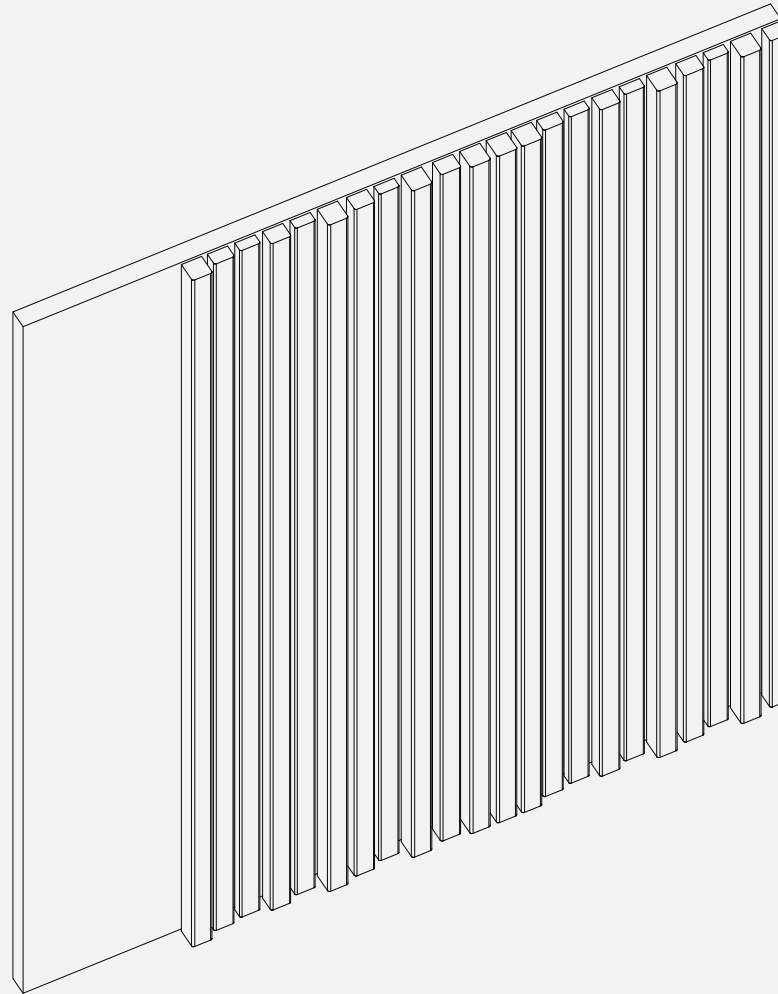
Furnishing



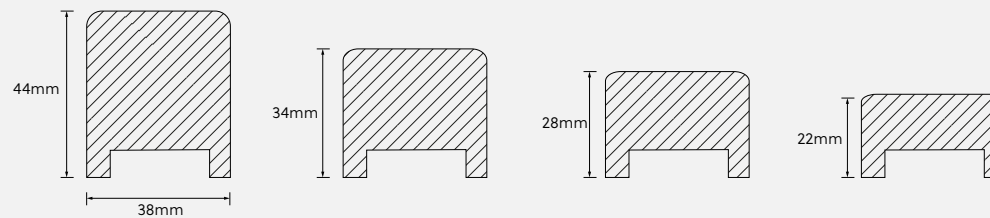


Acoustic wall

The acoustic wall is used in guest room corridors as well as in the restaurant. The wall is a way to mute an otherwise noisy and lively environment. Moreover it is a way to lower the scale of the corridors and to break the long sightlines. This is important since the concept of life and health represent tranquility. To fulfill the aim of the concept acoustic walls, in the restaurant, should be combined with vegetation in between and on the ribs.



