

Hotel Business™

GREEN BOOK

DIRECTORY & MARKET GUIDE

2020



**The Leading Resource
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Supplement to Hotel Business

architects & designers report

Natural materials, creature comforts and technology innovations were some of the hallmarks of design in 2019. May Landau, design director, Wilson Associates; Brent Zeigler, president and director of design, Dyer Brown; Lisa Haude, president, Paradigm Design Group; and Bruce Greenfield, principal, AO, discuss the year that was and how design will unfold in the year ahead.

—Corris Little

What were some of the notable trends this year?

Landau: We saw some trends that leaned toward graphical representation. There was a focus on materials, finishes, shapes and mid-century styles—the coral hue that graced many interiors, the clever use of terrazzo to liven up spaces, statement shapes to make furniture more art pieces and not just purely functional. I believe some of this will continue into 2020 and shift into bolder aesthetics.

Zeigler: Technology is having an enormous impact, especially the trend toward leveraging technology to deliver a seamless and frictionless stay, in which guests enter a property—and

especially the guestroom—to be greeted by a customized experience. Technology is also optimizing properties for energy efficiency, which is critical for many reasons, including minimizing operating costs.

Wellness is also big. Owners and operators are introducing everything from more robust fitness centers and workout clothes on demand to revamped F&B programs that include more healthy options. We're also seeing a new focus on unique, local experiences. Even the mid-level brands are striving to offer memorable local flavor. We see this most frequently in the F&B program, but also in the venue's artwork and the overall design.

Haude: This year, we saw a lot of organic and natural materials incorporated into hotel designs, in addition to clean and simple modern lines. I think this clean and fresh approach, focusing on natural and more simplistic modern elements, will continue to move forward with 2020 design.

Hotels are continuing to place importance on comfort and well-being in all interior spaces, so I also anticipate many properties will be introducing a seamless transition between the comfort and luxury of home life and hotel design. Technology, especially that which we use in our own homes every day, will continue to play a big role in offering a new level of luxury to hotel guests.

Greenfield: One of the most notable trends was the rise of flexible design with one space serving multiple functions. Flexible design allows owners and developers to accommodate the evolving needs of guests by conveniently offering a variety of services under one roof. Second, it provides both operational and cost efficiencies by optimizing existing spaces and resources. And third, it contributes to creating a sense of vibrancy by converting spaces that might otherwise stay vacated/empty at certain times of the day into busy social hubs.

What were some interesting shifts in terms of design?

Landau: There was a lot of attention given to being true to the neighborhood, having the local energy injected into the spaces. Sustainability continues to be an important component. Also, the inclusion of technology to reflect the current way of living and

how social media influences design. **Zeigler:** For a long time, authenticity and providing an authentic experience were the big buzzwords, but we're not hearing that refrain as often anymore. Perhaps authenticity simply has permeated our approach to projects, and components like exposed architectural elements and real or raw materials have become just an everyday part of our design vocabulary. Or, maybe the pendulum is swinging away from the authentic experience, and toward the unique experience.

Haude: Adaptive-reuse was very popular over the past year. Many contractors and designers were able to create some amazing spaces from buildings and other materials that would otherwise be torn down or underutilized. This aspect of sustainability is also very popular among younger generations, so it only makes sense for this trend to continue as those generations grow, as well.

Greenfield: Modular design and construction are gaining steam with both major brands and boutique hotels, and we expect to see a lot more of it in the coming years. According to the Modular Building Institute, the U.S. modular construction business has doubled in size to \$8 billion in the last five years alone. We've also noticed the emergence of more modular manufacturers in the market, especially in the hospitality industry, with many modular home manufacturers converting into building hotels.

Modular offers several benefits for hospitality developers, including time and cost efficiencies. Some of the nation's top hotel brands have started offering incentives for developers to build modular as it ensures consistency in both construction quality and the look and feel of the bedrooms.

What's your forecast for 2020?

Landau: Design will always be push and pull, playing off opposites. This year had been somewhat on the playful and vibrant side; 2020 might see the introduction of more masculine vibes, morphing into some deeper seductive notes, and further exploration of creative materials that can be environmentally friendly, too.

Zeigler: While there has been a shift toward more residential influence in hospitality design, we're seeing quite a bit of glam trending, with bolder

colors and glossy finishes that get noticed. We will see where this goes over the next few years, but it could be a lot of fun for designers and guests alike.

Haude: I believe hotel design and architecture will continue to advance, both in terms of technology and design. The design will continue to grow more upscale, yet stay comfortable and inviting, and technology will always be implemented into the design as much as possible to make sure all hotel guests' needs are being met efficiently. Overall, the hotel industry is moving in a more boutique and lifestyle-oriented direction, which is what guests seem to gravitate more and more toward.

Greenfield: 2019 marks almost a decade of consecutive growth for the hotel industry, with U.S. hotel gross bookings growing from \$116 billion to \$185 billion from 2009 to 2017, according to a Deloitte 2019 U.S. Hospitality report. And while the unusual length of this cycle is fueling concerns for a potential economic downturn, economic indicators such as low employment rates and steady consumer spending and sentiment portend a steady outlook in the near term.



May Landau, Wilson Associates



Brent Zeigler, Dyer Brown



Lisa Haude, Paradigm Design Group



Bruce Greenfield, AO