



HOTEL DESIGN STUDIO

PARIS-LONDON



WHO ARE WE ?

HOTEL DESIGN STUDIO is a uniquely integrated studio dedicated to the design of exceptional hotels and restaurants.

Award-winning and celebrated Architect Stuart Forbes, acclaimed designers Laleh Amir Assefi and Pascale Douillard together with Hotelier Philippe Krenzer, who managed world-top-10 hotels and Bertrand Pierson, restaurateur set out to transform the industry with Hotel Design Studio.

HOTEL DESIGN STUDIO'S MISSION :
DESIGNING THE MOST ATTRACTIVE AND
THE MOST COMPETITIVE HOTELS

HOTEL DESIGN STUDIO gathers a complete team of experts with deep operation knowledge working in perfect harmony. When the studio takes on an assignment its designers, architects, hotel and business experts create a dynamic brief following a proprietary 10-step process.

By the time the brief is presented, HOTEL DESIGN STUDIO clients will immediately see why their property has the potential to become a success.

The excitement never leaves the team as its members, having worked together on the brief since the first day of the project, start to uncover the solutions together through to the final plan.

HOTEL DESIGN STUDIO develops BIG IDEAS, detailed plans and designs swiftly and efficiently because the studio's team works in perfect synergy, integrating all the stakeholders. The outcome is clear: clients, owners, team members receive exceptional new or newly refurbished hotels that are superior to the competition in every respect.

OUR PHILOSOPHY

A hotel is a very particular building with commercial, leisure, social, community and sometimes artistic functions. It's a place where clients come to restore themselves, experience wonderful moments, connect with each other, conduct their business with peace of mind, celebrate, and entertain friends and partners. Staff members spend a great deal of their lives in a hotel and are expected to perform consistently at the highest level, every minute of the day under intense pressure. It goes without saying that a hotel is where investors invest high amounts of money and rightfully expect a decent return.

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NO OTHER TYPE OF BUILDING DEPENDS MORE ON ITS DESIGN - ARCHITECTURE AND INTERIORS - FOR APPEAL AND FOR SUCCESS. FOR NO OTHER TYPE OF BUILDING IS IT MORE IMPORTANT THAT FORM AND FUNCTION WORK IN ABSOLUTE SYNCHRONICITY AND HARMONY.

The commercial success of a hotel depends on the appeal and coherence of its concept and the ability to fulfil the stakeholders' expected functions better than its competitors.

A hotel will only be successful if form (the value proposal, concept, BIG IDEA) and function (the satisfaction of the client's needs) work in total harmony and both reach near perfection.

With over three decades' experience x 3 in the industry, we know that many hotel companies are keen to adopt a methodology that could allow them to identify their successful hotel concept and address their needs systematically, thus giving them every chance to beat their competitors hands down.

Right at this moment in time, market gaps are left unexploited with enormous opportunities awaiting those hotel companies and owners who seek to become more competitive. Simply said : The market is ripe and demands a **different and complete solution** that creates a sustainable competitive advantages right from the Design stage.

That is the **HOTEL DESIGN STUDIO Solution !**

HOTEL DESIGN STUDIO SOLUTION IN THE SECTOR'S CONTEXT.

HOTEL DESIGN STUDIO Solution hits the market at the most opportune time, whilst the Hotel Sector is growing at an unprecedented rate, it is also going through fundamental shifts. The need for an integrated Hotel design approach has never been so strong.

FOUR MAJOR TRENDS IN HOSPITALITY

1. The tourism sector is growing exponentially with a projected increase in international tourism of 60% in the next seven years. (From 1b in 2012 to 1,6b in 2020)
2. China will become the dominant exporter of tourism as the number of outbound Chinese tourists doubles in the next 8 years to 200 m per annum
3. The Millennials or Generation Y become the dominant generation within the next ten years. At the same time the Baby Boomer generation loses its influence over tourism trends.
4. New technology provides the opportunity to reassess front and back of house in the sector.



THE HOTEL DESIGN STUDIO SOLUTION !

