The Hoxton-Rio de Janeiro

PROJ03- Group Presentation

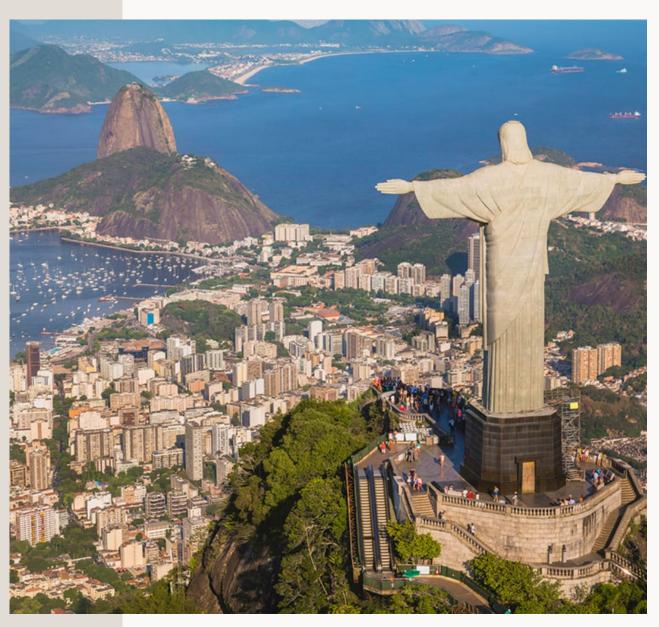
INDS 350

Prof Sweny

Spring 2023

Team 2

Krishna Bhagat, Abby Gokhale, Marina Ponce, Cherie Wallace





Who and Where

WHO

THE CLIENT

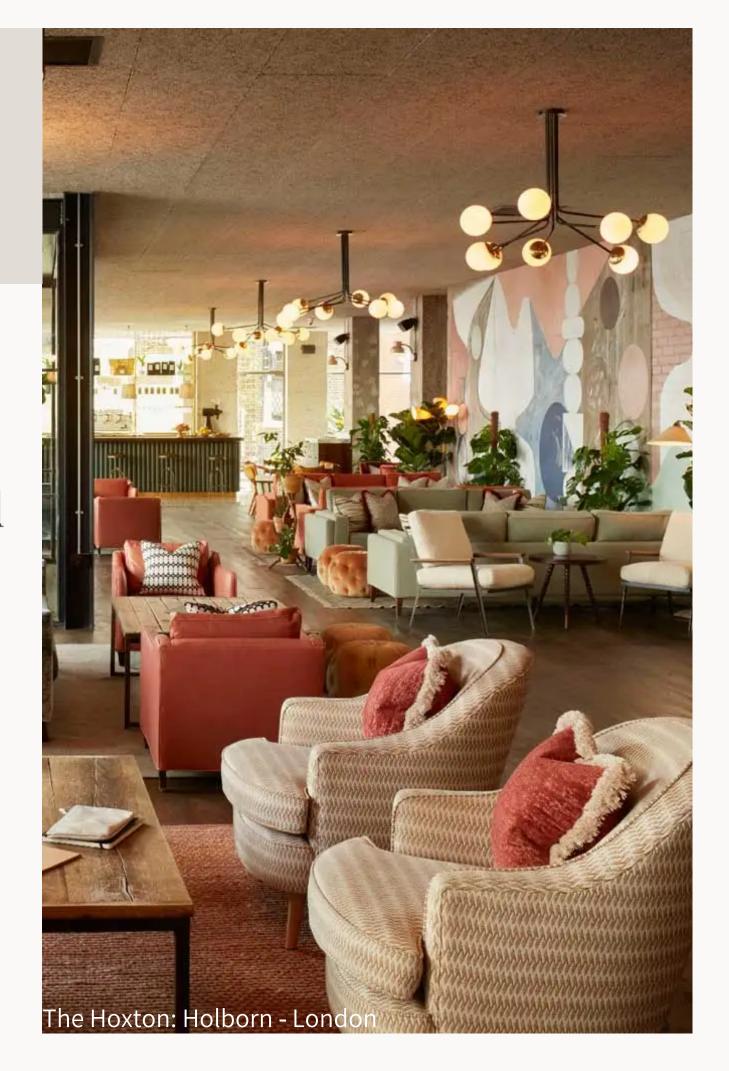
The Hoxton is a series of open-house hotels inspired by the diversity and originality of the streets and scenes that surround them.

Their **lobbies** are the **most significant** part of the hotels. Open round the clock, with comfy seats, cozy corners, and food and drink on tap, they're spaces where guests can hang out alongside the locals and immerse themselves in the neighborhood.

They are owned an operated by Ennismore.

the hoxton





WHERE

RIO DE JANEIRO, BRAZIL

Named by navigators from Portugal. Rio de Janeiro translates to "River of January"

Rio de Janeiro is known to be the "center of leisure" and the country's cultural center.

The biggest event in the city would be the **Pre-Lenten Carnival**. From morning until night, the city is alive with countless **parties and parades**. Most of the festivities are centered around **Copacabana**.

Population: over 11 million

"Marvelous City"

Has 4 main areas: the Center, the South Zone, the North Zone, and the West Zone



WHERE

The property sits adjacent to a mountain in the **south zone** and is surrounded primarily by condos with a few restaurants and bars.

There are a lot of pedestrian-only walking paths along the waterfront.

There are also bus stands nearby for easy transportation access.

Cultural context:

- Ipanema is considered a financially stable neighborhood with high-end residential properties and high-cost living.
- A popular neighborhood for both tourists and local people.

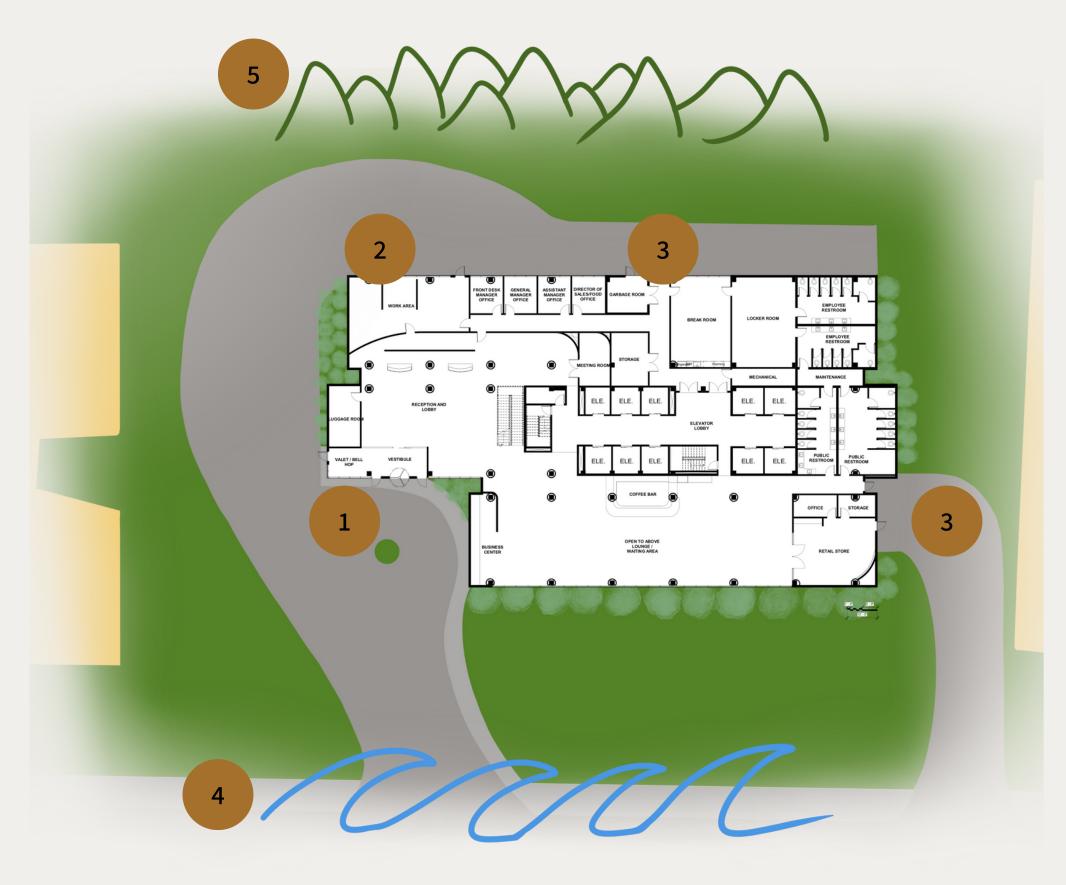
Natural elements:

- Ipanema Beach is located a few blocks away.
- The Parque Garota de Ipanema has a lot of greenery, walking trails, and a playground.
- Lagoons like the **Lagoa Rodrigo de Freitas** are located a short distance from the site.





WHERE



- 1 Drop Off/ Pick Up
- 2 Underground Garage
- 3 Loading Dock
- 4 Lagoon Views
- 5 Mountain Views

ORIGINAL ORIENTATION

HOTEL VIEW OF THE LAGOON





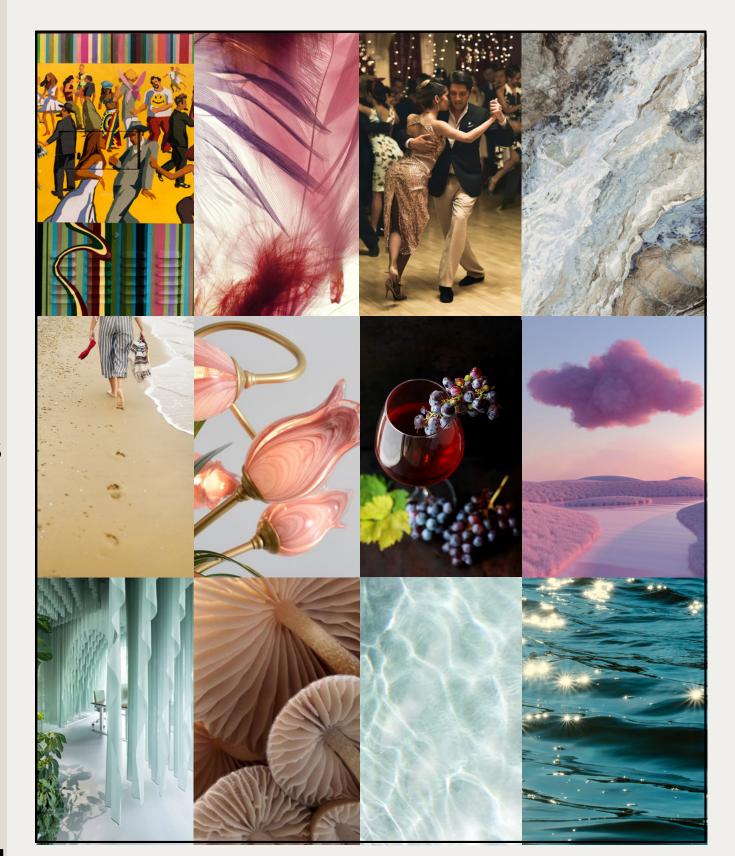
How are we designing the hotel?

PARADOXICAL FUSION

Flirtatious Tranquility

Rio de Janeiro is also known as a marvelous city. From the landscape to the culture, there is a mixture of excitement and tranquility. From the vibrant costumes and the rhythms of the Carnival, the city is electrified. The city's lively events, fun beaches, and vivacious clubs allow visitors to unwind and let loose. On the other hand, people can get a sense of peace and serenity from mountains and lagoons throughout the city. The natural environment is filled with huge amounts of diversity, from plant life to birds. People can escape the rustle of the city and relax to the ruffles of a toucan's feathers and the rushing of the water.

