

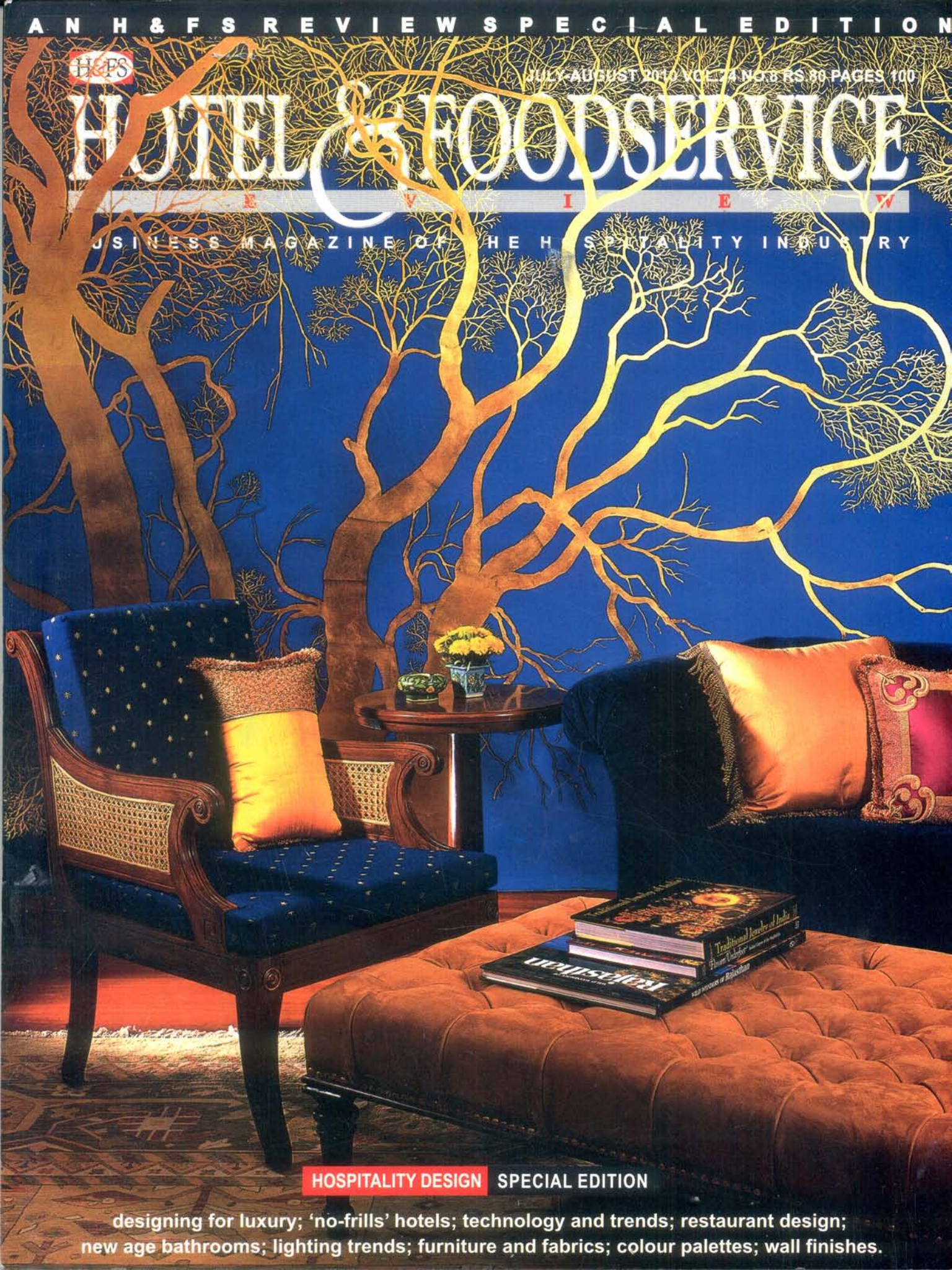


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HOTEL & FOODSERVICE

R E V I E W

BUSINESS MAGAZINE OF THE HOSPITALITY INDUSTRY



HOSPITALITY DESIGN SPECIAL EDITION

designing for luxury; 'no-frills' hotels; technology and trends; restaurant design; new age bathrooms; lighting trends; furniture and fabrics; colour palettes; wall finishes.

editorial

The idea behind doing a special issue dedicated to hospitality design was to understand from the designers themselves where it is headed today.