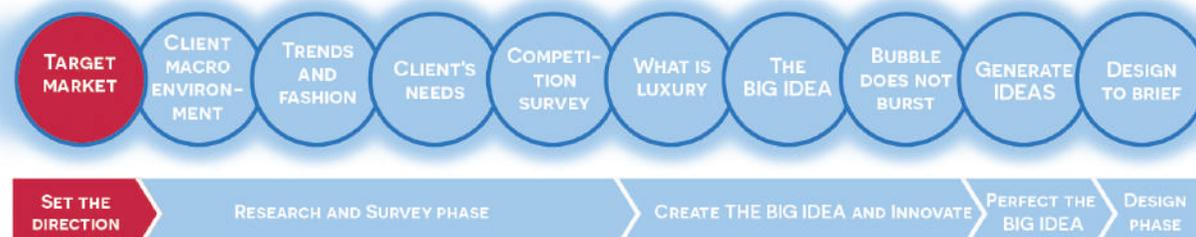
We follow 10 steps and our process is iterative, we discuss and revisit each step until we reach the sweet spot. When the stakeholders get so excited about the result that they start to tell the story themselves, we know we have hit the target.





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STEP 1 : WHO ARE THE TARGETED CLIENTS?



'Only he can make use of favourable winds who knows where he wants to go.'



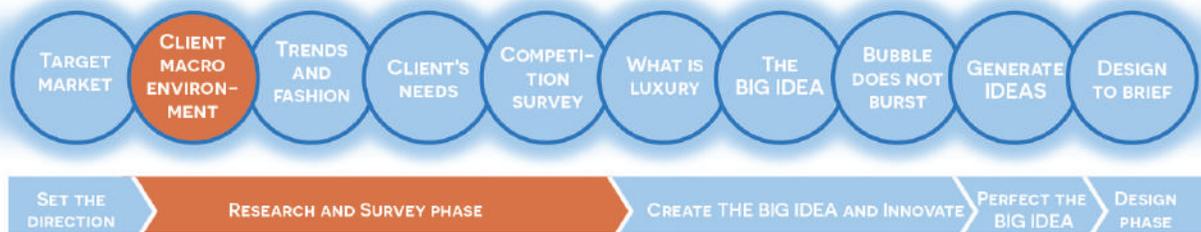
Unless you are clear on your target markets, you won't understand the clients and won't know their needs, hence, your chances of satisfying their needs will be remote and your odds of competing successfully will be low.

At HDS, we define and research your target market. We study your target markets' sizes, growth rates, patterns and main characteristics. We know that different competences are required to be successful in different markets.

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STEP 2: WHAT IS THE MACRO ENVIRONMENT OF OUR CLIENTS?

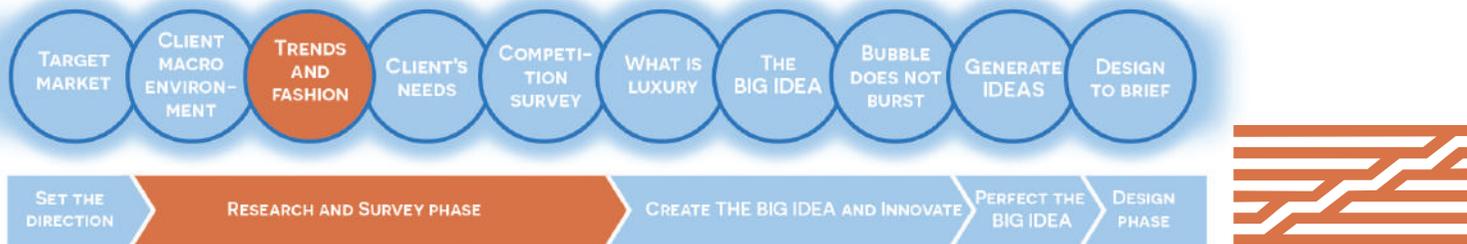


Client Satisfaction is relative to many factors, but first and foremost to the client's own environment. What feels luxurious, what seems like great service, value for money or what is fashionable to one client might feel different to another.