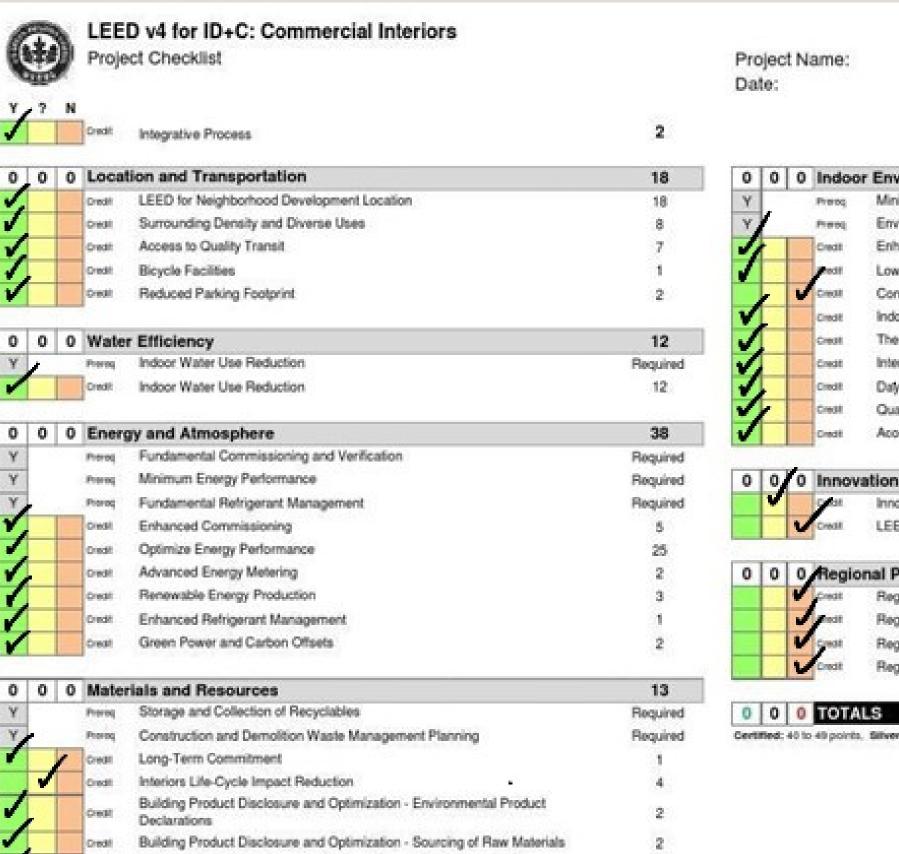
Through the hotel's design, we aim to represent the city's contrasting moods. Social spaces like bars and restaurants will have a more flirty and exciting atmosphere by incorporating bold accents, colors, and accessories. Spaces like guestrooms or the spa will have a calmer atmosphere. Inspiration will be drawn from the lightness of a bird's feather and the idyllic feeling of the mountains and lagoons in the city.



STANDARDS

LEED

Total: 100 Platinum



Building Product Disclosure and Optimization - Material Ingredients

Construction and Demolition Waste Management

Project Name:

0 0 0 TOTALS

2

Date:

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/			Credit	Daylight	3
			Credit	Quality Views	1
1			Credit	Acoustic Performance	2

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Possible Points:

Gertiffed: 40 to 49 points. Silver: 50 to 59 points. Gold: 60 to 79 points. Platinum: 50+

DESIGN STANDARDS

SBCLASS SYSTEM

The SBClass System is Brazil's hotel rating system. Within this system, a resort hotel automatically has a 4 or 5-star rating. In order to be a 5-star rating, the hotel must have "24-hour reception areas, in-room breakfasts, branded bathrobes and slippers, cable television, sauna or steam room and ecofriendly initiatives."

VOCO INTERIOR DESIGN GUIDE

All of the guestrooms will have "flexible lighting" and "comply with IHG acoustic standards. In order to provide a high-quality food & beverage experience, the hotel will include a bar, barista-served coffee, and hot food.

ACCOR GROUP

Accor Group had a goal of eliminating single-use plastic by 2022, which is why there are water stations included on each guestroom floor so guests can refill their cups or waterbottles.

BUILDING

THE HOXTON

Number of Buildings: 1

Number of Floors: 20

Hotel: The Hoxton-Rio de Janeiro

Café (First Floor): **Hyacinth Café**

Restaurant (Mezzanine): The Aracari

Spa & Fitness (Wellness): Floresta Serenity Spa & Fitness Center

Rooftop Bar (Rooftop): The Scarlett

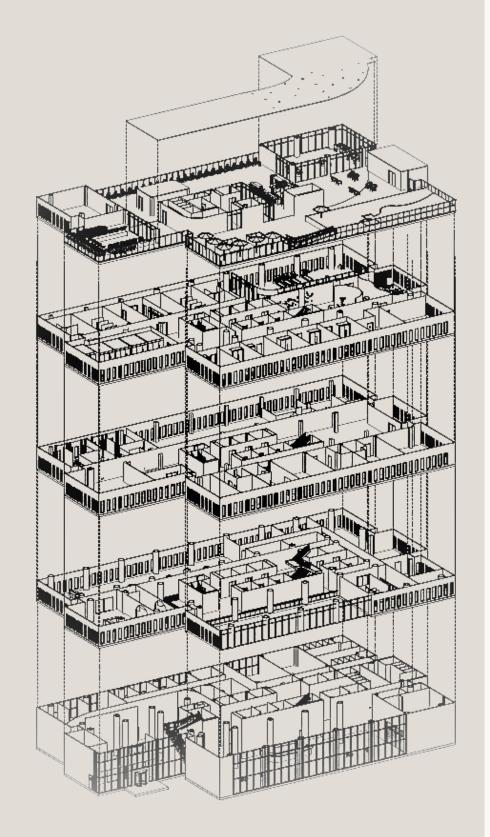
LEVEL 20 ROOFTOP

LEVEL 19 WELLNESS

LEVEL 3 - 18 GUESTOOM

LEVEL 2 MEZZANINE

LEVEL 1 FIRST FLOOR



DESIGN GOALS & DRIVERS

OPEN HOUSE

Designing an inviting environment that brings together locals and guests to create a social hub

OPEN MIND

Bringing the outside in through biophilia as well as using local materials to promote sustainability to improve physical and mental wellness

COMMUNITY CULTURE

Learning about the location, people, and traditions to bring authenticity to the hotel

USER EXPERIENCE

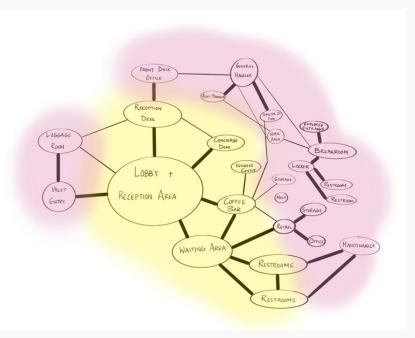
Creating an easy to navigate and memorable space that can be flexible to the users and provide comfort

EFFICIENCY

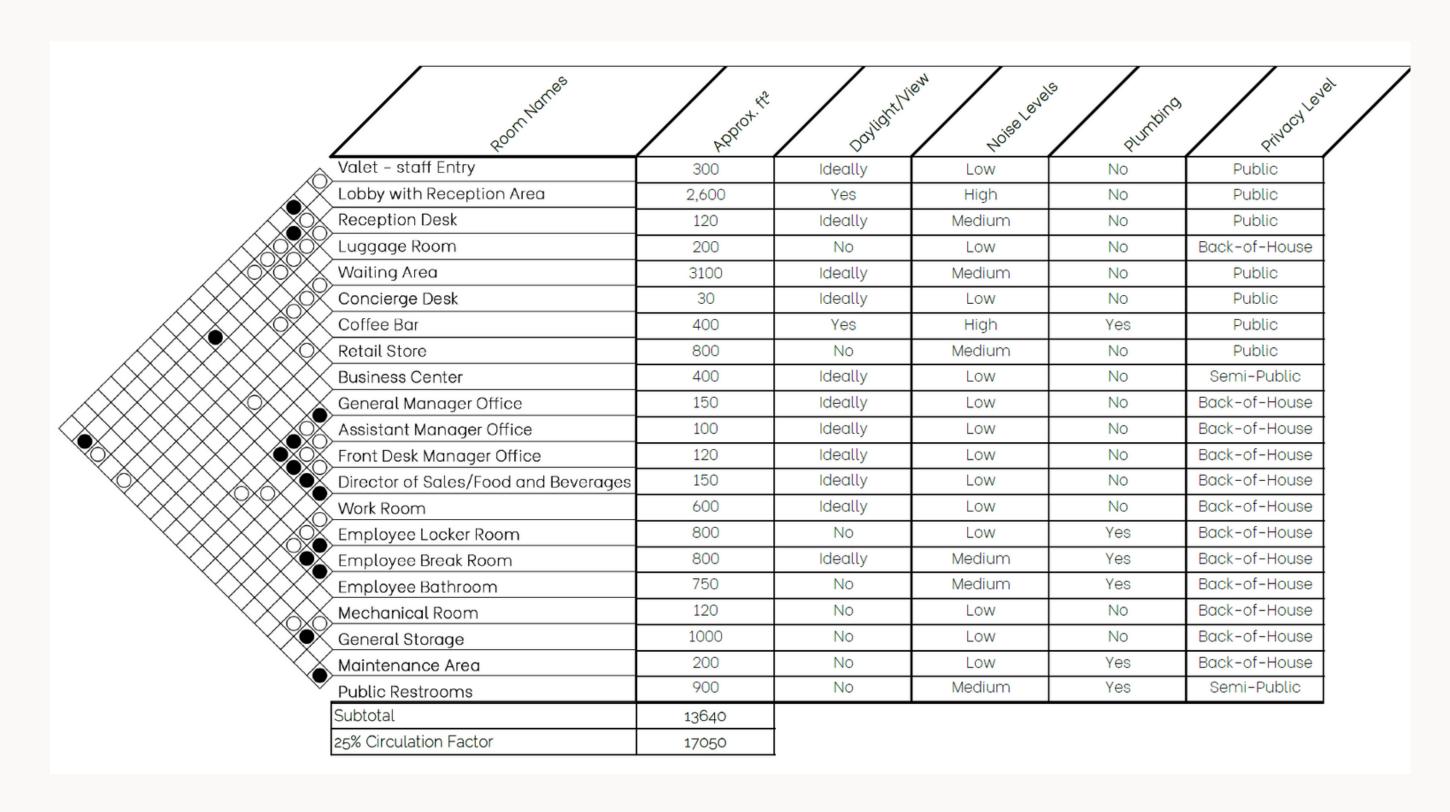
Using technology and spatial planning to improve accessibility for others

The Design

LOBBY PROGRAMMING

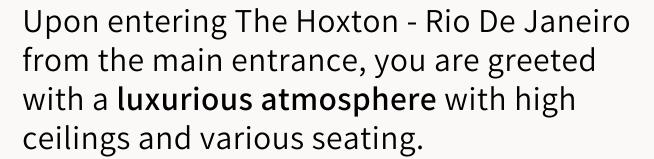


- Public Spaces
- Back-of-House/ Private Spaces
- Direct Adjacency
- Secondary Adjacency



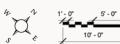
FIRST FLOOR FLOOR PLAN





The first floor also is home to the in-house coffee bar, Hyacinth Cafe, with seating arrangements designed to promote socialization between guests and locals. The Hyacinth Cafe has playful colors inspired by Hyacinth Macaw, complimented with flirtatious colors, patterns, and materials in the lounge. In addition, there are floor-to-ceiling windows for guests to enjoy views of the Lagoon while in the company of others and coffee.

The first floor includes back-of-house spaces like offices, a break room, and lockers. While also ensuring that employee spaces have access to natural daylight.

