

STRICTLY CONFIDENTIAL — FOR INTERNAL USE ONLY

REGIONAL DESIGN GUIDE

AMER

V1

HOTEL
INDIGO[®]

Each Hotel Indigo is a distinctive celebration of the neighborhood in which it belongs. Therefore, we approach the design and development of every hotel as its own singular, unique concept.

Hotel Indigo hotels are branded upscale boutique hotels; they are beautiful and individual, yet approachable and informal. The designer needs to understand that **every design-related decision**, from the color of the exterior to the specification of the soft furnishings, **needs to be grounded in the Neighborhood Story**. It's more than FF&E and it's more than interior design – **it's experiential**. Through layered, curated and intentional design, we **set the stage** for our guests' experience.

This document captures a consistent approach that speaks to the high level of detail and quality we achieve in every property.

DOCUMENT CONTEXT

Hotel Indigo provides a suite of core guidance documents to support you in designing a great hotel - all available on www.IHGdesignconnect.com. Below we outline the hierarchy and role of each of these documents.



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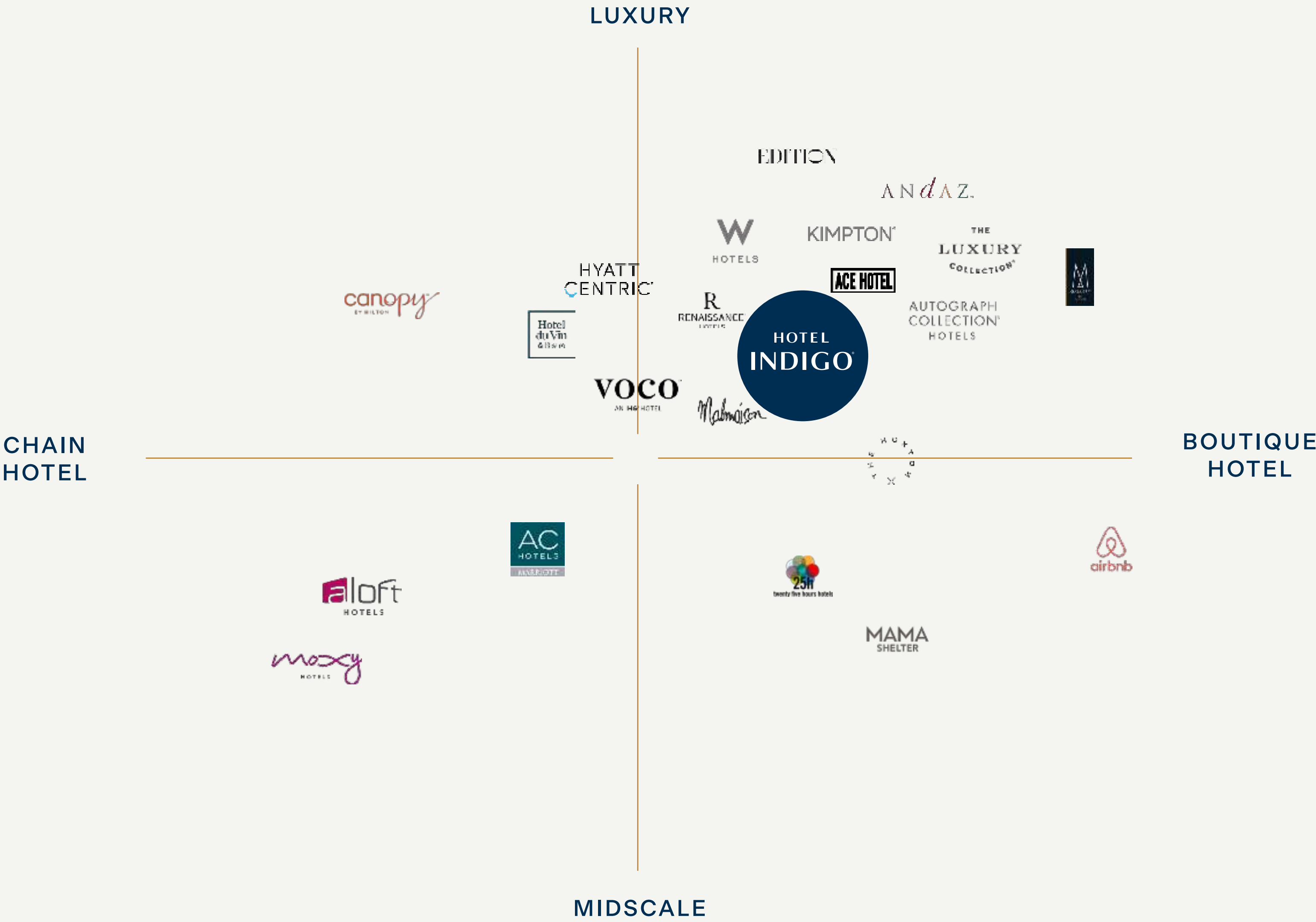
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OUR BRAND

AN OVERVIEW OF THE HOTEL INDIGO BRAND

GLOBAL MARKET POSITIONING

Hotel Indigo is IHG's upper upscale boutique hotel brand. With over 100 properties spread across the globe, we are a leader in the branded boutique category — one of the fastest growing global hotel segments.



OUR UNIQUE OFFER

Hotel Indigo occupies an ownable space in the market, creating key opportunities for the brand and unique experiences for our guests.

PREMIUM DESIGN-LED HOTELS

Premium, design-led hotels offer a prototypical design that is often accessible to all, but seldom unique.

These hotels typically incorporate a layer of obvious locality, rather than holistically embedding it within the design or experience.



LUXURY LIFESTYLE BOUTIQUES

Luxury lifestyle boutiques offer distinct, custom designs executed to a high level of personalization.

However, these high-end experiences are rarely accessible to all.

MEET OUR GUEST

“I always look for new experiences. I try to learn new things, get new ideas. It brings me mental freedom.” This attitude can be found across a discerning set of individuals who bring their curiosity, unconventionality and informality to everything they do in life. They’re people who approach travel as an opportunity to expand their minds, learn new things, and create memories they can share that last a lifetime.

This is our guest, The Explorer.

THE EXPLORER



GUEST DEMOGRAPHIC

At ease with the concept of branded boutique hotels, our AMER guests are less likely to expect a boutique hotel to be 'small' (<100 rooms).

The US is considered to have the most developed boutique landscape in terms of competition. Guests are therefore often intrigued and excited by the offerings of boutique hotels, such as branded collaborations across bathroom amenities and F&B.

KEY INSIGHTS

- 63% of the boutique hotel guests are female.
- Compared to other markets, this demographic is more likely to be single or dating (33%).
 - From the global demographic, 65% are 25-40 years old. The average age for this demographic is 39.
- These guests are more likely to come from East, South, Central and Pacific states.

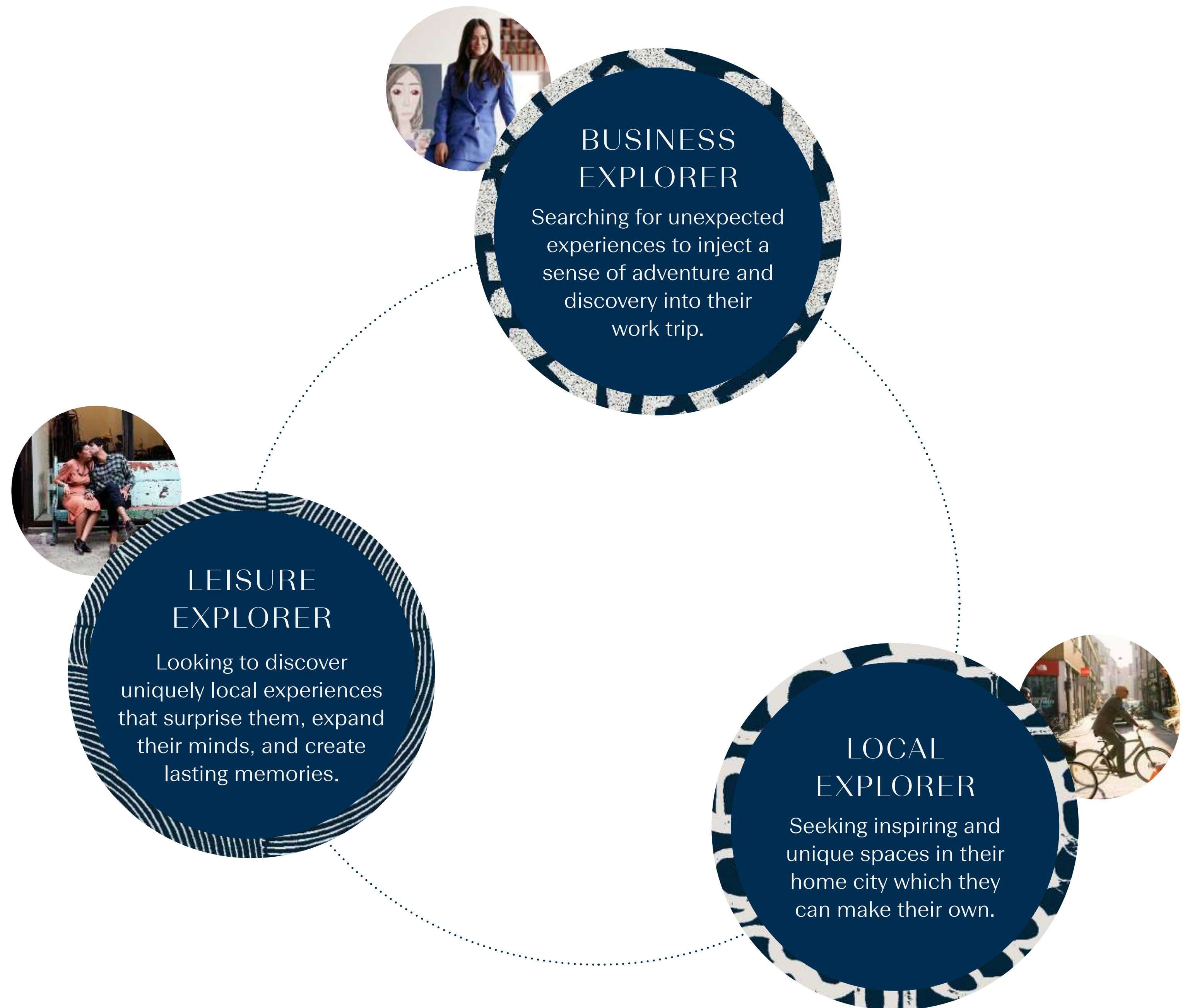


KEY GUEST MODES

The Explorer travels in three different modes: Leisure, Business, and Local. Each mode helps us empathize with our guests, by understanding their specific needs depending on the context of their visit.

However, no matter the mode, we design experiences that are always relevant, delightful, and memorable.

For a more detailed explanation of our guest, please see the Hotel Indigo Global Design Philosophy.



BRAND STRATEGY

This page defines our purpose as a brand, what we deliver, and how we want our guests to feel.

For a more detailed explanation of our brand strategy, please go to the Hotel Indigo Global Design Philosophy.

BRAND PURPOSE

Why do we exist?

Hotel Indigo exists to discover the world within the neighborhood

BRAND PROPOSITION

What do we do?

Inspiring local discovery through a world of stories

EMOTIONAL INTENT

How do we want our guest to feel?

Full of life

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DESIGN APPROACH

THE OVERARCHING DESIGN PROCESS USED TO CREATE ANY HOTEL INDIGO

DESIGN PROCESS

Our design process is split into six key phases. The duration of each phase may vary slightly for each of our property types, however, the sequence of phases and IHG review points remains constant for all projects.



THE NEIGHBORHOOD STORY:

STORYTELLING, BY DESIGN

JUST AS NO TWO NEIGHBORHOODS ARE
ALIKE, NO TWO HOTEL INDIGOS ARE ALIKE

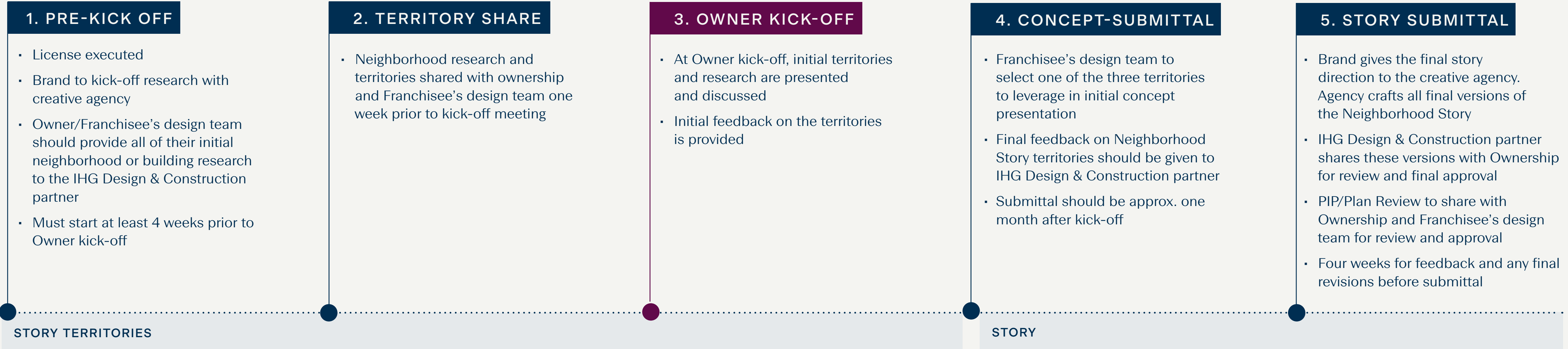
The Neighborhood Story is unique to Hotel Indigo. It's how we capture the spirit of every neighborhood in which our hotels live. We dig deeper to understand what makes each area truly special, telling a story of the people, places and things that have shaped the neighborhood today.

We use this bespoke story to create a guest experience that is genuinely local, full of discovery, and truly memorable. The story informs every design decision and shows up at every touchpoint throughout the guest experience. It's how we celebrate the neighborhood to excite curiosity in our guests, and make the locals proud.



NEIGHBORHOOD STORY PROCESS

Our Neighborhood Story process is split into five key phases:



CREATIVE PRINCIPLES

The Neighborhood Story is always at the heart of our inspiration. Our four Creative Principles ensure each story is told in a way that’s distinctly Hotel Indigo.

UNIQUE DISCOVERY

Unexpected moments, creatively delivered to celebrate the neighborhood and excite curiosity.

RICH IN PERSONALITY

Infusing playfulness and creativity in everything we do to form meaningful connections with our guests.

ALWAYS APPROACHABLE

Offering guests a warm and inviting experience to ensure they feel comfortable, empowered, and inspired to explore.

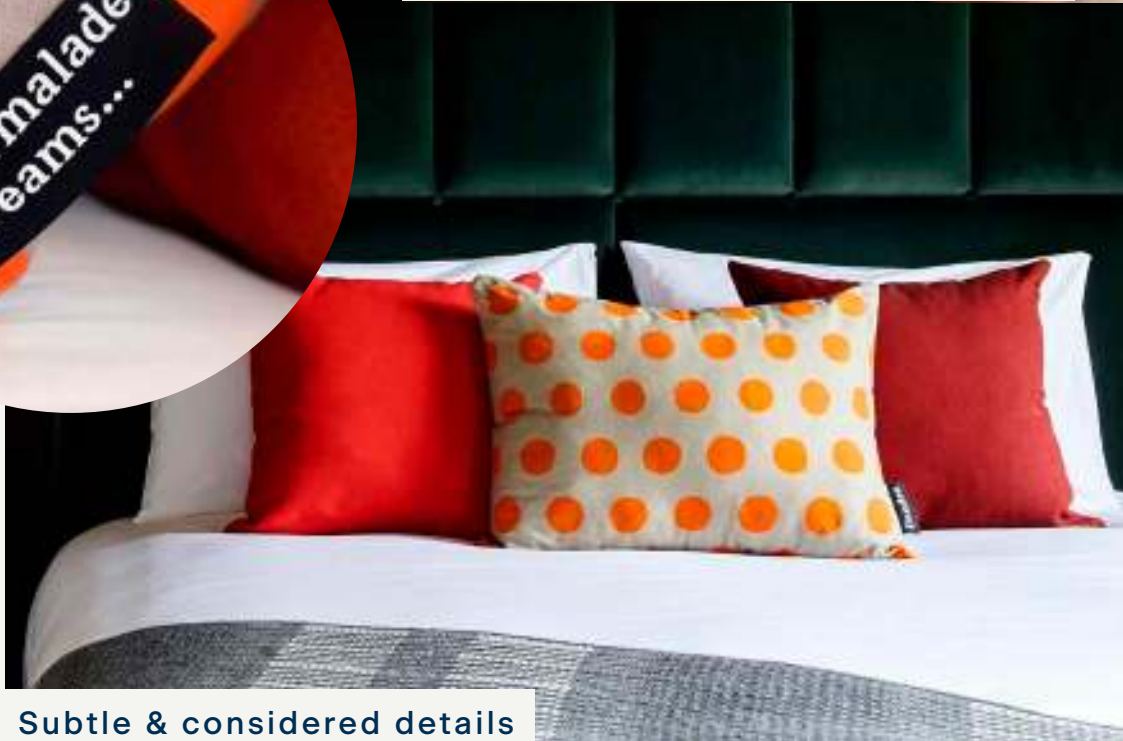
STRIKINGLY BEAUTIFUL

Ensuring every experience feels considered and refined, creating distinctive moments that help us stand out.





New flavors & culinary experiences



Subtle & considered details



Brand discovery through collateral

UNIQUE DISCOVERY

We celebrate the neighborhood through unexpected touches that offer an element of surprise upon closer inspection. Often hidden in the details of our designs – and unique to each hotel – these small moments work to excite curiosity in our guests, encouraging them to look closer, ask questions, and start exploring.

WE ARE

Unexpected & Surprising
Creative & Novel

WE ARE NOT

Obvious or Expected
Myth-making or Fabricating



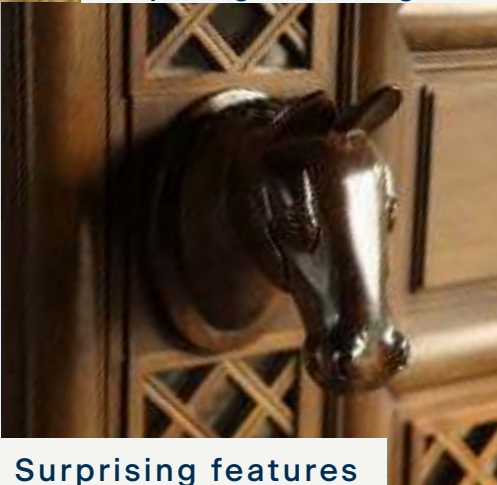
Moments that speak to locality



Storytelling through details



Inspiring local ingredients



Surprising features



Hidden creative touches

RICH IN PERSONALITY

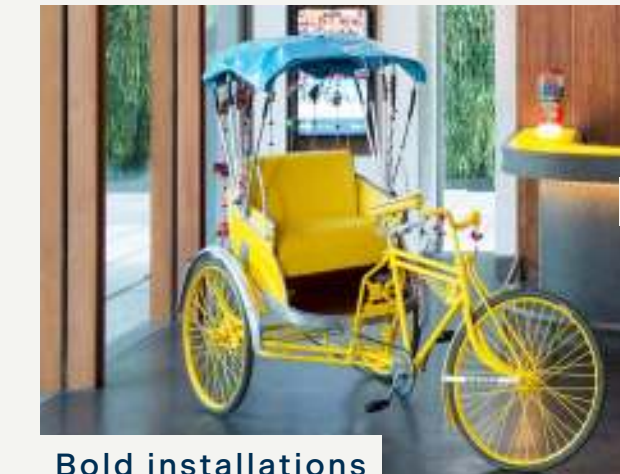
We playfully layer and creatively curate a rich variety of colors, patterns and talking points. It's the combined effect of these things which, when taken as a whole, gives a sense of our personality.

WE ARE

Characterful & Expressive
Fun & Bold

WE ARE NOT

Challenging or Loud
Mechanical or Cold



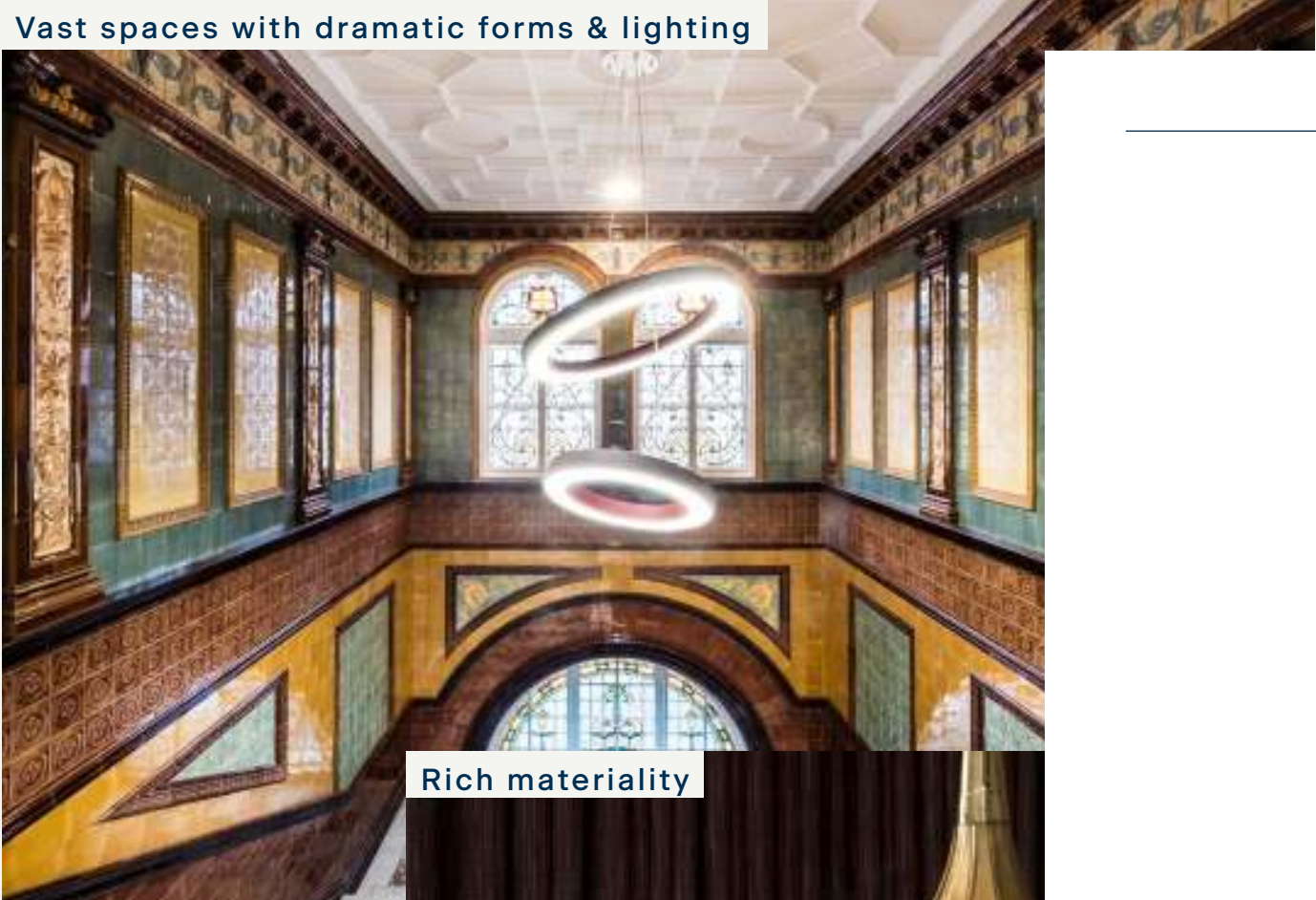
Bold installations



Expressive artwork patterns



Vast spaces with dramatic forms & lighting



Rich materiality



Elegant, striking forms



Elegantly plated food

STRIKINGLY BEAUTIFUL

This is how we ensure every experience feels considered and elevated. Our interiors are full of big ‘wow’ moments and small exquisite details. Together, our designs ensure Hotel Indigo is a beautiful, aspirational place to visit.