After all, first impressions last and design could well be that one factor that distinguishes you from your nearest competitor!

Hospitality Design today is as much creativity and innovation as also the correct blend of products that go into creating a space. Luxury is not just expensive brands used to make that perfect room or bathroom, but also comprises services unseen by the guest, be it efficient air-conditioning or in-room solutions or eco-friendly practices.

Rooms are becoming smaller to optimize revenue, the question is – are guest comforts being compromised to

achieve this end? And restaurants, how far can one go with creativity?

This issue covers most of the above, as well as how designers are treating walls, colours, fabrics, furniture...

Each story herein is the point of view of the designer writing it, and we thank all our contributors for the time and effort they have put into this.

Though not as exhaustive as we would have liked it to be, we hope that this issue gives you some insights on design. We look forward to hearing from you.

Till then, happy reading!

Pallavi Kashyap

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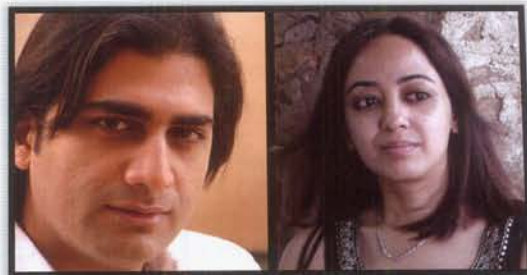
Darshana Patel

Designing a restaurant

Santha and Kalhan Mattoo

Experiential quality of the space for restaurant design is an important consideration today. Also, the restaurant's 'personality' and how that is communicated through all points of interaction with the patrons through a singular narrative tying in décor, art-work, tableware, uniforms and even service. Generally, more sophisticated interpretations of popular themes linked to cuisines offered. Moving beyond corny evocations and kitsch towards space sculpting that connects with the patron at more subliminal level.

Designers don't live in walled gardens insulated from others! We do keep up with the latest and the most exciting things happening around and inadvertently ride the trends. However, as designers,



Santha and Kalhan Mattoo graduated from the JJ School of Architecture in 1996 and went on to form Planet 3 Studios Architecture.

The essence of their way is to address the fundamentals through intense programming, offer solutions that balance wit and wisdom, keep it fresh and never lose the visual appeal. They focus on the context, the client and realities of budget and time. They think that for any design to succeed, a clearly articulated line of thought has to bind it all together. They like to offer solutions that minimize the adverse impact of design on the environment, use sustainable technologies and materials, source labour and material locally.

The firm seeks advice of behavioral psychologists and sociologists as well as technical consultants. The firm's work is being increasingly applauded and has won numerous awards and competitions in recent times.



it is far more critical for us to understand the context, the constraints and the opportunity a project offers. It is equally important to get under the skin of the problem and offer solutions that are appropriate and relevant. The design response has to 'work' for the project and not merely dovetail some larger trend.

While we designers are not partial to any particular products or brands, we must ensure that the specified product/material has to satisfy the particular design criteria of the project.

Any restaurant that is relevant to the needs of current generation of patrons is contemporary! Being contemporary is more a state of mind than a style statement.

Many products make a restaurant more eco-friendly and noise pollution free. However, noise can work very well for some kinds of restaurants! Some cafes derive their energy quite literally from the buzz around!