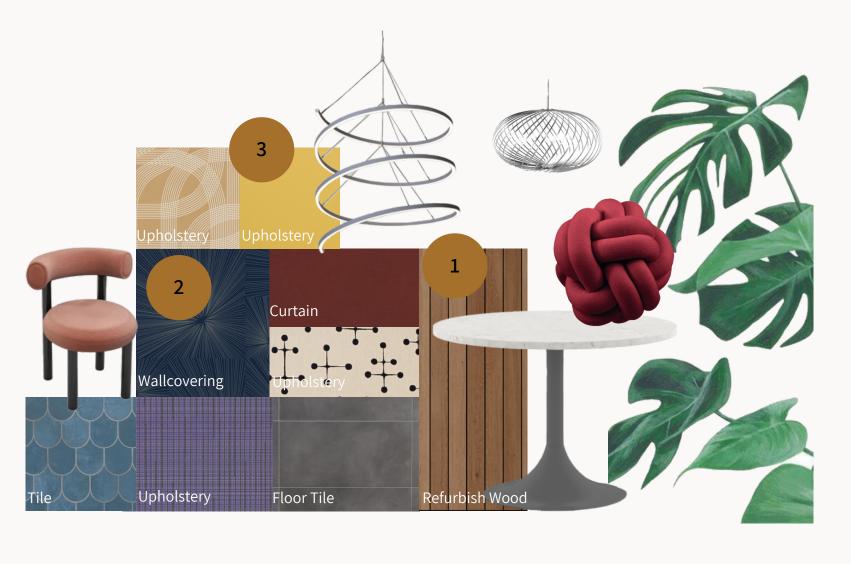


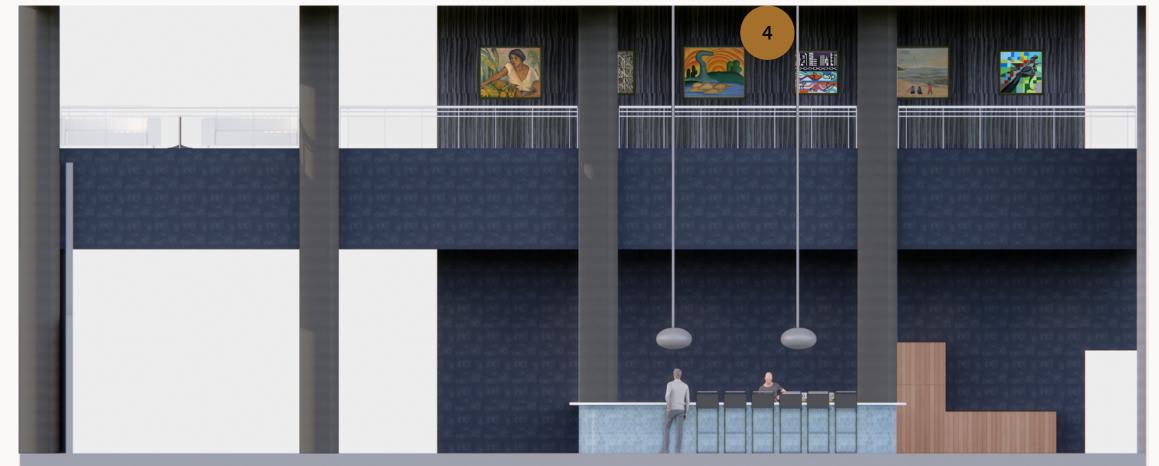
FF&E CALLOUTS











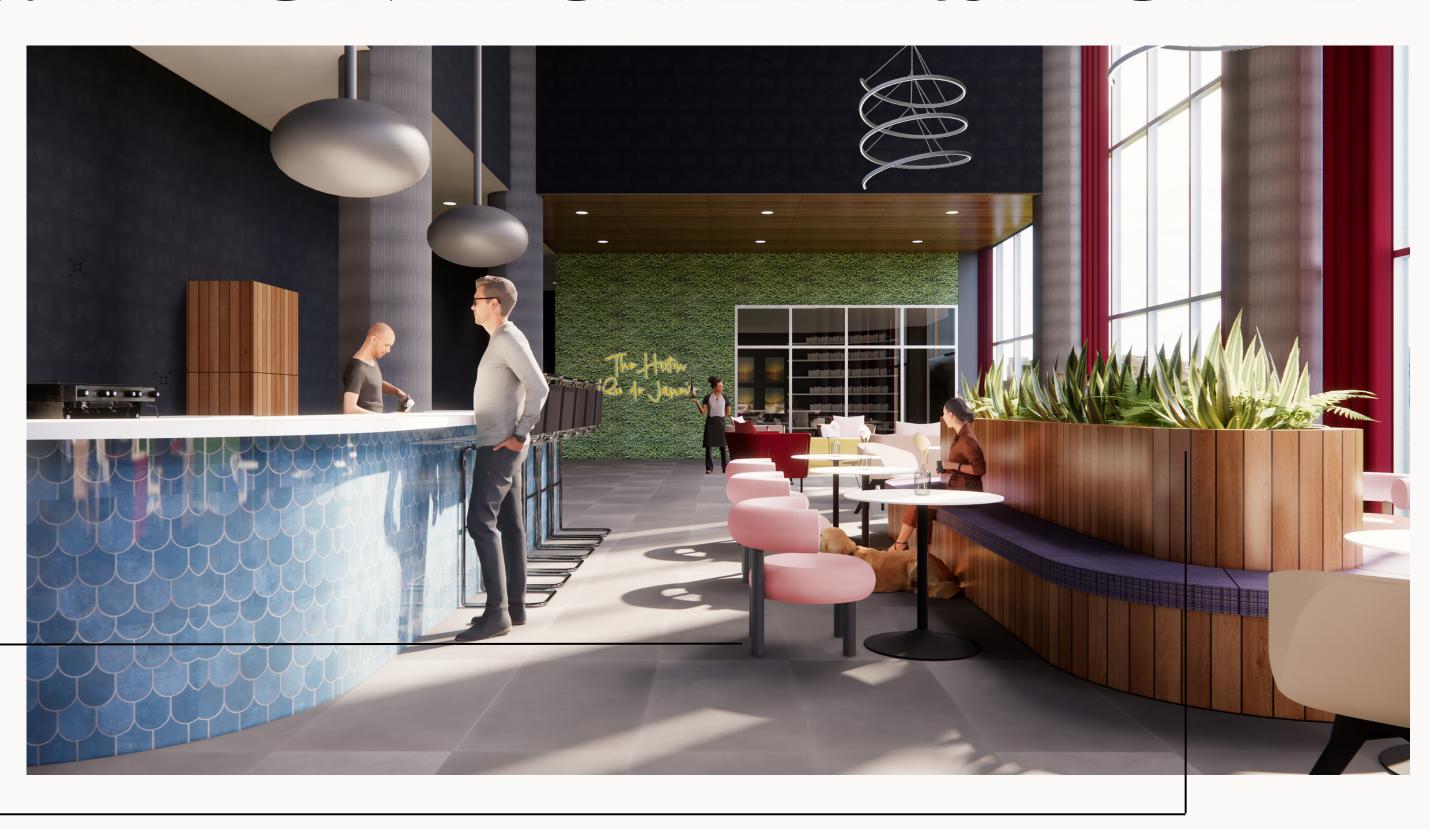
- 1 Referbished wood
- Wallcovering 100% Non-Phthalate
 Vinyl; High Traffic Area
- Fabric Greenguard Gold Certified
- Art Callout:
- All art in this area is done by local artists or depict moments and scenes of Rio de Janeiro

LOUNGE & HYACINTH CAFE PERSPECTIVE

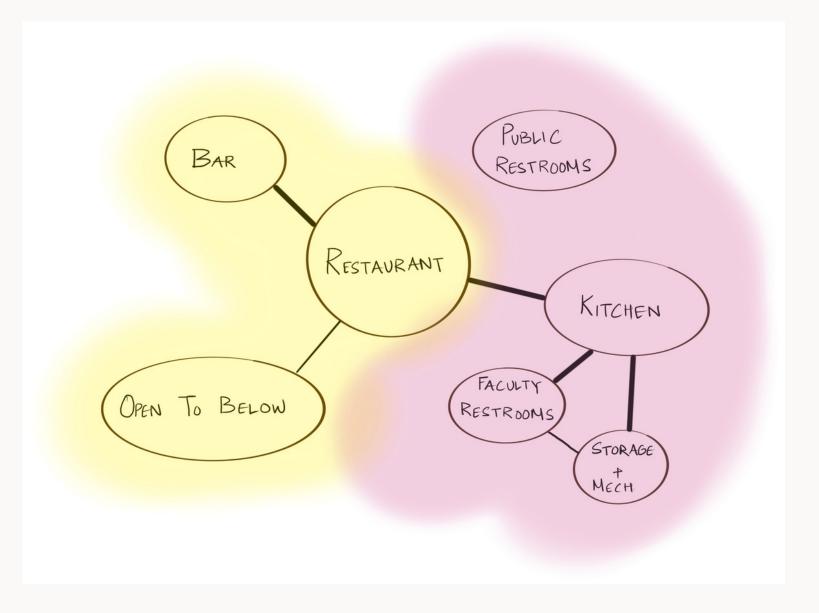


Inclusivity through various seating options

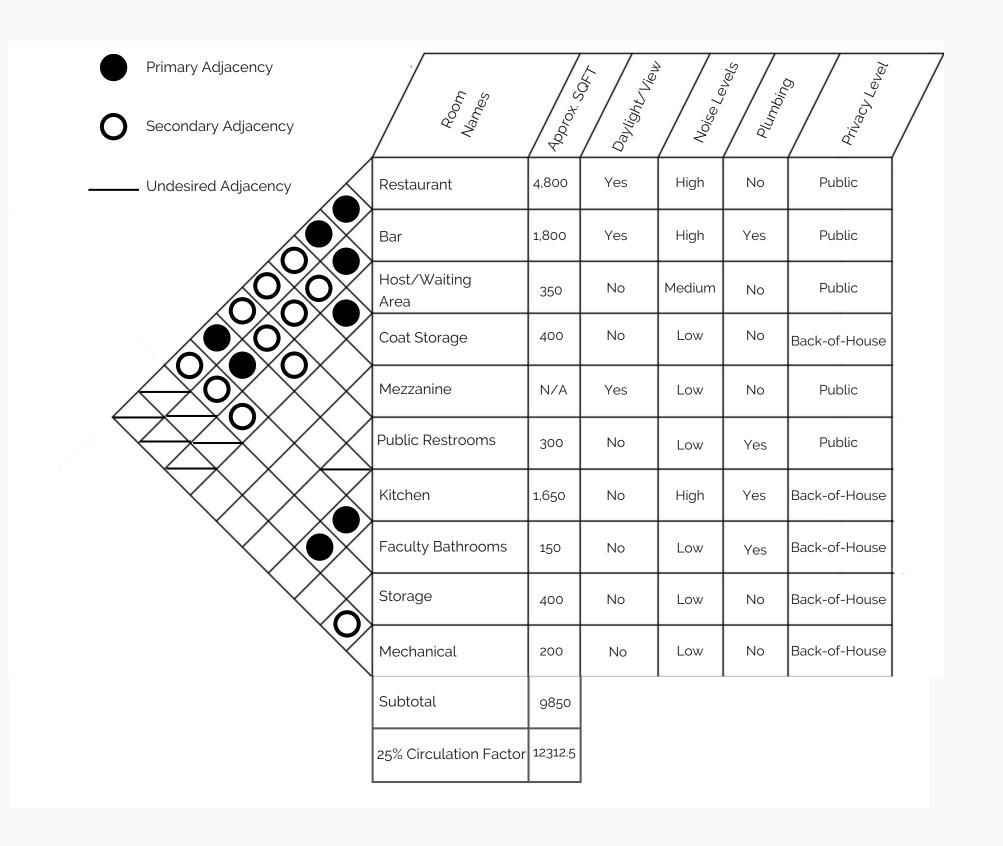
Inclusion of a moss wall and plants, improving air quality



