



Bold colours, tangled-rope custom seating, and stacked-box reception desk in the lobby area



INDIGO HOTEL KAOHSIUNG CENTRAL PARK

This project aims to redefine the whole idea of a five-star hotel experience, shifting the notion of luxury as it is commonly known. The main objective is to connect with the neighbourhood, allowing the hotel to become a part of the energetic urban fabric, and distinguishing itself from other five-star hotels.

As such, Kaohsiung and its dynamic port becomes the central inspiration for the hotel's interiors, as the property is located near the commercial harbour. The concept captures the journey of goods from the harbour to the shelves of Kaohsiung's boutiques and emporiums, a nod to the hotel site's history as a shopping mall.

SOMETHING NEW FROM SOMETHING OLD

The challenge was to create a hotel with a strong identity that flows seamlessly from the lobby and reception to the other spaces. Layers of bright colours and textures are used to create a lively space. Because there is more than one main entrance, the service counter is strategically located to act as a backdrop for all points of entry, making it easily recognisable to guests.



Bold blue and orange colours in the custom headboard artwork depict luxury watchbands woven together

Another challenge was the architecture itself—the building was a mixed-use shopping arcade and office building, with low ceilings, limited solar access and an irregular structure, forcing the designers to design each and every one of the 129 rooms as an individual exercise. This had to be balanced with the practical necessity of standardising the room design. The solution came again by observing the architectural context and adhering to the nature of the building by using retail design principles. Rather than aiming at standardising the whole room, the designers broke down the room into decorative and functional units that are recomposed in each layout to suit the irregularities of the architecture. As a result, each room gives guests a distinct experience.

The lower basement, with its low ceilings and lack of natural sunlight, is transformed using container-like structures to create an almost shipyard-like space that fits well with the theme.

Meeting rooms are placed here for a more intimate setting.

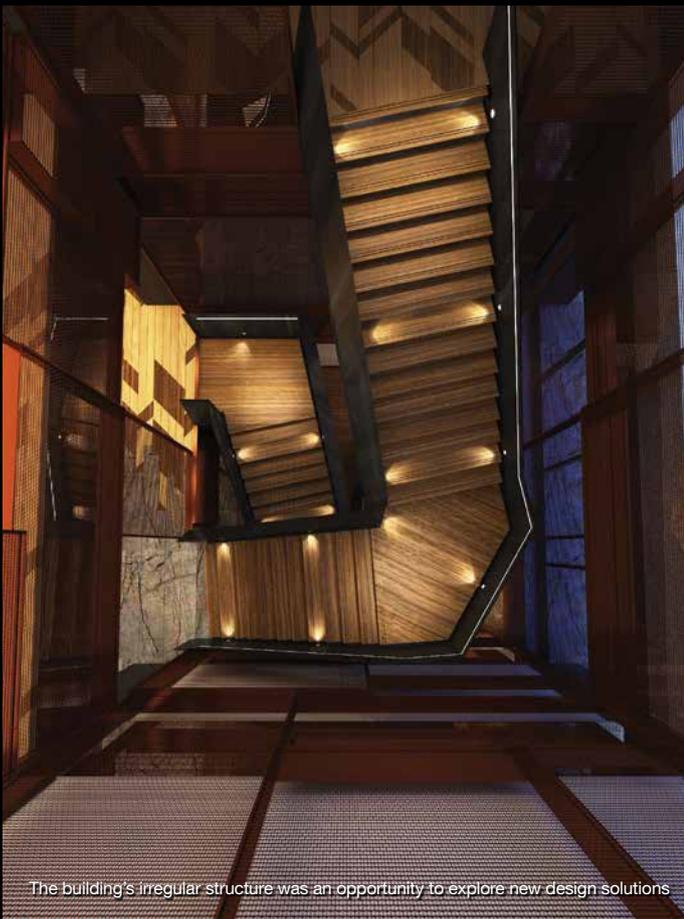
REALISING THE DESIGN CONCEPT

Upon entering the hotel, guests will notice hints of its past retail life with the bold colours and excitement of Taiwanese arcades. Elements of life in the harbour, such as custom seating that resembles tangled purple ropes and a reception desk made out of bright pink stacked boxes, sets an industrial ambience.

The 129 guest rooms are filled with bright colours and feature a full headboard wall of vintage soda crates. Again, amenities are placed on shelves resembling boutiques in the neighbourhood, allowing guests to 'shop' for the items they want. The brilliant blue-tiled walls and floor-to-ceiling windows of the bathrooms that look out towards the harbour take their cue from the ocean. The port hole-inspired mirror and luggage-like seating at the vanity desk add the finishing touches to the theme.



Executive suite living area



The building's irregular structure was an opportunity to explore new design solutions



Corridor



Shipyards-like basement café

The suites are again inspired by the idea of luxury shops—the final destination of goods that arrive at the harbour. Bold blue and orange colours are used in the custom headboard artwork, meant to remind guests of luxury watchbands woven together. On the adjacent wall, large clock hands turn an otherwise blank space into a grand timepiece.