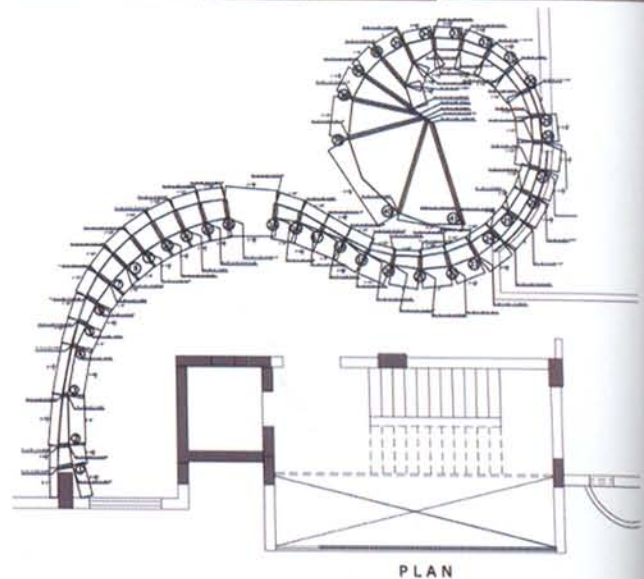
For a fine dining experience, use of softer, sound absorbent materials is recommended. However, more than material choice, it is the patron density that determines noise levels. As long as eco-friendliness is not a blind notion accepted without critical enquiry, it is a desirable addition to any design program. There are a host of material and product strategies available to achieve this.

Case Study: Hospitality Destination - T Crossover, Ville Chaumiere, Silver Tube

The program brief defined the requirement of four different dining experiences and offerings in a single hospitality destination. These were to be accommodated on two levels, a floor and a terrace, each having a 4000 sqft. footprint. On the lower level, a multi-cuisine vegetarian eatery with open kitchens, on the upper level, a lounge bar, fine dining and an open air grill. The challenge for us as designers was to first manage the requirements within the given space; second, offer dismantlable construction solution to cover the terrace in conformity with local byelaws, and third, create experientially rich and varied interior experience to address different patron needs for different spaces within the singular entity.

Lower Level: Multi-cuisine Restaurant with Open Kitchens – 'T-Crossover'

Grappling, as we were with the frustration of a design that did not quite come together, someone tore and crushed the paper with the initial sketches. Much later, we wanted to go over the ideas again and dug it out of the bin. The design revealed itself, not in the content of the sketches, but in the form of the paper! We evoked



At Crossover we evoked that crushed paper feel...We call this polymorphic construct, the 'Carapace'. It is an undulating wall that runs the entire diagonal length of the restaurant connecting visually the open kitchen and the front glass façade and providing a backdrop for the table setting.



that crushed paper feel in a different material.

Crossover is a multi-cuisine restaurant with many open kitchens that dish out a variety of offerings in a contemporary setting. The age demographic of the patrons necessitated a young, trendy, fashion forward solution. In keeping with impeccable hygiene requirements, the materials choice inclined towards hard, easy to maintain surfaces, steel being a natural choice.

We call this polymorphic construct, the 'Carapace'. It is an undulating wall that runs the entire diagonal length of the restaurant connecting visually the open kitchen and the front glass façade and providing a backdrop for the table setting. The wall turns and warps to become the canopy for the open kitchen in the plan. Constructed out of plywood clad in high quality brushed stainless steel skin laminate, it reflects and disperses light in a fascinating way. Patrons visiting this eatery for the first time are struck by the visual impact of the element. It surprises, intrigues, and fascinates... In the order!

Designing and detailing it was a challenge. So, was the construction. Using standard construction techniques and by introducing some modularity, we were able to achieve this within the standard project schedule time and budget.

Having such an element in place restricted the use of other elements and materials to subservient role. Com-

plementing the carapace is an open kitchen apron clad in white acrylic solid surface. The steel has been carried over in the table edge detailing, supports and the chairs as well. The flooring and tabletops are in synthetic stone, the ceiling in milky polycarbonate that diffuses light evenly and the window dressings in synthetic gauze like material that carries the pristine feel of the place to the outside.

Upper Level: Fine Dining, Lounge & Grill

Staying true to the client need of differentiation in offerings and addressing distinct demographics, the lounge and the fine dining were conceived as separate structures with entirely dissimilar look and feel.