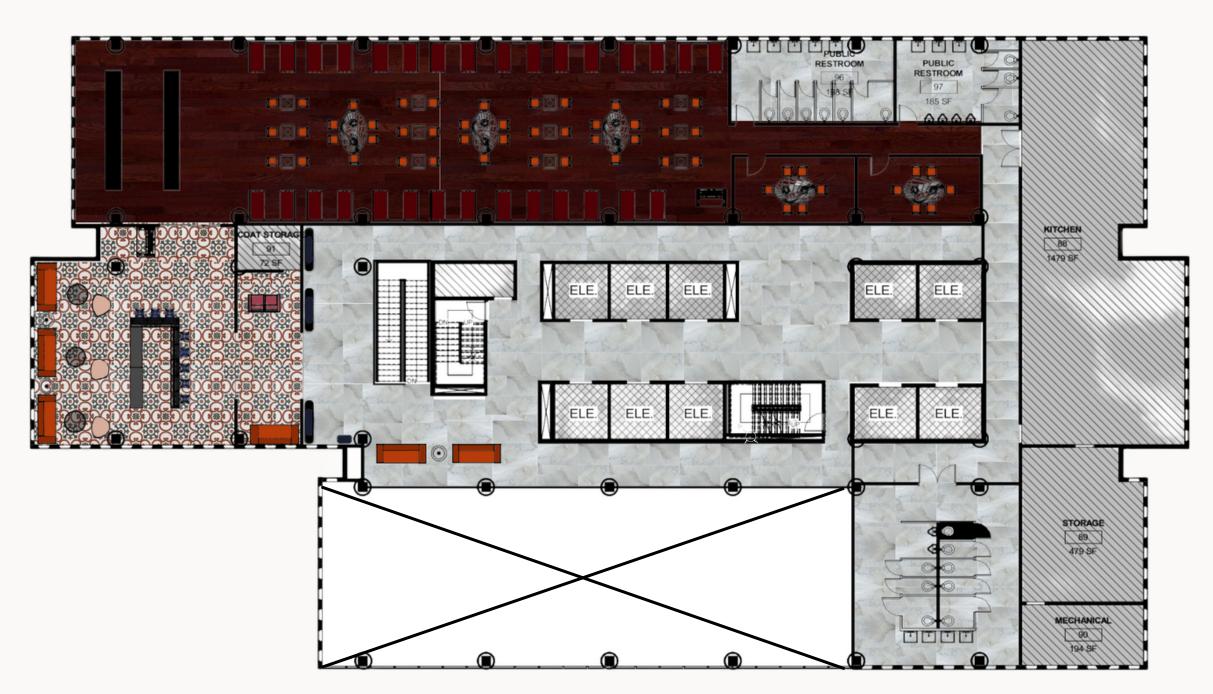
MEZZANINE PROGRAMMING



- Public Spaces
- Back-of-House/ Private Spaces
- Direct Adjacency
- Secondary Adjacency



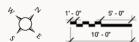
ARACARI STEAKHOUSE & BAR



The mezzanine floor consists of the Aracari Restaurant & Bar. Since this floor acts as a social hub for guests and visitors to unwind, the design draws from the flirtatious side of the hotel's over-arching concept.

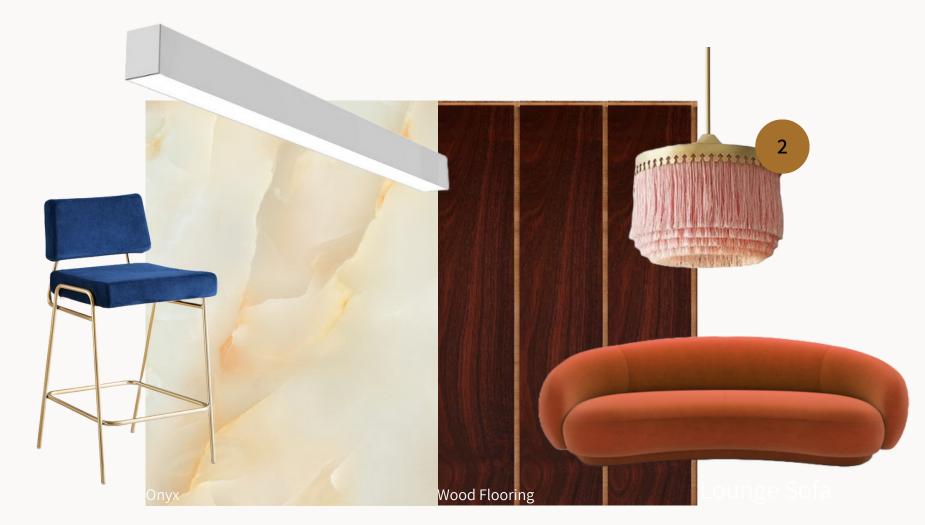
Both the bar and restaurant create a playful atmosphere through rich colors, geometric patterns, and bold materials. The color scheme of the restaurant and bar draws from the namesake, the Curl-Crested Aracari bird.





FF&E CALLOUTS

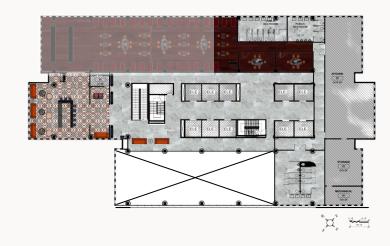






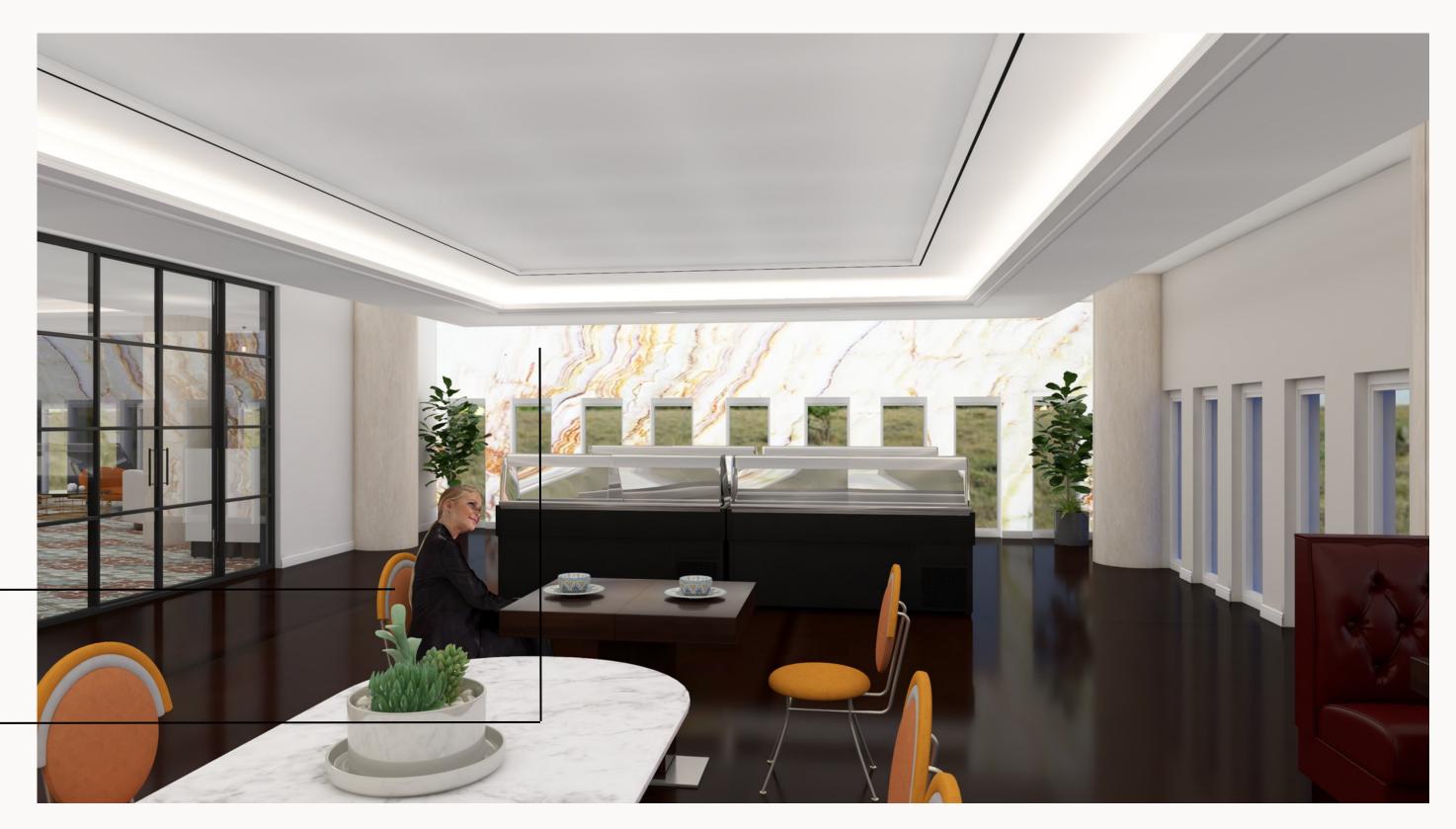
- Design Standards Application
 The restaurant provides a space for guests to
 have hot food either in the restaurant or as
 room service. The restaurant also reduces
 plastic waste by using reusable cutlery.
- LEED Standards
 Recycled materials
 Locally sourced
 Daylight
- Artwork by the Brazilian artist, Tarsila do Amaral The Lake & An Angler

THE ARACARI PERSPECTIVE

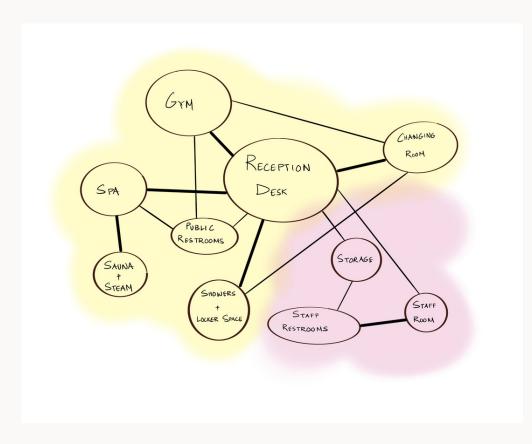


Chairs that are easily cleaned and maintained.

