

PROPOSED PROJECT STATEMENT

BOUTIQUE HOTEL:

- A small and intimate size with around 10-100 rooms.
- A boutique hotel has a contemporary vibe & spirited guests to match.
- A boutique hotel focuses on F&B (Food & Beverage).
- Usually luxurious or quirky and upscale hotel environments for a very particular clientele.

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AIMS & OBJECTIVES



*TO PROVIDE THE CUSTOMERS WITH A RELAXED AND STRESS FREE ENVIRONMENT.

*TO MAKE THEM FEEL AT HOME.

*TO UNDERSTAND A LARGE SCALE DESIGN.

*COMPLIMENTARY SERVICES.

*ATTENTION TO DETAILS.

*DISTINCT AND UNIQUE LOCATION.

*A CONCEPT DESIGN.

*PERSONALIZING THE SPACE FOR THE CUSTOMER.

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SCOPE OF WORK & LIMITATIONS

SCOPE OF WORK

- Lighting.
- To enhance customer experience.
- Focusing on concept design.
- Hi-tech amenities.
- Introduce one unique product.
- Zoning.
- Spa+Yoga Studio.(Recreational)

LIMITATIONS

- Kitchen

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BARE SHELL ANALYSIS

ESCAPE -110 Feet Road, Indranagar.

A boutique hotel with 30 suites,
inspired by American styling with retro
connotations.

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LITERATURE STUDY 1

BLAKES -LONDON

- Created in 1978 by the designer Anouska Hempel, as the world's first luxury boutique hotel.
- It is justly famous for its stunning design, elegance and dedicated service.
- Termed as the "Couture" Hotel.
- Blakes is a seductive design journey through India, China, Indonesia, Thailand, Cambodia and on to the Pyramids, back through Italy ending up in the heart of London.
- An elegant, eclectic, ethnic picture reflected in the abundance and luxury of accessories, furniture and artefacts found all over the world by Anouska Hempel herself over the many years of her far flung travels. It evokes past and current intrigues and dark mysteries.
- With a top class concierge and room service running day and night, your every last wish is their command.
- Blakes rooms are dramatic interpretations of deep, rich tones and subtle contrasts and the compositions are startling, luxurious and operatic.
- Hempel's motto: **Design, Refine, Repeat, on an individual level.**

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