At Hotel Design Studio we explore your target client's environment and zoom into the areas that are relevant to design your hotel. We extract all the important pieces of information and the trends that will help us shape your hotel's offer with confidence. We pay particular attention to elements related to standards of living, wealth, technology, and fashion.

'The first step in exceeding your customer's expectations is to know those expectations.'
Roy H. Williams



STEP 3 : WHAT ARE THE TRENDS AND FASHIONS ?

You conceive a hotel for at least 20 years. A concept or design should last a minimum of 10 years. Understanding the trends in terms of lifestyle are essential and the foundation to creating a timeless hotel.

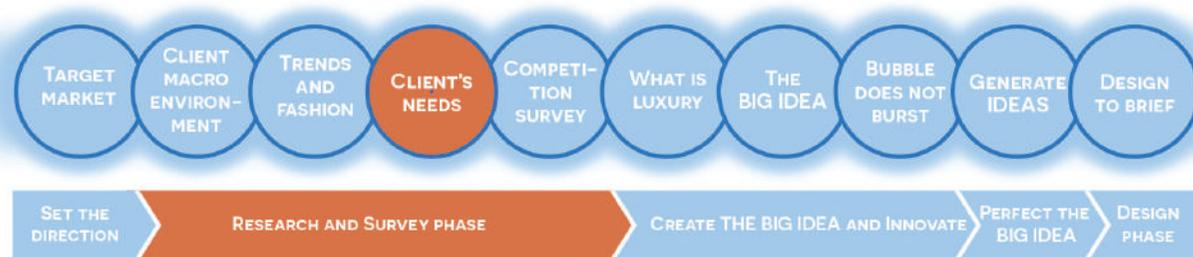
At Hotel Design Studio, we study trends and fashion in the leading markets to have a clear vision and to be able to create successful timeless hotels.

Stuart Forbes has the rare ability to understand trends and fashion, yet to create timeless pieces. As Richard Rogers (Stuart's former mentor and today's client) created the timeless Pompidou centre, Stuart created the timeless River Café. For his latest restaurant, Spring by Skye Gyngell, located in historical Somerset House, Stuart's design has been awarded '2014's *Most Beautiful Restaurant*' and is on the way to become a London classic.



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STEP 4 : WHAT ARE THE CLIENT'S NEEDS ?



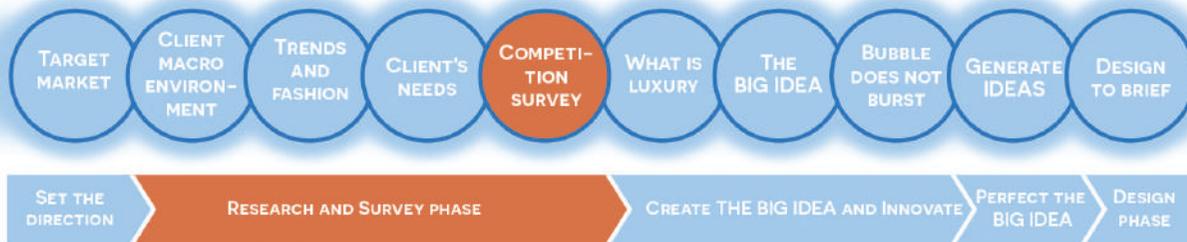
In the end it all boils down to client satisfaction. For clients to be satisfied, their needs should be fulfilled. HOTEL DESIGN STUDIO has developed a proprietary methodology that allows us to understand your clients better than anyone.

We zoom in even closer to the elements relative to life-style, work-style, entertainment-style.

Then we detail the needs, expectations, frustrations of each market segment according to :

- The purpose of their stay
- Their culture
- Their gender
- Their generation

STEP 5 : WHAT ARE THE COMPETITORS OFFERING TO OUR TARGETED CLIENTS?



The performance of your hotel will always be relative to your competitors. To be successful, your property will need to outperform your competitors: presenting a more attractive value proposal, a BIG IDEA and providing higher levels of satisfaction to the clients.