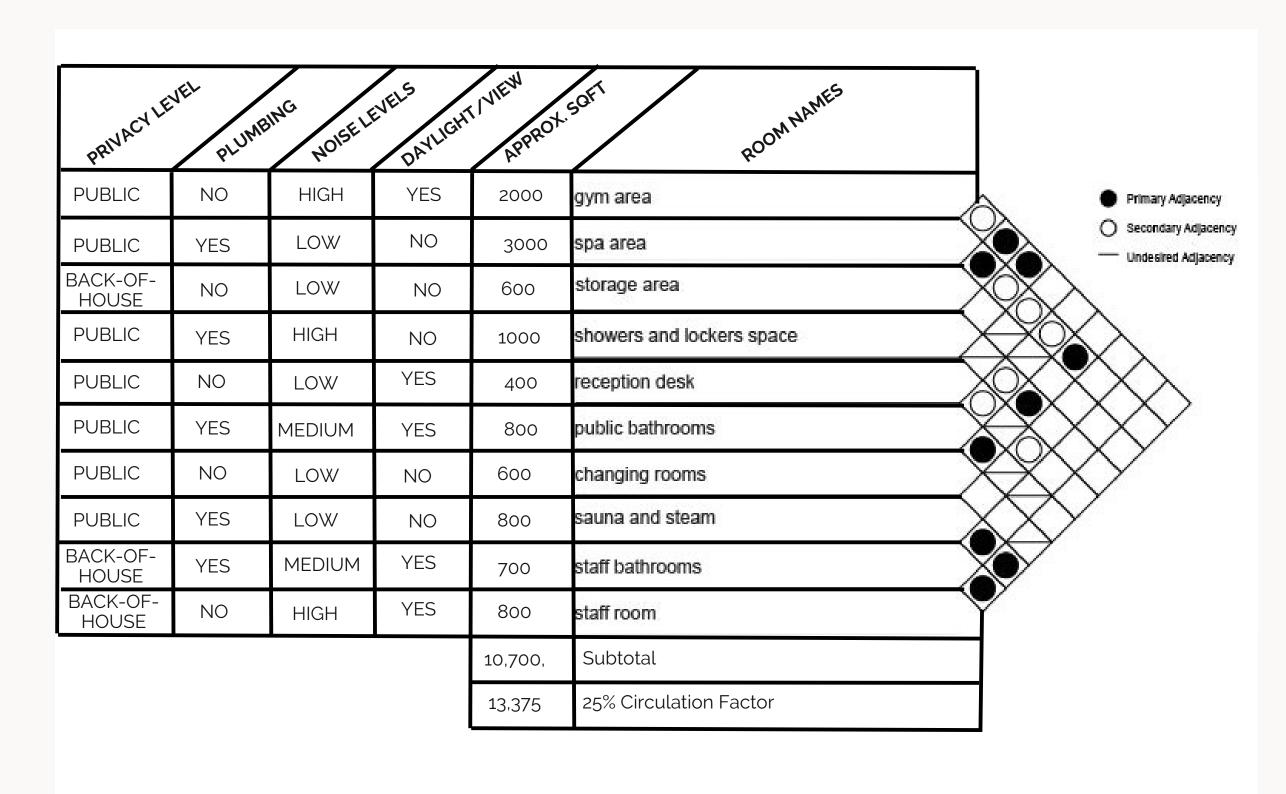
The Backlight onyx wall draws attention to the salad bar.



WELLNESS PROGRAMMING



- Public Spaces
- Back-of-House/ Private Spaces
- Direct Adjacency
- Secondary Adjacency



FLORESTA FLOOR PLAN



The "Floresta Serenity Spa & Fitness Center" provides spa and gym facilities where serenity and natural beauty seamlessly combine to form an enchanting sanctuary, creating an environment that promotes relaxation and physical activity.

Inspired by the natural elements surrounding Rio de Janeiro, the Portuguese word "floresta" translates to "forest," which refers to guests immersing themselves in the city's natural beauty. The reception area is in a centralized location, composed of natural stones and blue and green tones, with a curved ceiling that attracts guests into the space.

The Hoxton's Spa and Fitness facilities are on either side of the reception. The gym faces the mountain's beautiful views, and the spa amenities overview the blue water of the Lagoon.





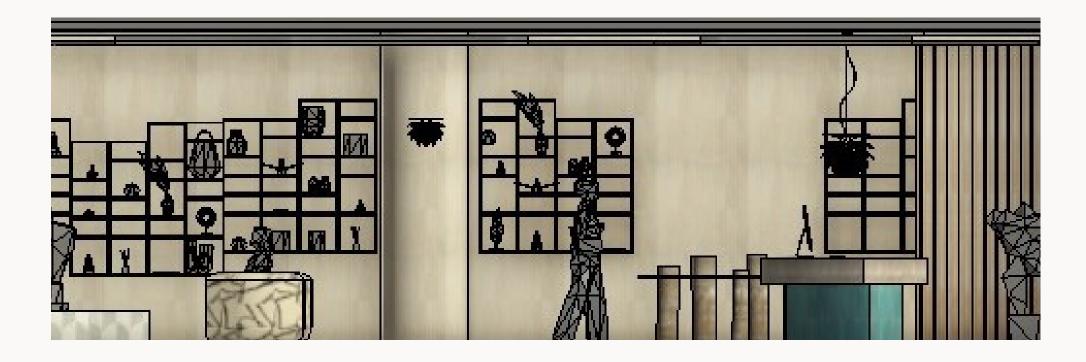
SPA & WELLNESS

FF&E CALLOUTS





Wood and glass console table



The wellness and fitness center provides a space for guests to relax and do physical activity, promoting well-being. Creating spaces with natural materials will enhance this experience.

Abstract artworks

Use of warm light for the relaxing areas, and for the fitness areas, the use of natural light through big windows with beautiful views.

FLORESTA RECEPTION PERSPECTIVE

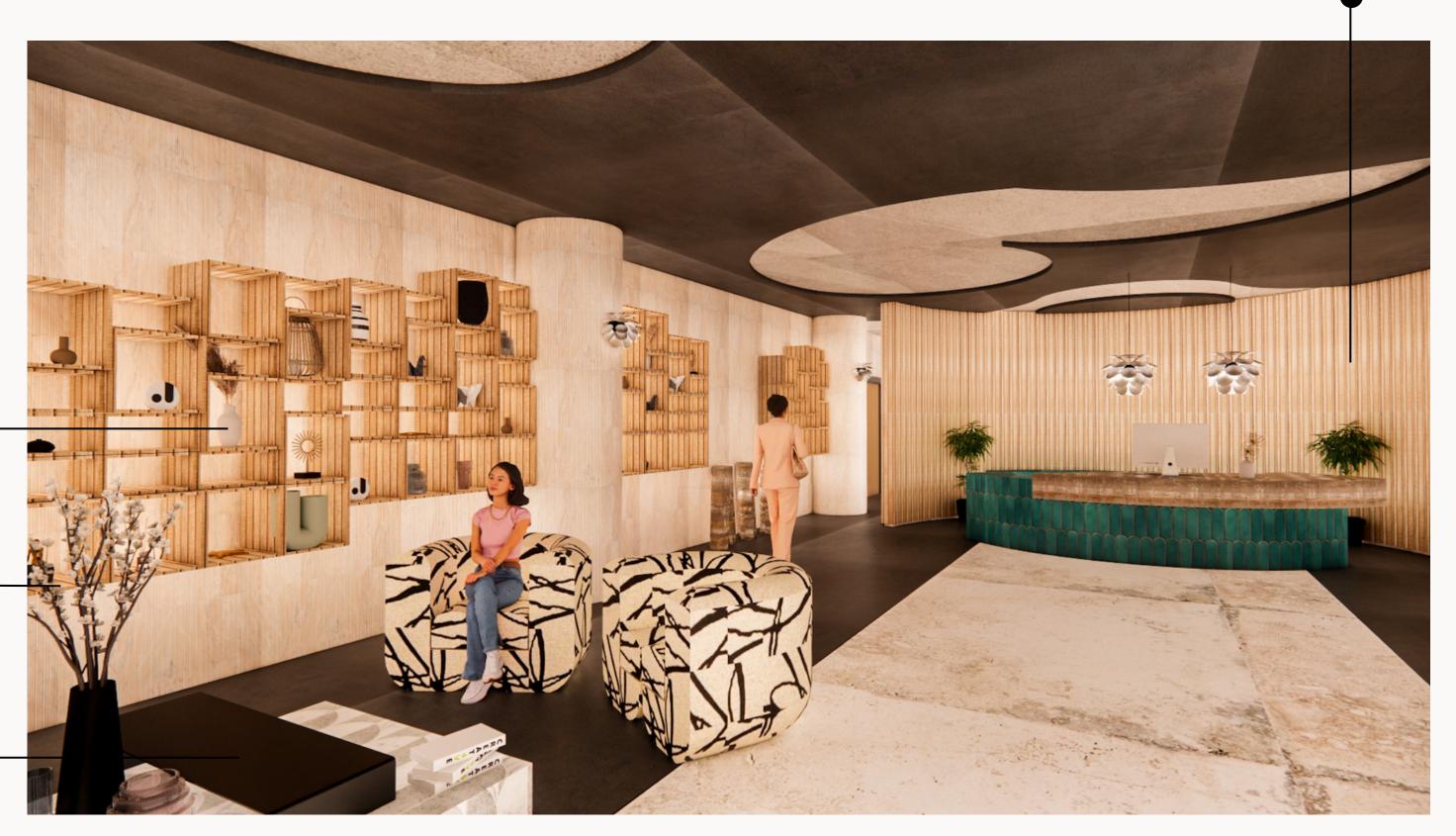
Custom reception desk, made with acquamarine ceramic tile and brown granite countertop on the side



Warm light behind the shelves to make them stand out

Addition of plants into the space, that contribute to the organic feel

Black stone creates contrast with walls and mirrors the curved ceiling



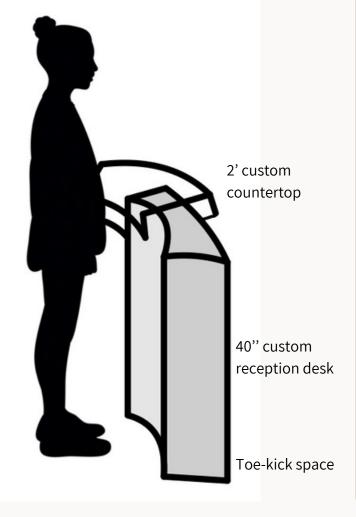
DETAIL





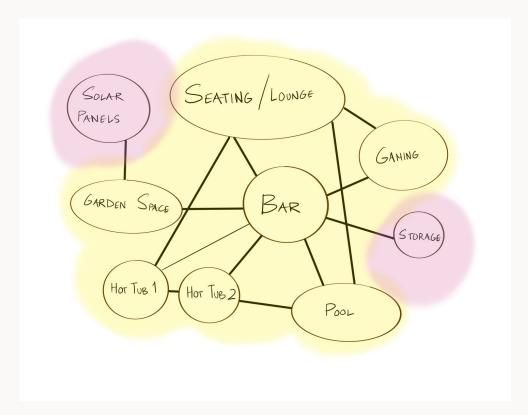




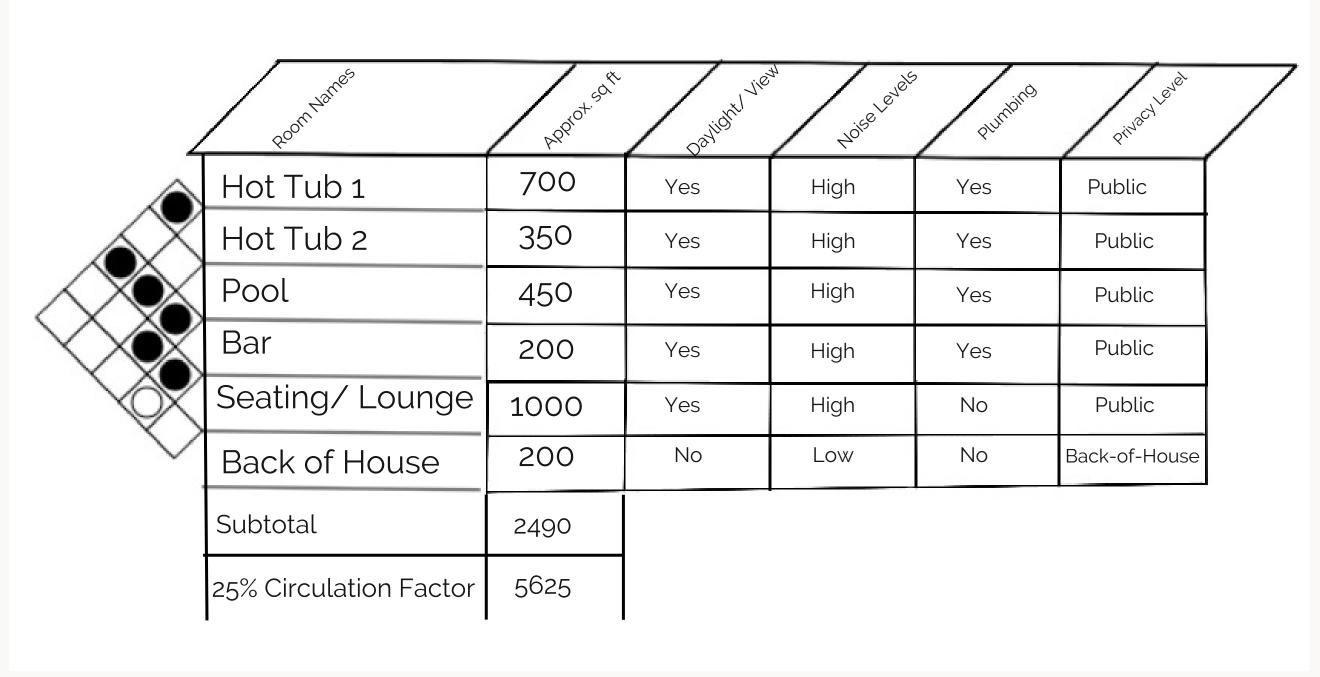


Curved custom reception desk for the wellness floor. Made of aquamarine ceramic tile and an additional brown granite countertop on the side for more texture and balance. The shape contributes overall to the concept behind the wellness area of an organic, relaxing atmosphere once the guest enters the room.

