

Media release
April 2017

DESIGN INN TO TACKLE NEXT ERA OF HOTEL DESIGN

Imagine an iron that emitted perfume to make your clothes smell good, or a toothbrush that tasted like candy – these are two ideas put forward in the case for designing for five senses by industrial designer Jinsop Lee.

Now imagine taking that ethos – incorporating features that feel, look, smell, taste and sound great – into hotels.

That's what international hotel design symposium Design Inn will explore next month in Melbourne.

Led by leading fitout and refurbishment company, SHAPE Australia, which has delivered innovative high end hotel projects including Ovolo in Woolloomooloo, the Double Bay InterContinental and Swissotel in Sydney, the symposium will explore the new designer behind hotels: the customer.

1 Hotel Central Park exemplifies designing with the customer in mind, as well as the five senses, with its welcome letters that can be planted in guests' gardens, triple filtered tap water – not to mention 24,000 plants and front doors made from 16,000 twigs.

It is a hotel that balances an environmental conscience with beauty, sustainability with style. Its general manager, Hans Schaepman, will be Design Inn's keynote speaker, sharing how 1 Hotel Central Park has achieved eco-cool while managing to make guests feel environmentally responsible but also achingly hip and doted upon.

SHAPE Group CEO Michael Barnes said flexibility and personalisation was emerging as key to the next phase in hotel design, in order to head off competition from the likes of room sharing platforms such as Airbnb.

"The new wave of hotels are bringing customers into the design process, crafting hotels around their tastes and uses and driving flexibility in recognition that these uses change all the time," he said.

"Each year Design Inn gets the hotel industry talking about what is next, and this year we will explore how hotels can build deeper connections with guests by engaging their five senses."

What: Design Inn hotel design symposium

When: Tuesday 2 May, 3pm – 6.00pm

Where: Grand Hyatt, Melbourne

Program: MC Howard Kembell, Koom hotel asset management

Session One panel

Build it and they will come: Exploring how to engage customers to best design hotels, and the role of flexibility and personalisation

Moderator: Mike Wilson

Panel:

Julian Clark, CEO of Lancemore
Angela Biddle, Principal at Scott Carver Studio
Alicia Lynch, Senior Associate at RotheLowman

Keynote speaker Hans Shaepman, 1 Hotel Central Park

Session Two panel

Hotels merging 'work' with 'play' and 'rest'

Moderator: Guy Blunden, Director at WMK

Panel:

Dr Donna Wheatley, Workplace Strategist at Warren & Mahoney

Monica Parker, Behaviourist and Founder at Hatch Analytics

TBC

Case study

The STAR Casino/Hotel redevelopment presented by Dino Mezzatesta, The STAR Sydney

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About SHAPE

SHAPE is one of Australia's largest specialist fit out and refurbishment companies, with an annual turnover of \$450 million and a staff of more than 300 people nationally. SHAPE has offices in each mainland state and territory and is a privately owned company. SHAPE delivers projects across the hospitality, commercial, health, industrial and education sectors.