We know exactly what we are looking for when we study your competitors.

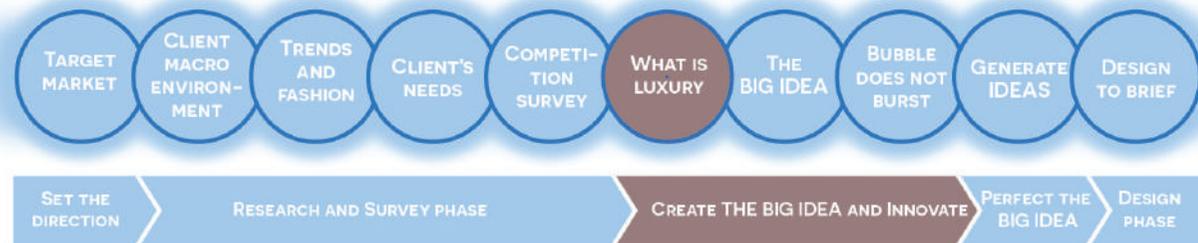
- Their target markets
- Their ability to satisfy their clients according to a precise analysis grid
- The essence of their offer, their value proposal
- Their key competences and resources
- Their key differentiating points



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STEP 6 : CRAFTING A RARE DIAMOND?



We have been working at all levels in the hospitality industry. However, we have a particular expertise in the luxury hospitality sector. For nearly three decades, we have been pondering and here is what we have learned :

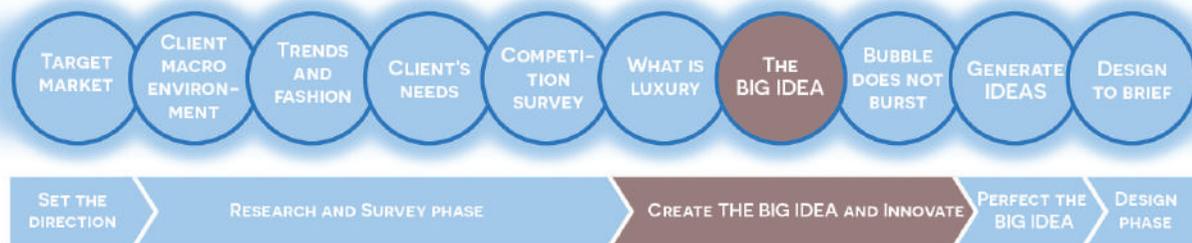


Today we can say with certainty that we understand luxury's purpose and it makes it so much easier to focus when you understand the goal. Before we start to think about creating your hotel's value proposal, we have locked a critical question in our mind : how will we 'Elevate' your clients ? We apply this question to every type of hotel. The need for Elevation is universal, however many stars your hotel has.



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STEP 7 : THE BIG IDEA



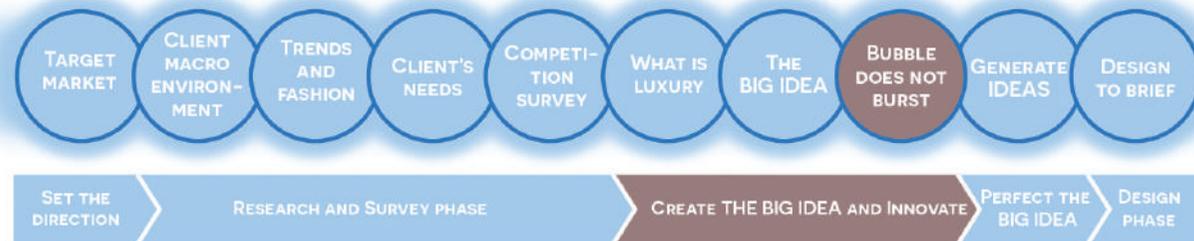
Up to now, we have researched thoroughly. All the pieces of the puzzle are assembled. We know about the clients, the competitors and the trends.

It is now time to be innovative and create a world, create a bubble that will elevate the clients. Your hotel should be unique, clearly differentiated, inspiring and its offer easily identifiable. Your BIG IDEA is clear to all.