WE ARE

High-quality & Premium
Elevated & Memorable

WE ARE NOT

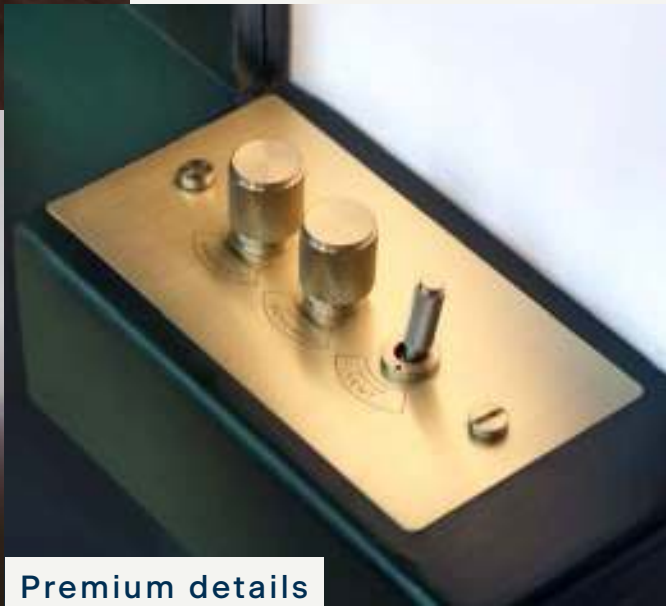
Basic or Unfinished
Ostentatious or Pretentious



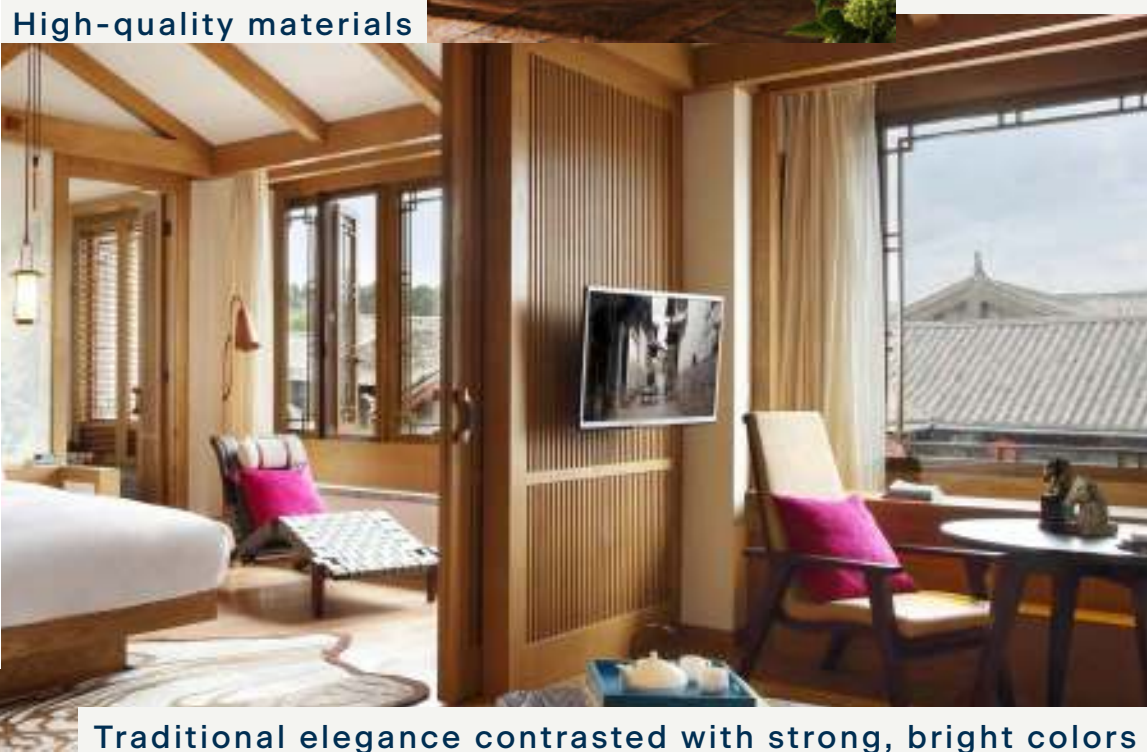
Refined typeface



Premium details



High-quality materials



Traditional elegance contrasted with strong, bright colors



Friendly, knowledgeable team



Thoughtful touches



Open desk to encourage interaction



Residential design style

ALWAYS APPROACHABLE

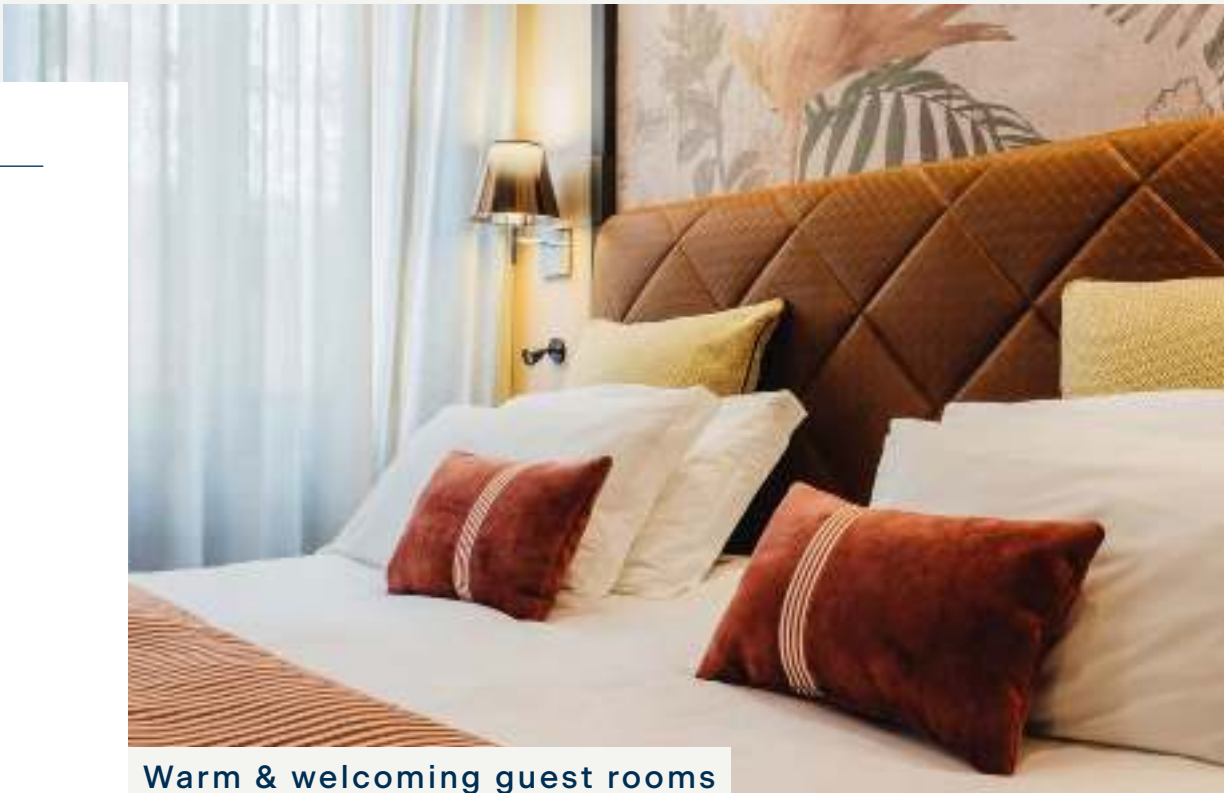
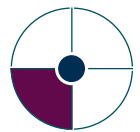
From a guest staying for a week, to a local visiting for one evening, we want to make sure everyone feels welcome. This is why we offer a warm and inviting experience to help all who enter our hotels feel comfortable, empowered, and inspired to explore.

WE ARE

Open & Inclusive
Natural & Personable

WE ARE NOT

Elitist or Exclusive
Too Informal or
Overly Familiar



Warm & welcoming guest rooms



Personable team service



Comforting serveware



Community events

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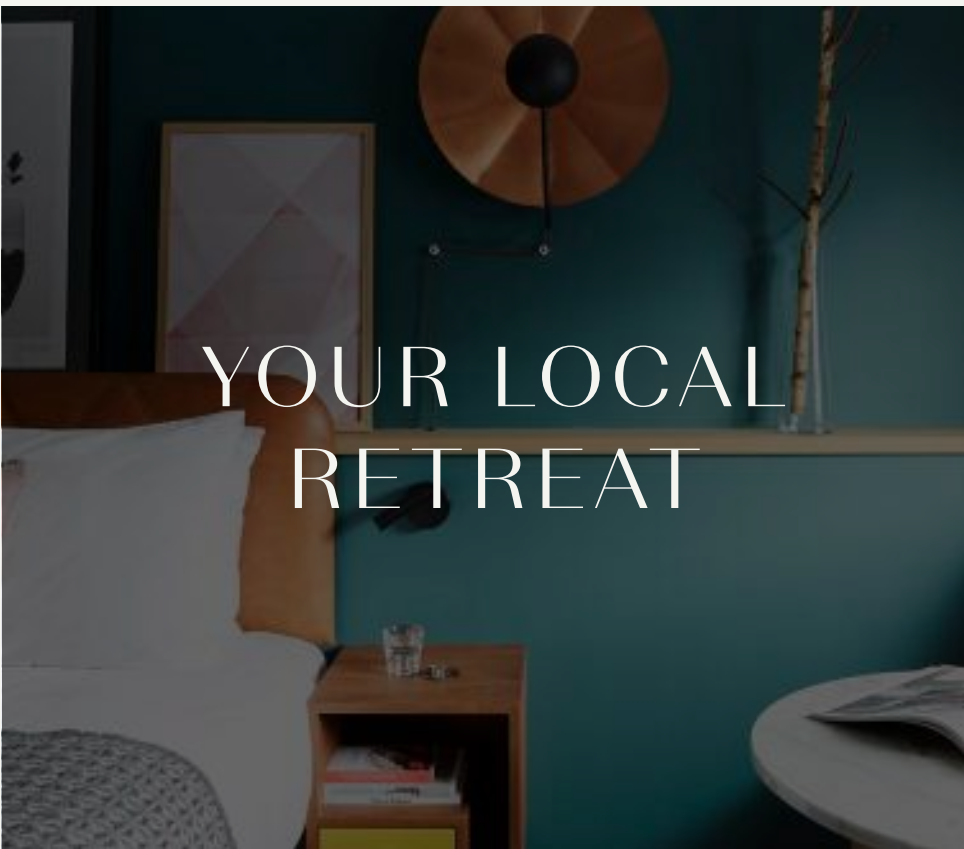
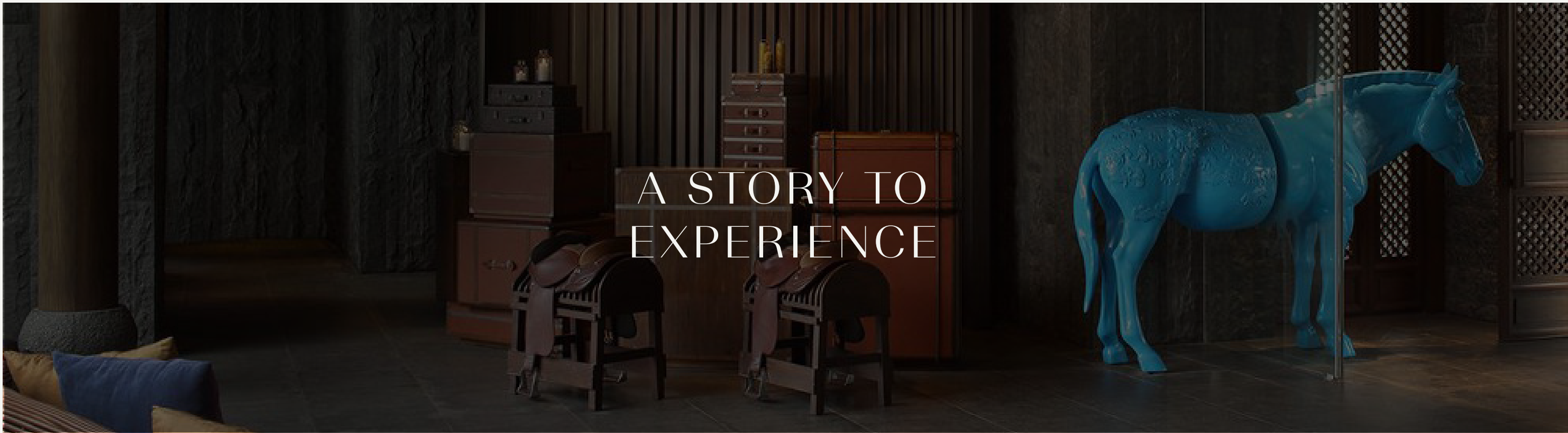
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EXPERIENCE HALLMARKS

THE KEY EXPERIENCES OUR BRAND IS GLOBALLY KNOWN AND REMEMBERED FOR

OUR EXPERIENCE HALLMARKS

Our four Experience Hallmarks are the key experiences our brand is globally known and remembered for. These help to create brand consistency across every hotel – no matter where our guests are in the world. These pages look at potential design activations for each Hallmark, and act as further guardrails around where to focus investment when designing for Hotel Indigo.



Stories are how we connect our guests with the neighborhood and excite the curiosity that unites us all. Storytelling moments are woven into everything we do. We go beyond the obvious and expected, uncovering a beautiful perspective of the neighborhood that moves guests to explore, discover, and create their own unforgettable experiences.

A STORY TO EXPERIENCE

EXPERIENCE HALLMARKS



A STORY TO EXPERIENCE

Our unique perspective of the neighborhood moves guests to explore, discover and create their own unforgettable experiences.

STATEMENT MOMENTS

Commissioned and curated artwork and installations offer the perfect first impression. As well as being an opportunity to introduce the Neighborhood Story, they also act as memorable talking points between guests and our hotel team.

Inspired by the Neighborhood Story, the bespoke sculpture and wall art in Hotel Indigo Lower East Side’s arrival space represents the creative movement of the ‘70s and ‘80s, when artists appropriated parts from derelict buildings in New York to make accessible public sculptures.



Hotel Indigo New York L.E.S, US



Hotel Indigo Lijiang, China

PRESERVING HISTORY

Our historic and adaptive-reuse properties have a story to tell, with opportunities to preserve and celebrate original features and architectural elements.

The historic architecture of Hotel Indigo Lijiang in China has been carefully preserved. Additional exterior installations help draw attention to the original features, while hinting at the vibrant spaces within.

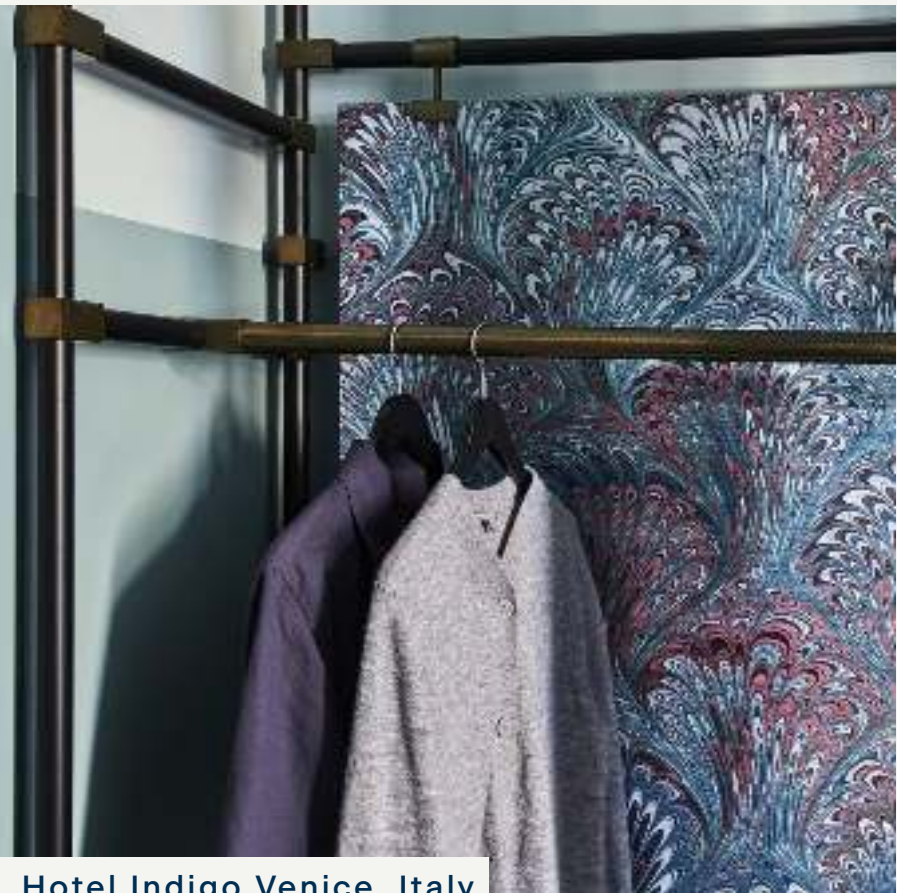
REPURPOSING

Repurposing found objects is a great way to tell the Neighborhood Story in a creative and unexpected way. It’s also an opportunity to celebrate the history of each hotel site.

At Hotel Indigo El Paso, designers celebrated the building’s existing infrastructure by turning these elements into design features. The original plumbing line below has been dressed with authentic signage to celebrate the hotel’s imperfections, and tie it back to the railroad element of the Neighborhood Story.



Hotel Indigo El Paso, US



Hotel Indigo Venice, Italy

PATTERN & MATERIALITY

Our Neighborhood Stories can also be brought to life through the patterns we create and the materials we choose. It’s a more subtle approach, but one that adds richness and depth to the guest experience.

At Hotel Indigo Venice, the designers commissioned a local craftsman to create bespoke Ebru, a classic Venetian paper craft that is used throughout the hotel.

STORYTELLING THROUGH DESIGN

The design elements within each of our hotels are major vehicles for storytelling. Through considered pieces and thoughtful details we can authentically evoke the spirit of each location. This can even be in the smallest details that reveal themselves to our guests at key interaction points or dwelling moments.

Hotel Indigo Dundee captures a small neighborhood detail in their fabric labels, which reference Dundee’s famous marmalade, using a subtle, whimsical detail to tell part of the Neighborhood Story.



Hotel Indigo Dundee, UK

From the sound of the streets, to the smell of local cuisines, each neighborhood is a multi-sensory experience. To authentically reflect our local surroundings, we immerse guests in visceral and creative experiences that stir the senses and inspire a deeper connection to the neighborhood.

SPIRIT OF THE STREET



SPIRIT OF THE STREET

Multi-sensory experiences that inspire deeper connections to our neighborhoods.



Hotel Indigo The Hague, Netherlands

THEATRICAL BAR

Our bars act as central stages for our teams to create beautiful cocktails and signature drinks in front of the guests. They offer opportunities to build connections with our team, creating a space where guests want to spend time.

The bar at Hotel Indigo The Hague frames the mixologist, making the bar a focal point for performance and a space for guests to admire the cocktail making as they drink and relax.

ATMOSPHERE & MOOD

Lighting is an important part of how we create atmosphere within our hotels, and how we transition our spaces from day to night. It sets the right mood and feeling, creating emotive and intimate experiences.

The restaurant at Hotel Indigo Manchester combines natural light with assorted feature and ambient lighting. This transforms the restaurant from a fresh, bright breakfast environment to an atmospheric dining experience in the evening.



Hotel Indigo Manchester Victoria, UK



Hotel Indigo Brussels, Belgium

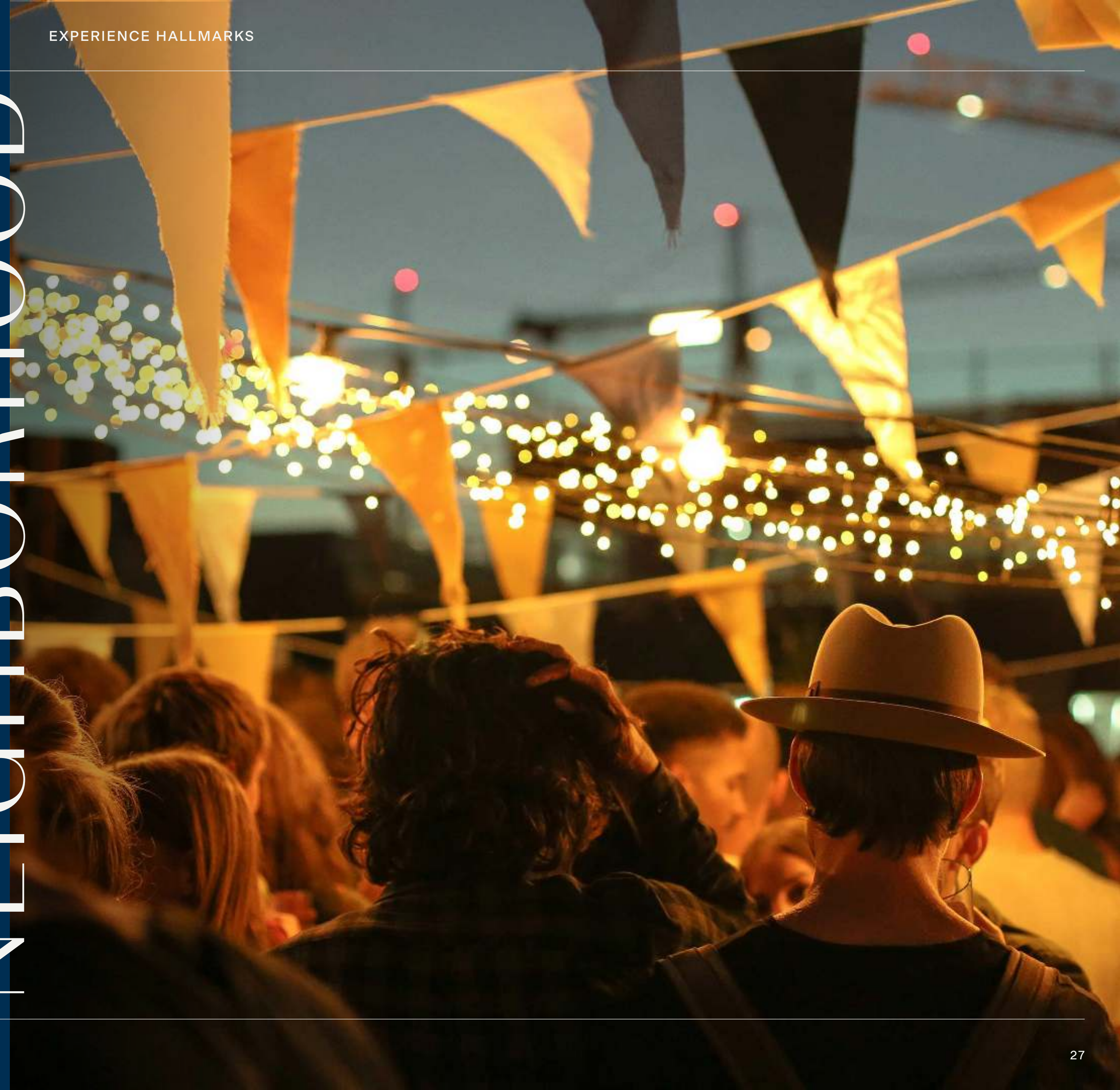
LOCAL LANDSCAPING

Lush plants and locally inspired landscaping are a required layer that can bring color, life and pleasant aromas to our public spaces and exteriors.

Hotel Indigo Brussels beautifully layers a vibrant mix of live greenery within their lobby, creating a biophilic haven that echoes Brussels's lush urban parks, greenspaces, and forests.

Our hotels live in the heart of the world's most exciting neighborhoods. However, it's important that we're not just influenced by locality. We should also be part of it – offering vibrant destinations that invite everyone in, fostering a sense of belonging for both guests and locals alike.

HEART OF THE NEIGHBORHOOD



HEART OF THE NEIGHBORHOOD

A vibrant destination that invites everyone in, fostering a sense of belonging for both guests and locals alike.



Hotel Indigo London Kensington, UK

DOUBLE ENTRANCE

Our hotels should play an active role within the neighborhood, offering a place for guests and locals to come together. We encourage separate entrances for the hotel and restaurant/bar to maximize the use of our public spaces. This also helps to define the restaurant as its own destination within the neighborhood.

At Hotel Indigo London Kensington, separate entrances for the restaurant and hotel allow the restaurant to have its own identity and become a destination in its own right.

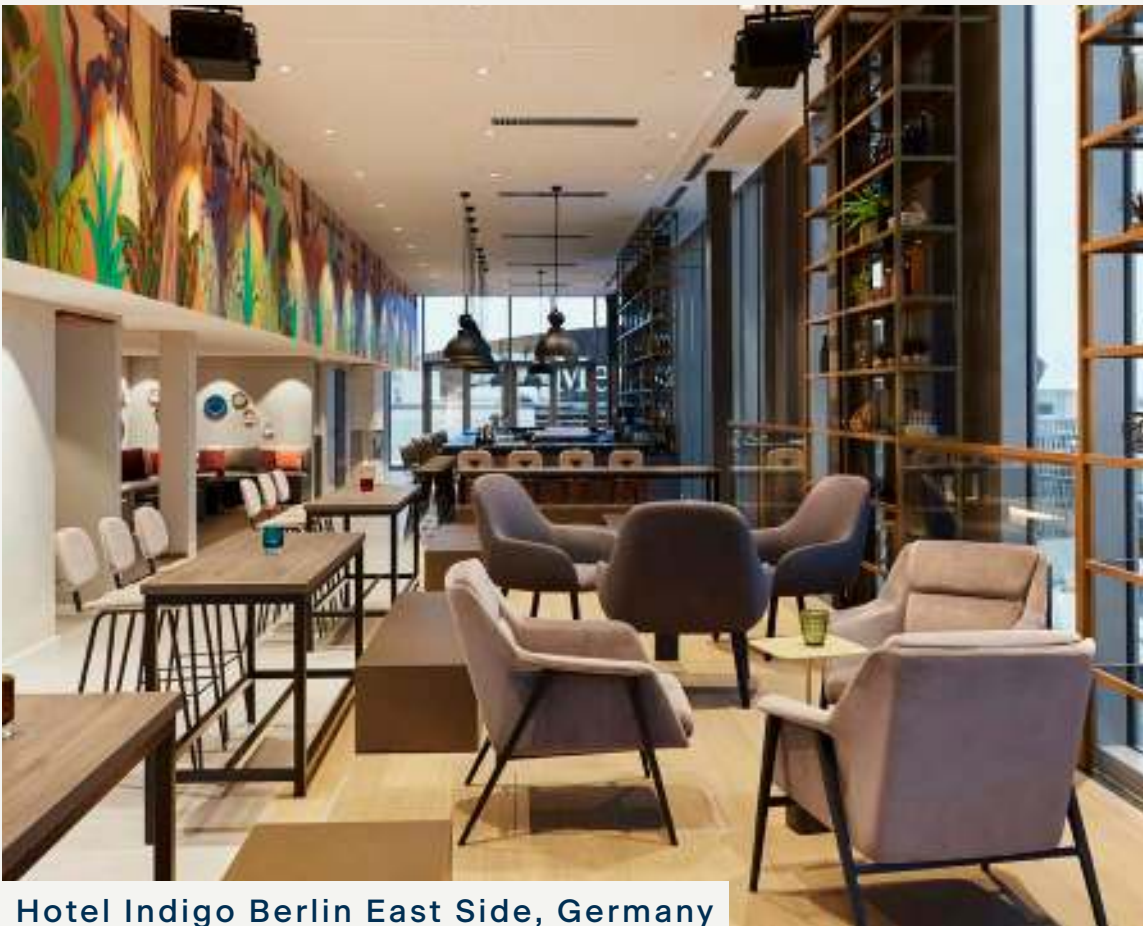
CENTRAL BAR

Our public spaces are at the heart of our hotels, with a central bar acting as the focal point. They offer a lively, social atmosphere for guests and locals to gather and connect.