ROOFTOP PROGRAMMING



- Public Spaces
- Back-of-House/ Private Spaces
- Direct Adjacency
- Secondary Adjacency



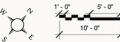
ROOFTOP FLOOR PLAN



The rooftop's primary feature is The Scarlett, The Hoxton Bar, accompanied by a swimming pool and hot tubs with breathtaking views. The bar's name was derived from a local Brazilian bird- the Scarlet Ibis and the aim of the rooftop is to be a friendly, energetic, and social gathering hub.

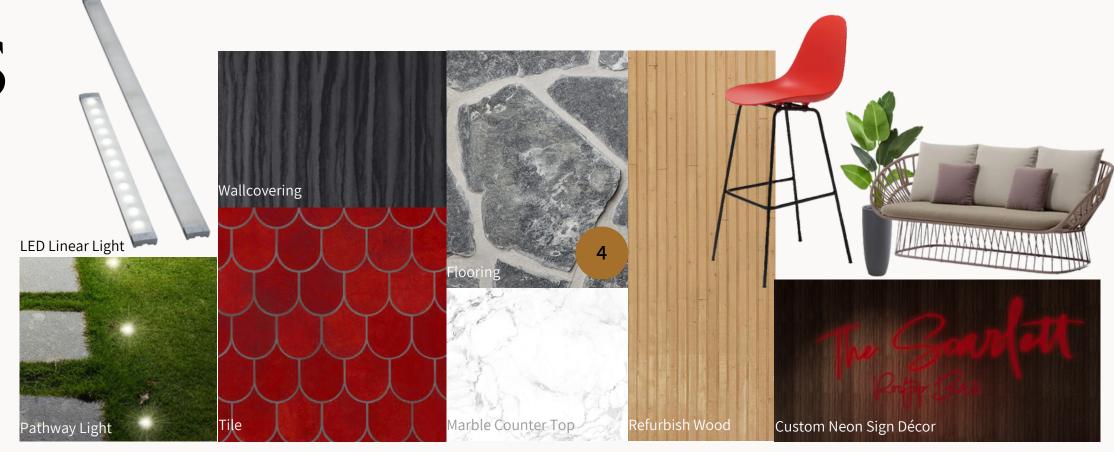
The floor also consists of a gaming room, an open garden space for guests to enjoy, and various seating areas to enjoy the different views of the beautiful mountains and the Rodrigo de Freitas Lagoon.

The overall theme of the rooftop is mainly focused on the **flirtatious** aspect of our concept but also provides **hints of tranquility.**



FF&E CALLOUTS







- The grass flooring improves the thermal efficiency of the building
- Using regionally sourced materials (xeriscaping)
- LEED Certified Hydropack for modular green roof
- Performance-based Roof Pavers

THE SCARLETT BAR PERSPECTIVE



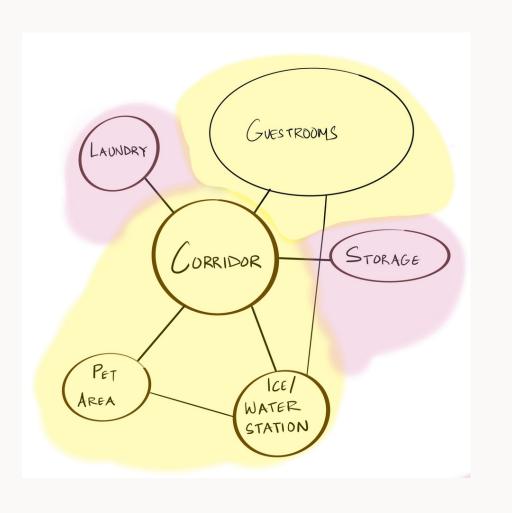
Custom neon-lit sign to invite people in and create a fun and engaging atmosphere

Concealed bar tables for bartenders to cover messy work tops

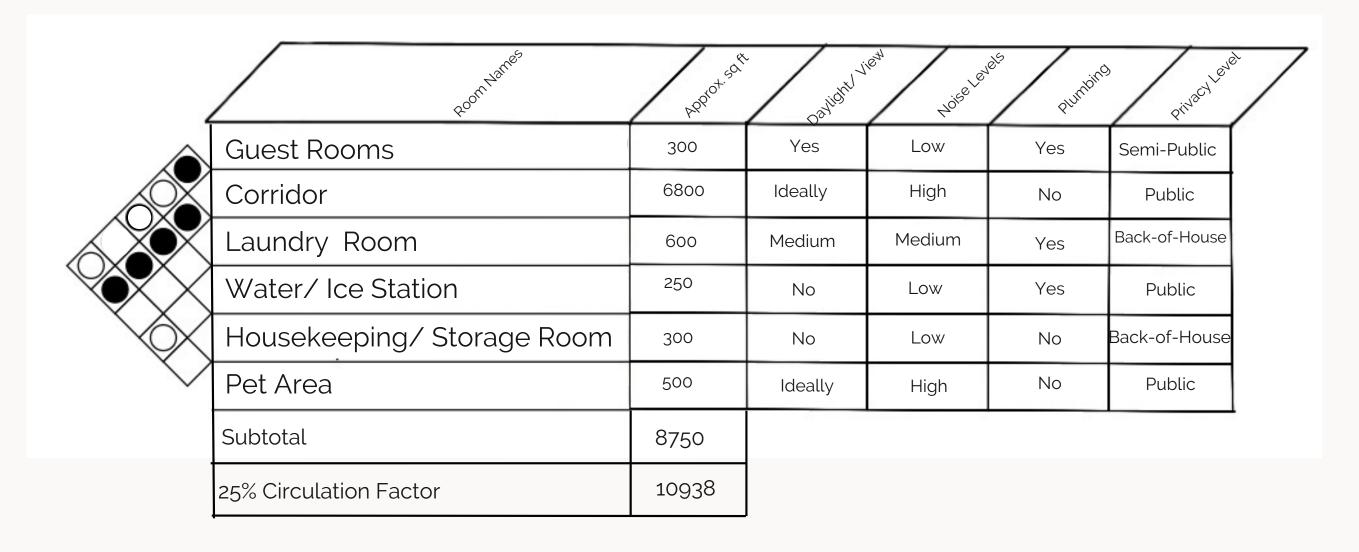
Performance-based Roof Pavers for durability



GUESTROOMS PROGRAMMING



- Public Spaces
- Back-of-House/ Private Spaces
- Direct Adjacency
- Secondary Adjacency



GUESTROOM FLOOR PLAN

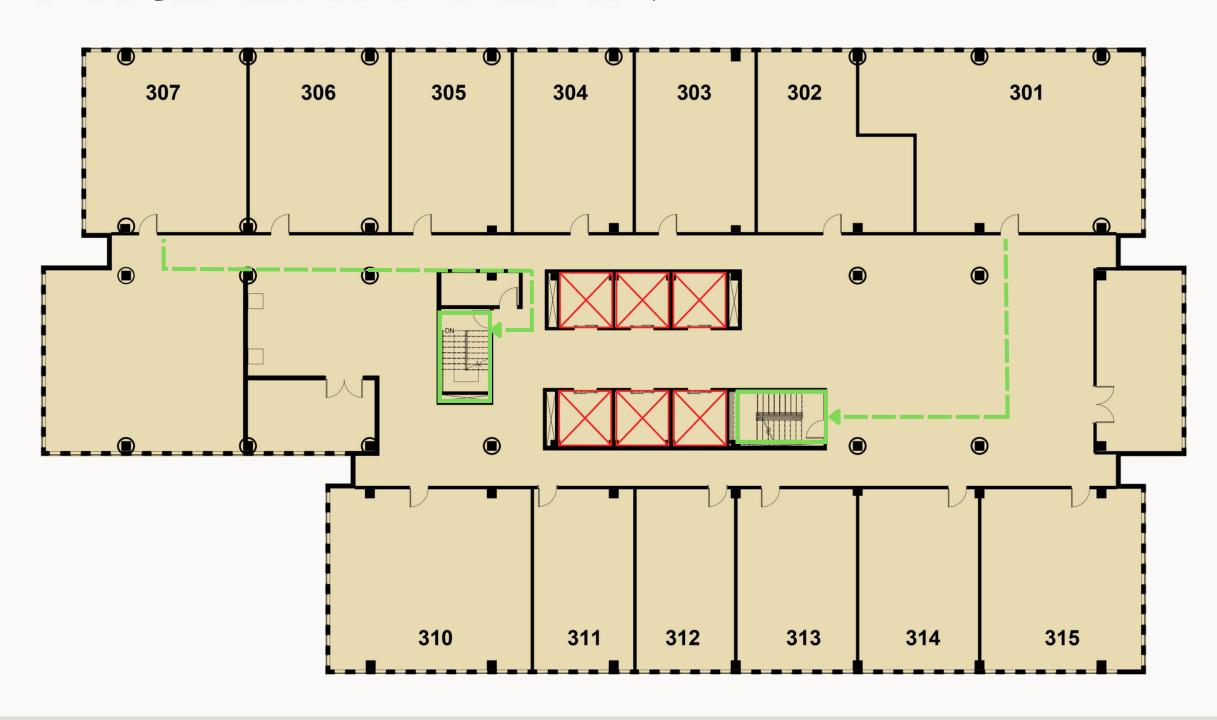


Our guestroom floors include a **lounge**, water station, dog area, along with a variety of different room types.



10'-0"

FIRE EXIT PLAN



Individual Guest Rooms

FLOOR PLAN

Thousands of people visit Brazil every year to get a glimpse of the Rio Carnival. Like the dances of the Carnival samba schools, each samba tells a unique story. Rhythm of Propulsion follows the steps of the dances that are filled with passion and can often get flirty and intimate.