One of the results during this essential creative phase will be the creation of a value proposal statement. This statement will capture the essence of your hotel's BIG IDEA and will guide with much needed coherence, all the decisions that will be taken until successful completion.

Jorn Utzon never designed an Opera, his concept in Sydney was 'a set of sails'. It fitted perfectly in Sydney harbour's environment. For the River Café, London's most successful restaurant, Stuart Forbes, HOTEL DESIGN STUDIO's architect, did not design a restaurant, but had the vision of an *Italian Piazza* in mind. The Maslow Hotel in Sandton was voted best Business Hotel in South Africa in 2014 a year after it opened. Clients loved the *Urban Oasis*, BIG IDEA created by HOTEL DESIGN STUDIO's partner Philippe Krenzer.

STEP 8 : NEVER ALLOW THE BUBBLE TO BURST !



In the first place we have created a concept, a BIG IDEA, just like a distinctive bubble that elevates your clients. We have captured its essence in the customer value proposal statement.

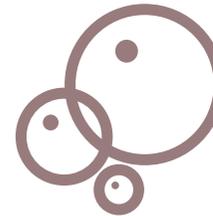
With this in mind we are confident that your hotel will be unique, appealing and coherent.

Our second task is to minimise the risk of your client's bubble ever bursting. The only way to minimise this risk is to ensure the client's needs are met systematically.

HOTEL DESIGN STUDIO has developed a process that has been validated by both academia and business. This process combined with our world-class expertise of the hospitality industry allows us to deliver a Hotel where the Bubble might never burst.

WE UNCOVER ALL THE JOBS-TO-BE-DONE.

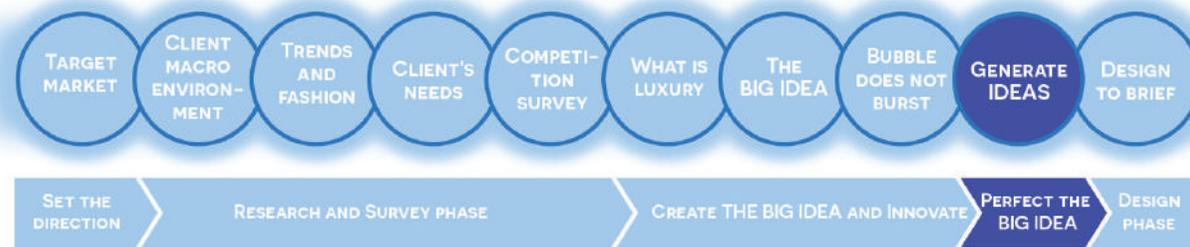
We painstakingly study the client journey and uncover all the jobs-to-be-done along the journey. From the customer's perspective, it is the job that is the stable, long-term focal point around which we create value because the job's perfect execution reflects the customer's true definition of value. For example we will concentrate on the job of 'Spending a good night sleep'.



WE SYSTEMATICALLY AND EXHAUSTIVELY IDENTIFY THE DESIRED OUTCOMES (THE NEEDS).

Once we have established the client journey, the 'job' map is a visual depiction of a functional job, deconstructed into its discrete process steps, which explains in detail exactly what the customer is trying to get done. Unlike a process map, a job map does not show what the customer is doing (a solution view); rather, it describes what the customer is trying to get done (a needs view). With structured frameworks and a clear definition of what a need is, we capture and organise all the clients desired outcomes. For any job to be completed successfully, we will use between 50 and 150 desired outcomes or needs.

Illustration: A client does not buy a bed, he recruits the hotel to perform the job-to-be-done : spend a good night's sleep. There might be 80 to 120 desired outcomes within the job of a good night's sleep. Once all the desired outcomes are clear, they are turned into a brief for the architect whose design will now anticipate all the client needs.

STEP 9 : WE GENERATE IDEAS AND CREATE BREAKTHROUGH PRODUCTS AND SERVICES SOLUTIONS

Once there is excitement and alignment around the BIG IDEA (the concept or customer value proposal) ; once the customer needs have systematically been identified, then we are ready to finalise the brief.