The sweeping counter of Hotel Indigo Dresden’s bar creates a sense of movement. Combined with the delicate luster of its metallic facade and a soft, underlit glow, the bar serves as an alluring focal point that draws the eye through the space.



Hotel Indigo Dresden, Germany



Hotel Indigo Berlin East Side, Germany

FLEXIBLE FURNITURE MIX

We make sure our public spaces are flexible, and that they can accommodate a variety of different activities. To achieve this, we provide a mix of furniture typologies, from more intimate booths and lounge seating, to big communal tables. This way, our guests and locals can spend anything from a few minutes to a few hours in our spaces.

The inviting, arrangement of seating at Hotel Indigo Berlin East Side captures the communal and open nature at Hotel Indigo.

ALLURING PRESENCE

At Hotel Indigo everyone is welcome – from locals dropping by for a coffee, to out-of-town guests staying for a few nights. We seek to generate a captivating street-level presence and visual connection with the neighborhood to invite everyone in. Our warm, glowing lights emanate onto the streets, creating an inviting atmosphere for everyone who walks by.

At Hotel Indigo The Hague, a stream of light floods the street outside. The placement of lights both within the windows and on the building’s exterior creates a warm welcome for guests and locals.



Hotel Indigo The Hague, Netherlands

Our guestrooms are a local retreat, rooted in the neighborhood spirit. A space filled with elevated home comforts, thoughtful details, and inspiring designs — an opportunity to rest, restore and recharge.

YOUR LOCAL RETRREAT

EXPERIENCE HALLMARKS



YOUR LOCAL RETREAT

Elevated home comforts, thoughtful details and inspiring designs ensure our guestrooms serve to restore and recharge.

RESIDENTIAL STYLE

Residential style furniture pieces and accessories in the guestrooms offer an exceptionally high-level of comfort and quality in a setting which feels comforting and familiar.

At Hotel Indigo Kansas City Crossroads, the design incorporates luxurious drapery fabric, an eclectic mix of furniture, upscale lighting and hand-crafted accessories.



Hotel Indigo Kansas City Crossroads, US



Hotel Indigo Los Angeles Downtown, US

BATHROOMS WITH PERSONALITY

The bathroom should be a special experience for our guests. Feature tiles, neighborhood-inspired artwork and generous mirrors help to bring character and personality to the space.

At Hotel Indigo Los Angeles Downtown, sleek faucets are complemented by contemporary patterned tiles and elegantly composed moments of color.

CURATED DETAILS

We bring the Neighborhood Story to life through thoughtful and unexpected design touches, making our rooms feel truly special for our guests.

At Hotel Indigo Lower East Side, cocktail shakers in the shape of graffiti cans are moments of delight in the guestroom – and a nod to the neighborhood’s local street art.



Hotel Indigo New York L.E.S, US



Hotel Indigo Hong Kong, China

CHARACTERFUL SERVICEWARE

From locally made mugs to beautiful in-room F&B displays, our guestroom serviceware is essential to our rooms. The layering of characterful accessories, that celebrate the neighborhood, helps to elevate the room, creating a boutique feel.

In Hotel Indigo Hong Kong, traditional tea sets and ceramics displayed in a premium tray add a welcome surprise to the guestroom.

QUALITY TOUCHES

Carefully chosen materials and well executed details with a tangible richness, quality, and warmth elevate our guests’ experience where it matters most.

Brass detailing on small, yet impactful elements such as light switches and sockets elevate the guestroom at Hotel Indigo Cardiff.



Hotel Indigo Cardiff, UK

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CREATIVE DIRECTION

TOP LEVEL GUIDANCE ON HOW TO IMPLEMENT OUR DESIGN APPROACH ACROSS
THE HOTEL ENVIRONMENT

INTERIOR ARCHITECTURE

We want to invite guests into a space that feels premium, warm and inviting, but also authentically local. Our approach to interior architecture is key to finding this balance.

HISTORIC PROPERTIES

- Preserve and highlight original architectural features.
- Design in a way that is respectful of the existing building.

CONVERSION PROPERTIES

- Retain existing features which respond to the Neighborhood Story.
- Take cues from the local style to inform new additions.
- Restore existing features to champion their inherent character.

ADAPTIVE RE-USE PROPERTIES

- Retain interesting existing features that tell the story of the building's history, but make sure these are in line with the Neighborhood Story and the interior design approach.

NEW-BUILD PROPERTIES

- Establish a clear and confident design that is in-keeping with the neighborhood aesthetic.
- Opportunity to design a distinctive property that is still accessible to all.
- Provide characterful details informed by the surrounding area to create a sense of place.
- Use custom millwork as a way to add depth and architectural interest.



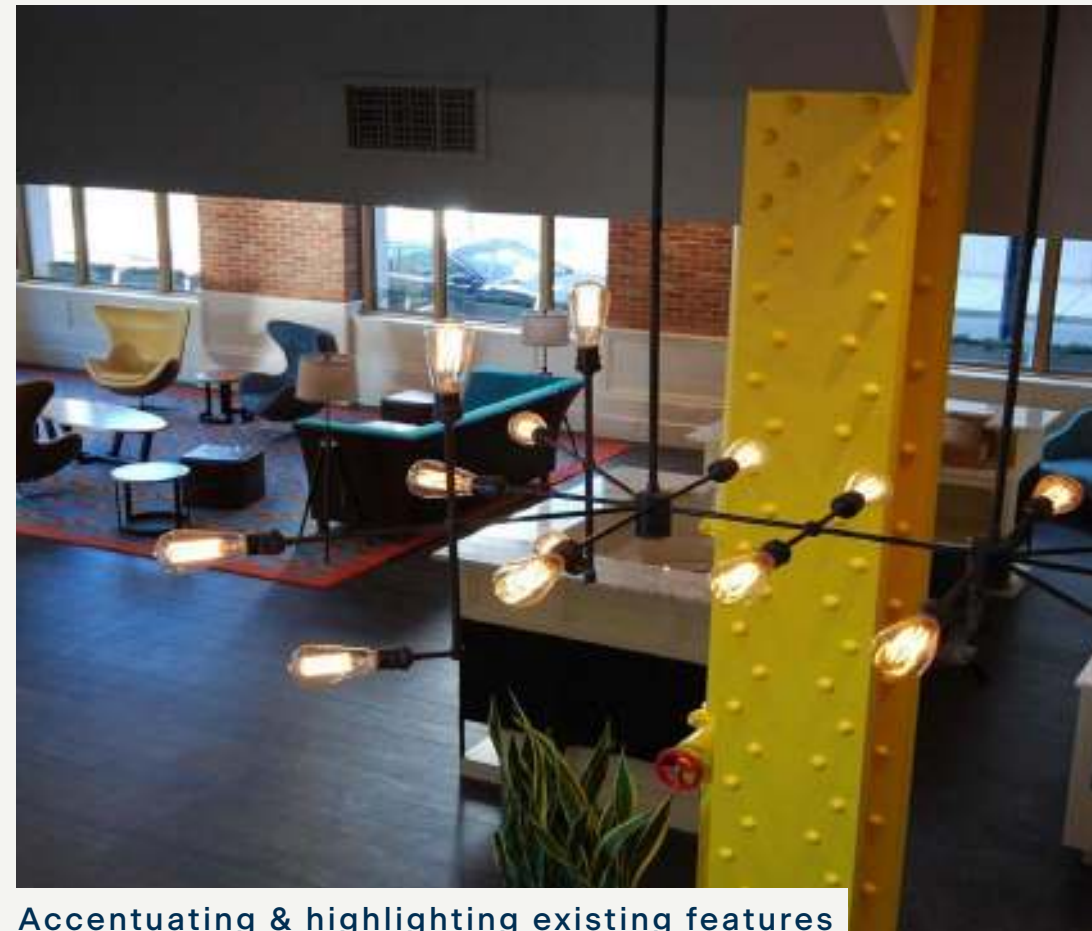
Preserving original features



Highlighting traditional focal points



Combining original features with modern elements



Accentuating & highlighting existing features



Celebrating existing form language



Architecture informed by local style



New additions that feel long-established



Using new builds as an opportunity to be bold



Architectural features highlight the Neighborhood Story

MATERIALS & FINISHES

Inspired by the local style, and always finished to a high standard, our interior palette is an opportunity to create tangible and memorable experiences.

LOCAL COLOR & PATTERN

- Color palette to reflect the tone of the neighborhood, not the Hotel Indigo brand color and patterns.
- Take inspiration from local style or source from local makers where possible.

PLAYFUL FINISH & SCALE

- Mix tactile finishes and a variety of scales to add visual interest.
- Embrace characterful imperfections and natural materials.

THOUGHTFUL APPLICATION & LAYERING

- Create an eclectic mix of natural and man-made materials.
- Combine unexpected materials that create a healthy tension: matte with polished, heritage with modern, statement with understated.



Traditional patterns with contemporary execution



Unusual material applications



Creating pattern through shadow & light



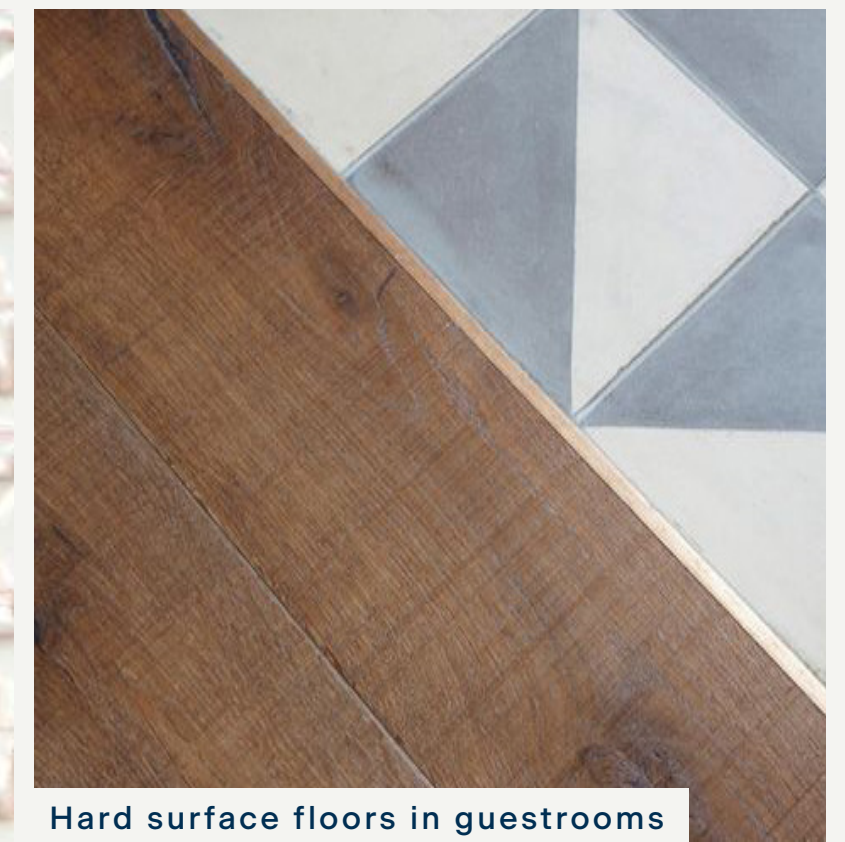
Pattern inspired by local craft



Handcrafted elements where possible



Tactile finishes



Hard surface floors in guestrooms



ARTWORK

Artwork should be a primary consideration when designing our interiors. From small frames to large-scale artwork, it's an integral way of telling the Neighborhood Story and enriching our guest's experience.

ECLECTIC MIX

- Mix artwork types in terms of scale and execution.
- Curate arrangements of multiple artworks and objects to create visual interest.

LOCAL INSPIRATION

- Draw inspiration from the Neighborhood Story and local style.
- Opportunity to source artwork from local artists and makers where possible.



Curious moments of discovery



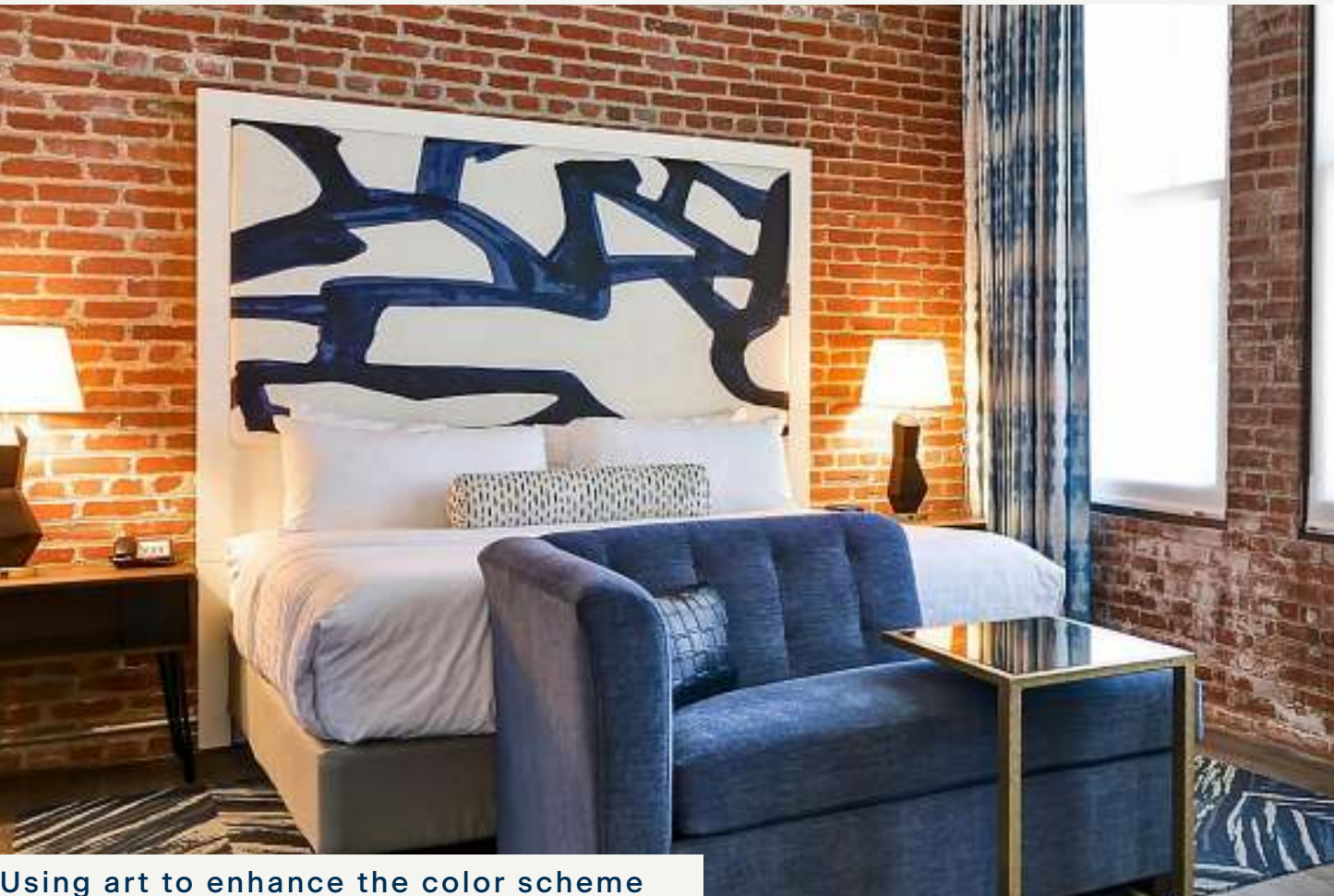
Curated assortment of objects & artwork



Statement pieces as focal points



Large scale artwork in our public spaces can add personality



Using art to enhance the color scheme



Locally-made artwork celebrating the neighborhood



SCULPTURE & INSTALLATION

Our installation pieces act as large-scale talking points and moments of discovery for our guests. Designed to make a big impact, each piece is unique and unexpected. It's a memorable way of telling the Neighborhood Story.

CONVERSATION STARTERS

- Curate the Neighborhood Story in a way that provokes guests to ask questions and start conversations.
- Mix bold, large-scale signature pieces with more subtle references throughout the space.

COMMISSIONED ARTISTS

- Commission sculptures and installations from local artists where possible.

SCALE & POSITION

- Use large-scale 3D installations and sculptures throughout public spaces whenever appropriate, in both interior and exterior spaces.
- Use smaller objects in multiples to add impact.



An impactful way to show the Neighborhood Story



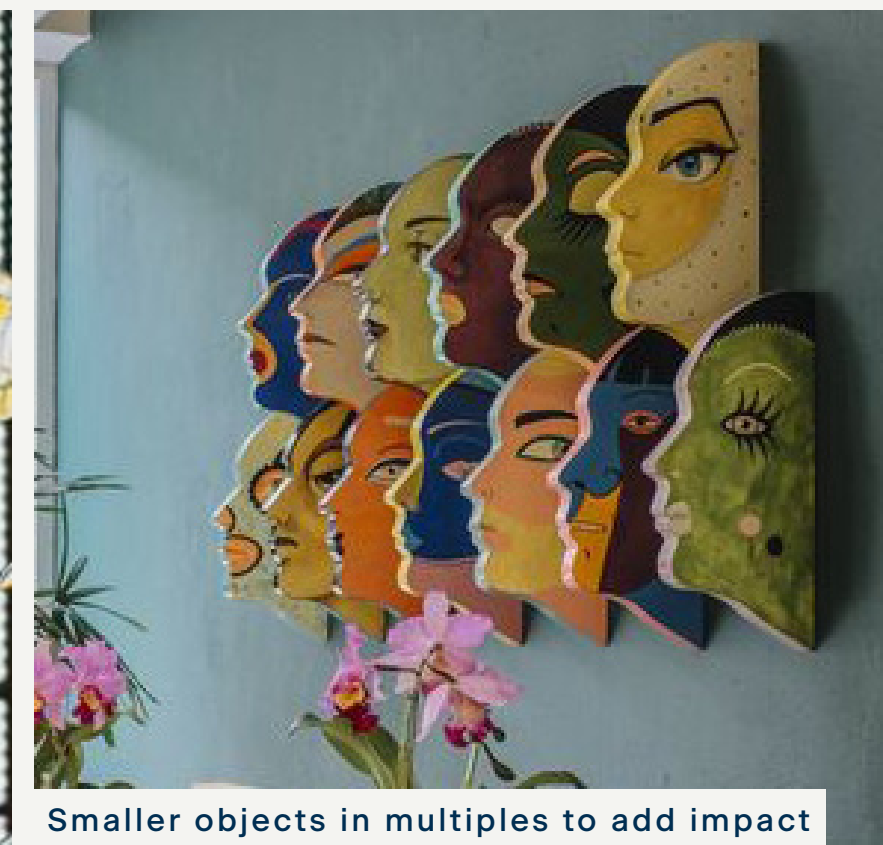
Unexpected moments of discovery



Moments of intrigue that invite conversation



Opportunity to use exterior spaces for artwork



Smaller objects in multiples to add impact

ACCESSORIES

Accessories are the finishing touches that add an extra layer of depth and personality to our spaces. These smaller pieces are an opportunity to bring the Neighborhood Story to life, offering subtle moments of intrigue, curiosity and light-hearted fun.

STORYTELLING

- Take inspiration from local designs and styles.
- Source games, books, ceramics, and novels from the local culture.

CELEBRATING THE HANDMADE

- Source objects that are rich in personality, celebrating handmade imperfection.
- A cost-effective opportunity to celebrate local makers and artisans.

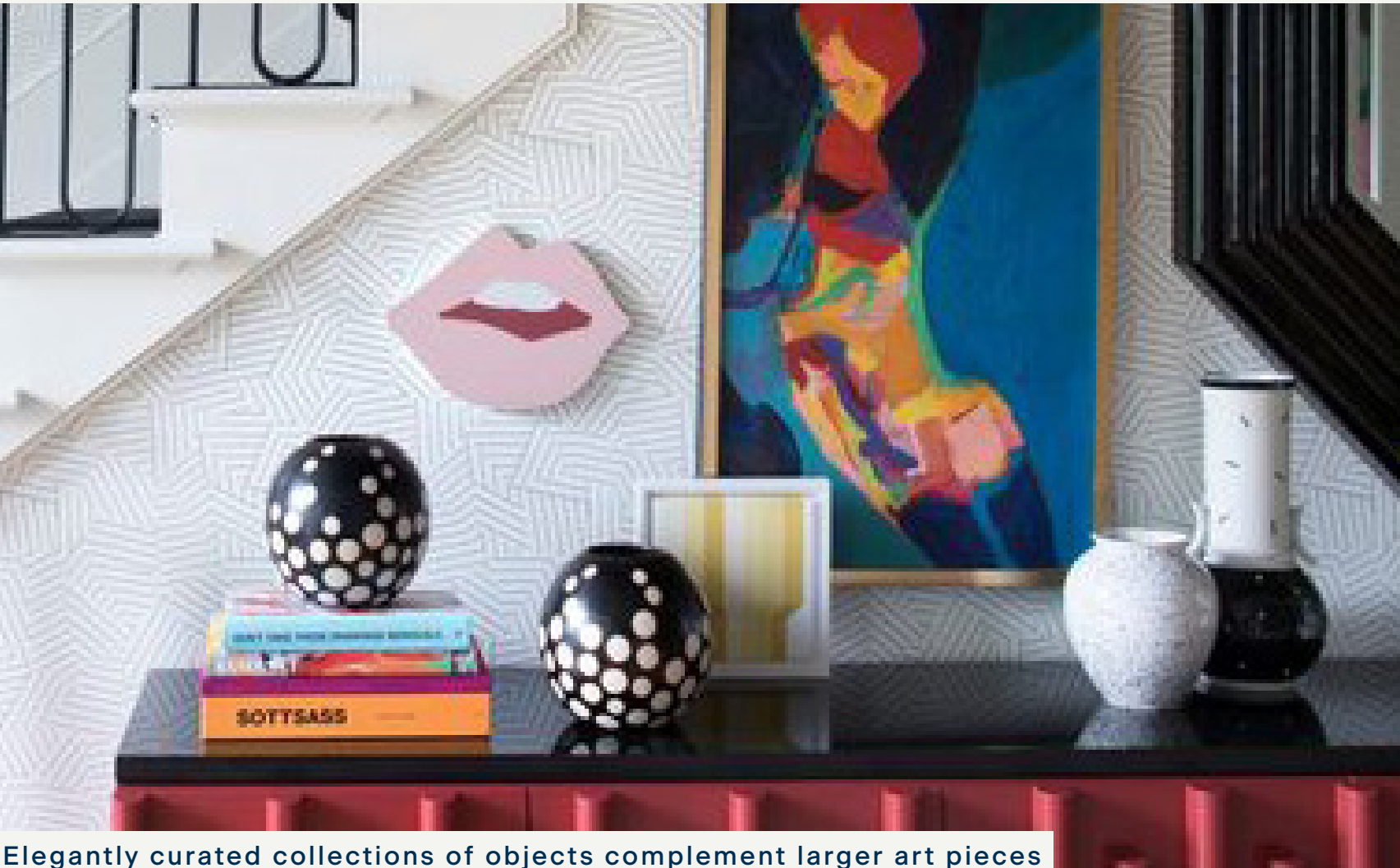
CURATED VARIETY

- Mix materials and mediums to curate a beautiful residential atmosphere.
- Add life to our spaces with real plants whenever possible.



Whimsical objects tell the Neighborhood Story

Interactive games & accessories evoke memories



Elegantly curated collections of objects complement larger art pieces



Celebrating materiality & imperfections



Greenery adds a residential feel

FURNITURE

Furniture is key to creating a warm and approachable environment for our guests. Practical pieces that provide comfort and utility are combined with statement pieces that offer moments of visual drama, creating an elevated residential feel.



