

## The Hotel Concept

Joachim Frisk

Examinator: Emma Nilsson

Handledare: Mattias Kärrholm

The aim of this project is to create a hotel concept that differs from more ordinary hotel chain concepts. It is not just going to be a place where travelers stay overnight, but also to experience the culture and the environment of the city. The idea is to make it as local as possible with design aesthetics that reflects the location, as well as create a strong concept – ranging from interior to exterior. Making a hotel concept and creating an overall guest experience is a lot more than just architecture. There are many factors that affects the design and how people feel and experience architecture. It's also important to keep the main attributes and style of the chosen building, this to keep the local authenticity. The aim is to create a concept that through a general design idea can be applied to different buildings and sites and in this project I will apply and test it in one building. In this case the (old) School of Architecture in Stockholm. To summarize, this project's aim is to create a hotel concept where the local architecture should be kept and respected but at the same time try to implement a general design idea (concept) including colours, materials, room configurations and other details. Not necessarily a totally new type of hotel but rather a concept that correspond to the trends within the hotel market and the expectations from modern hotel guests.