This is an exciting moment. From then on, our HOTEL DESIGN STUDIO team, working as a multi-disciplinary platform, systematically generates ideas and creates breakthrough products and services solutions.

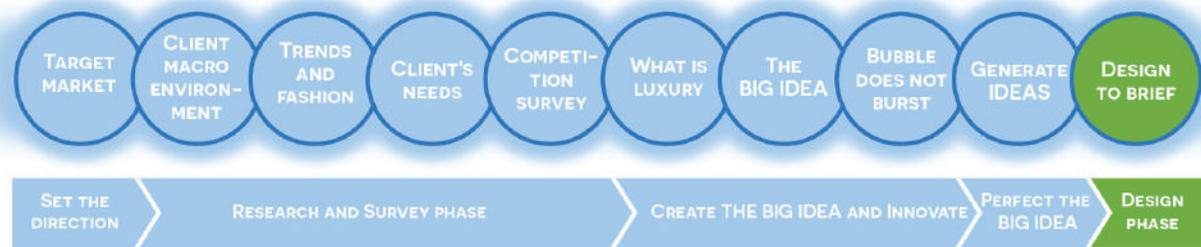
We invite all the stakeholders to actively participate during that stage.

The most exciting part of all : we have combined experience of over 90 years in the hospitality industry, we love it and above all we know it inside out. Combining this expertise with our methodology we work the perfect brief out faster than any of our competitors.

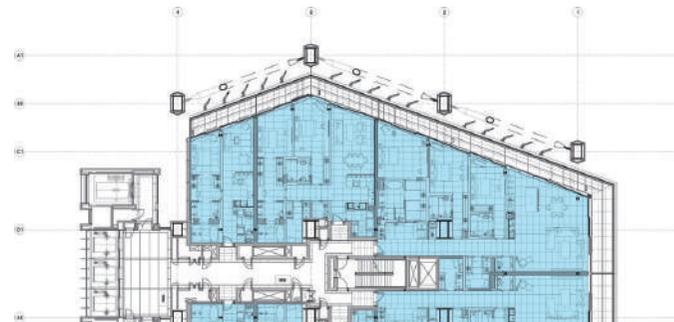


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STEP 10 : GUEST CENTRED DESIGN



Finally, our specialised Hotel Design Studio team designs your hotel according to the client-validated and co-constructed brief. At that stage you already know your hotel will be a great success, the stakeholders are aligned around the BIG IDEA and you know how you will beat your competitors and satisfy your clients.



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For 20 years, **Philippe Krenzer** has managed some of the world's most beautiful Hotels, working for Four Seasons Hotels in London and Chicago, The Ritz in London, the Oberoi in Bali, the Omni in Hong-Kong, Claridge's and the Savoy as Hotel Manager, the Hotel de Crillon in Paris as General Manager.



In 2005, he launched his first consultancy: Philippe Krenzer and Associates (PKA).

THE TEAM

The team specialised in Strategic Design and Executive Team Development for leading hotels. The approach developed, based on four pillars, invariably created value for PKA's clients. The four pillars of the methodology are: strategy and Business Model generation, pedagogical engineering and art for team development, and the concept of Hospitality®, which guided all of PKA's enterprises.

The reputation of PKA Hospitality Consultancy grew steadily over the years thanks to successful clients' word of mouth and today, PKA is considered by many as one of the leading Hospitality consultancies.

Philippe Krenzer's client portfolio expanded to include some of the world's most prestigious hotels :



Following 10 years of success, Philippe Krenzer, Stuart Forbes (Architect & Design) and Pascale Douillard (Hospitality Interior Design) joined forces to launch a unique and breakthrough Design solution for the Hotel Industry:

HOTEL DESIGN STUDIO – London & Paris



Stuart Forbes graduated from the Royal College of Art with an MA in Architecture and Design Studies in 1989 and has been a member of the RIBA since 1991. After post graduate periods at Richard Horden Associates (HCL) and Weston Williamson, Stuart began work at Richard Rogers Partnership in 1990 on a short-term contract to work on Japanese projects.