Decorative details hint to locality



Elevated materiality



Residential feel

OVERALL

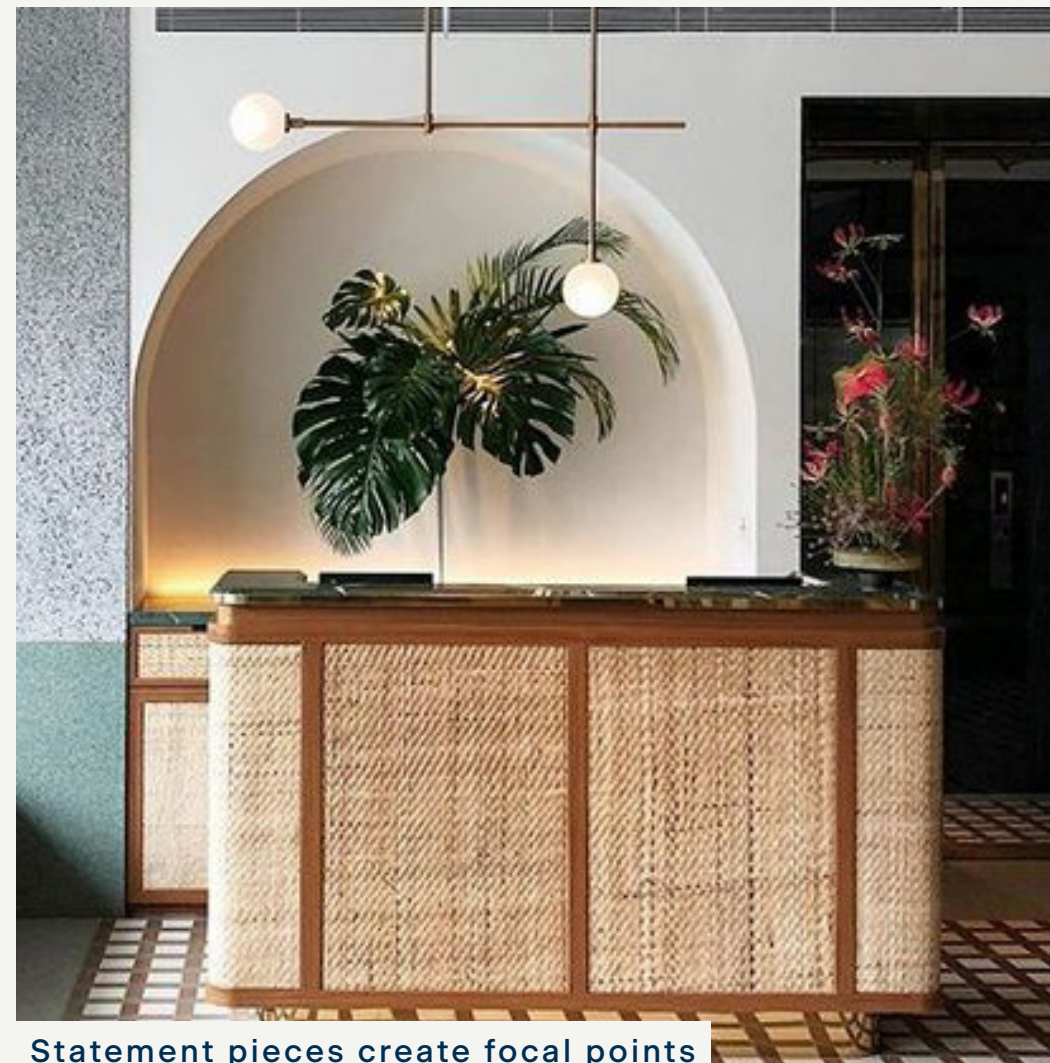
- Layer typologies in an eclectic way, avoiding matching case goods.
- Arrange pieces to create sociable spaces with a relaxed feel.

PRACTICAL

- Select warm and comfortable seating to encourage dwelling and connection.
- Source premium pieces with refined details that retain their quality.
- Select free-standing items for a residential look.

STATEMENT

- Use statement pieces as focal points within the space.
- Opportunity to select items that are characterful and expressive, showcasing our brand personality.
- Find inspiration from the local style or even re-appropriate found objects as furniture.



Statement pieces create focal points



Functional pieces without design compromise



Considered cohesive furniture systems



Mixing contemporary & classic pieces



Free-standing functional pieces

LIGHTING

The light in our hotel environments should feel warm and welcoming, using natural light wherever possible. We also use a range of feature, functional, and ambient lighting to create different atmospheres that flexibly respond to our hotel spaces, the guests' needs, and the time of day.

FEATURE

- Use feature lighting as a focal point, or to highlight architectural details within the space.
- Take inspiration from local style or source from local makers where possible.

FUNCTIONAL

- Designed with practicality and flexibility in mind.
- Use focused lighting to accentuate art and accessories.
- Use reading and task lights to encourage dwelling and evoke a comfortable, residential atmosphere.

AMBIENT

- Use ambient lighting to create a warm glow that feels inviting.
- Maximize natural light wherever possible.



Considered scale & impact of feature lighting



Expressive color & pattern



Feature lighting can tell the Neighborhood Story



Using natural light wherever possible



Simple pragmatic lighting curated in a playful & unique style



Floor standing lamps feel residential in style



Contemporary lighting with classic interiors



Functional but still feels premium

SOFT FURNISHINGS

Soft furnishings are items, primarily made of fabric, that are used as decoration across the hotel. They provide an opportunity to tell the Neighborhood Story and offer tactile moments of discovery in ways that are subtle and considered.

OVERALL

- Opportunity to bring the Neighborhood Story to life in a cost-effective way.
- Curate pieces to make spaces feel inviting and comfortable.
- Easy to update and refresh as required.

RESIDENTIAL COMFORT

- Source items that are relaxed and informal.
- Ensure items are generous, tactile, and of artisanal quality.

STATEMENT

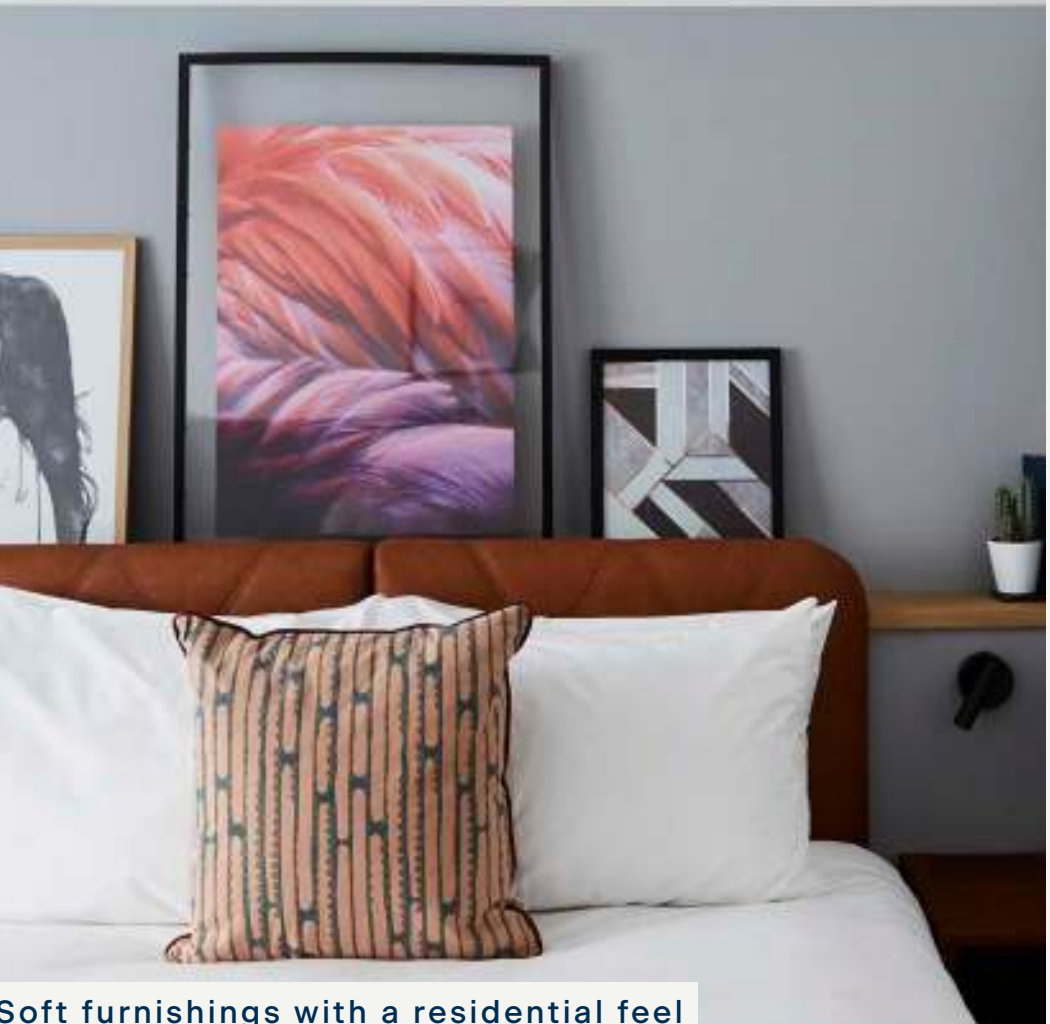
- Opportunity to source soft furnishings from local artisans and makers.
- Eclectically layer styles and details with bold, unexpected combinations.



Unexpected combinations



Sheer fabrics add subtle pattern



Soft furnishings with a residential feel



Variation of scale



Celebrating local craftsmanship



Bright color contrasts darker interiors



Textural neutrals



Patterns that speak to the Neighborhood Story

SERVICE ITEMS

A glass, a plate, a phone – these are all items that guests interact with, giving us an opportunity to express our personality. We select playful statement pieces for key moments, while ensuring the everyday items are simple and functional, without compromising on quality.

EVERYDAY ITEMS

- Ensure all items pair functionality with a high-quality finish.
- Opportunity to choose concept-driven items with character.

STATEMENT PIECES

- Curate a mix of styles with interesting materiality.
- Opportunity to source service items from local artisans.
- Incorporate handcrafted or locally-mindful pieces where possible.



Unexpected & fun



Playful & characterful



Neighborhood rituals



High-quality basics



Colorful glassware



Subtle hints to locality through color



Elevated experience



Luxury materiality & forms

1

OUR
BRAND

2

DESIGN
APPROACH

3

EXPERIENCE
HALLMARKS

4

CREATIVE
DIRECTION

5

GUEST
JOURNEY

6

CASE
STUDIES

GUEST JOURNEY

GUIDANCE ON HOW TO DESIGN FOR EVERY STEP ALONG OUR GUEST'S JOURNEY

INTRODUCTION

Welcome to our Guest Journey chapter. Here, we'll take you through the 'look and feel' of each moment on the journey, looking in particular at the key design features that bring the space to life. This chapter contains:

EXECUTION OF PHILOSOPHY

The most important elements of each space that you need to be aware of as a designer.

MOODBOARD PAGES

Best-in-class examples and inspiration for how to creatively deliver our principles.

LAYOUT & ADJACENCIES PAGES

Direction on spatial layout and zoning for specific spaces.

IN PRACTICE EXAMPLES

Breaking down how existing hotels have brought our principles to life in specific spaces.

PROPERTY TYPES

Our properties can generally be categorized as one of the four types below. These property types inform every design decision throughout the hotel, and therefore must be understood before designing anything.

HISTORIC

Hotel Indigo lends itself well to characterful period properties. The unique traits of these heritage properties enrich our hotel spaces with authentic decoration. When designing within historical buildings, make sure that authentic and original details are retained and reconditioned.

CONVERSION

Conversion properties are any buildings that were built as a different hotel, and then converted into a Hotel Indigo. Before doing any design work, the old brand must be completely removed – this means removing any brand signage, branded lighting, and brand color references. Renovation should not only remove any previous affiliations, but also signal a rebirth to the local community.

ADAPTIVE REUSE

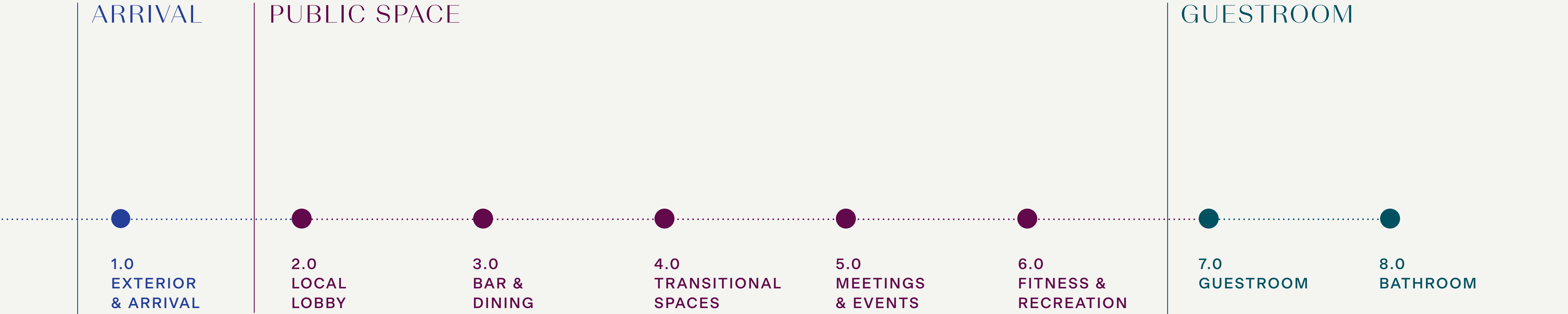
Any property that is converted from anything other than a previous hotel (from a factory to an office) is considered an adaptive reuse. We must retain any interesting original features that might tell the story of its previous life. All previous branding should be removed. However, if existing branding offers character worth preserving, such as old signs or faded murals on brick, ensure this does not contradict new Hotel Indigo signage.

NEW BUILD

The development of new builds will be heavily influenced by local planning policy. However, consider a building that is relevant and integral to its neighborhood and surrounding street scene, while still maintaining individuality. Push for dramatic façades that will make the hotel a landmark.

OVERVIEW

Our guest journey is broken down into eight key stages. However, these stages are not necessarily sequential in regards to how our guests use and experience the hotel.

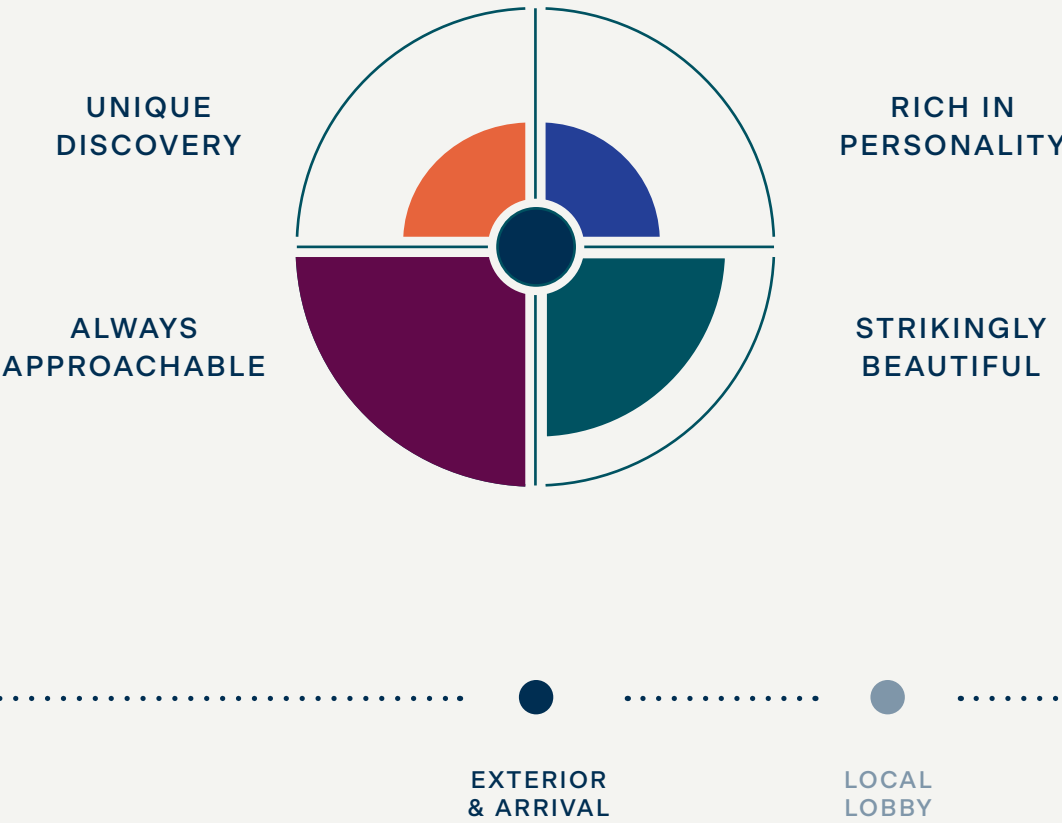


1.0

EXTERIOR & ARRIVAL

Arriving at any Hotel Indigo site should feel warm and inviting. The exteriors should harmonize with the local landscape – and be welcoming additions to the surrounding neighborhood.

To achieve this, we dial up our creative principle, Always Approachable to invite guests in, while Unique Discovery and Rich in Personality are quieter principles at this point.



HOTEL INDIGO NEW YORK L.E.S., NY, USA

1.0 EXTERIOR & ARRIVAL

EXECUTION OF PHILOSOPHY

ARCHITECTURE

While our buildings' architectural features should harmonize with the surrounding neighborhood's architecture, they should still feel distinctive and unique. Think about how the building interacts with the site, giving it a sense of place.

- Where possible, provide **two separate entrances** for the hotel and restaurant/bar respectively, to encourage locals to visit. These entrances should be easy to find and always accessible.
- Ensure that any **new architectural elements** take cues from the local style and the surrounding neighborhood.
- Where possible, windows should be **strategically placed and scaled to maximize natural light**, connecting both guests and passers-by with the neighborhood and the lobby.
- Create an upscale, boutique first impression with **a canopy, porte cochere, or structural coverage** to shelter guests from inclement weather. Consider the building's architecture when designing this moment, focusing on creating an iconic moment through artful details and premium materials.
- Be mindful of how **terraces, partitions, and balconies** impact the overall appearance of our building.
- Be thoughtful about how the building **enables staff to welcome guests**, accommodating valets, bell carts, etc.



Respect original architectural features and materials



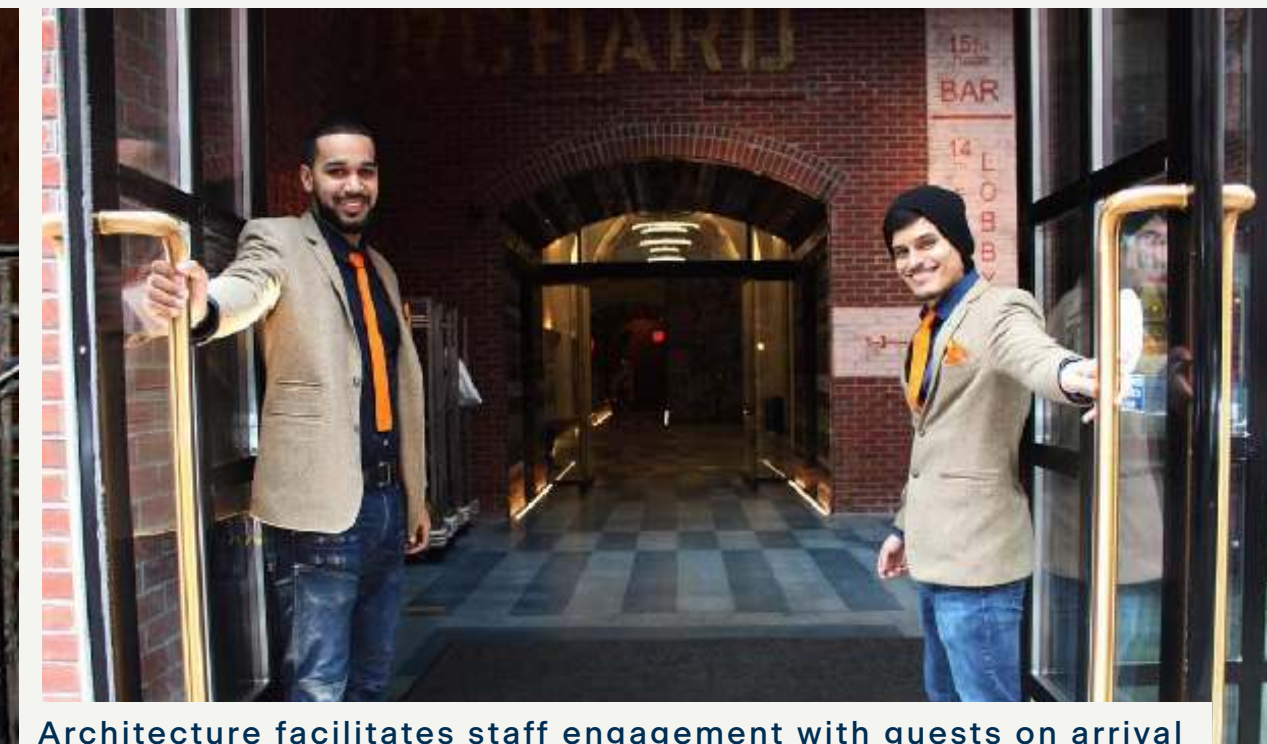
Large windows provide light and help connect to location



Striking ground floor treatment gives pedestrian sensibility to the building



Celebrate original features like ironwork



Architecture facilitates staff engagement with guests on arrival



Architectural additions are in-keeping with building



New Builds offer striking architectural features

1.0 EXTERIOR & ARRIVAL

EXECUTION OF PHILOSOPHY

MATERIALS

- Focus on incorporating **premium materials and finishes** at human scale where they are most impactful.
- Instead of floor mats, **use integrated walk-off flooring** within entryways and vestibules.

SIGNAGE

All brand signage should be clear, easy to navigate and appropriate to the property type. Focus on incorporating signage thoughtfully and creatively – they should be aligned with the hotel’s broader personality. Signage should never be a secondary consideration.

- Consider the **hierarchy of signage placement, scale, proportion, and style**, being mindful of its visibility from afar, both as guests approach the hotel, and as they enter the hotel.
- Signage should also be **sophisticated and discreet** to maintain Hotel Indigo’s premium aesthetic.
- In parking garages, balance functionality and clarity with an artful, boutique application.

Refer to Hotel Indigo exterior signage guidelines and consult with your Design & Construction partners to determine the appropriate solutions for your property.



Branding is discreet and inkeeping with the building



Subtle signage doesn't disrupt architecture



Primary and secondary signage is kept simple



Brass detailing feels upscale



Original features are restored considerably and carefully



Branding is low level and tonally blends with the building



Warm glowing lights draw in guests from the street

1.0 EXTERIOR & ARRIVAL

EXECUTION OF PHILOSOPHY

LIGHTING

We use lighting for two purposes. Firstly, to practically light the entrance so that guests can easily find the hotel, and secondly, and to **illuminate distinctive and original architectural details** of different property types. We want to create a warm and inviting arrival experience that is both dramatic and welcoming.

- **Decorative site lighting**, specifically at entry points, is an opportunity to introduce an element of intrigue, drama and character.

LANDSCAPE

Plants can enhance the exterior, making it feel more vibrant and welcoming. They can be both decorative and practical.

- Use plants that **thrive in the local environment**.
- Use landscaping and hardscaping to **frame and create paths, walkways, and moments of intrigue** around the exterior.
- Be mindful of the **intersection of both plantscapes and hardscapes**, never focusing exclusively on one. This is an opportunity to seamlessly bridge the exterior to its natural surroundings.
- Use **sculpture, vessels, and varied flora** to create a layered and dimensional approach.



Feature lighting at entry creates an impactful welcome



Use outside space to extend the F&B experience



Considered planters can help zone exterior spaces



A warm glow from the hotel welcomes guests and locals in



Lighting complements the architectural style



Potted plants suit curbside entranceway



Simple landscaping around canopy entry

1.0 EXTERIOR & ARRIVAL

IN PRACTICE - MADISON DOWNTOWN, WI, USA ADAPTIVE REUSE & NEW CONSTRUCTION

Deliberate use of different colored drapery creates a curious, gradient from the building's exterior. It also introduces an element of the Neighborhood Story by honoring the building's storied past as a paint factory.

Thoughtful selection of materials on the new construction seamlessly marry with the existing, historic architecture, creating a cohesive exterior language across the entire building.

Simple channel lettering is highly visible while remaining contemporary and stylish.

Black finish on the canopy's exterior recedes against the building's industrial backdrop, highlighting the space within, while the natural materials of the canopy's underside provides subtle warmth.

Dramatic, full-height windows open up the interior space, capturing the abundant daylight.



1.0 EXTERIOR & ARRIVAL

IN PRACTICE - EL PASO, TX, USA CONVERSION PROPERTY

Colorful 3D tiles in the entryway are a premium flourish that create unexpected drama and impact. Alluding to the colors of the desert sunset, it also begins to introduce elements of the Neighborhood Story.

Warm, premium materials on the column and the entrance door bridge the interior and exterior.

Hanging chairs are a fun, unexpected and welcoming feature that establishes the energy of the space, both inside and out.

Balustrades from the original site are repurposed to form colorful screens seen through the floor-to-ceiling windows on arrival.

Simple geometric form and rich, locally-sourced materials complement the vibrancy of the surrounding space.

Continuity of flooring from exterior through to interior provides further fluidity between spaces.



2.0

LOCAL LOBBY

As the first space guests see, the lobby should be a striking first impression – and it should set the tone for the rest of the stay. It’s a space for drama and theatre, with bold design elements that tell the Neighborhood Story. As a place for locals and guests to gather, it should easily transition from day to night.

To achieve this we dial up Unique Discovery, Rich in Personality, and Strikingly Beautiful to create a space that is full of life.



EXTERIOR
& ARRIVAL

LOCAL
LOBBY

BAR &
DINING



HOTEL INDIGO VENICE, ITALY

2.0 LOCAL LOBBY

LAYOUT AND ADJACENCIES

Local Lobby is the overarching term used for the initial space where both guests and locals can enter and enjoy. It’s the heart of our hotels, and is made up of four key spaces:

RECEPTION

The reception area must be located appropriately within the lobby, but should not be the lobby’s focal point. To ensure easy access, there should be clear line of sight from the hotel entrance to the reception desk. It must also provide sufficient space for large groups at peak periods of check-in and check-out.

There must be a seating area close to the reception desk for guests who are waiting to perch.