Versatile custom-designed UV graphic prints—designed by HBA and printed locally in Taiwan—are used as a bright and bold backdrop to achieve the look and feel of an emporium in the guest rooms. Because of its versatility of application, the UV prints are used on various surfaces, including headboards, cabinet doors, fabric and wall covering, creating an all-encompassing look.

The flooring material is a customised mix of reconstituted stone and stone fragments to create the look of terrazzo flooring, a commonly used material in Taiwanese traditional architecture, but more durable for hotels' high traffic use. The elongated hexagonal blue tiles

in the guest bathrooms are reminiscent of the hotel's brand colour.

Metal is predominantly featured in the interiors. From the hull in the lobby to the metal sheets at the guest room doors, all metal is locally sourced and purposely untreated so that it will age with the building. The patina created over time will add character to the hotel while creating a different experience for guests.

Dining areas resemble open-air markets, with fresh produce, cheeses and breads on display, and communal seating areas. Items for sale are positioned on shelves in custom packaging designed by the graphics team. The harbour staff canteen, with chains and ropes and suspended weights similar to the bustling area, inspired the basement café.

In a world increasingly congested with fussy designs, this project demonstrates a new type of luxury with a refreshing perspective, celebrating the Kaohsiung harbour and all of the creative energies of the commercial surroundings.



PROJECT DATA

Project Name

Hotel Indigo Kaohsiung Central Park

Location

4, Zhongshan 1st Road, Xinxing District, Kaohsiung City, Taiwan

Completion Date

April 2017

Building Height

14 storeys

Number of Rooms

129 rooms

Owner

Royal Seasons Hotel Group

Hotel Operator

Hotel Indigo

Hotel Branding & Design

VOCUIS Branding & Design

Architecture Firm

Architect Shen & Associates

Project Architect

Congren Shen

Interior Design Firm

Hirsch Bedner Associates (HBA)

Principal Designers

Federico Masin; Shichao; Durian Lau; Eva Lam

Civil & Structural Engineer

WSP

Mechanical & Electrical Engineer

Home Run Electrical Engineers Associate

Lighting Consultant

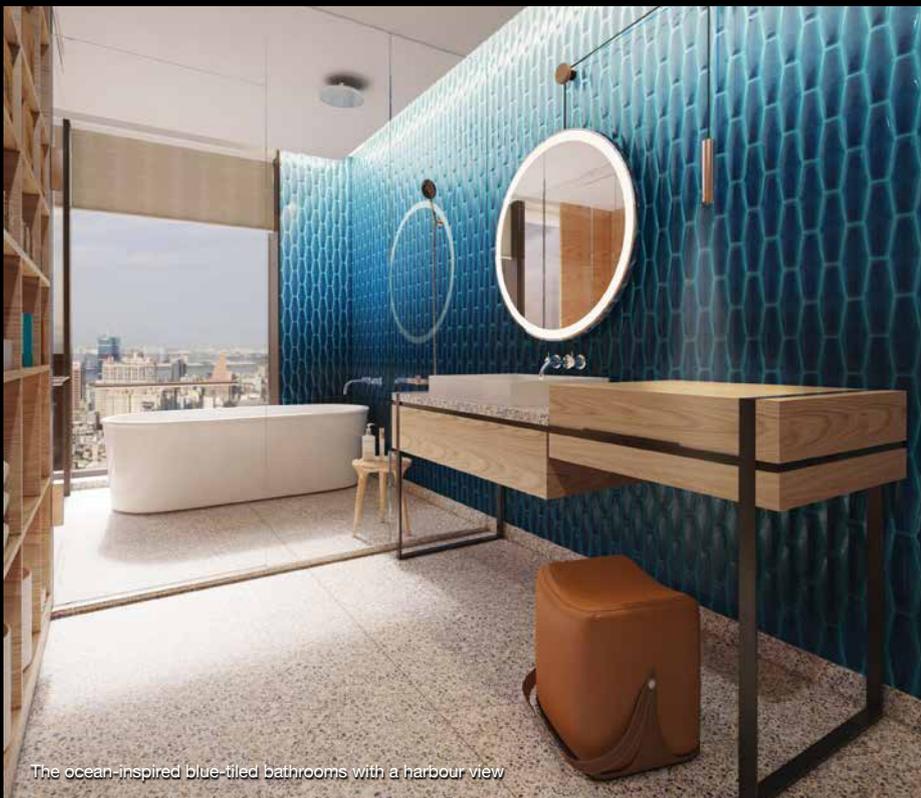
TinoKwan Lighting Consultant Ltd

Interior Fit-Out Contractor

Immortal Triumph Industrial, Taiwan

Images

HBA



The ocean-inspired blue-tiled bathrooms with a harbour view