

# 12: Design and Interior Decoration

## This chapter will help you to:

- Understand the basic concepts of design and interior decoration of a guest room and public spaces.
- Review the important considerations in design concepts and planning aesthetics.
- Learn about designing spaces for differently abled guests

Designing spaces in an aesthetically pleasing manner to attract customers requires a great deal of planning and research. Interior *design* looks at the functionality of the room and therefore consideration needs to be given to the end user, that is the targeted customer for whom this is designed. Interior *decoration* looks at the enhancing the appeal and look of the room design, without initiating any changes to the structure, by careful selection of the furnishings, paints, floor covering, wall covering, lighting, furniture and fixtures. etc.

## Design considerations

### Design follows the story

The most important consideration while designing a hotel is to keep in mind that the design relates to a story, or a theme, can be historical or based on location. Merging the theme in the design helps the customer to have an enhanced experience and offers uniqueness to the hotel. The theme and the story that the hotel or the brand is going to tell the customer should be depicted in the architecture, the service offerings like the restaurant food, the wellness options, spa, etc. The theme of the design is narrated in a beautiful story by the marketing and communications team to the guests, helping the customers to connect.

## Geographical location

The location of the hotel greatly impacts the exterior and interior planning and design. External elements, like the weather, govern the choice of materials, furnishings and colour scheme. The position of the sun in relation to the building will decide the positioning of the rooms to make most of the natural lighting.

## Functionality and aesthetics of the public area

Focus needs to be given in designing the entrance and positioning it in a way that the guests do not struggle to locate it, otherwise the very first impression of the hotel will be frustrating to the guests. The entrance must relate to the story the brand is depicting. Another important space is the lobby, as many guests love to take a picture in the lobby and share it on their social media platforms. Therefore, the designer should consider creating Instagram moments and refer to some of the architectural guidance on how to create the best hotel space design. The hotel lobby, being the focal point, needs to be tastefully designed, as the pictures posted on social media by the guests help the hotel gain some free marketing and publicity.

## Focus and flow of story in guest room design

A guest spend most of their time in the guest room and expects value for money, especially in a luxury or boutique hotels. Therefore, the hotel guest room should focus on the smallest details, while the design ensures that the story is depicted in each element of the guest room: in the comfortable bed for the guest to relax, in the functional and recreational zone where the guest can work and entertain, in the bathroom and even in the storage space.

## Environmental impact

Hotels are increasingly showing environmental consciousness in choosing products that are ethically and locally sourced to reduce the carbon footprints. Increasing the energy efficiencies of the operations through design considerations is a must in today's time.

## Market segmentation and target market

To get most of the experience from the communal areas of the hotel like lounge, restaurants, bar it is important to bear in mind the segment of the market that the hotel serves, but noting the cultural diversity and different experiences and expectations of customers within that segment.

The focus on the branding, aesthetics and functionality of the space helps the customers to gain a top-notch experience.