LOUNGE

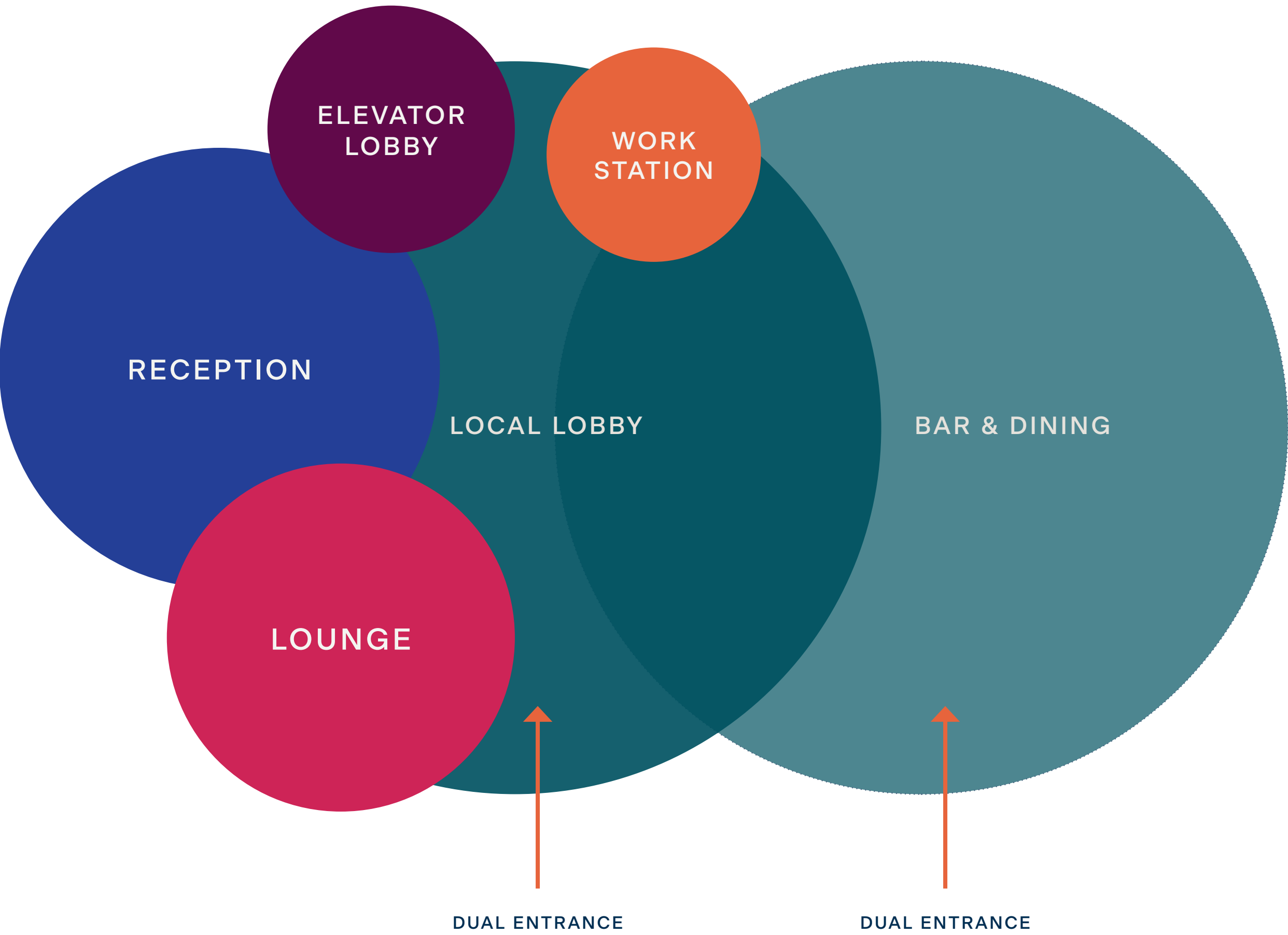
Where space allows it, provide a separate Lounge space next to the Bar & Dining area. This will allow guests to sit in a relaxed atmosphere, while eating and drinking.

WORK STATION

The Work Station should be conveniently located within the Local Lobby, but not as a central part of the space.

ELEVATOR LOBBY

While information on the elevators can be found in the ‘Transitional Spaces’ part of this document, it’s still important to note that they should be positioned close to the reception desk – and well signposted so that guestrooms are easy accessible.



2.1 RECEPTION

EXECUTION OF PHILOSOPHY

RECEPTION DESK

As one of our first interaction points between staff and guests, our reception desks should be **approachable and free-standing** to allow staff to walk around and actively greet our guests face-to-face.

- Where possible, place the **reception desk in an intuitive and easy-to-find spot**, being mindful of the traffic flow into and out of the hotel. Think about how to create a seamless guest journey from the entrance to the check-in desk.
- Make sure the desk is **scaled to support the necessary equipment**, functions, and operations of the hotel on its busiest day.
- Use **distinct materials and a unique design** to elevate the desk and create an iconic focal point, helping to draw people to the area.
- Keep the front desk agents feeling their best by planning for **loose-lay or inset anti-fatigue mats** behind the desk
- **Do not** feature the **hotel logo** anywhere at the reception desk.

Be sure to discuss the equipment layout, work surfaces, and proximity to adjacent work rooms with the Operations Team to make sure the desk both looks great and functions effortlessly.

ARTWORK & INSTALLATION

This is an opportunity to create something bold and impactful that really brings the Neighborhood Story to life. Whether it's an installation, lighting feature or sculpture, these pieces should have an air of intrigue about them, helping to spark curiosity and start conversations.

- **Do not use the Hotel Indigo logo** within these artworks or installations.



Lighting installations and artworks are talking points upon entry



High-quality furniture pieces and residential style accessories



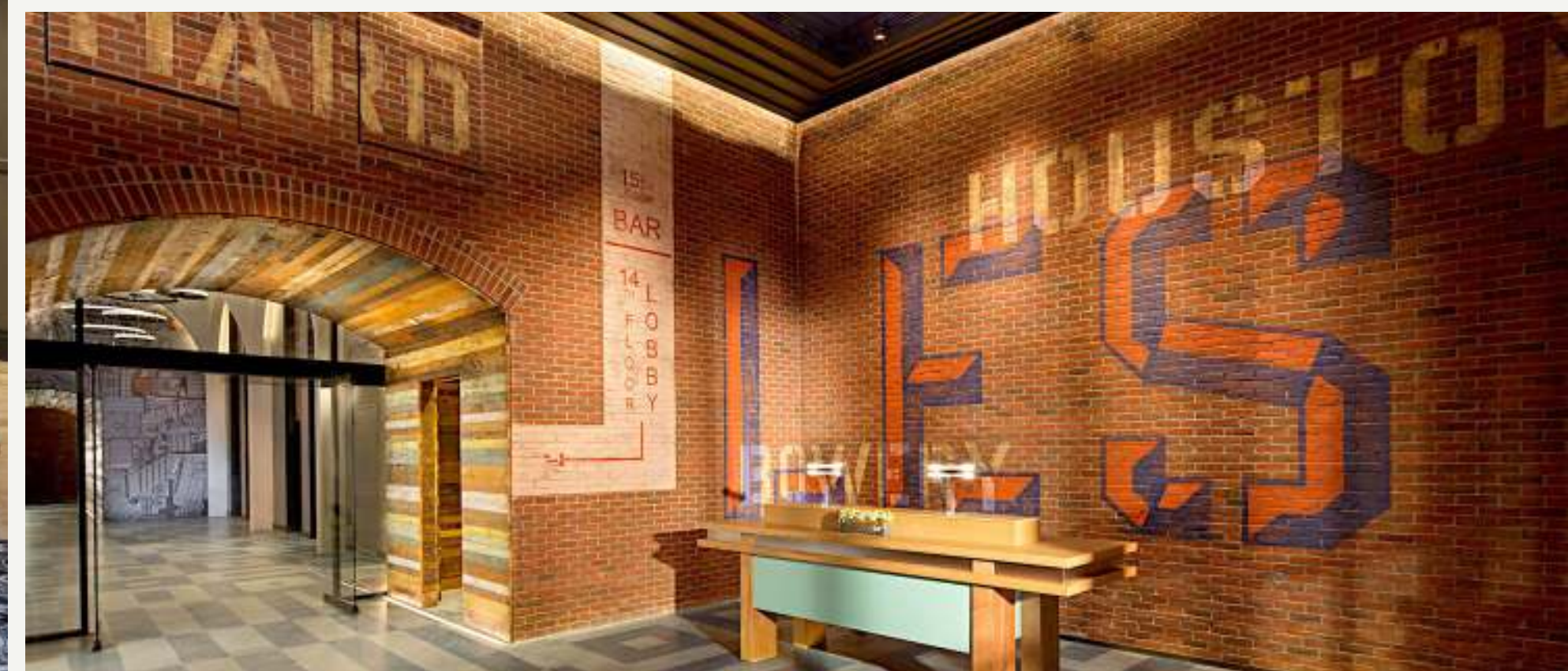
Transitional seating positions should encourage perching rather than longer dwelling time



Free-standing approachable reception desk



Transitional style furniture pieces



Celebrating materiality of space, using the exposed brickwork as a canvas for large scale artwork

2.1 RECEPTION

EXECUTION OF PHILOSOPHY

ACCESSORIES

Playful and characterful accessories that reflect the Neighborhood Story can create memorable first impressions at the reception space.

- **Style the accessories** in a considered and curated way that will avoid interfering with the check-in experience.
- **Locally sourced fresh flowers or plants** on the reception desk add a splash of color and a welcoming feel.

LIGHTING

Lighting at reception should be atmospheric and easily controlled. This will help to set the changing scene throughout the day. Desk or task lights on the reception desk help give a more residential appearance.

- Include a **combination of architectural and decorative** lighting fixtures.
- **Craftsmanship, durability, and quality** are especially important in this area since these fixtures are more readily in reach of guests and staff.
- Provide appropriate lighting to **accentuate and display artwork**.

MATERIALS

The materials we use in the reception area are crucial for elevating the design and evoking a more premium feel. Pay particular attention to transitions of materials and finishes – unexpected pairings and combinations of materials within the space add personality and character.

- **Flooring** is an opportunity to create visual interest and to establish zones – either through singular finishes or varied surfaces.
- **Ceilings** are an additional opportunity to define the space in a more experiential way.
- Keep the front desk agents feeling their best by **planning for loose-lay or inset anti-fatigue mats** behind the desk.



Collections of books and accessories behind reception desk are warm and welcoming



Reception desks are easy to find but not opposite front door



Open sight lines from the reception desk to bar and dining invite guests and locals in to explore



Furniture pieces are complementary in material and color for a domestic feel



Real plants add color and freshness to the reception area

2.1 RECEPTION

IN PRACTICE - EL PASO, TX, USA

Exposed beams in the ceiling create a layered materiality, and help to subtly create a focal point in the reception.

A large scale art installation, inspired by the local train yard from the Neighborhood Story, serves as a dramatic backdrop to the front desk.

Human scale lighting elements in a premium material set an approachable and residential tone.

A bold use of color on the receptions desks, inspired by elements of the Neighborhood Story, adds impact. This introduces a color that appears subtly throughout the guest journey.

The combination of rough-sawn wood panels, a reflective smoked mirror, and lacquered front desks creates a dynamic tension within the space.

Use of mixed flooring materials and seamless transitions accentuate the reception zone.



2.2 LOUNGE

EXECUTION OF PHILOSOPHY

FURNITURE

The furniture in the lounge area should create a relaxed and comfortable atmosphere that also feels elegant and refined. Use plush, deep and comfortable seating that delivers a ‘lived-in’ look and feel. Hand selected pieces help to reflect the unique locale and bring the space to life.

- Use an **eclectic mix of furniture types**, from social groupings of furniture, to more individual and intimate pieces. This is an opportunity to create zones. However, be mindful of frequency, scale, and repetition of furniture pieces.
- To infuse character and unexpected personality, **contrast the furniture forms with the finishes**, balancing the premium and practical to give the broader impression of an upscale look. Using high-quality, premium materials at key guests interaction points will help elevate the experience.

LIGHTING

Use lighting to set an inviting tone in the lounge space. The space needs to transition throughout the day – from a brighter and more energizing morning light, to more intimate mood-setting in the evening.

- **Programmable dimming systems** help to fade the lighting seamlessly from one moment to the next, without relying on staff discretion. A combination of ambient, decorative and task lighting will help with this.
- Lighting from multiple points and heights creates a rich, residential atmosphere. Use a **variety of light sources** – soft ambient light, bold illumination of artwork from above, drop pendants that provide interest while walking through the space, and table or floor lamps that light seating areas from eye level.



Playful furniture pieces draw guests to stay and enjoy the lounge



Grouping furniture ensures a lounge-like feel



Feature table lamps add to Neighborhood Story



Mix of furniture forms and tones creates interest



Subtle zoning creates spaces to gather for more intimate moments



Large art pieces can be integrated for a moment of wonder

2.2 LOUNGE

EXECUTION OF PHILOSOPHY

ACCESSORIES

Styling and layering accessories adds an element of distinction, and gives the lounge a residential feel. Inspired by the Neighborhood Story, accessories should be meaningful and poignant, but they should also add an element of fun and curiosity.

- **Accessories should feel curated** – artifacts and mementos with a history, story and true relevance. They should never feel artificial or unnaturally placed to fill a space.
- **Area rugs are an opportunity to add a pop of unexpected color, pattern, and interest.** They should always fit into the context of the decor, but should never feel overly-matched or coordinated.
- **Decorative accent pillows** should be custom-designed to coordinate with the lobby scheme and finished to a high-quality on both sides. They are an opportunity to hint at the Neighborhood Story, while adding warmth and softness to the space. To ensure a residential appearance, make sure pillows are not overly stiff or too firm.
- Where appropriate, **literature, books, and games** are subtle opportunities to bring the Neighborhood Story to life. They also encourage guests to interact with the space and with each other.
- **Books can be decorative,** but not exclusively so – they always have a functional purpose. This is a way for guests to have a quiet and personal interaction with the hotel.



Bookshelves create a residential feel to the lounge



Well accessorized nooks with rugs feel cozy and intimate



Fabric helps bring warmth and softness to the space



Plush, premium furniture and high-quality cushions create an elevated experience



Layering of textures and patterns creates a rich space

2.2 LOUNGE

IN PRACTICE - NEW YORK L.E.S., NY, USA

Designers used the ceiling as an opportunity to showcase local artist Lee Quiñones, and incorporated an element of the Neighborhood Story. This artwork is also visible from street level, creating a glimpse of the vibrant space within.

Floor-to-ceiling windows maximize natural light, while framing a view of the stunning skyline from the building's 14th floor, as well as the bustling neighborhood below.

Mix of block seating and geometric tables echo the buildings in the skyline, and take cues from the style of an upscale artist's loft.

Polished concrete floors mirror the materials used in artists' galleries and lofts.



2.2 LOUNGE

IN PRACTICE - LA DOWNTOWN, CA, USA

The art installation celebrates the ceiling volume and draws the eye up, while creating a dramatic spatial divider. The single red hat provides an element of surprise within the broader installation.

A large scale graphic wall vinyl aligns with the Neighborhood Story.

A sophisticated mix of comfortable, plush furniture and refined finishes help to elevate the space.

Luxurious fabrics and rich colors bring warmth to the space.

A large scale patterned carpet adds personality and energy to the space.



2.3 WORK STATION

EXECUTION OF PHILOSOPHY

FURNITURE

The furniture in the work station should feel cozy and welcoming. Desks and chairs should be ergonomic for comfort and practicality, but should also be in keeping with the design and ambiance of the lobby space.

- Use **statement pieces and accessories** to bring in a splash of personality and unexpected touches to an otherwise functional area.

TECHNOLOGY

Technology should be seamlessly integrated, easily accessible and up-to-date. Where possible, this area should include two desktop computers and a printer, however this is dependent on the room count.

- Use **clever storage and cable management** to remove clutter and add elegance.
- Integrate convenience **outlets and data ports** for guests who want to use their own equipment.

LIGHTING

When considering characterful lighting, choose task lights and spotlights that are functional and help boost productivity.



Computers and desks are integrated into the larger lounge area



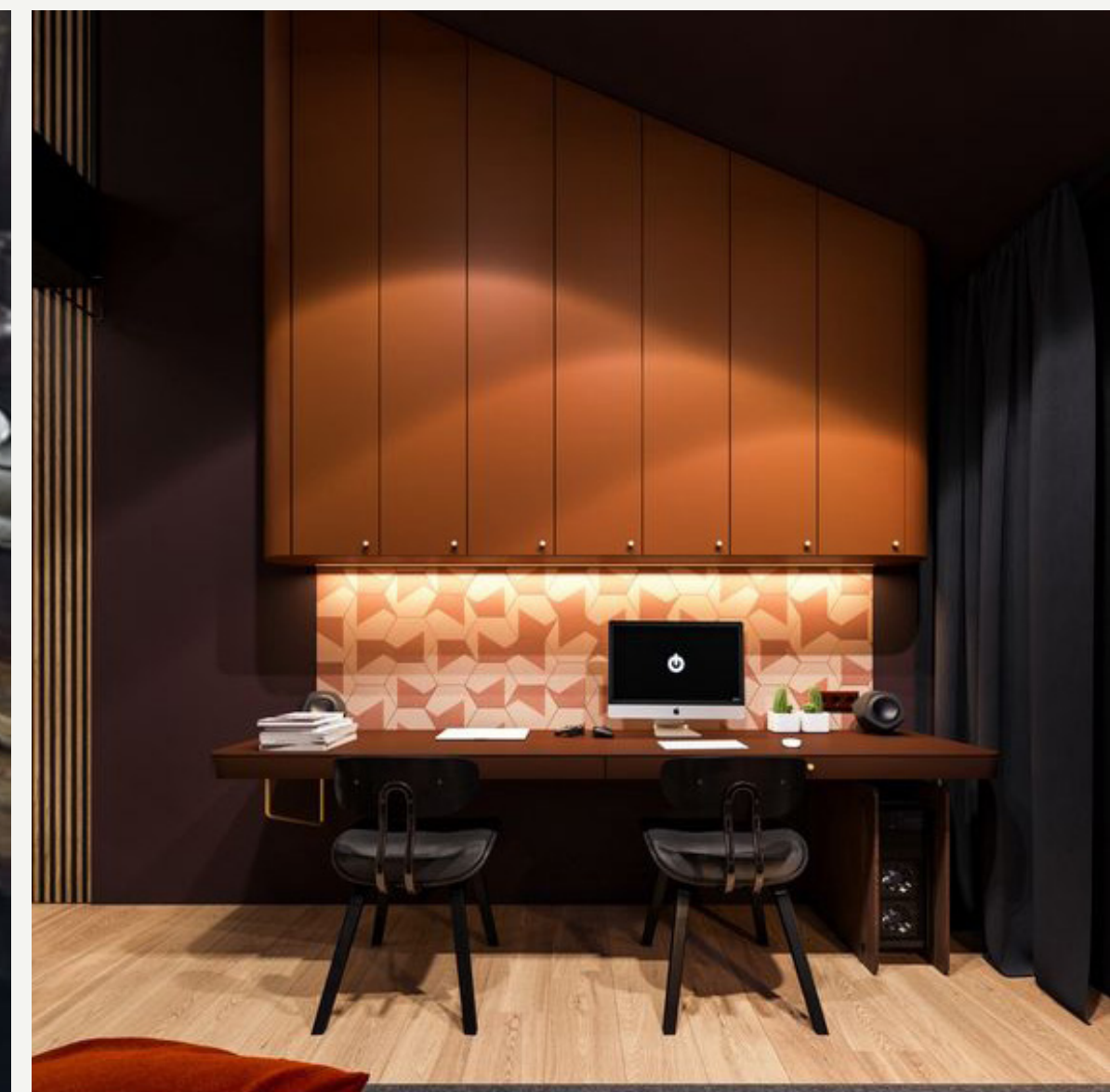
Intriguing objects, books and lighting should be used to elevate these spaces



Real plants and warm wood avoid a clinical aesthetic



Playful objects that nod to the Neighborhood Story



Clever storage systems hide cables and tech

3.0

BAR & DINING

Our bar and dining offering combines a locally-inspired menu with a vibrant atmosphere. Directly visible from the street, our restaurants are part of the local landscape, inviting locals into the space and fostering a sense of community.

To achieve this, we dial up the Unique Discovery and Rich in Personality principles, to facilitate connections with other explorers and create a fulfilling experience with lasting memories.



LOCAL LOBBY

BAR & DINING

TRANSITIONAL
SPACES



HOTEL INDIGO DENVER, USA

3.0 BAR & DINING

EXECUTION OF PHILOSOPHY

ARCHITECTURE

The space should feel open and approachable, but with zonal partitions to create intimate pockets for guests to gather and socialize. The space should be flexible and adaptable to suit any time of day or service style. Original architectural features should be celebrated.

- **A separate entrance** gives the restaurant more credibility as its own destination within the neighborhood.
- **Large windows** that frame a view of the street help to integrate hotel guests and locals.
- Where possible, **outdoor spaces** should feel like an extension of the bar and dining area. Mirror design details, surfaces, or furniture styles from the inside to carry the eye across the threshold.



Artwork can create a focal piece in the dining area



Open kitchen adds theatre to the dining experience



Celebrating original architecture



Separate entrance from the street

3.0 BAR & DINING

EXECUTION OF PHILOSOPHY

THE BAR

The bar should feel approachable and welcoming, becoming a buzzing space for locals and guests to gather. Our bars should be the jewel within the space, acting as stages for our teams to create impressive, yet refined drinks.

- The **coffee machine** should be a premium barista style machine that is on show. Its materiality should work with the design aesthetic and feel elegant – like a key design piece rather than a functional machine.
- Incorporate a **well-merchandised and approachable counter** that allows guests to order a quick bite to eat or something to take out.
- Provide proper space for **food and beverage preparation**, including areas to stage take out orders and room service.
- The **display behind the bar** should be curated and considered. Use liquor bottles, ingredients or glassware to create a visually interesting background. Keep spirits in a secure place, but not necessarily closed off during the day.
- Functionality and comfort should not be overlooked - subtly integrate **convenience outlets, purse hooks, and a foot rail** below the bar.



Material and pattern details elevate the design



Premium barista style coffee machine is a focal point of the bar



Warmly lit display creates theatre around the bar



Unbranded tap handles

3.0 BAR & DINING

EXECUTION OF PHILOSOPHY

FURNITURE

Furniture in the bar and dining area should feel warm and approachable, yet refined. An eclectic mix of styles should make the area feel residential and casual, while smaller, more striking details can come through in the materiality and finishes.

- **A mix of furniture types** such as bar stools, benches, booths, large communal tables, or intimate tables for two offer guests different types of experiences within the space. This also gives the area a more dynamic look.
- Elevate these furniture types with **striking material details** – from leg treatment to upholstery. These premium details are most important on surfaces where guests can interact with them.
- Avoid overly private seating, but leverage shape, scale, and layout of furniture to provide both **open and semi-private seating zones**. This offers functionality for many guests while delivering a space with depth and intrigue.
- **Large communal tables** not only give guests a lively, approachable meeting point, they can also be used for a variety of functions – from breakfast displays in the morning, to communal dining in the evening.
- **Bar stools** should be elegant and comfortable.

SIGNAGE

Signage should always be **clear and make navigation easy**. Functionality can be balanced with clever design that adds personality. Written messages around the bar can add charm, but make sure that this doesn't take away from the sign's practicality.



Bar stools and higher tables offer more casual dining



Illuminated signage creates clear navigation to restaurant



Variety of furniture shapes and scales to offer seating zones across Bar & Dining



Mix of furniture types and finishes adds a colorful charisma

3.0 BAR & DINING

EXECUTION OF PHILOSOPHY

LIGHTING

Lighting is crucial for setting the atmosphere in the space - from a fresher and brighter feel in the morning, to a more intimate evening glow. But overall, our lighting should always feel warm and inviting, and we try to celebrate natural light where possible.

- Lighting should be **programmable, multi-zoned and controllable**, allowing the hosts to set the scene according to the time of day.
- To help create a dynamic space, **lighting should be layered**, with a mix of ambient, accent, under-bar, and feature lighting.
- Consider **illuminating the display drinks and chiller unit** at the back of the bar. This creates a considered and visually interesting display that helps to draw guests in.

ACCESSORIES

This is an opportunity to bring personality and character to otherwise very functional elements. The right accessories can elevate the bar and dining experience, while adding small, subtle moments of intrigue that celebrate the Neighborhood Story.

- **Ensure the Franchisee's design team is included** in the selection of serviceware. This is a crucial and often overlooked element in our F&B delivery.
- **Creative serviceware, tableware and glassware** can celebrate the Neighborhood Story, and offer subtle moments of intrigue, curiosity, and light-hearted fun.
- **Avoid a 'mass catering' look for key items** – instead, look for serviceware that can emphasize the quality of our ingredients and their preparation.



Natural lighting helps Bar & Dining transition from day to night



Plants bring life and color to the space



Elevated dining experiences enhanced by crafted serviceware



Illuminated bar displays and rich materiality draw guests in



Mix of lighting: from large windows allowing natural light in, to pendant lighting that creates impact

3.0 BAR & DINING

DAY TO NIGHT TRANSITION

Our Bar & Dining spaces all need to transition easily from breakfast in the morning, to dinner and drinks in the evening. The space must look as great at 8 am as it does at 10 pm. To create different atmospheres throughout the day, we use lighting and music.

MORNING

In the morning, we should have a light, bright atmosphere, using natural light where possible.

- Use the bar counter or a large communal table to create beautiful breakfast displays.
- Provide creative approach to the back bar, concealing liquor during daytime hours.