Ribs with gypsum core covered real wood veneer (birch)





Acoustic wall

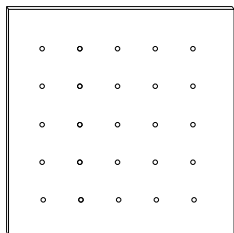
The acoustic wall is a feature in guest rooms to make it a calm and flexible space. Sound absorption is attained by using perforated panels in combination with mineral wool and air space. At the same time they are aesthetically satisfying and let the guests decide where and how to put shelves.

The acoustic panel should be used as a background wall by the bed in all guest rooms from bed level to ceiling.

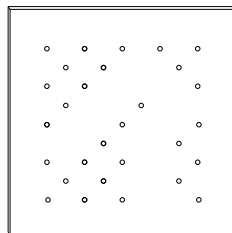
There is also a possibility to change the panels with a more irregular perforation to achieve variety and create different patterns.



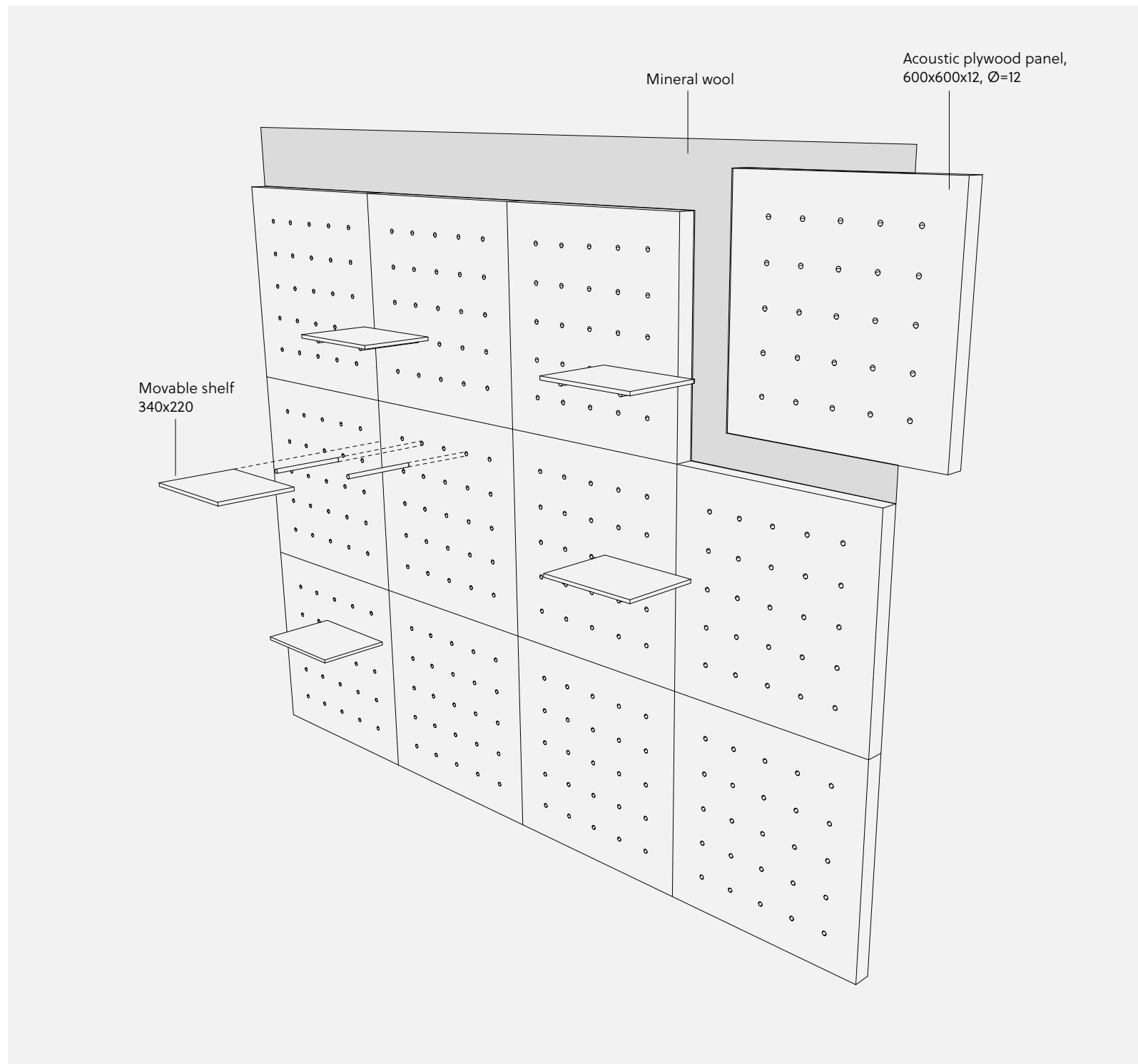
Shelf and stick



Standard panel



Alternative panel



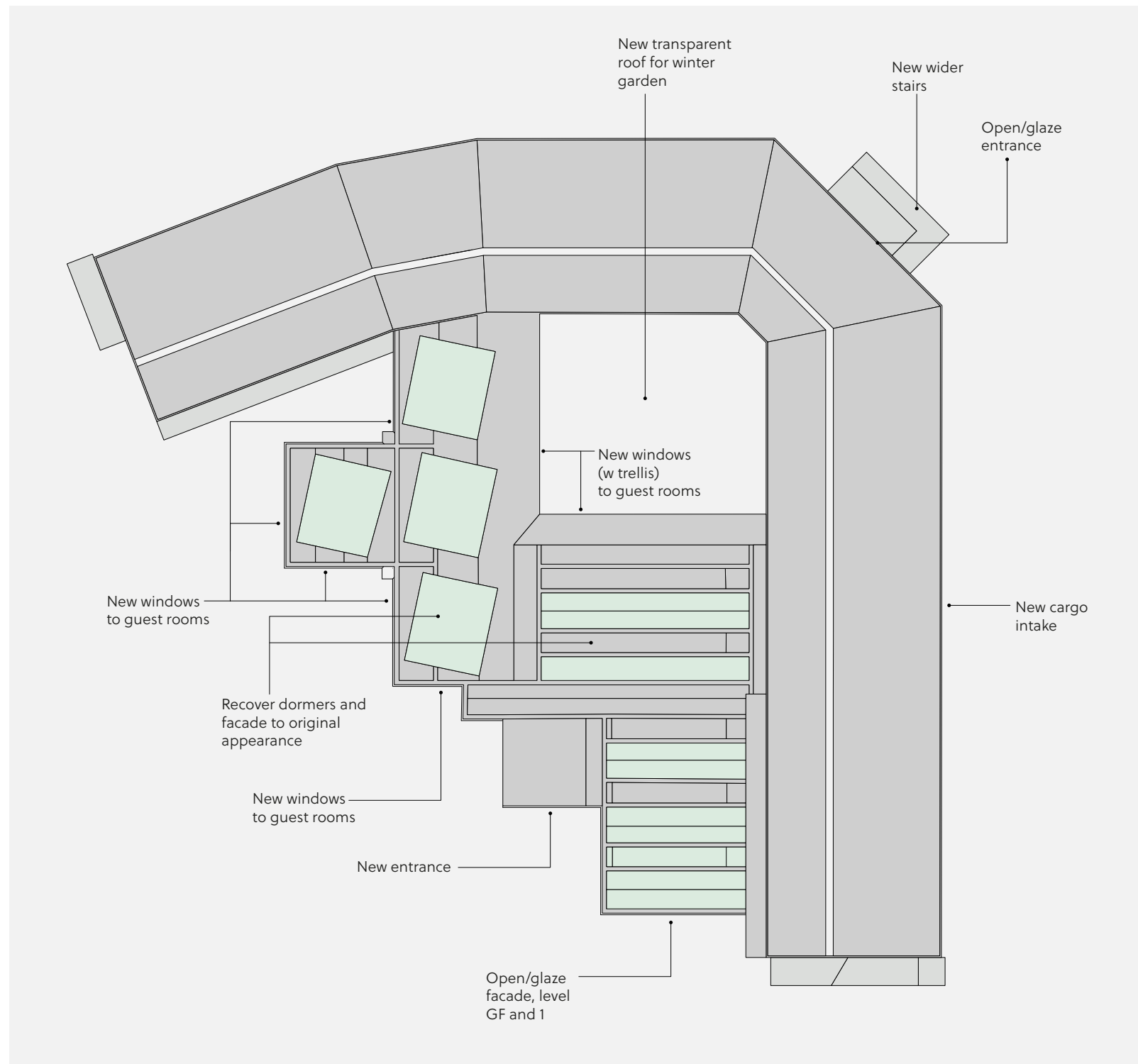


Facade & Exterior

The old school of Architecture is a sensitive building and today it is "blue marked" by Stockholms Stadsmuseum which means it is not allowed to tear down or distort the building. The lower part of the building where I have chosen to place most of the hotel rooms and the restaurant should therefore be restored to the look it had before the major fire in 2011. It is characterized with dormers which gives an interesting exterior and a great amount of natural light to the interior spaces. To further gain daylight to the interior spaces a number of windows will be placed on the facade, one for each hotel room. The restaurant will also be designed with a glazed wall stretching from floor to ceiling to give daylight. This will give a more "open look" of the building and make it more accessible. This also gives a lighter impression to the brutalistic building, today experienced as a quite scary and non-inviting structure. The main entrance also needs to be taken into consideration. A wider and redesigned staircase together with a glazed entrance will make it more welcoming for hotel guests and A house employees. The glazed entrance will give more daylight to the reception and lobby area.

The cargo intake, today located under the new restaurant will be moved to the opposite side of the building, a way to get rid of noise and traffic from the "hotel side" of the building.

The small square in front of the building should be designed to be more inviting with small low trees and other green elements to protect it from traffic but still let the sun reach the space. This will be a light and green space which is connected to the concept of Life & Health.