Left: Standard Guestroom

Right: ADA - Compliant Guestroom

Custom millwork

Dimmable side table lighting, complying with Voco interior design standards





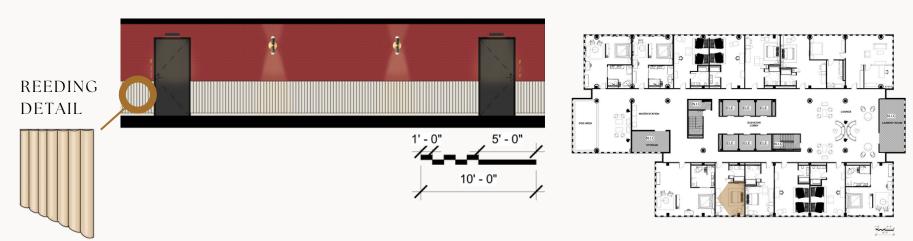
Plumbing Wall - toilets are located on the corridor wall and not shared wall for acoustics

Closed off shower area, complying with Voco interior design standards

Eliminating single-use plastic, complying with Accor brand standards

Waste and Recycling Bins

PERSPECTIVE

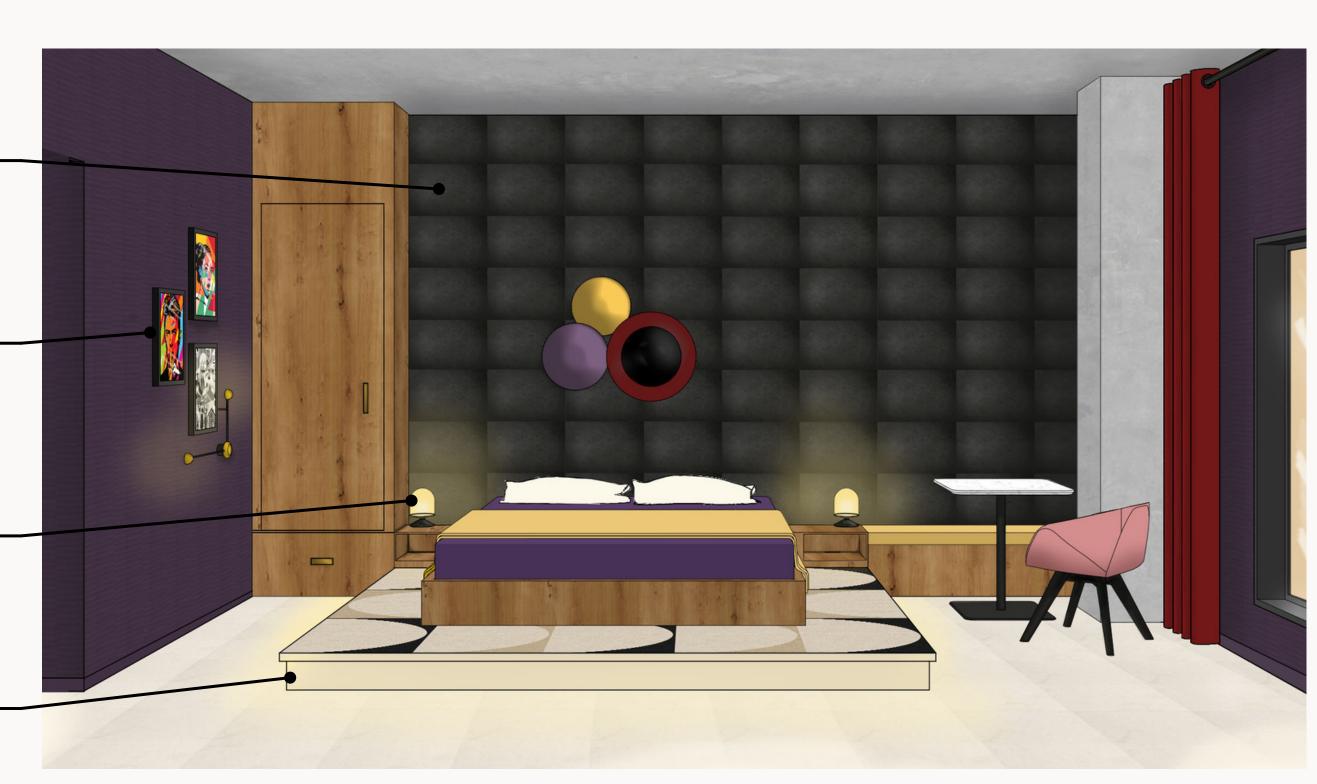


Padded headboard spanning the entire shared wall for acoustics

Framed artwork, complying with Voco interior design standards

Dimmable side table lighting, complying with Voco interior design standards

Bed on platform in non-ADA guestrooms



FF&E AND DETAIL







Flooring - Limestone Tile



Paint - Benjamin Moore Black Satin



Wallcovering - Maharam Grit Eclipse



Refurbished Wood for millwork



Decor - Vibia



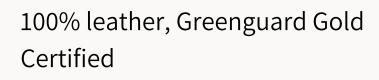
100% Non-Phthalate Vinyl High Traffic



Rug - Flor Lunaire



Fabric - Maharam Stark Marigold





Side Table Light -Örsjö Belysning



Fabric - Maharam Stark Blackout

100% leather, Greenguard **Gold Certified**

CHERIE'S 1-BEDROOM SUITE

GUEST ROOM FF&E

THE SERENITY OF BRUGMANSIA



The guestroom design aims to provide a peaceful escape for the guests to rest after enjoying the lively festivities found throughout the city. To create a calming atmosphere, the design draws inspiration from the nature scenes found throughout Rio, specifically the flower, Brugmansia, native to Brazil. The space features colors from the flower, lightweight materials, and warm lighting.

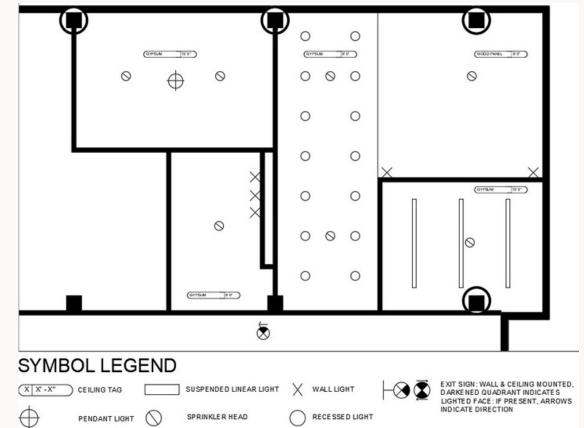




THE SERENITY OF BRUGMANSIA

RCP





DESIGN STANDARDS APPLICATION

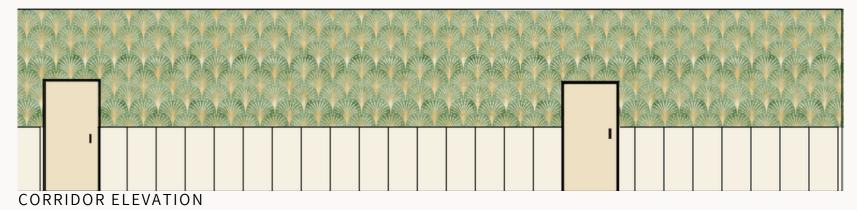
Adjustable lighting
Branded robes and slippers
Complies with IHG acoustic standards

LEED STANDARDS

Dual-flush toilet Daylight

Low-VOC materials

RENDERED PLAN





MILLWORK DETAIL

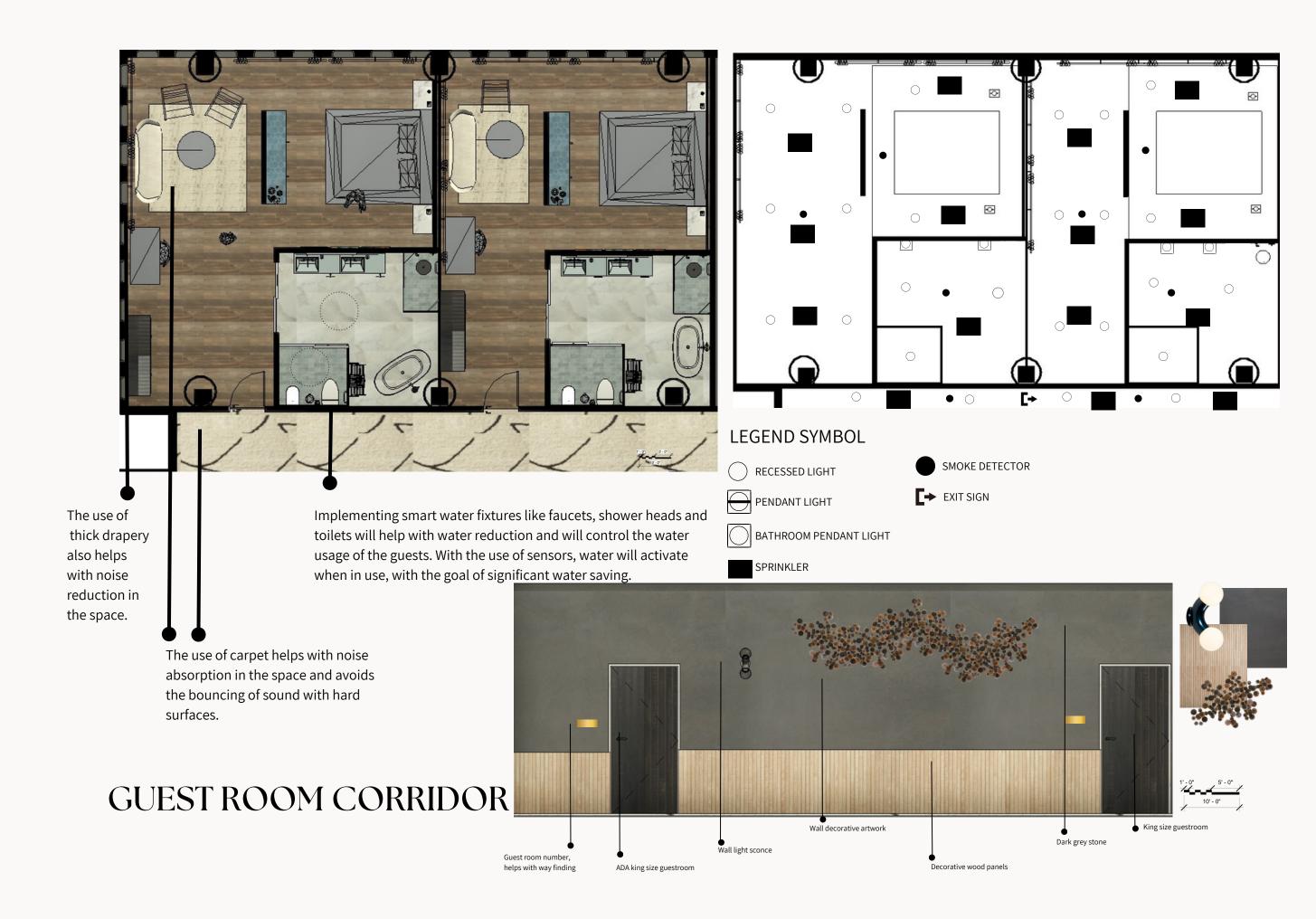
Built-in cabinetry with a bench, shelves, and cabinets for storage. The fridge is tucked iinside one of the base cabinets.