EVENING

In the evening, create a cozy, more intimate atmosphere with dimmed lights and music to help set the scene.

- Live music or DJs can create a lively atmosphere.
- Music and lighting zones should be independent from the rest of the hotel/lobby space.



3.0 BAR & DINING

IN PRACTICE - HEARTH & DRAM, DENVER, USA

Large feature lighting is in keeping with the interior design and Neighborhood Story.

Open sight lines and adjacencies into lobby and other public spaces.

Open kitchen allows guests and locals to see, smell and hear food preparation.

Mix of seating typologies – from booths and large communal style tables, to tradition dining seats.



3.0 BAR & DINING

IN PRACTICE - VENICE, ITALY

Lowered ceiling helps create layers and zones. Rich wood and brass details help elevate the space.

Separate restaurant entrance encourages locals to visit from the street.

Central bar acts as focal point for the space. Bar stool, under-counter lighting, and the bottle display behind help to hero this feature.

Neighborhood inspired patterned tiles on the floor help to create zones and add layers of depth and personality.



3.1 ROOFTOP BAR

EXECUTION OF PHILOSOPHY

ARCHITECTURE

All of our rooftop bars are lively, atmospheric spaces designed to frame the best views of the neighborhood, with the bar itself acting as an anchor point. The design should consider both indoor and outdoor spaces, and make sure that each space feels open, inviting and elegant – with all weather practicalities in mind.

- Consider the **location and accessibility** of the elevator to accommodate food delivery. Be mindful of the bar's proximity to guestrooms, and the impact of sound/music. Bar traffic should not hinder guest transportation to and from guestrooms and lobby.
- **Pools**, where relevant, are 'wow moments' and gathering points.

FURNITURE

The rooftop bar is a lively, sociable space, so seating layouts, both large and intimate, should reflect this. Furniture should feel as elegant and comfortable as the interior, but with robust, high-quality materials to withstand all weather conditions.

- **A mix of furniture types** – from chaises and sofas to cocktail seating – helps to cater for different guests' needs. Ensure the positioning of furniture maximizes the best neighborhood views.
- Elevate these furniture types with **striking design details and high-quality materials** that can withstand any weather. These premium details are most important on surfaces where guests can interact with them.
- Create the **perception of walls and zones** with varied typologies, transparencies and seating. Umbrellas, trellises, and other features that shield the sun can help create pockets of respite and variation.
- Consider **daily maintenance** when choosing furniture – from setting up and styling, to cleaning the area.



Frame views wherever possible



Exterior furniture should be comfortable and layered with a residential feel.



Small canopies protect guests



Floor-to-ceiling windows bring in light and accentuate views

3.1 ROOFTOP BAR

EXECUTION OF PHILOSOPHY

LIGHTING

Lighting can heighten the experience and add to the ambiance, depending on what time of day it is. Dimmable lighting creates a relaxed atmosphere in the evening, while more dramatic lighting can serve as a beacon from street level to draw attention.

LANDSCAPING

Landscaping is an opportunity to celebrate the neighborhood, and create a fresh, vibrant feel for the rooftop bar. Lush plants and characterful planters should be used in outdoor spaces, creating a welcoming and vibrant space.

- Include **automated irrigation** to reduce daily maintenance by staff.

ACCESSORIES

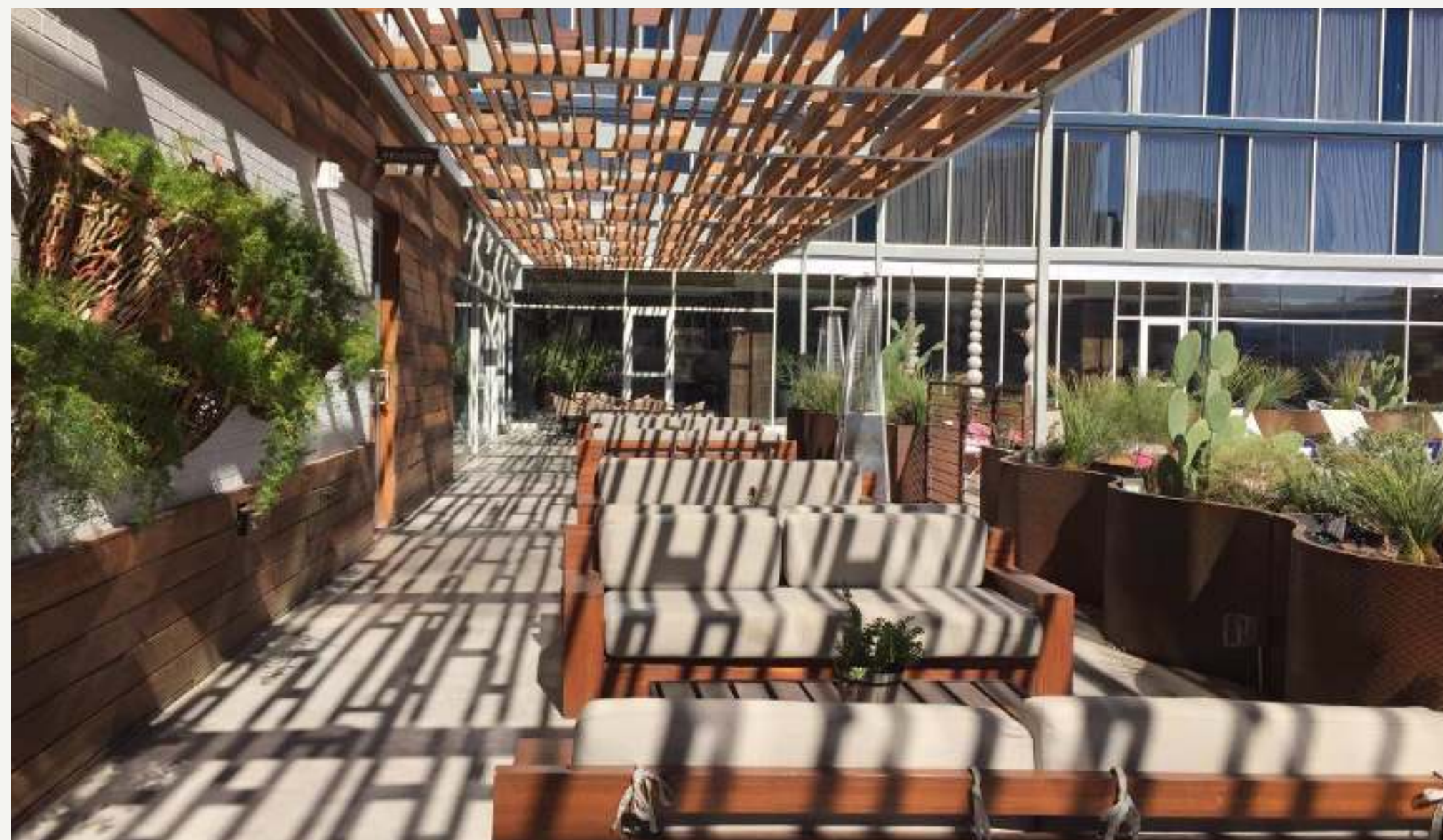
Outdoor spaces should never appear purely functional, so consider styling with high-quality decorative pillows and subtle, yet elegant design details. This is an opportunity to add character and personality by bringing in an element of the Neighborhood Story.



A range of seating allows for multi-use of the rooftop bar



Rooftop bars make the most of city skylines



Pavilion style shade offers a place to add pattern and detail



Decorative lighting draws guests to the bar

3.1 ROOFTOP BAR

IN PRACTICE - NEW YORK L.E.S., NY, USA

Decorative lighting celebrates the bar space, making it a focal point.

String lighting helps create an intimate atmosphere in the evening.

Layout and design of the space is positioned to frame and celebrate the best views of the neighborhood and the surrounding area.

Comfortable, cushioned bench seating creates an inviting space, while the accent pillows add visual interest. High-quality outdoor fabrics can bring personality and luxurious comfort.



3.2 MARKETPLACE

EXECUTION OF PHILOSOPHY

ARCHITECTURE

The Marketplace is an approachable, curated space that should visually integrate with the design of the lobby, and not feel like a traditional retail outlet. It should be visible from the reception desk and conveniently located.

- **Scale the space** in proportion to the hotel size. This makes sure that the right amount of products are merchandised, and that it can be easily re-stocked.
- Merchandised displays, refrigerators, and coolers **should appear integrated and curated**, and not feel like traditional retail outlets.
- Thoughtful placement of the **Marketplace will drive guest awareness** upon entering or exiting the hotel. The location and layout of this space should allow line of sight for service by the front desk staff, but not detract from the Lobby's residential feeling.

FURNITURE

Furniture is minimal, but practical pieces should be carefully considered. The space shouldn't feel cluttered – it should feel open and accessible.

- **Thoughtfully designed millwork, cabinetry, and furnishings** elevate this space – avoid anything that is overly 'retail' in appearance.
- Display tables of **varying heights and styles** help create a collected feel and provide designated pockets for merchandising.
- **Closed cabinets for back-stock** are always helpful when space allows.
- **Avoid** peg boards or slat wall systems.

LIGHTING

The lighting should always feel warm and inviting. Use pin spots, cabinet lighting, or recessed lighting to highlight and showcase the products.



Stock with local delicacies and crafted items from neighboring artists



An opportunity to market specialist local items and designs



Interesting materiality can draw guests to the marketplace



Styling can help convey the story of local produce



Baskets and trays help to merchandise items neatly



Scale the space in proportion to the hotel size to ensure correct volumes of product can be merchandised

4.0

TRANSITIONAL SPACES

In moments throughout the hotel where our guests spend limited time, our corridors, elevators, and public bathrooms tell a bolder version of the Neighborhood Story to capture our guest’s attention.

To achieve this we dial up Unique Discovery and Rich in Personality to offer embracing moments with immediate impact.



HOTEL INDIGO NEW YORK L.E.S., NY, USA

4.1 CORRIDORS

EXECUTION OF PHILOSOPHY

ARCHITECTURE

Corridors are often an under-designed part of the guest journey. A creative approach can ensure we delight our guests when they least expect it.

- During renovations, **look for original features and unique characteristics** that should be celebrated in the new design.
- In new builds, incorporate details that give the architecture **a sense of place and originality**.

WAYFINDING

It’s easy to get disoriented when exploring a building for the first time, so use design to create navigable spaces. Use lighting fixtures, changes in ceilings and flooring, or art on focal walls to help draw guests through the space, punctuating destinations like elevator lobbies or secondary corridors.

- **Room numbers** should be clear, easy-to-navigate and intuitively placed. They also offer an opportunity to celebrate the Neighborhood Story through creative, whimsical touches and premium finishes.

ARTWORK & INSTALLATIONS

Artwork and installations along corridors are opportunities for interesting, and sometimes unexpected, visual stories that build throughout the journey.

- **Corners and ends of corridors** are opportunities to incorporate striking focal points or surprising moments of reveal as guests travel to their destination.



Corridors offer the opportunity to incorporate bold and colorful designs



Large scale wall applications create impactful focal points



Guestroom door numbers can tell a subtle Neighborhood Story



Simple, clear yet contemporary wayfinding

4.1 CORRIDORS

EXECUTION OF PHILOSOPHY

LIGHTING

Corridors are often an under-designed part of the guest journey. A creative approach can ensure we delight our guests when they least expect it.

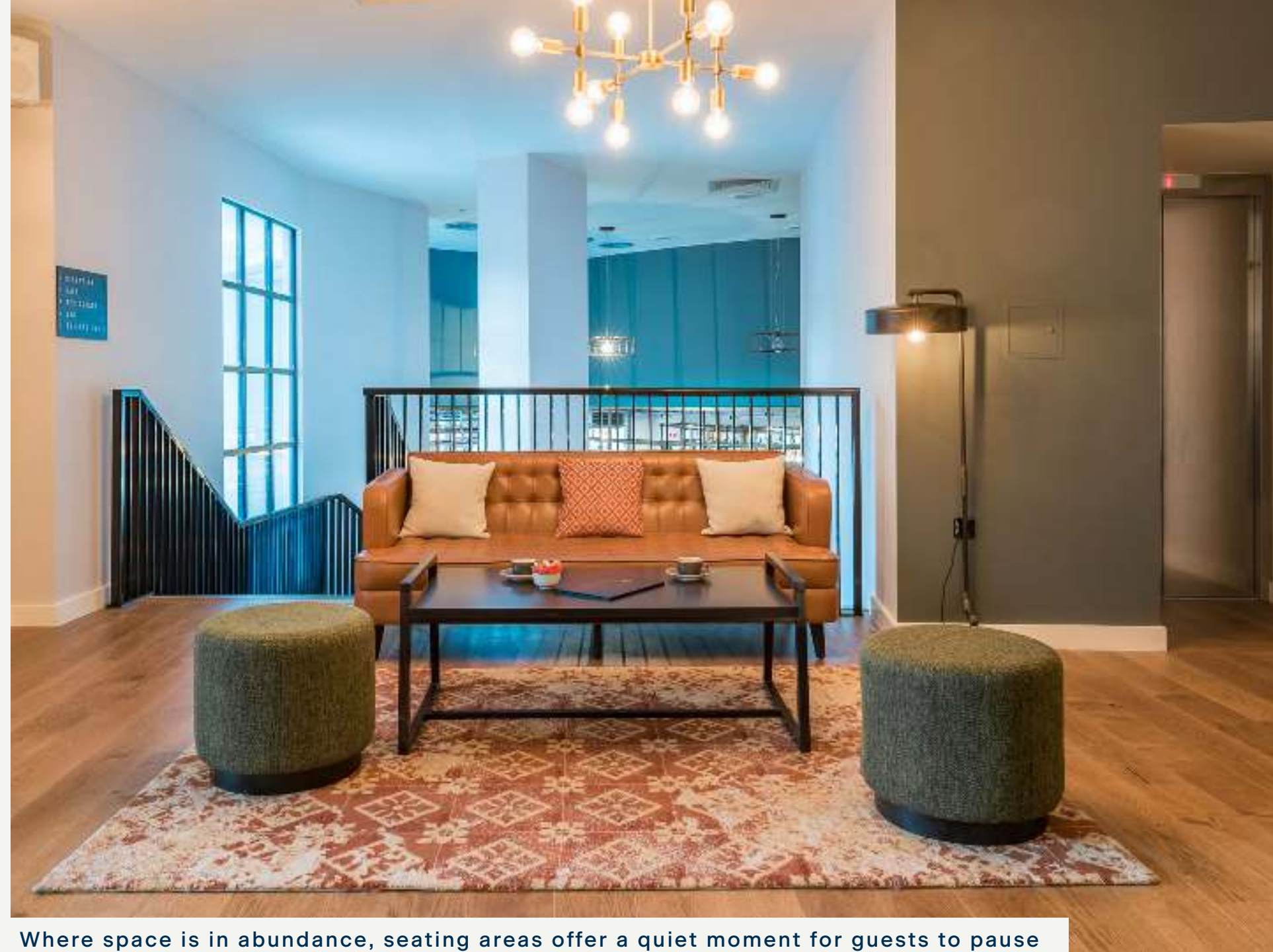
- Provide lighting plans that **celebrate the space** during the day and evening.

MATERIALS

Wall coverings and surface materials are an additional opportunity to tell the Neighborhood Story, through repetition and variation of color, tone, texture or pattern. Be mindful that any wall treatments complement and work with any artwork within the space.

FURNITURE

Larger corners and ends of corridors are opportunities to include small seating areas offering moments of pause for our guests. The furniture style should feel cozy and upscale.



Where space is in abundance, seating areas offer a quiet moment for guests to pause



Rich materiality and unique pattern creates an intriguing journey to room



Tell the Neighborhood Story with small curated moments



Contemporary installations can contrast with architectural heritage

4.1 CORRIDORS

IN PRACTICE - MADISON DOWNTOWN, WI, USA

The sheer fabric on the window treatments is a different color on each floor, creating an iconic installation visible from the street.

Whimsical neon artwork creates a dynamic installation that changes throughout the day.

Loose furniture pieces create focal points in the corridors.

Tactile fabrics and residential style patterns soften the space, as the guest approaches the comfort of their room.



4.2 ELEVATOR

EXECUTION OF PHILOSOPHY

ARCHITECTURE

The number of elevators should be gauged by the number of floors and rooms on each level, to ensure prompt service and a delightful journey. Elevators must incorporate **elevated design flourishes** that offer more to the guest journey than standard finishes and lighting. Thoughtful selections can be both impactful to guests and sensitive to the budget.

ARTWORK & INSTALLATIONS

Elevators can serve as **intimate galleries** with unexpected details and delightful flourishes, such as whimsical or curious artwork and installations that represent the Neighborhood Story

- **Avoid** advertisements, flyers, or promotional messaging within elevators.

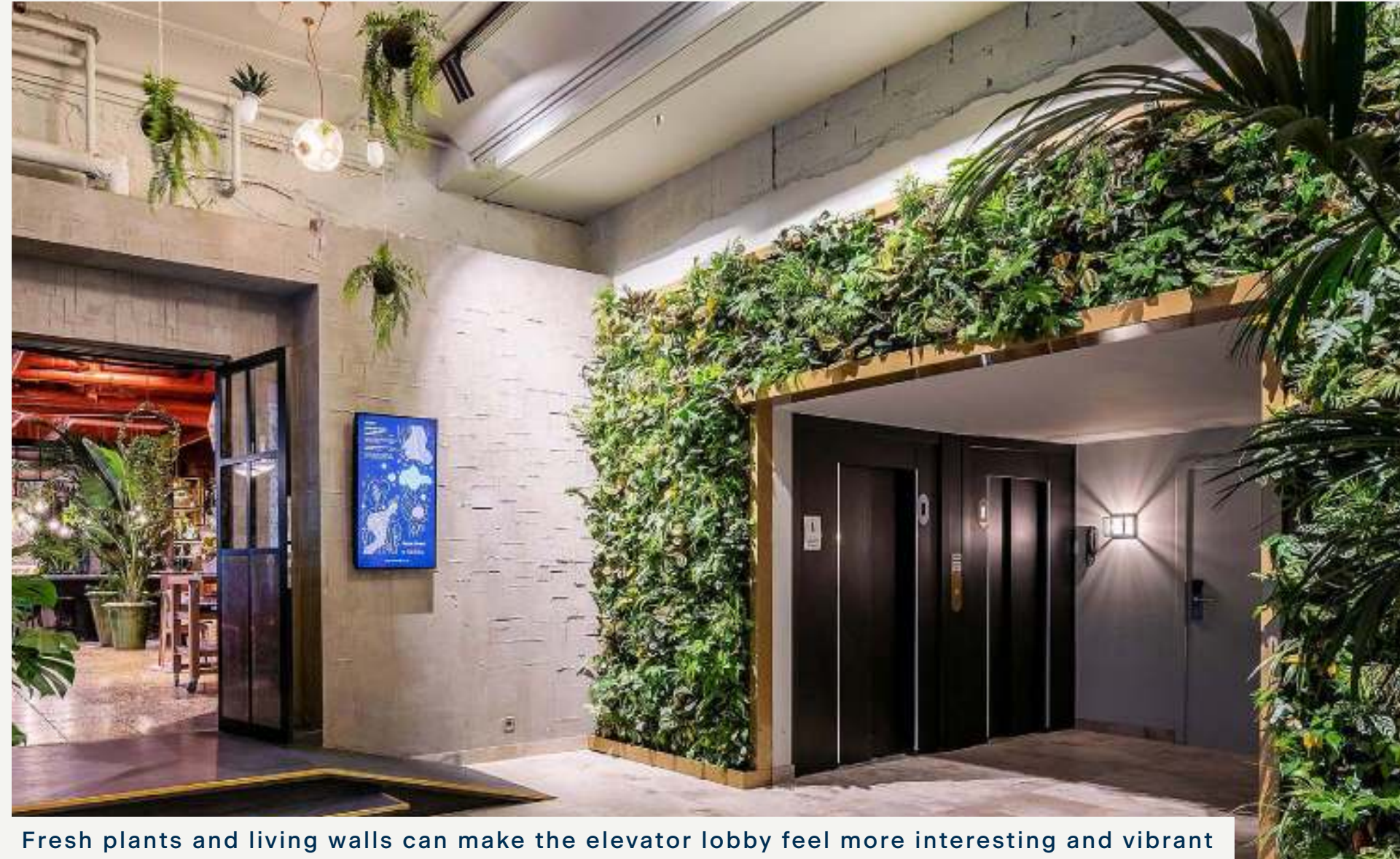
LIGHTING

Lighting not only needs to be functional but can be used as a decorative feature to elevate this space.

- Ensure lighting **color and illumination levels** work with adjacent spaces.

MATERIALS

Materials should continue to **elevate the guests experience** and transition from space to space. Use hard flooring in elevator cabs and premium materials for key points of interaction, such as handrails and controls.



Fresh plants and living walls can make the elevator lobby feel more interesting and vibrant



Attention to detail outside of the elevators enhances the journey to room



Bold materials and color can be used in smaller spaces such as elevators



Original materials can be celebrated

4.2 ELEVATOR

IN PRACTICE - LA DOWNTOWN, CA, USA

A striking mural reveals itself as the doors open, providing an unexpected pop of vibrancy against the black and white imagery in the elevator lobby.

Printed second-surface on an acrylic substrate ensures durability in a high-traffic area, while keeping a premium aesthetic.

Elevator lobby areas are moments of pause for guests, and therefore a key opportunity to celebrate the neighborhood.

Vibrant and fun contrasts between elevator lobby flooring (herringbone) and the elevator cab flooring (houndstooth).



4.3 PUBLIC RESTROOM

EXECUTION OF PHILOSOPHY

ARCHITECTURE

The design should be functional and clean, but thoughtfully furnished and detailed to be aligned with the friendly and playful character of the Local Lobby.

- Consider **full height partitions** between toilet cubicles for a premium look and feel.
- Be mindful of how **accessibility requirements** impact the details. Thoughtful design can incorporate accessibility while adding to the aesthetics of the space.

ACCESSORIES

Thoughtful and striking restroom accessories, inspired by the Neighborhood Story, is a way of showing our guests how we elevate each small moment of their stay and pay attention to every detail.

- **Think of small, everyday objects to elevate**, such as trash bins, paper towel dispensers or bins, and soap dispensers. These are all opportunities to weave elements of the Neighborhood Story and provide the guest a truly considered design experience.

ARTWORK & INSTALLATIONS

Restrooms are an **opportunity to be bold and playful**, as they give us moments to really dial up the Neighborhood Story. This could come through as specific artwork on the walls but also be seen in the pattern and texture of wall finishings and materials.



Intriguing items elevate the public restroom and ensure the Neighborhood Story runs throughout the hotel



Reclaimed loose furniture pieces tell a story



Smaller objects and plants freshen up the public restroom



Pattern and color should be used to add personality



Door icons influenced by Neighborhood Story

4.3 PUBLIC RESTROOM

EXECUTION OF PHILOSOPHY

LIGHTING

Use a combination of architectural lighting and decorative lights to add depth.

MATERIALS

Materials are critical to how we elevate the guest experience and create a premium look. Think of the ceiling, walls, and floors as your canvas to paint the story.

- **Brassware, faucet hardware, mirror trim and treatment** - these are all opportunities to incorporate a premium and upscale materiality in the space.
- **Stone counter tops** and tile selections are opportunities to use rich, tactile design.



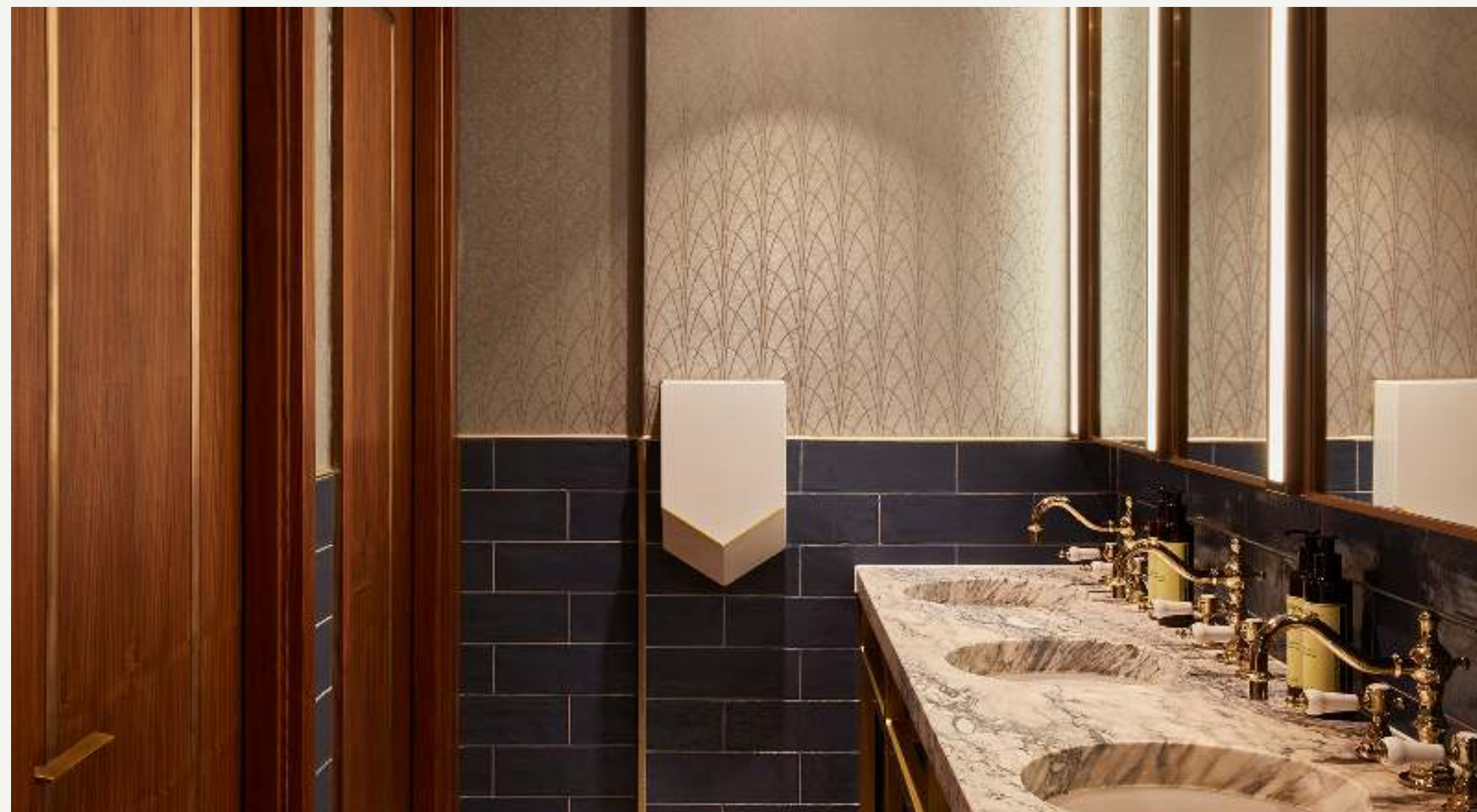
Contrast of tiles and fixtures creates a premium feel



Diffused down lighting highlights wayfinding



Feature lighting creates a domestic feel and adds atmosphere



Premium materials help to uplift the experience of the public restroom



Expressive wallpaper and materials create a moment of wonder

4.3 PUBLIC RESTROOM

IN PRACTICE - LEICESTER SQUARE, UK

Large mirrors and soft lighting create an inviting environment.