Tube: We understood the need of creating a lounge that allowed patrons to truly relax, soak in the environment and immerse in music. In an attempt to create that perfect posture that allowed the comfort and choice of conventional sitting and lying back in a bed lounge fashion, we hit upon the idea of an elliptical lounge space, with a cross-section like an aircraft. This was to straddle the terrace and shout its presence on the street, much like an architectural billboard. Constructed out of tubular steel hollow sections with a galvanized sheet roofing skin, it was clad on the inside with soft faux leather quilting. We inserted a dance floor in the centre along the spine and put laminated glass as flooring that provided view of the terrace 3' below. The structural system was



For Tube we hit upon the idea of an elliptical lounge space, with a cross-section like an aircraft. This was to straddle the terrace and shout its presence on the street, much like an architectural billboard. Constructed out of tubular steel hollow sections with a galvanized sheet roofing skin, it was clad on the inside with soft faux leather quilting. We inserted a dance floor in the centre, along the spine and put laminated glass as flooring that provided view of the terrace 3' below.

deliberately left exposed to add drama to the space and also intensify the sense of a temporary construct. Inside, the DJ console was located above the bar. From the entrance, the elevated DJ with flashing lasers for company became a quick introduction to the energy of the place. The elliptical tabletops and stainless steel supports evoke the neo-retro feel of sci-fi pop culture icons like Flash Gordon comics and star ship enterprise! The space has been designed to disconnect patrons from outside. Effect lights create psychedelic patterns on the ceiling/walls, and lasers stream across the underside of the dance floor filled with artificial smoke. For the 20-30 year olds, who fill up this space every evening, it is one rocking place!

Fine Dining – 'Ville Chaumiere': Catering to an entirely different clientele of upper affluent customers, this space had to evoke subtle luxury and grandeur to be successful. In order to mitigate the effect of a small footprint, we decided to maximize the height available inside. An undulating roof imitating the sinusoidal form of a wave rose up to 19' at the apex. Again, with it we managed to transform a structural necessity into a design opportunity. The columns to support the roof were created to spread in the form of the branches of a tree. Between the bases of these two trees in the centre of the hall, we inserted a bar with a rack to display

wines. This became the organizing device for the floor plan. The undulating roof was punctured with lit cutouts that evoked the spread of leaf canopy over trees. The wall separating the fine dining from the service areas became a sandwich double glass window holding an interesting arrangement of stem glasses stacked to 10' height. On another side, a full wall water screen over the window added the gentle sound of cascading water to the environment. The entire colour scheme was in muted earth tones, complemented by silk drapes and high-touch upholstery. The space has been designed to dramatically change character from day to night. The flooring is laminated wood and carpet, keeping the feel intact.

At 'Ville Chaumiere', the fine dining restaurant, we decided to maximize the height available inside. An undulating roof imitating the sinusoidal form of a wave rose up to 19' at the apex... The undulating roof was punctured with lit cutouts that evoked the spread of leaf canopy over trees. The wall separating the fine dining from the service areas became a sandwich double glass window holding an interesting arrangement of stem glasses stacked to 10' height. On another side, a full wall water screen over the window added the gentle sound of cascading water to the environment. The entire colour scheme was in muted earth tones, complemented by silk drapes and high-touch upholstery.



Fact file:

Location: Indiranagar, Bangalore.

Client: UV hospitality

Design Team: Kalhan Mattoo, Santha Gour Mattoo, Jainish Jani, Jyoti Gujran

Hospitality Consultants: Jagdish Menda

Kitchen Consultants: Srinivas

Contractors: Various Consultants

Area: 8,000 sqft.

Cost of Construction: Rs 3500/sqft.

Construction: Dec'05 to Jun'06.

Photographer: Sanjay Ramchandran

Foot note:

In spite of the best efforts of designers, sometimes client's requirement change according to the market demand. Similarly, 'The Crossover' has been suddenly and arbitrarily converted into Chinese eatery with wooden flooring, golden painted wall with golden-framed Chinese paintings. Only thing which has been untouched is the carapace wall, which in its new avatar is called 'Great Wall'. We don't claim responsibilities for any of these new additions as per latest changes.