MARINA

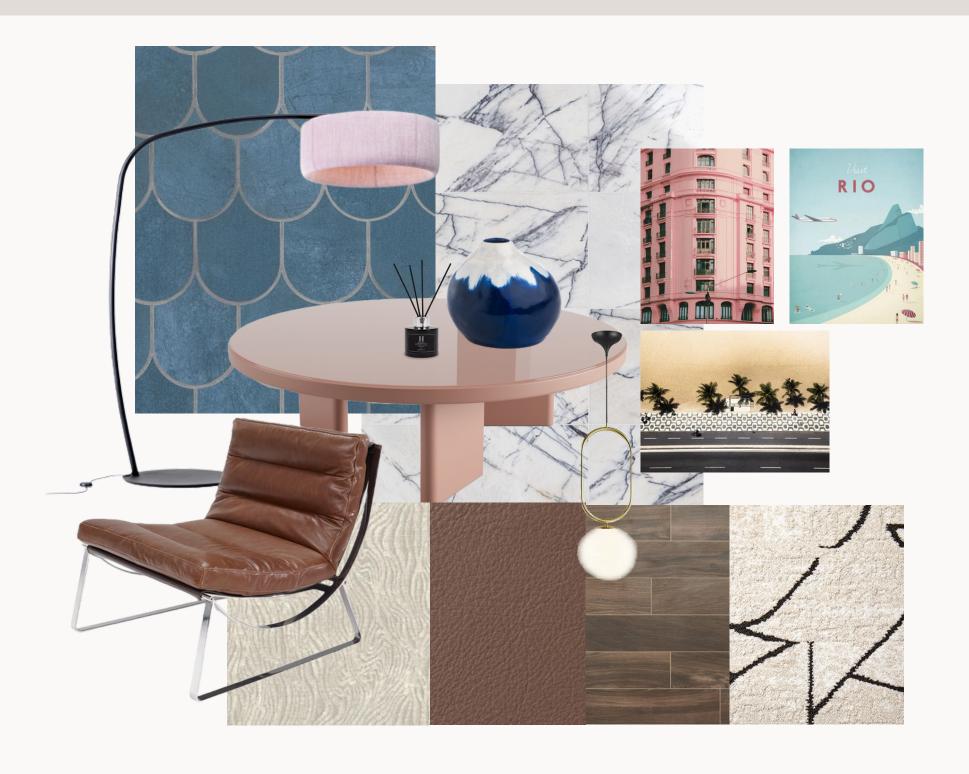
FLOOR PLAN AZURE RETREAT

KEY PLAN



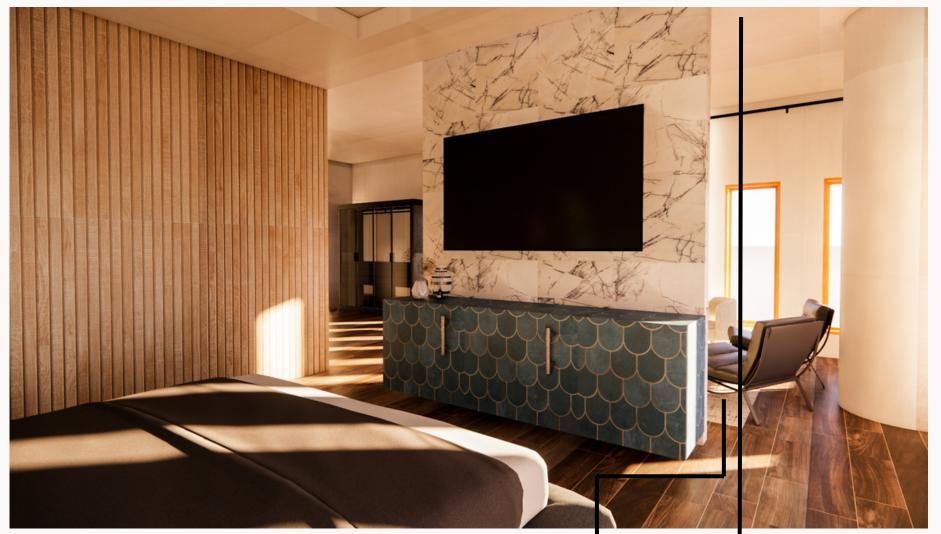


GUEST ROOM & CORRIDOR FF&E AZURE RETREAT



- Hardwood dark flooring that creates contrast with the white walls.
- The use of carpet to absorb sound.
- White marble stone for partition wall and nightstands.
- Leather for armchair upholstery and linen sofa.
- Ceramic blue tile for the custom made tv board and for the bed "headboard".
- Soft warm lighting for a calming and serene atmosphere.
- Pastel colors for the artwork selection, referring Rio de Janeiro and the neighborhood where the hotel is located.
- Neutral carpet fro guest room corridor for sound absorption and contrast.

AZURE RETREAT PERSPECTIVE





KEY PLAN



Using the HVAC system (heating, ventilation and air conditioning) guest are able to control their room temperature as desired. These systems provide centralized heating and cooling throughout the entire hotel and through the guest-rooms.

The use of carpet helps with noise absorption in the space and avoids the bouncing of sound with hard surfaces.

The use of reusable glassware in each room will help with waste reduction and will invite guests to participate in reusing and refilling the water bottles.

The use of thick drapery also helps with noise reduction in the space.

FLOOR PLAN

The guestroom design is aimed to depict a contrast between the hustle of the Carnival and the peaceful valleys and beaches of Rio. Idyllic Exuberance is all about contrasting and balancing colors, focal points, furniture, and décor are used to translate Custom millwork this concept. The guest must feel some sense of calm in all

Waste and Recycling Bins

Adjustable Desk with dimmable table lamp

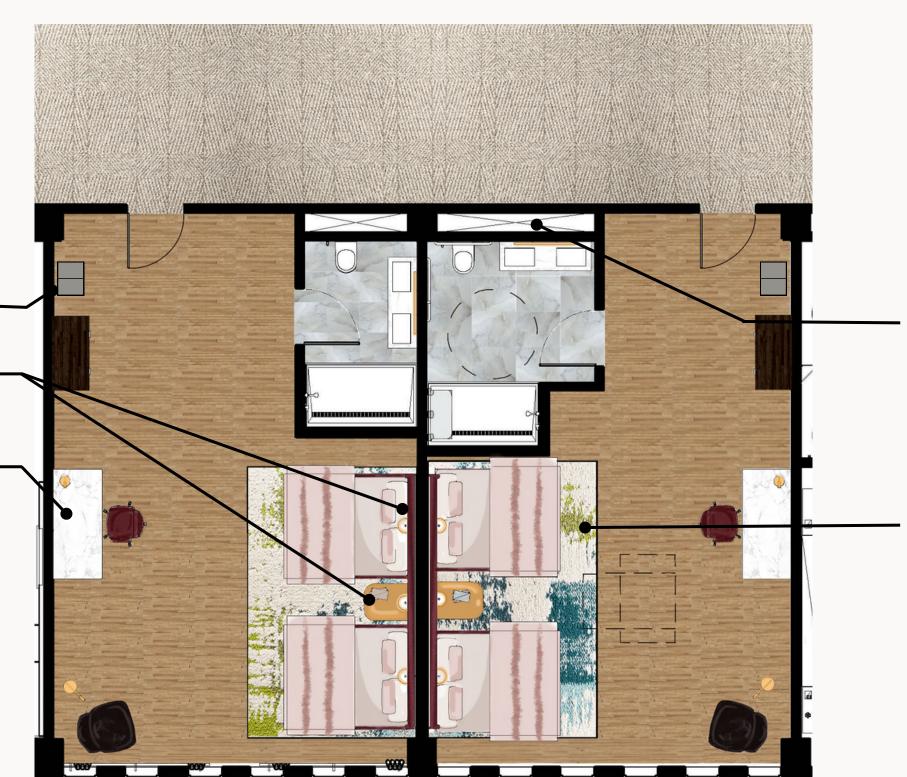
Left: Standard Guestroom

the commotion, activities, and

celebrations around the city.

Right: ADA -Compliant

Guestroom



Plumbing Chase Wall - min 8.5" clear

ADA compliant carpet tile for seamless floor transition

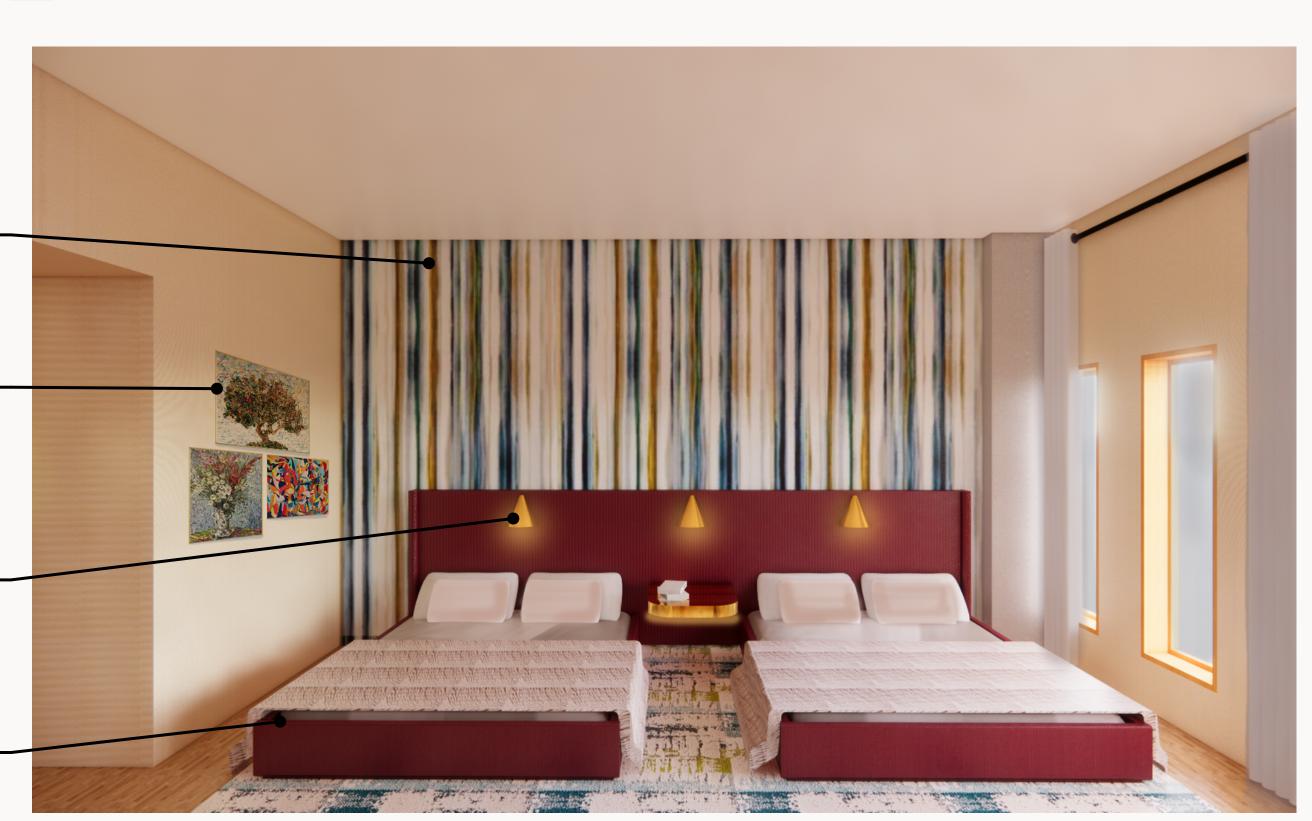
PERSPECTIVE

15- ounce Class A Wallcovering for lowtraffic areas

Framed local artwork by Vic Muniz, complying with Voco interior design standards

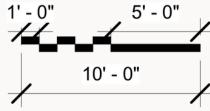
Dimmable sconce lighting, complying with Voco interior design standards

Low profile beds for all guestrooms for health benefits and ADA compliancy



FF&E AND CORRIDOR







Flooring - Wood Floor Tile



Wallcovering
Sway
Knoll Textiles
Clean Air GOLD Certification
Greenguard Certified



Wallcovering
Viewpoint
Knoll Textiles
Clean Air GOLD Certification



Refurbished Wood for Wardrobe



Tratten Mini Wall Lamp-Örsjö Belysning



Rug Splish Splash Flor



Fabric
Cozy Cord
Knoll Textiles
Clean Air GOLD Certification



Wall Sconce - JKTOLKY



Fabric
Blackout
Maharam Stark
100% leather, Greenguard Gold
Certified

SOURCES

Brazil launches new hotel rating system | LUXUO Thailand. (2023). Retrieved 30 May 2023, from https://luxuothailand.com/featured/hotel/brazil-launches-new-hotel-rating-system.html

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