Neighborhood inspired wallpapers and patterns are used throughout. Incorporating tiles at the bottom half of the wall adds visual interest and elevates the space.

Full-height partitions provide privacy and a premium aesthetic.

Simply and elegantly displayed premium amenities within the public restrooms help elevate the experience.

A variety of quality materials are used in high impact areas. Warm woods, varied size and tile formats, inlays, and brass details bring warmth and richness to the space.

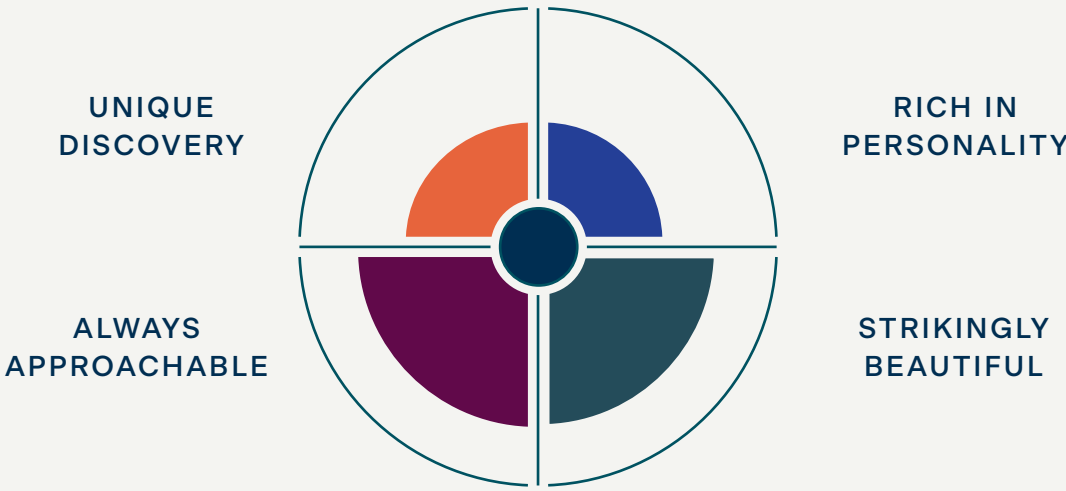


5.0

MEETING & EVENTS

Our meeting and events spaces should flex between a relaxed and professional atmosphere. Often adjacent to the bar or restaurant, they can be open or private. They should cater for a range of occasions — from business meetings to private dining events.

To achieve this, we design an experience that is quieter than the rest of our hotel. But we still want to make sure that each room is Strikingly Beautiful and Always Approachable.



TRANSITIONAL SPACES

MEETINGS & EVENTS

FITNESS & RECREATION



5.1 MEETING ROOM

EXECUTION OF PHILOSOPHY

ARCHITECTURE

Our meeting room spaces are highly flexible and creative. They're designed for a variety of needs, from meetings and private parties. The architecture should reflect this flexibility and versatility.

- **Glass walls, movable partitions, and sliding doors** are all elements that help make the space flex for a variety of guest needs, but be sure to include details that maintain its functionality in all forms.
- Make sure that meeting rooms are **adjacent to the F&B area**, so that they can be opened up as a dining area when needed.
- The design should be able to **mitigate sound into or out of** the space.

FURNITURE

Furniture should be both practical for maximum productivity, and elegant and characterful to retain the hotel's personality and style. Comfortable, residential seating softens the room while providing an unexpected alternative to common task chairs.

- **Furniture should be mainly loose bespoke pieces**, rather than case goods. Proper **storage for tables and chairs** should be provided within or adjacent to meeting rooms.
- **Chairs should be appropriate for table top work**, but should be elevated in style beyond more typical desk chairs. While they should remain functional, their aesthetics should avoid usual corporate tropes.
- All meeting rooms should accommodate **a console or a counter** for F&B service. Consider efficient storage pieces.



Premium materiality elevates furniture and creates a residential feel



Add a patterned rug to hardwood floors for a more residential feel



Celebrate original architectural features



Using moveable partitions can help to create private spaces for meetings and events

5.1 MEETING ROOM

EXECUTION OF PHILOSOPHY

TECHNOLOGY

The space should have **plenty of power outlets and good connectivity** to suit all events and requirements. Make sure that technology is seamlessly integrated in the design – cables, wires, and connections should always be minimal.

- Provide **best in class A/V equipment** that's easy for guests to use and connect to.

LIGHTING

The meeting rooms' lighting should strike a balance between functionality and ambience. A mixture of the right lighting creates a warm, relaxed atmosphere, which can be sharpened for practicality and productivity reasons, and dialled down for social gatherings. It should always be easily controllable for different guests' needs.

- **Unique fixtures, pendants, and skylights** are all an opportunity to add unexpected character and warmth.
- Make sure the room can be fully darkened to maximize the effect of screens during presentations.

ACCESSORIES

Accessories should be used to **enrich our meeting spaces**, providing an added layer of boutique charisma that delights guests.

- Rugs are an **opportunity to add character**, infuse story details, and provide a surprising element of thoughtfulness to elevate the experience.



Feature lighting over communal table creates a focal point



Curated shelving helps to infuse Neighborhood Story details



Playful artwork and accessories help to bring character into the space



Books can be decorative, but should always have a functional purpose

5.1 MEETING ROOM

IN PRACTICE - CHESTER, UK

The small accessories nod to the locality without obstructing the functionality of the room.

Mixed materials and textures add depth, but aren't distracting.

Smart digital screens allow guests to stream their own content. Perforated brass screens slide to obscure the TV when not in use, with thoughtfully placed patterned wallpaper below that offers a moment of unique discovery.

Large wooden table with integrated outlets adds rich materiality, distinct quality, and a natural warmth to the space while accommodating the needs of meeting attendees.

Comfortable, residential seating softens the room while providing an unexpected alternate to common task chairs.



5.2 EVENTS SPACE

EXECUTION OF PHILOSOPHY

ARCHITECTURE

Often bigger than the meeting rooms, the scale and grandeur of these spaces should be considered and celebrated. Used for a variety of events – from workshops and conferences to weddings – these spaces should be flexible and versatile in design.

- Locating an event space **close to the F&B area** will make operational tasks easier. Alternatively, where this is not possible, provide a secondary F&B Prep Kitchen to support the catering of the events.
- Provide proportionately scaled **pre-function spaces** to support breaks for events.
- Consider the **acoustic qualities** of the room – soft furnishings can help to control noise levels in a large space.

LIGHTING

To create a bright, productive atmosphere, make sure there is always as much natural light as possible. Where appropriate, build on the grandeur and size of the rooms with statement fixtures.

- Spaces requiring audio-visual equipment should have window treatments that offer both **filtered light and full blackout blinds** for presentations.
- Use **statement fixtures and large scale lighting features** to add drama and intrigue to larger spaces and higher ceilings.

FURNITURE

Balancing both functional requirements with thoughtful design details creates a versatile space that doesn't lose the character of the hotel. Table dressing is useful way to add interest without being fussy.

- Seating should be **stackable, durable and neutral** whilst retaining considered **design details and materials**.



Use accent serviceware for interest



Exterior spaces can also be dressed to host unique and impactful private events



Events spaces should still reflect the rest of the hotel's character



Artwork is subtle to ensure added furniture and accessories don't overwhelm



Decorative lighting can add interest without feeling like a focal point

5.2 EVENTS SPACE

IN PRACTICE - PHUKET, THAILAND

All surfaces, including ceilings, were considered when designing the space. Interesting lighting features are used, where natural light is not abundant. Premium lighting, fixtures, styles, and levels of brightness transforms a standard boardroom into an upscale event space.

Flexible bar design allows for multi-use of space.

Panelled walls ensure a rich aesthetic, relating to the overall hotel design.

These stackable banquet chairs have been designed with contrasting finishes on the front and back to add interest, paying particular attention to material and design detail.



6.0

FITNESS & RECREATION

Our fitness and recreation spaces are well-designed. They are upscale functional spaces, which always feel welcoming and inclusive. Our fitness offer is more than just a gym – we encourage wider connection with the local community, using outdoor spaces, and offering access to local wellness classes where possible.

To achieve this, we dial up Always Approachable to help our guests feel comfortable. Rich in Personality and Strikingly Beautiful ensure these spaces exude our hotel’s personality.



MEETINGS
& EVENTS

FITNESS &
RECREATION

GUESTROOM



6.1 GYM

EXECUTION OF PHILOSOPHY

ARCHITECTURE

Our fitness center should have personality, and incorporate subtle nods to the Neighborhood Story, providing an unexpected and welcoming experience. The space must be bright and upbeat, and in keeping with the rest of the hotels stylistic approach.

- **We maximize neighborhood views and use natural light** where possible to connect this space with the neighborhood. If this can't be done, we bring the space to life in other ways, such as interesting design features, colors and graphic elements.
- Layout should incorporate functional zones such as **Cardio, Strength Training, Stretching**, and a clear space for individual activity.

MATERIALS

The materials and finishes in our fitness centers are crucial for elevating the overall design. Build in depth and layers through a creative application of ceiling designs, lighting layouts and flooring materials.

- **High impact areas need quality** materials, such as rubber flooring.
- **Walls must have a smooth finish**, but retain any aesthetically pleasing inherited materials, such as brick or stone, that add to the Neighborhood Story. Wall treatment should be practical and always include a floor-to-ceiling mirror.
- When choosing materials, **consider the acoustics** – noise or vibration shouldn't affect public areas and guestrooms.

FURNITURE & EQUIPMENT

Use casegoods and storage to creatively display amenities, but make sure that they are always easy to access. Exercise equipment should always be modern and of a high-quality to blend in with the rest of the hotel.



Bold color applications help to bring a fresh and vibrant feel to the space



Exterior spaces can hold wellness and exercise classes



Subtle elements of the Neighborhood Story, such as maps



Fitness inspired lighting features



Premium equipment and fitness accessories

6.1 GYM

IN PRACTICE - BANGKOK, THAILAND

Provide the necessary amenities, such as towels and water in an upscale millwork storage installation. This can also be used for accessories and artwork that relate to the Neighborhood Story.

Floor to ceiling windows maximize natural light as well as the view of the neighborhood from the hotel.

Modern exercise equipment throughout the fitness space.

Unexpected finishes add a residential warmth.



6.2 POOL

EXECUTION OF PHILOSOPHY

ARCHITECTURE

Our pools are designed to provide an upscale and relaxing resort-style atmosphere. The space should offer opportunities for our guests to socialize, lounge and relax.

- **Never place the Hotel Indigo logo** at the bottom of the pool.

FURNITURE

Poolside furniture should be comfortable, casual and elegant. Layered lounge seating and tables create a more relaxed experience, from day to night.

- **Pergolas, umbrellas and trellises** not only add a boutique touch, but also **provide zones and shading**.
- Make the most out of the neighborhood views by using **various seating layouts and positions**.
- **High-quality, outdoor-friendly materials and finishes** will withstand all weather conditions and elevate the experience.
- Provide **sophisticated pops of color** with cushions and textiles.

LANDSCAPING

Landscaping and large planters bring a verdant, vibrant, and fresh feel to our pools. Use indigenous plants where possible.

LIGHTING

Use lighting to illuminate the poolside, creating a safe and dynamic atmosphere by night.



Integrated planters and trees give the pool area a lush, fresh feel



Infinity pools offer a unique experience of the view



Poolside furniture should encourage lounging around the pool and bar



Premium pergolas that transition from day to night

6.2 POOL

IN PRACTICE - EL PASO, TX, USA

Cabanas with lounge seating create a resort-style ambience, using materials that are in keeping with the Neighborhood Story.

A water feature provides an engaging focal point at the poolside, using unique tiles that provide a cooling contrast to the arid surroundings.

Indigenous plants in locally-made planters are inspired by the Neighborhood Story.



6.2 POOL

IN PRACTICE - BANGKOK, THAILAND

The architecture creatively provides a shaded canopy above the pool deck for guests to sit under.

The pool deck and ‘ceiling’ material treatments have been carefully chosen to echo each other and harmoniously bring the space together.

Premium outdoor lounge seating and amenities create a relaxing space for our guests.

Glass partitions celebrate the view of the neighborhood and surrounding landscape from the roof.

Subtle mosaic tiles bring a playful, sophisticated energy to the space.



7.0

GUESTROOM

Our guestrooms serve to restore and inspire our guests, by offering a personal retreat that’s rooted in the Neighborhood Story.

To achieve this, we dial up Always Approachable and Rich in Personality to create an elevated, residential feel. Smaller moments of beauty and discovery ensure a complete Hotel Indigo experience.



7.0 GUESTROOM

EXECUTION OF PHILOSOPHY

FURNITURE

Furniture within the guestroom should appear collected, eclectic, and inviting, avoiding overly matched or running-line case goods. Use real veneers and pay attention to upscale details at all key guest touchpoints. Varied styles, fittings, and finishes are essential for delivering a boutique, characterful aesthetic.

- **The bed and its headboard** is a prime opportunity for creating drama and impact, while incorporating unique details that are relevant to the Neighborhood Story. Be mindful of the way our guests use the bed to both work and relax, providing accessible, integrated convenience outlets and functional lighting details.
- **Provide a separate area for guests to dine or casually work**, ideally within viewing range of the television. Avoid traditional ‘executive-style’ task chairs. Instead, focus on functional seating that provides a more residential feel.
- Convenience outlets should be **abundant and accessible**, while integrated into the desk itself wherever possible.
- **Wardrobes and dressers** should provide plenty of storage for guests to stow away belongings, while accommodating for key OS&E items, such as a safe, an iron, an ironing board, and a coffee machine. Be mindful to ensure dressing areas are well-lit.
- **Unique handles, hardware, linings, and leg styles** are all opportunities to deliver unexpected, thoughtful touches that delight our guests and elevate the overall experience.
- **Minibars** should incorporate ventilation. Consider its location within room to minimize sound and disruption for sleeping guests. Doors should always be included to conceal refrigerators, unless using a cosmetic appliance.



Small nooks that feel cozy



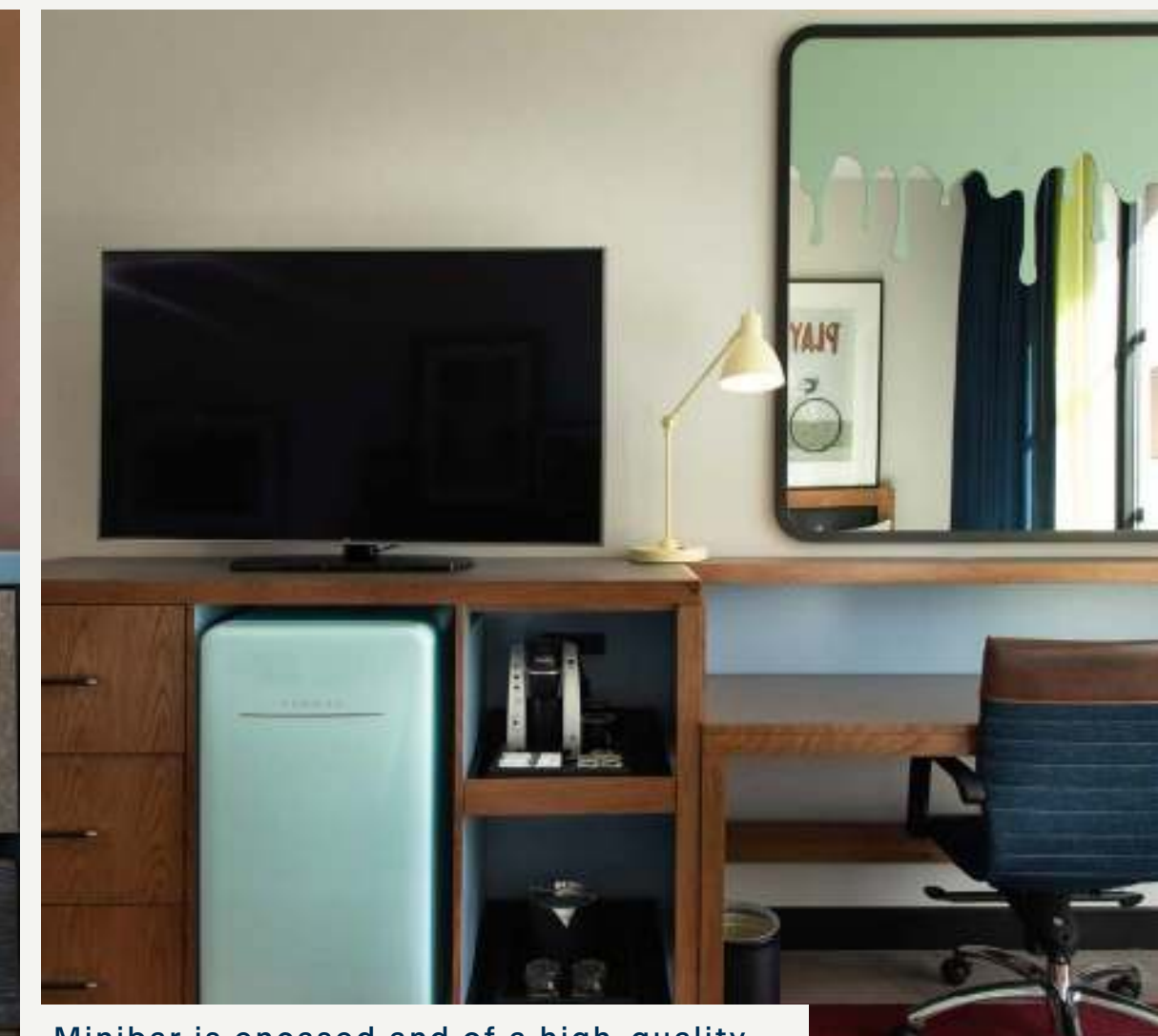
Free-standing furniture and case goods



Residential style free-standing furniture



Thoughtful touches and quality materials



Minibar is encased and of a high-quality



Chairs can act as design pieces, elevating the quality of the guestroom experience

7.0 GUESTROOM

EXECUTION OF PHILOSOPHY

MATERIALS & SOFT FURNISHINGS

Materials and upholstered surfaces are essential for creating both comfort and unique moments of discovery – subtly incorporating details from the Neighborhood Story. Material selection is a key element in delivering a rich, residential feel for our guests.

- **Walls must have a smooth finish**, but retain any aesthetically pleasing inherited materials, such as brick or stone, that add character to the space.
- **Flooring is always a hard surface**, with a minimum of one large area rug at the bed to soften the room and add comfort.
- **Area rugs are an opportunity to add a pop of unexpected color, pattern, and interest.** They should always feel appropriate within the context of the room's decor, but never overly matched or coordinated.
- **Considered details are key** – channelling, tufting, and fine stitching details are all ways to provide unique moments of interest for our guests.
- **Textured weaves, tactile finishes, and quality touches**, which are incorporated at human scale and at key guest interaction points, are an opportunity to elevate our guests' experience within the room.
- Window treatments should include **full height decorative drapery** to optimize the height of the ceiling. They should offer both filtered light and 100% blackout capabilities. **Avoid roller shades** as they don't typically contribute to the acoustic qualities of the room, or to the residential character of the space. **Hardware should be concealed** within a drapery pocket or a subtle ceiling mounted cornice.



Mix materials and textures



Hard surface floors in guestrooms



Textural rugs add a domestic warmth



Premium materials create a residential feel



Pattern inspired by local craft



Pattern and color on drapery adds visual impact



Retain original architectural details wherever possible



Premium materials elevate the guestroom experience

7.0 GUESTROOM

EXECUTION OF PHILOSOPHY

ACCESSORIES

Accessories help to create a residential feel within the hotel, while also offering unique moments of surprise that help to subtly bring the Neighborhood Story to life.

- Items such as **ice buckets, amenity trays and trash bins** should all feel intentional and curated, drawing from the Neighborhood Story.
- Custom designed **decorative throws and accent pillows** should complement the guestroom scheme, adding moments of personality and character.

ARTWORK

Artwork must be inspired by the Neighborhood Story, providing maximum impact and intrigue. It acts as a point of focus in the room. Never select artwork to solely match or closely coordinate with the scheme.

- Just as our Neighborhood Story avoids the obvious, avoid photography of local landmarks. Instead, select art pieces that offer more of an insight into the local culture.
- Typical wall-mural executions are discouraged.



Make use of smaller spaces with art pieces



Bedside power outlets are easily accessible



Elevated accessories that still retain practicality



High-quality service items

7.0 GUESTROOM

EXECUTION OF PHILOSOPHY

LIGHTING

We create a warm and inviting atmosphere with varied lighting. Combine abundant task and ambient lighting to create distinct zones within the guestrooms, allowing guests to work, sleep or relax. Controls should be intuitive, accessible, and thoughtfully located throughout the room.

- Smart and efficient **cable management** is key for creating an upscale, uncluttered experience for our guests. Be sure the excess length of any exposed cords are tucked away out of sight.
- Where appropriate, colored or patterned cord wraps can be used to celebrate the fixture and weave in a subtle detail of the Neighborhood Story.

SUITE CONSIDERATIONS

- Be sure that all room types feel fully furnished. Expanded rooms, corner rooms, atypical configurations such as accessible rooms, and multi-room suites often require additional attention and specifications.
- Furnishings, rugs, and decor within Suites should justify the premium rate above typical rooms.



Floor lamps add warmth and a domestic feel to the guestroom



Crafted OS&E items that tell a story and feel upscale residential



Place desks in natural light wherever possible



A residential style artwork display using the shelf

7.0 GUESTROOM

IN PRACTICE - EL PASO, TX, USA STANDARD ROOM LAYOUT

Textured lamps woven by local craftspeople with accent color cord, helps to focus the eye on that side of the room.

Bold use of turquoise at desk tastefully repeats similar gestures throughout the guest journey.

Full-width headboard serves as an architectural art ledge while hiding electrical cords for outlets and lighting. Placement of artwork along the picture ledge lends a curated, residential feel.

Residential style bed helps to make the room warm and approachable.

Area rug offers a bold graphic utilising local patterns and colors, softening the space without overwhelming the design aesthetic.

Integrated convenience outlets and USB ports.



7.0 GUESTROOM

IN PRACTICE - WINSTON SALEM DOWNTOWN, USA EXPANDED ROOM LAYOUT

Full-height drapery panels accentuate and celebrate the full height of the room while framing dramatic views of the neighborhood.

A continuous crown molding cornice cleverly conceals the drapery tracks and hardware while providing a subtle architectural sophistication to the space.

Varied furniture styles and typologies provides a curated, collected feel.

Beyond the requisite lounge chair featured in typical rooms, a small seating group fills this expanded room's larger dimensions. This ensures the room feels full of life, but also provides added functionality and comfort that can command a premium rate.



7.0 GUESTROOM

IN PRACTICE - BROOKLYN, WILLIAMSBURG, USA 2-STORY SUITE LAYOUT

Adaptive use properties and new construction may offer opportunity to build multi-level suites with unexpected residential appeal.

Stark contrast in wall finishes and ceiling heights creates a striking transition between cozy sleeping nook and airy 2-story living area.

Oversized artwork is properly scaled to wall, visually anchoring the seating area below.

The spiral stair saves floorspace and fills the room with dramatic sculptural architecture.

Bold color adds personality while honed stone gives an understated elegance to the otherwise minimal aesthetic.

Area rugs are used to soften both the sleeping loft and the living area, providing a welcoming, residential feel.