Case study: Hunan

The design of this Chinese cuisine restaurant in Bangalore steers clear of two dimensional elements and gaudy colours that define such restaurants in India. Private dining spaces are screened off in mesh fabric that represent and evoke outsized Chinese lanterns. Lit from the floor, they glow in the mood lighting of the space. The bar backdrop is rendered in subtle cloud pattern reminiscent of Chinese motifs and imagery. With a stark black wall that runs the entire length of the property as a backdrop and the overall neutral colours, the space defers to the cuisine that it serves.

Fact file:

Location: New Bell Road, Bangalore.

Construction: June '08 to August '08.

Area: 2,600 sqft.

Cost of Construction: Rs 2000/sqft.

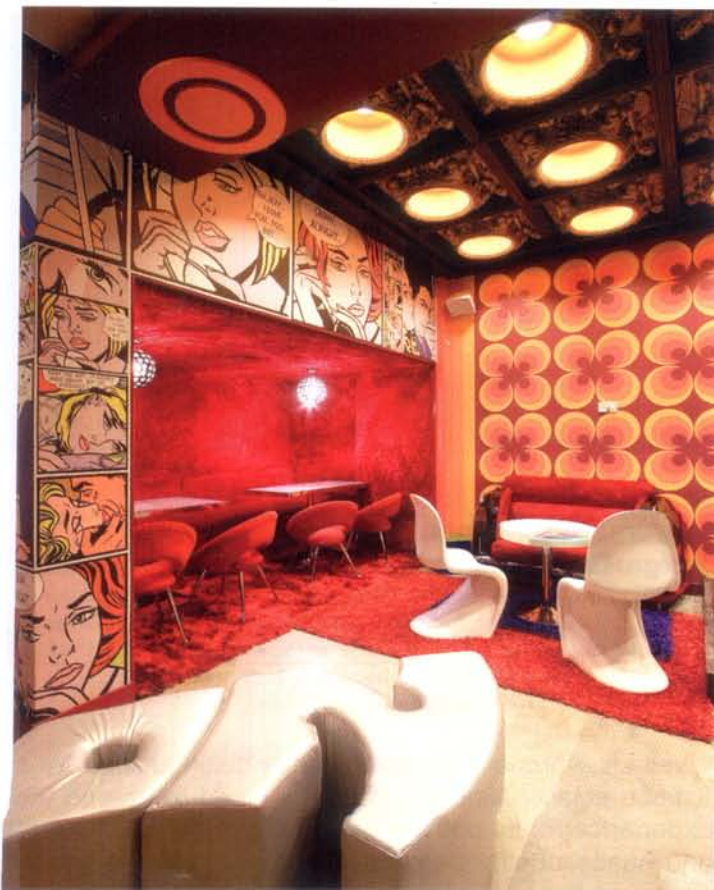
Delivery: Design Consultancy.

Design Team: Kalhan Mattoo, Hina Parmar, Biswarup Deb Roy.

Photographer: Mrigank Sharma, India Sutra

Case study – Mocha Mojo

A well known chain of coffee shops distinguished by a distinct, eclectic kind of interiors wanted to up-end the experience for its patrons at one of the outlets. A brand and space quality perception study conducted by our



studio involving patrons, management and employees provided interesting pointers to the way forward. Chor bazaar chic seemed to work well only up to a point and beyond that the cognitive dissonance of reconciling second hand furniture with quality experience was testing customer approval.

Except for an interesting ceiling in one section of the existing restaurant, everything else was stripped bare. Within this empty shell, we added a retro inspired bar counter and backdrop in signal red with frosted acrylic cutouts and faint backlighting. A collage of Roy Lichtenstein pop art clad on adjacent walls defined the access to a faux fur lined alcove that exuded excess and decadence of the age. Sofas, seats and even a floor rug took the crimson hue. A high recognition pattern was specially recreated and printed on plain wallpaper to create a striking backdrop for an iconic object of the age...an Ambassador car. We used the trunk to accommodate a seat and ensured the tail lights worked.

