

HOSPITALITY

style



**PEAK
PERFORMANCE**

WINTER 2012

SPECIAL REPORT:
GOLD KEY AWARDS

DESIGNER OF THE YEAR:
PIERRE-YVES ROCHON

THE CLIENT: ALIYA KHAN,
DIRECTOR OF RENOVATIONS,
W HOTELS AND ST. REGIS

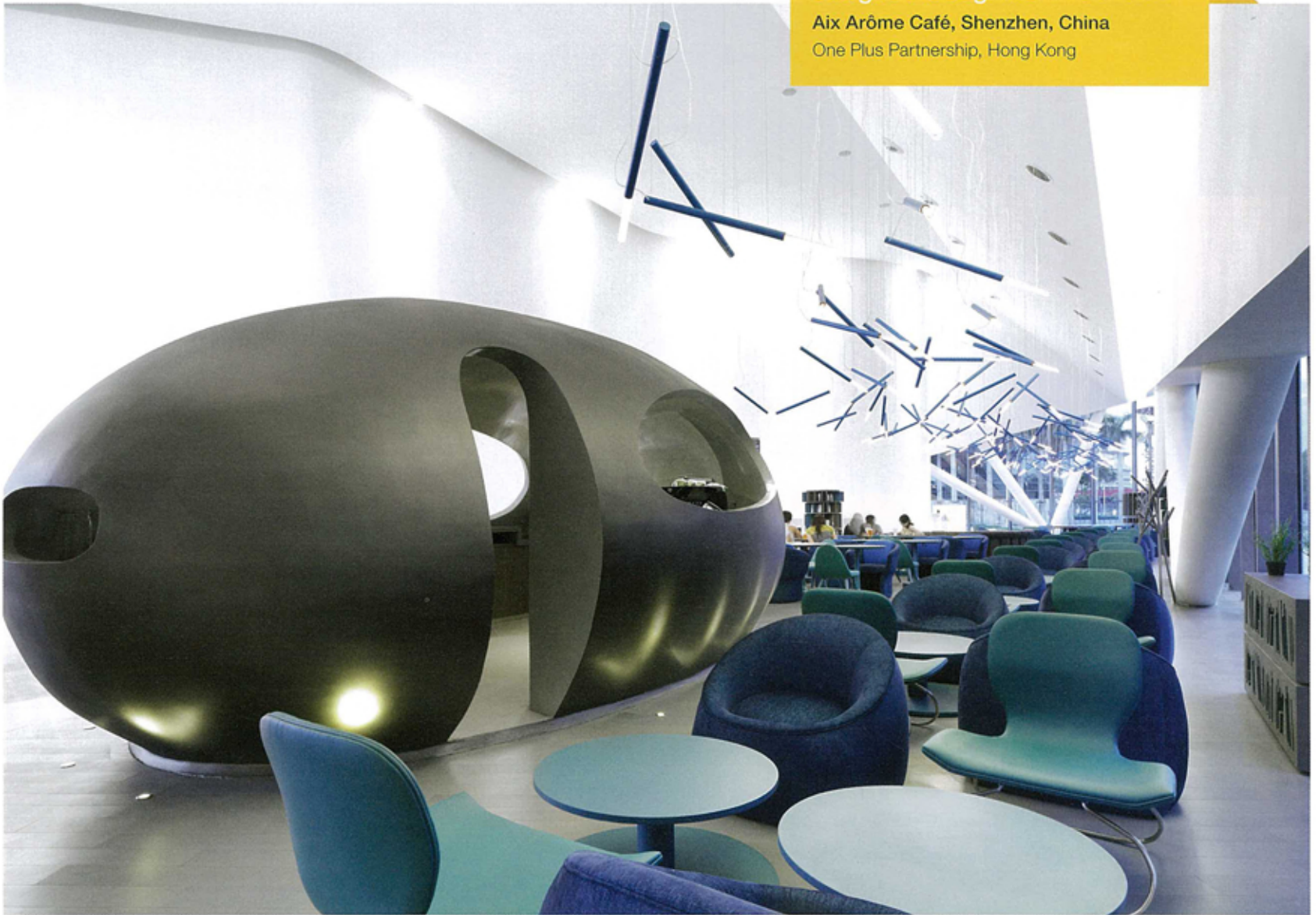
Q+A: GEORGE GOTTL, UXUS

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Judges Recognition: "So Cool!"

Aix Arôme Café, Shenzhen, China

One Plus Partnership, Hong Kong



THE VISION

Create a coffee house in the Shenzhen Bay OCT (Overseas Chinese Town) Theme Park where guests can savor their java and "feel their coexistence with the oceans."

THE GENIUS

Shape-shifting FF&E elevates theming to an art form. The coffee service/cashier station shelters within a gray ovoid structure. Visitors can decide for themselves whether it's an egg from which oceanic life hatched or just a stylized coffee bean. A long table resembling clusters of octopi and bubbles ripple along the window wall. Overhead, chandeliers mimic the effect of light refracting through water. Color ties it all together—from the cloud-like white ceiling to the rocky floor and refreshing blues and greens of the seating and lighting in between.

"If someone asks 'where is design going?' show them one picture of this café."

—Ted Brumleve



Best Lobby/Reception Area

Chongqing Mountain and City, Nanshan,
Chongqing, China

One Plus Partnership Ltd., Hong Kong

THE VISION

Re-imagine the public area as a series of mountains and valleys that capture the natural beauty of the Nanshan district.

THE GENIUS

Sculpted pieces shaped like mountains and brown stainless-steel counters that simulate boulders make this 18,600-sq.-ft. space an interior landscape. Oblique lines and triangular patterns that move from the walls to the marble floors intensify the feeling that the public space has been fused with its mountainous surroundings. In the midst of these vertical planes, a cave appears beneath a cliff to lead guests to another floor. Strands of LED chandeliers fall like rain from the soaring ceiling, adding a soft contrast to the hard edge of steel and stone. At night, a program transforms the public area's upper reaches into a galaxy of stars.

“Lobbies have to have sensory elements that etch the experience in the guest’s mind. They can be big wows or small details, but they have to create an emotional connection.”—George Scammell