

Indigo Alishan

Hospitality

Role: Designer, Guestrooms Lead



Indigo Alishan

12,360 sqm, Alishan, Taiwan, 2023

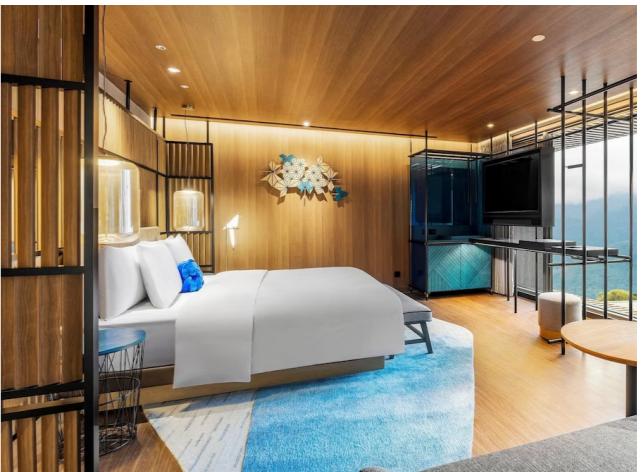
Role: Guestrooms Lead,
Designer
Studio: Ministry of Design

The project is a new build 80 key room hotel in Taiwan's mountainous Alishan region, under Intercontinental Hotel Group (IHG)'s Indigo branding which centres on the concept of the "Neighbourhood Story." In this context, we chose to showcase the lesser-known culture of the indigenous Tsou tribe to form a narrative distinctly unique and paying homage to Alishan's richness.

The public areas feature design inspired from the wondrous nature of Alishan and some of the Tsou's communal traditions and cultural festivities. Meanwhile, for the guestrooms, we focused on the more intimate-scaled sense of home. We sought to create a contemporary design inspired by the warm rustic vernacular houses using timber and stone, with traditional craft techniques of binding, leather making and weaving. For the decorative colours and art pieces, we looked to the Tsou's folk tales and symbolic colours of red, blue and black.

The room artwork references the legend of the creation of the Tsou people, where the god Hamo shook a maple tree and the scattered leaves turned into the Tsou people as it fell to the ground. The constant theme of the bird is to recall the mystical blue bird that flew with a gift of a burning coal to the Tsou people.

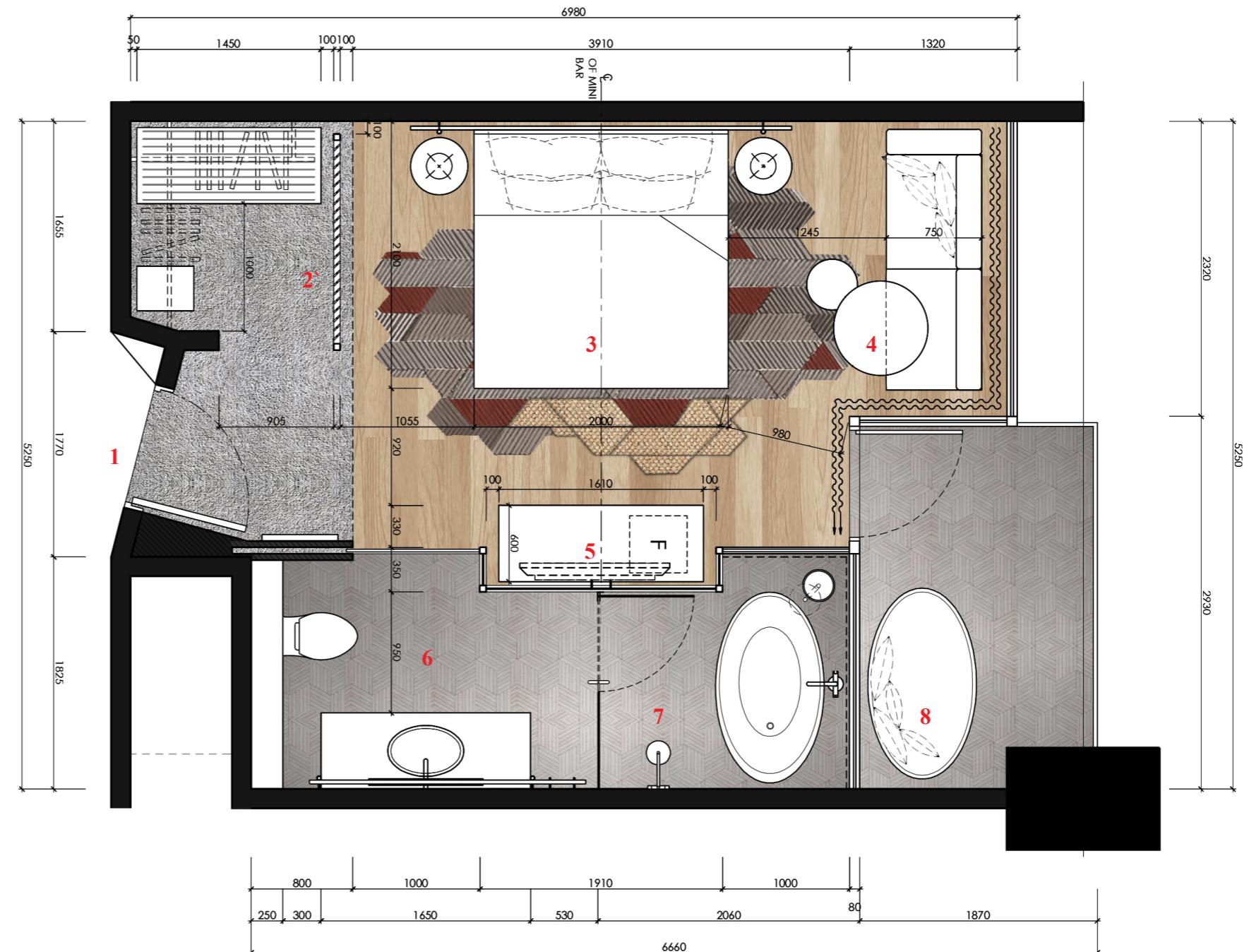
For this project, I was the design team lead for the guestrooms package from concept to detail design stages. Tasks include space planning, schematic design, render coordination and touch up, presentation decks, joinery design and detailing, and reviewing all technical drawings. Besides leading the guestrooms package, I worked as a design team member for the reception area and signage design.



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Layout Plan
Typical Guestroom