

In light of the operator advice, we wanted to hear from designers about their thoughts on how the A&D community can create more value for their clients, firstly we spoke to Una Barac, the Executive Director of Artelior



**UNA BARAC,**  
Executive Director, Artelior

**Global travel has evolved** incredibly fast over the last decade. The bar has been raised on good design and this is now expected as the norm from all hotels. But savvy travellers and hotel users want more from the amenities offered.

*'They want the full sensory experience that starts with the welcome at the front door and is woven all the way through the bars, restaurants, gym, spa and, naturally, the accommodation.'*

**Every segment of hospitality** has to flow through and be intertwined with great atmosphere.

**There are some basics** that every hotel owner, operator and designer needs to achieve. From a good shower and a comfortable night's sleep in even the most limited service hotels; through to amazing food and beverage, professional conferencing and enjoyable and relaxing wellbeing facilities in the full-service hotels. Some designers can go overboard with seeking to make grand design statements and this is where it can all go terribly wrong for the hotels. A good hospitality architect and interior designer knows that ergonomics and guest comfort must be at the forefront of every design. Basic as it may sound, form has to follow function.

**Hospitality design has** seen a massive shift in the approach to public area space planning over the last five or so years. Open plan lobbies have become the focal point of all successful hotels. Lobbies are now completely open and integrated with the bar reception areas, have become places to meet, be it for work or pleasure.

**From early morning coffee** and breakfast meetings, to working lunches, afternoon tea, all the way through to dinner and cocktails; hotel lobbies are the heart of a good hotel, attracting their guests to stay, as well as attracting the passing trade to come in and use the facilities.

**A clear brief is** the most important starting point of every good design, be it hospitality or any other sector. Some clients like to prepare a clear brief, whilst others prefer to develop it together with the designer. Both approaches will lead to success as long as the basic parameters; programme, budget and the basic list of facilities, are laid out and agreed at the outset. Moving goalposts are the main obstruction to any project. Hence why it is imperative for the clients to know what they want from the outset, or work with their team of professional consultants to define those requirements as soon as possible.

**PEOPLE**



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