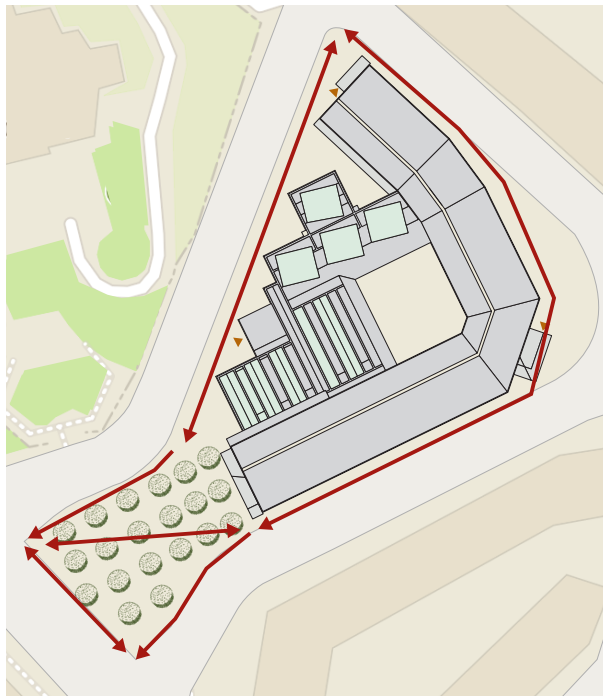




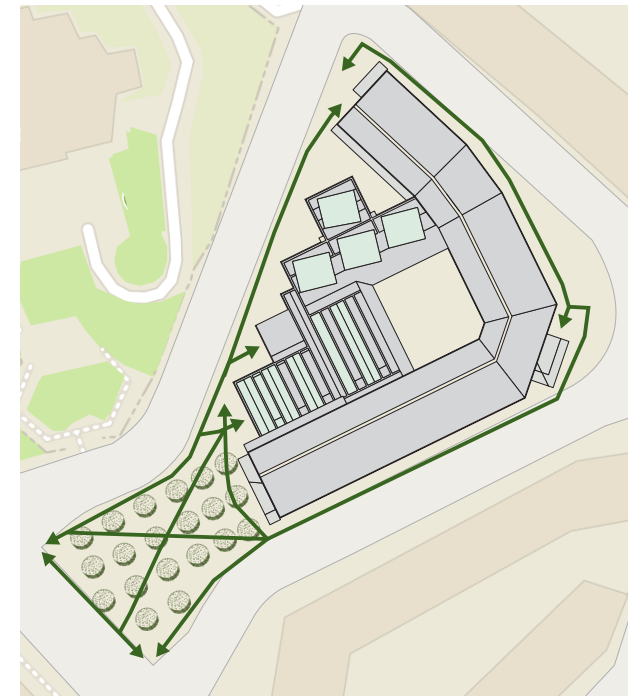


Movement & Barriers

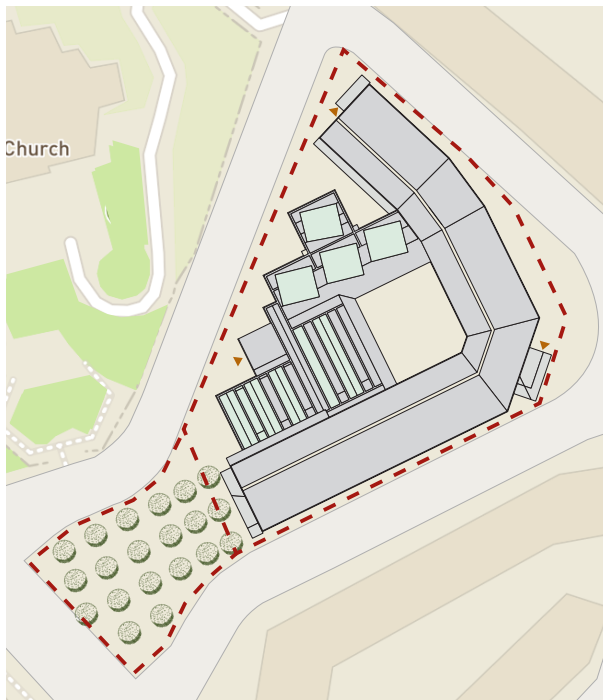
By adding new entrances and adding glass to the facade the building will be more open and inviting. The new entrance in the south and the deli shop together with the glazed facade will lower the scale of the building and make the square in front more welcoming. I've also chosen to add glass to the facade in the north by the main entrance to make it more visible.



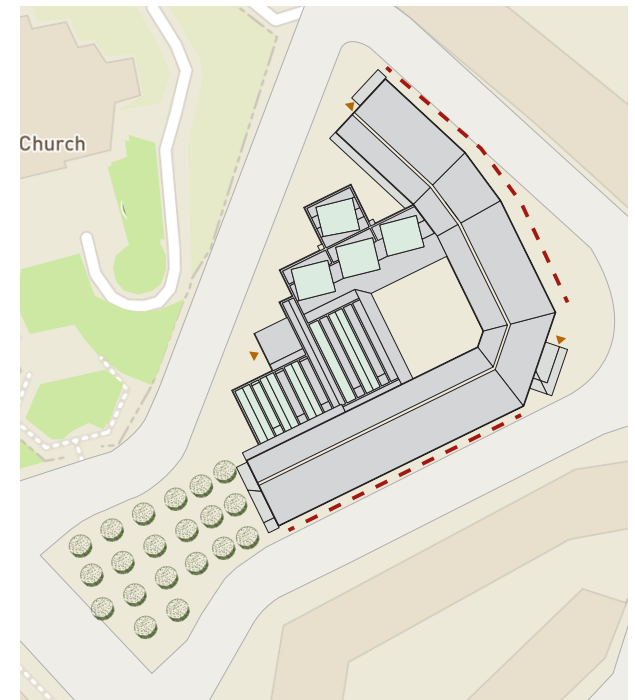
Movement today



Movement after proposal



Barriers today



Barriers after proposal

Church

Church



Facade

The facade facing west is redesigned with more glass. A new entrance and the glazed wall in the restaurant will make the building more inviting and visible. This will also help to activate this side of the building and the square in front. Every guest room is also provided with a large window to gain daylight. Moreover the dormers destroyed in the major fire 2011 should be restored to give the guest room area and restaurant even more daylight. By opening up the facade you also show what's happening in the building to make it less private and more welcoming.