Fifteen year later, with buildings including Heathrow Terminals 1 & 5, The Millennium Dome and 88 Wood Street under his belt, and having reached Associate level, Stuart decided to spread his wings once again and form his own practice with a mission to create lively, vibrant, beautifully detailed architecture.

Stuart's personable and enthusiastic demeanour, combined with his vision and skill in interpreting a client's brief, and his utterly professional approach to running a project has meant that the practice has experienced phenomenal success in a short period of time and continues to prosper as it expands in both numbers and experience and is now moving into the Hospitality sector.

As a result, Stuart has regularly been feature in the press and collected awards for his Design and Architecture.

2005

'The Times' Magazine- 'Life Down Under', Vinny Lee; Redgrave Road

2006

'The Sunday Telegraph' Home & Living- 'Truly, Madly, Deeply Desirable'; Redgrave Road 'Move or Improve'- 'Digging Deep'; Redgrave Road 'The Guardian; g2' Magazine- 'Get on Down- Deep thinking, the basement revolution'; Redgrave Road

2007

'The Sunday Times'- 'Going Underground' Sian Griffiths; Redgrave Road 'You' Magazine, Daily Mail- 'Grander Designs- The Cellar Conversion'; Redgrave Road 'Converted: How to extend your home up, down and out', Elizabeth Wilhide, Collins; Redgrave Road

2008

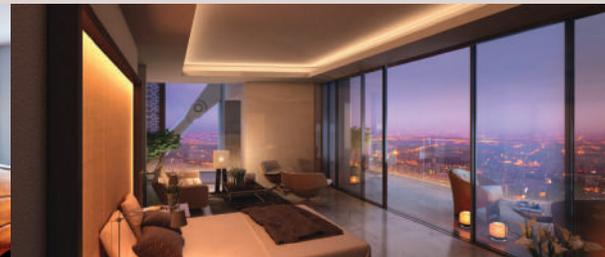
"bd magazine"- 'im indoors'; River Cafe 'bd online'- 'im indoors'; River Cafe 'Contemporist' Website- 'New Look for River Cafe Unveiled'; River Cafe 'Design4Now' Website- 'River Cafe by Stuart Forbes and Richard Rogers'; River Cafe 'dezeen design magazine'- 'River Cafe by Stuart Forbes and Richard Rogers'; River Cafe 'The Independent Newspaper'- 'It's all about taste', Jay Merrick; River Cafe 'The Independent Newspaper' Online- 'It's all about taste', Jay Merrick; River Cafe 'Metro'- 'Rising from the ashes', Marina O'Loughlin; River Cafe 'FRAME' Website; River Cafe 'Interiors' Magazine- 'International- The River Cafe'; River Cafe 'DeZona sign' Website- 'River Cafe: Stay Connected!'; River Cafe 'FX The Business of Design'- 'Second Helping for River Cafe'; River Cafe 'Architectural Record'- 'The River Cafe'; River Cafe 'A+D+M'- 'Spazi accoglienti senza separazioni'; River Cafe

2009

'Costruire' Magazine- 'Cucina a tinte forti'; River Cafe 'Velocity' Magazine- 'Doing Lunch'; River Cafe 'de Architect'- 'Keuken als kloppend hart'; Will Jones; River Cafe 'cree'- 'Cuisine chic, en direct'; River Cafe 'Tatler'; River Cafe 'Architecture Now! Restaurants & Bars'; Taschen; River Cafe

2012

'The London Magazine'- 'Can you Dig it?'; Jay Merrick; Paultons Square (1)





Pascale Douillard graduated from ESSEC, one of Europe's top business school and worked for 10 years as a business trainer and consultant in human relations.

In 2002 Pascale changed course to become a successful Interior Designer.

After graduating from Creapole Paris, she collaborated with Jean-Philippe Nuel, a leading Interior designer, where she worked on first class & luxury hotel projects (Grand Hotel-Dieu Intercontinental 5* in Lyon, Majestic Barrière Beach 5* in Cannes, Le General 4* Hotel in Paris; Napoleon Hotel 4* in Menton).