For Mocha Mojo we understood that at its essence, the experience hinged on period evocation. By reorienting the entire concept towards the exuberant, visually exciting and easily recognizable 70s, we drew from retro references and interpreted them in a contemporary context. By researching art, graphics, colour palettes, finishes, furniture, wall treatments, tiles, window dressings, interior styles, lighting and more, we created a library of sorts to be mined for inspiration.

Plastic moulded seats, the iconic lip sofa, chrome edged and Formica topped diner tables, flower power ottomans, white couches with quilted covers, neo-retro table with a lamp for a leg, high gloss jigsaw puzzle tables, a Rubik's cube for a corner table, a large table shaped as a telephone dial, a multi-colour sofa, a whole seating that spelt 'Make Love Not War' and colourful garden benches that hugged a live tree...all were created and assembled to achieve the intended vibe. An authentic cement floor from the time and an exciting 3D tile patterned floor outside were polished and left basically intact. Shag pile carpets added colour in intense patches. Accessoried with LOVE laser cut in mirror, lava lamps and up to door handles fashioned out of telephone parts, this space was crafted with attention to detail. From retro washroom tiles to cladding laminate on the outdoor fascia, the intensity of the design quality is maintained consistent.

This project is unabashedly over the top and revels in sheer excess. We helped create a unique spatial experience for the patrons who will hopefully take in multiple cultural references and a design vibe to be transported to another age and time. Forever retro!

Fact file:

Location: Bandra, Mumbai

Construction: June '08 to Oct '08.

Area: 2550 sqft.

Design Team: Kalhan Mattoo, Santha Gour Mattoo, Dimple Toraskar, Mansee Jain.

Photographer: Mrigank Sharma, India Sutra

Case study: Waves Bar

The ceiling with its undulating waves of varying pitch evokes the surface of water in mild agitation. A tiled pattern cast and handcrafted in plaster, has four distinct modules that repeat geometrically to blanket the entire ceiling and one feature wall. Painted white, it scatters light from a recessed cove along its periphery. The two sides of the space that open to the outside have a carefully articulated skin layered in glass and thermoformed Plexiglas panels. While the outer glass skin is frosted, it reveals the outside through transparent strips that follow the form of panels inside. These panels anchored to ceiling and floor twist and turn offering a subtle suggestion of a water cascade frozen in time. The effect is highlighted by a strip of programmable colour changing LED lights that illuminate the cavity. At the front, a water trough is revealed through round punctures in the apron. Air bubbles continually form and dissipate in this trough and lighting effects lend sparkle to the fizz. The bar backdrop is formed of ribbon like panels that flow along the wall shaping shelves for display of liquor bottles. Fluid lines find their way into the central seating area in the form of under lighting below a frosted glass floor.

Fact file:

Location: Thane

Construction: Aug '08 to Oct '08.

Area: 1500 sqft.

Design Team: Kalhan Mattoo, Santha Gour Mattoo, Hina Chudasama, Prashanta Ghosh, Gauri Argade.

Photographer: Mrigank Sharma, India Sutra

At Waves, the bar counter is a seamless construct clad in solid-surface acrylic...The bar backdrop is formed of ribbon like panels that flow along the wall shaping shelves for display of liquor bottles.





At the Coffee Shop, a curvaceous custom designed luminaire created out of the same stings as the window dressings is the key design element that lends a unique character to the space.

Case study: Coffee Shop, United Inn

String curtains mediate the view in this glass enclosed coffee shop in a business hotel. A curvaceous custom designed luminaire created out of the same stings as the window dressings is the key design element that lends a unique character to the space. Wall panelling along the length of the property is layered in cyan colour paint, brown wood and beige accents. This colour palette is echoed in the chair veneer and upholstery and the string curtains as well.

Fact file:

Project: United Inn, Thane
Client: Panoramic Universal Ltd.
Location: Thane
Area: 1000 sqft.
Construction: 20 June-26 July'09
Design Team: Kalhan Mattoo, Santha Gour Mattoo, Hina Chudasama, Gauri Argade
Cost: Rs. 15,50,000
Photographer: Mrigank Sharma, India Sutra