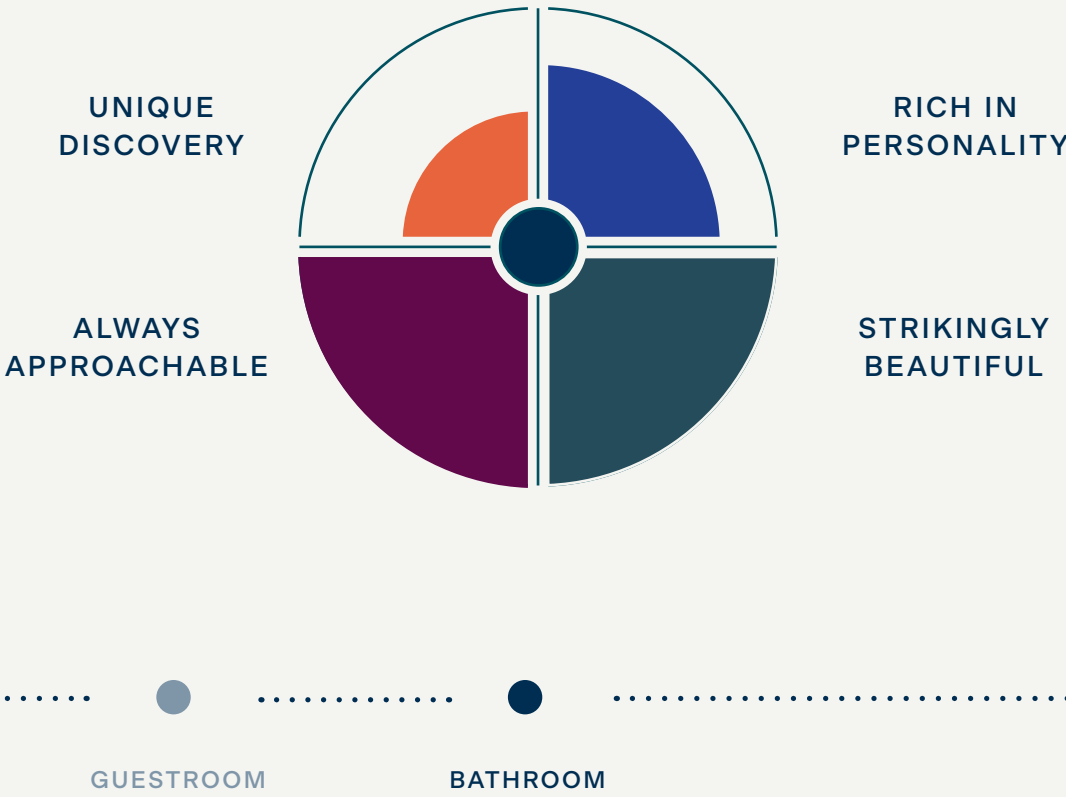


8.0

BATHROOM

Our bathrooms should delight our guests and complement the guestroom. This is a space designed with residential home comforts for luxurious experiences that refresh and recharge.

To achieve this, we dial up Strikingly Beautiful and Always Approachable, while Unique Discovery plays a quieter role in the space.



8.0 BATHROOM

EXECUTION OF PHILOSOPHY

FIXTURES & FITTINGS

The bathroom fixtures and fittings should be designed to elevate the experience in a luxurious, spa-like space.

- Walk-in showers, luxury baths and a creative use of storage space provide an **elevated ‘at home’ experience**.
- Make sure faucets, towel hooks/bars, and shower controls are striking and sophisticated, as well as functional and accessible.
- Consult IHG Design & Construction partner for bulk amenity hardware requirements.

LIGHTING

A well-lit vanity is essential for supporting our guests’ functional needs. Consider dimmable lighting or multiple circuits that allow guests to control the atmosphere and ambience to suit their mood and needs. Feature lighting is an opportunity to bring in premium materials and a characterful ambience.

- Consider the placement of the brand-required, integrated night light when planning lighting within this space.



Where possible, larger spaces should include a free-standing bath



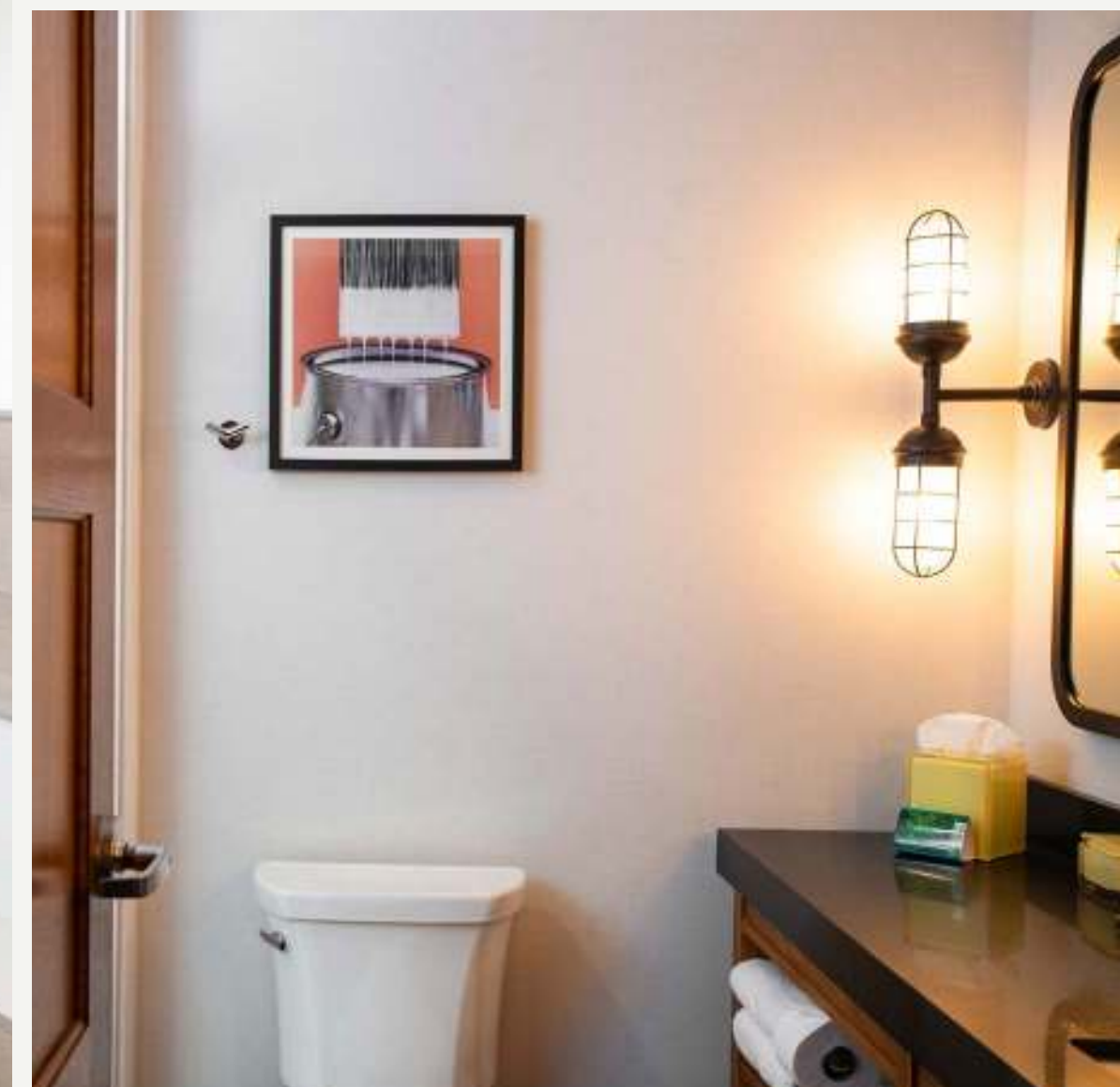
Vanity mirrors can add an elevated experience at the sink



Layering of materials creates a premium feel



Contemporary interpretation of historic tile design



Feature lighting adds depth and character

8.0 BATHROOM

EXECUTION OF PHILOSOPHY

MATERIALS

Premium materials are an immediate way of enhancing the bathroom experience, particularly at key guest interaction points. Even the smallest, refined details, from brass handles to premium towel hooks, can go a long way, and are an opportunity to celebrate small moments in the Neighborhood Story.

- **Contemporary interpretations of historic tiles**, common in local buildings, are a good way to celebrate locality and bring a character into the bathroom.

ACCESSORIES

Bathroom accessories, such as amenity trays or tissue holders, can add character and subtle detailing to the space.

- Consider options with color and texture when selecting the **materiality of these objects**, as this can instantly help to elevate the overall bathroom design.



Contrast grouting can create interesting patterns



Warm, functional lighting



Dramatic patterns and materials celebrate the shower space



Built-in shelf for amenities where possible



Residential style bathroom fixtures

8.0 BATHROOM

IN PRACTICE - CHESTER, UK
THREE PIECE

A contemporary mirror, with a shelf for amenities.
Upscale accessories and residential-style
glassware add flare.

Feature tiles add upscale personality,
bringing layered materiality to the space.

Premium materials are in keeping with the period
of the property and Neighborhood Story add a
touch of luxury to high impact areas.



8.0 BATHROOM

IN PRACTICE - KANSAS CITY CROSSROADS, USA
FOUR PIECE

Upscale, spa-influenced fixtures and fittings.

Creative lighting gives the space a unique ambience.

Walk-in showers are a must. Feature bathtubs should be included in suites or where additional space allows.

Upscale materials add a touch of luxury in high impact areas.

Thoughtful changes in flooring tiles differentiate zones, while adding interest for an upscale bathroom experience.



1

OUR
BRAND

2

DESIGN
APPROACH

3

EXPERIENCE
HALLMARKS

4

CREATIVE
DIRECTION

5

GUEST
JOURNEY

6

CASE
STUDIES

CASE STUDIES

CASE STUDIES OF EXEMPLAR HOTEL INDIGO PROPERTIES AROUND THE GLOBE, WHICH
DEMONSTRATE HOW THE NEIGHBORHOOD STORY COMES TO LIFE

Echoes of the man in black, a multi-colored mosaic of shipping containers, bridges celebrating diversity, and Texan vodka and tacos at our Downtowner.

WELCOME TO OUR NEIGHBORHOOD

EL PASO



OUR NEIGHBORHOOD STORY:
THE FABRIC OF THE PASS

People and culture have always criss-crossed between El Paso and Ciudad Juarez. Twin cities culturally stitched together into a **vibrant weave** of Texan pride and Mexican vitality, all watched over by the rugged landscape of The Franklin Mountains and an eternal golden sun.

By the mid-19th century, El Paso’s cityscape grew with the nation’s demand for textiles. Bolstered by a multicultural workforce ready to roll up their sleeves, reams of material began unfurling across the country’s **railroads**. Ever since, a **multi-colored mosaic** of shipping containers continues to provide a dramatic backdrop to these colorful streets.



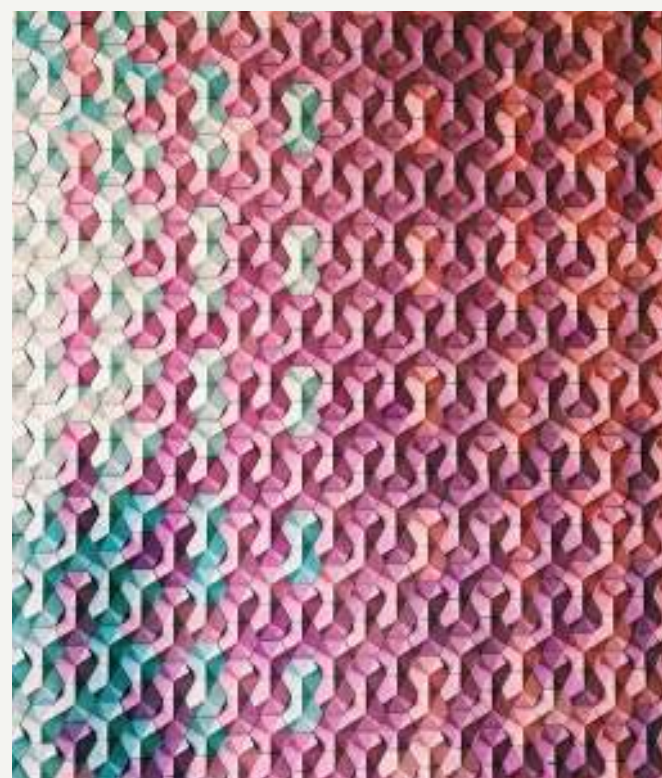
The vibrancy of “The Pass” has long attracted a diverse audience — from icons like Johnny Cash and Steve McQueen, to statesmen like John F. Kennedy, to travelers entering America. And at the heart of it all is **The Downtowner**, a mid-century luxury motor inn that acted as an inspiring starting point for many journeys.

Today, The Downtowner has been transformed into Hotel Indigo, where explorers seek the vibrancy of an authentic experience. And our neighborhood is as rich as ever, offering a bi-cultural community tapestry that can only be described as **‘The Fabric of The Pass’**.



THE FABRIC OF THE PASS

The hotel environment tells the story of The Pass through its characterful designs, with colorful references to railroads and fabric trade, and the iconic Downtowner Motor Inn.



SUNSET HUES

Guests are greeted with colorful 3D tiles which represent the beautiful El Paso sun setting over the Franklin mountains.



DOWNTOWNER HERITAGE

Balustrades from the original Downtowner hotel are repurposed to form colorful screens.



STRIKE A POSE

Fun, hanging chairs swinging in front of a locally-inspired mural are an engaging and welcoming feature. Guests have found them to be a perfect stop for capturing memories.



TRAIN YARD SALVAGE

Original fixed details, such as this pole, have been turned into design features that reference the train yard heritage of the Neighborhood Story. Actual timbers and signage from the train yard, alongside an original pulley system were repurposed as a lighting feature.



LINES OF PASSAGE

Purposeful floor patterns, inspired by local train lines, can be seen throughout the hotel interior.

INTRIGUING FORMS

Sculptural pieces by local artists create talking points, and celebrate the hotel's location to the El Paso Museum of Art, which is just 15 minutes away.



SUN TRAP

Beautifully laid-back exterior spaces make the most of the El Paso sunshine.



A GREEN WELCOME

Types of plants found in the region are used as decoration. These are displayed in planter boxes built in Mexico by a local artist.



LOCALLY INFUSED MATERIALS

In the bar and restaurant, sociable seating reflects the forms of railway seats.



SOUTHWEST STYLE

Hard surface flooring with a Southwest style rug and blanket celebrate the American/Mexican heritage.

MID-CENTURY ERA

Mid-century modern furniture celebrates the era in which the original Downtowner hotel opened.



PATTERNS OF MOVEMENT

Rug mimics Southwest culture, and the hatch texture helps to create a sense of movement.

Ever-changing open-air galleries, rock concerts in a ballroom, ‘sending salami’ at the world’s oldest deli, and getting acquainted with our very own Mr Purple.

WELCOME TO OUR NEIGHBORHOOD

LOWER EAST SIDE



OUR NEIGHBORHOOD STORY: FROM THE SUBWAY, TO THE STREETS, TO THE GALLERY

From the rich cultures of its inhabitants to bright **graffiti-painted streets**. From the fresh morning grind at a local coffee-house to cocktails at an exclusive underground hangout. **From the Subway, to the Street, to the Gallery**, nowhere else offers such the complete New York experience quite like the Lower East Side.

This is where **legends of arts, music, and culture** have all spent time, gained influence, and made an impact on our neighborhood. In the 20s it played host to a new wave of immigrants, creating a key moment of cultural diffusion that shaped New York as we know it today. In the 60s musicians and artists took up residence, transforming the area into



a realm of art and **creativity**. In the 80s it became the birthplace of vibrant street art, including the works of legendary graffiti artist Lee Quinones, turning the streets into an ever-changing open-air gallery.

Today, the Lower East Side still attracts adventurous trendsetters of the current generation thanks to a neighborhood full of **fashionable and culture-heavy** spots like Chinatown, Katz’s Deli, Bowery Ballroom, Beauty & Essex, and the New Museum. And the same rebellious spirit that graffiti-ed these streets decades ago still lives on in our neighborhood.



LOWER EAST SIDE

FROM THE SUBWAY, TO THE STREETS, TO THE GALLERY

The hotel environment is inspired by the creative energy of the Lower East Side, filled with references to street art, the infamous New York subway, and local creative culture.



A CURIOUS ARRIVAL

Guests enter at the ground floor, which is designed to resemble New York’s subway tunnels. It captures the setting for graffiti culture in the LES.

They travel to the 14th floor lobby, mimicking rise of graffiti from an underground movement to a recognized art form.



TRANSIT INSPIRED LOBBY

The red brick lobby incorporates the brick details of local tenement buildings and the subway tunnels of NYC.

SCAVENGED ARTWORKS

A bespoke sculpture and wall art represents the creative movement of the 70s and 80s, when artists appropriated parts from derelict buildings to make accessible public sculptures.



LOCAL ARTISTS

The lobby exhibits art pieces from nearby galleries and pop-ups, celebrating local artists from the neighborhood.



THE ARTIST'S LOFT

Large windows act as the artist’s canvas, framing the infamous skyline. The space has been designed to feel like a talented artist’s home, with furniture that can move to accommodate an exhibition. The color palette and decor is purposefully simple to allow the “art” to be the hero in the space.



AUTHENTIC GRAFFITI

Artwork by the legendary Lee Quinones, one of the original graffiti artists in Lower East Side, brings authentic local street art into the hotel environment.

LOWER EAST SIDE

URBAN GRIT

The bar recreates a gritty urban loft, through the use of reclaimed wood, concrete, and exposed metal pipes. The use of the floor tiles reflect the traditional features of a tenement building.



MR PURPLE

Mr Purple, the rooftop bar, tells the story of an infamous LES resident. The bar serves a signature cocktail (of the same name) and Mr Purple IPA (brewed locally).



PARTY TIME

The rooftop bar has a lively, party atmosphere, serving seasonal drinks alongside spectacular views.



CULINARY CURIOSITIES

The bar menu offers a taste of the neighborhood through locally inspired dishes.



ARTIST'S COLORS

Curtains offer an artistic representation of soft watercolor paint, framing the room's primary 'artwork' – the New York skyline. Whilst industrial style lighting emulates lanterns of the city's past. The headboard is upholstered in a heavy textural material, evocative of an artist's canvas. Gallery white walls allow the subtle accents to make an impact.

VIBRANT CITY

Colorful furniture brings to life the vibrancy of New York City.



TAXI CAB YELLOW

Bathrooms have a subtle utilitarian style and urban grit, featuring tile details similar to tenement buildings. Pops of yellow mimic New York's iconic taxi rides, during which you often see graffiti en route. While the artwork on the wall amplifies the graffiti story.

A boastful barber, vintage neon signs, a room full of rock and a wall made entirely of paint pigments.

WELCOME TO OUR NEIGHBORHOOD

MADISON



OUR NEIGHBORHOOD STORY: THE COLORFUL CHARACTERS OF OUR PAST.

Madison's history is rich with colorful characters. As the decades have unfolded, they've become an intrinsic part of the picture. Their tales live on – in the buildings, streets and the local neighborhood. But it wasn't until the 1890s that this area began to transform into the thriving, industrialized melting pot it is today. And with this surge of industry, a crowd of new characters came cascading into the neighborhood.

There was the joyful Anna Haerlie, who came over from Germany in 1865 to open her own candy shop – her rock candy, barbershop sticks and homemade pies were the talk of the town. And there was Herman Gaertner, the boastful barber who kept Madison



looking sharp for 54 years. Among his privileged customers were two presidents, McKinley and Garfield.

But at the heart of our story is this very building, whose robust brick walls were home to The Mautz Paint Company's headquarters for years. The enormous paint sign that hung outside the factory now towers over our reception area – and colorful splashes of the past can be found throughout the interiors.

Today, the neighborhood holds onto its colorful, industrial roots. At night, the sidewalks are aglow with old-school neon signs, which illuminate the painted advertisements of the past. They light the way for the vivacious and lively community that calls this great city, home.



A BUILDING BRIMMING WITH INDUSTRIAL HERITAGE

The hotel environment reflects the industrial past, while celebrating the contemporary local culture.



ORIGINAL ARCHITECTURE

Originally home to The Mautz Paint Company's headquarters, the building has an industrial historic presence. Complemented by a contemporary new-build extension, the hotel welcomes guests through multiple entrances.



STRIKING ARRIVAL

The front desk uses an original sign from the building's exterior facade, adding color and theatre to the arrival moment.



BESPOKE GAMES

Traditional games bring guests and locals into the public area to have fun and connect.

PAINT REFERENCES

Nods to the heritage of the building are carefully placed and curated around the hotel, such as a bespoke art piece featuring embellished paint rollers and original Mautz paint cans as decoration in the public areas.



LOCAL MARKET

The hotel features a small marketplace in the public area, stocking local sundries for guests to purchase. These treats offer tastes from the local artisans of the city.



LOCAVORE CUISINE

As one of the original locavore communities, Madison is a sustainable foodie's dream. The in-hotel restaurant offers seasonally considered food for an authentically Madison culinary experience.



MADISON



UNIQUE ARTWORK

Unexpected artwork adorns the public areas, adding splashes of color and personality.



COLORFUL PERSONALITY

In the evening, the hotel lights up with a soft neon glow from the interior. Each floor has a different color that spills out onto the streets of Madison, celebrating the colorful history of the building.



INDUSTRIAL MATERIALS

Materials throughout the hotel reference the industrial nature of the original architecture, such as lead-framed windows.



POPS OF COLOR

Color adorns the accessories and soft furnishings of the guestrooms, creating a warm yet vibrant environment that feels contemporary, yet reminiscent of the building's heritage as a paint factory.



HERITAGE INSPIRED

Smaller elements, such as bedside lights and the industrial table on casters, are carefully considered, adding elements of the Neighborhood Story to even the most functional of items.



30 perky pink birds, a severed Giant's hand, a UNESCO-listed bell tower and a signature cocktail in the courtyard.

WELCOME TO OUR NEIGHBORHOOD

ANTWERP



OUR NEIGHBORHOOD STORY: THE NEIGHBORHOOD THAT CONNECTS THE WORLD.

No day is the same in eclectic Antwerp. A short stroll from the Hotel will take you to **The Diamond District**, where more than 80% of the world's rough diamonds are traded. Wander a little further and you might stumble upon The Royal Academy of Fine Arts, or a 175-year-old **zoo that's home to a flamboyance of flamingos**, or even Zaha Hadid's shimmering glass Port House that's perched on the back of an old fire station like a newly-landed spaceship.

As you meander down the cobbled streets, you'll hear whispers of mother tongues from the four corners of the globe. This is a place that has always attracted and welcomed everyone. Home to Europe's **second largest port**, over the years it has become a meeting point for the world.



With an artistic magnet at its heart, it's a neighborhood that basks in creativity and diversity. Its residents are cosmopolitan, urbane and open-minded. Around every corner is a piece of art – from Peter Paul Rubens' giant paintings, to a central train station that looks more like a cathedral than a transport hub.

The city is a patchwork of tales and textures. Bold, contemporary architecture interweaves with Gothic, Renaissance and Baroque buildings, while a beautiful 16th century city-hall is the backdrop to a grotesque fountain of a naked man throwing a severed hand toward the main square.

But the spirit of this city goes beyond its surprising sculptures and beautiful buildings. There's a palpable sense of energy and enthusiasm here – a Flemish joie de vivre that gets under the skin of locals and visitors alike. All of which is brought to life with a glass of De Koninck at a local drinking den, or a bottle of world-class beer from a globally-acclaimed microbrewery (it's Belgium, after all).

Whoever arrives into this multicultural metropolis **are welcomed with open arms**. Because Antwerpers embrace the good things in life – from cultural inspiration and rich innovation, to bright ideas and big hearts. This is the innovative city of makers: the eclectic neighborhood that connects the world.

Welcome to Antwerp.

AN ECLECTIC MIX OF ARCHITECTURAL STYLES

Showcasing a contemporary aesthetic, the hotel environment mixes materiality, furniture typologies and artwork to offer a space that feels as eclectic as its surroundings.



WARM WELCOME

Natural woods and lush green plants offer a warm welcome on arrival. Curated displays behind the reception desk showcase intriguing objects that reflect the unique Neighborhood Story and provide an initial talking point.



OPEN ATMOSPHERE

Inspired by the 19th century garden in the local zoo, we celebrate large, exotic plants in our spaces. Glass divides create zones for more intimate moments, while retaining open sightlines across the hotel for a bright, fresh aesthetic.



FLEXIBLE SPACES

Booth and bar seating provide a flexible bar and dining space that shifts from morning to evening, giving guests and locals alike an inspiring place to eat, drink, work and socialise.



BRIGHT COURTYARD

The courtyard gives guests an exciting outdoor area to relax, drink and dine. With partial covering, it's usable throughout the year, from one season to the next.

GENEROUS BREAKFAST BUFFET

The breakfast buffet is held at the bar, making use of the flexible space. With crafted pastry displays and handwritten signs, the buffet has a personal touch, always offering fresh and local ingredients where possible.



PLAYFUL UNIFORMS

The uniforms use bold and playful patterns that are inspired by the famous flamingos that live at the local zoo. They offer a fun alternative to something that can at times feel drab, while giving our team and guests an interesting talking point.





PREMIUM ADDITIONS

As this is a conversion property, premium touches were added to an existing room design. Ornaments such as the hanging terrariums, which nod to Antwerp's status as the diamond capital of the world, are balanced by padded leather headboards and tactile throws that soften the aesthetic.



LUXURY DETAILS

Bathrooms balance rich materials with finer details, accessories and amenities to create a premium experience. The diamond tile design and cut glass cups are striking features that celebrate Antwerp's notorious Diamond District.



LAYERED DESIGN

The guestroom boasts a mix of contemporary artwork, considered design details and soft furnishings. By layering color, pattern and texture we create a truly enjoyable environment to relax in.



LOCALLY INSPIRED ARTWORK

Colorful, patterned artwork, inspired by the nearby zoo and botanical gardens, add interest to the guestroom. Graphic wallpaper that celebrates Antwerp's famous Flamingo Square is applied in smaller transition areas, such as the elevator, where design can be bolder.

THANK YOU

HOTEL
INDIGO[®]