Facade west
1:400



Facade

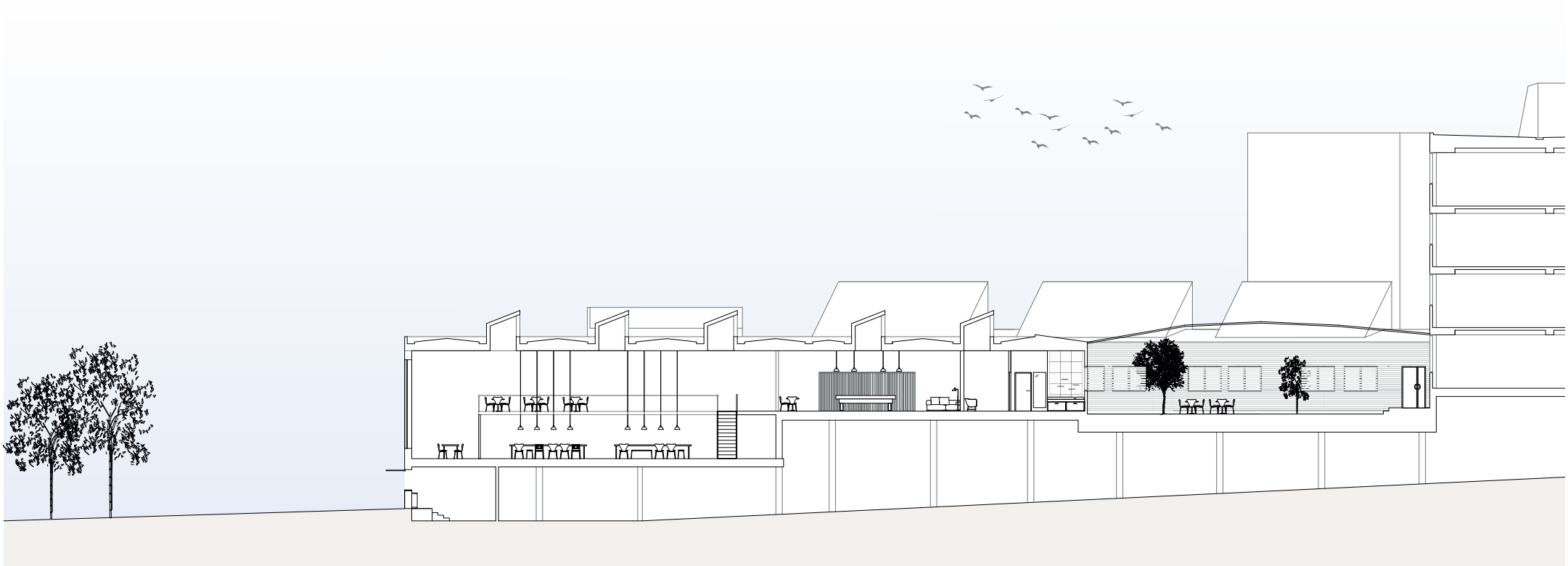
The facade facing north is redesigned with more glass. The roof above the stairs is also elevated to make the entrance more welcoming and to let more sun and daylight reach the interior spaces. This will make the lobby and reception area of the hotel lighter. The stairs to the main entrance is also redesigned to be wider, this to make the entrance visible to more people.



