Hospitality: a new concept for an experiential hotel.

Tubo Hotel • Tepoztlán, Morelos, Mexico
Architects: T3arc • Using recycled concrete pipes for hotel rooms • inspired by Desparkhotel in Ottensheim, Austria

Intro: In an era of consumerism where consumption is transitioning from material to experiences, and with industries growing ever more towards globalisation, we find a greater demand for temporary accommodation such as hotels, hostels, homeowner rentals, camp sites, etc.

This being said, with the rising demand comes greater competition between hotels and growing new industries such as HomeAway and airbnb, providing competitive pricing as well as unique experiences.

Guest houses have somewhat progressed from simply a logistical place to sleep to destinations in themselves. With the evolving communal areas, rooftop bars, restaurants and lobbies, these locations provide unique experiences for the visitor, purveying a strong brand and selling a lifestyle. With the unique decors, themes and offered amenities, they become a playground for visitors wishing to take a break from their day to day, adopt the lifestyle or be someone else for the duration of their stay.

With demand from both the leisure seeker and business traveler being for developed inner city locations, new hotels often need to occupy existing buildings purpose built for other uses. From office blocks, prisons, old schools, churches and bank vaults, Interior architects are in high demand successfully accomplishing them and their clients vision.

The program: The Fall studio project will require the students to develop a strong concept for a new hotel that will be re purposing an existing building in downtown Portland. You are encouraged to study and re define what a hotel accommodation could be. Inspiration will come from the study of existing hotels, your own experiences, the site with its offerings and restrictions, both from it’s hosting building and the greater context of its location. Further to this you are to utilise related standards, guides and existing studies, produce look and feel material, sketches, diagrams, visuals, models and drawings to communicate your design and vision.

As a group we will visits site, discuss concepts as a round table and hold constructive pin ups where we all contribute and learn from each other. As an individual you will develop a unique concept, a creative brief, compile research and develop media to clearly communicate your design.