In 2005, she launched her own agency, We Design, an Interior Design studio specialising in the Hospitality Industry.

Pascale's first projects in Paris showed her talent as a designer and her ability to create moods and personality out of previously soulless properties. Interior design magazines recognize Pascale as a key player in the lifestyle and boutique sector.

Today, Pascale's double expertise (Business and Design) influences her approach with her clients, as well as its rigorous design process, combining creativity and concern for cost effectiveness.

Pascale's willingness to engage with the stakeholders, her ability to understand the identity of a place and to give hotels a soul, enables her to design the most competitive hotels.

PASCALE'S BOUTIQUE AND LIFESTYLE DESIGN CREATIONS

Atrium in Suresnes 4* Boutique Hotel ; Le Quartier Bercy Square 3* hotel Paris ; Le Quartier Bastille 3* hotel Paris
Currently working on Hotel Le Mireille 3* Paris ; Le A 4* Hotel Paris ; Ramada Hotel 4* Paris

Pascale has regularly been featured in the press and on TV for her Design.

2008
Extérieurs Design

2009
Air France Magazine
Extérieurs Design

2010
Art Travel

2013
Paris super bible 'Hip Hotels'

2014
Architecture et innovations
New French Hotel Design

TV
Paris Première

Following 10 years of success in Design projects, Pascale Douillard and her team are joining forces with PKA Hospitality Consultancy and Stuart Forbes Associates (Architects) to launch HOTEL DESIGN STUDIO.





Born in Los Angeles, **Laleh Amir Assefi** spends her childhood years in Tehran. She learns both French and Farsi at the Jeanne d'Arc school. She eventually relocates to Paris where she studies architecture and specializes in cultural equipment, urbanism and public spaces at the Sorbonne.

Highly sought in Iran, she advises the Minister of Urban Development. She is also in charge of innovative projects on various archeological sites and major Iranian cities. As part of her collaboration with the Ministry of culture Laleh undertakes ambitious projects for the mayor of Teheran. After serving a Unesco Project in Bahrein and working for Bouygues in London, she returns to France.

Following an encounter with interior designer Jacques Garcia, the modern ambassador of French taste, she becomes a long-term collaborator and leads prestigious projects around the world for Jacques Garcia agency. Laleh

Coming from a tradition that is both Eastern and Western, Laleh is foremost a woman of today who likes to combine tradition and modernity. From Las Vegas, Dubai and Montreux to Marrakech, Deauville and New York, and many other exotic destinations, she conceives, creates and decorates some of the most beautiful places in the world. The Nomad New York, La Mamounia Marrakech, Casino Montreux, Hotel Delano Marrakech, Hotel Boscolo Roma, L'Oscar Hotel London (2016), Hotel Vagabond

Singapore (2015), Park Chinois by Alan Yau (2016), Presidential club MGM Macau (2016)...

Her life-long interest in the visual arts enriches her with a unique vision of the world. Her drawings and paintings are regularly exhibited. Through her architectural and pictorial work, Laleh strives to 'steal a few moments of beauty and harmony in the passage of time'.



THE TEAM



Born in north-east France, **Bertrand Pierson** moved to London in the late 80s to work in the luxury five star hospitality industry.

Since then he has managed leading luxury establishments in London, Paris and Los Angeles. In London : Four Seasons Hotel, Jean-Georges Vongerichten's acclaimed restaurants Vong at The Berkeley and Spice Market at the W Hotel, and Sir Terence Conran's Michelin-starred The Orrery restaurant as well as Plateau restaurant. In Paris he opened Vongerichten's Market restaurant and in L.A. he launched Cecconi's restaurant, both to instant success.

More recently, Bertrand created his own consultancy firm specialising in the high-end restaurant and hotel sector. His current project, a 50-room five star hotel in Bloomsbury, London with the internationally celebrated interior designer Jacques Garcia, will open in 2016.



HOTEL DESIGN STUDIO

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