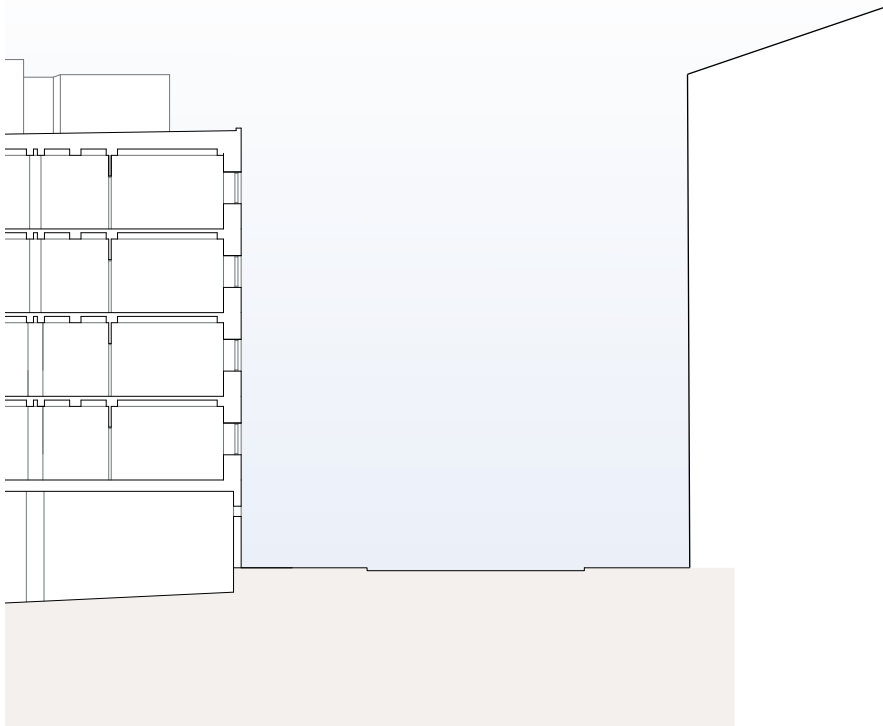
Facade north
1:400



Section



Section A-A
1:300





View from the square by Karlavägen showing the new glazed facade and entrance.



View towards the main entrance by Östermalmsgatan with new wider stairs and a more glazed facade.



Conclusion

Working on this master thesis since January 2016 I've gained much knowledge about the hotel market in general, and what factors that have to be taken into consideration when creating a modern yet sustainable hotel concept and experience. And of course I've come across a few challenges along the way:

The hotel market is in constant development, steered by customers needs. The only thing we know for sure is it's going to continue to evolve faster. At the same time the competition is increasing driven by globalisation, digitalisation and market fragmentation.

Hence, to keep up with these demands and movements there is always need for novelty in the ever-changing hotel business. The experience must be unique in so many ways and deliver outstanding service and services — but it can't cost a fortune. The Millennial guest want to discover the local neighbourhoods and culture — but the hotel should be a destination in itself: a place offering more than just a place to sleep, but to eat, socialise, work and even be entertained. Furthermore, every guest has its unique taste, which requires the experience to be designed in the most universal way possible, without loosing the value of the core concept.

The idea of a sharing economy also influences the way people think about what a hotel experience should be like. For example, give more space for social contexts and activities meaning smarter, functional rooms.

The concept — 'shared life and health' — is based on the needs and aspirations of Millennials. Simply by combining relevant design principles for this particular guest with the original brutalist architectural attributes derived from the previous school of architecture.

The design principles are mainly shaped by the construction plan of smaller guest rooms to create significant social spaces for interaction between people, as well as through colours, materials and furniture. And the A house attributes are remained through making use of the original materials, wide corridors and the long sight lines.

To conclude I've created a concept tailored for the Millennial guest — by seamlessly combining modern design attributes with those revived characteristics from the brutalism era.



View from the square by Karlavägen showing the new glazed facade and Deli shop.



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IMAGES AND PHOTOS

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