

# Mr Wu & Friends

*Branding | Hospitality*

Role: Project lead





# Mr Wu & Friends

Brand guide, proposed 2019

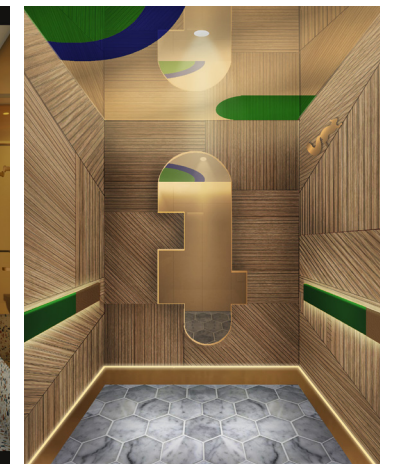
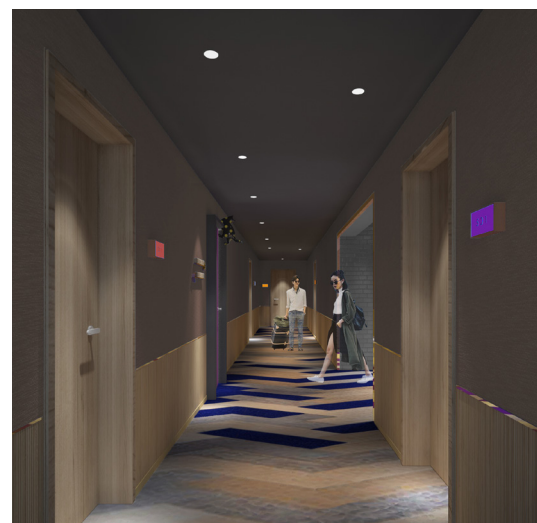
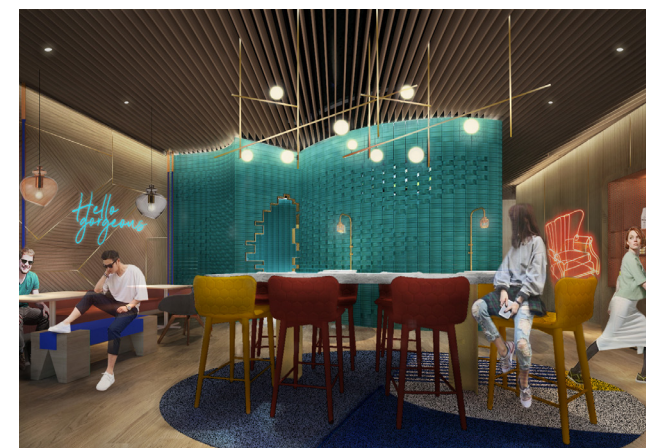
Role: Project Lead  
Studio: Ministry of Design

Mr Wu & Friends is the second brand we created for the same client as Mr Wu. To capture a wider mass market appeal, this brand is fresh and accessible.

A quirky, friendly and unique hotel experience that would delight and create memorable moments for the Instagram generation.

Equipped with a full suite of amenities for the business traveller, the brand also seeks to function as a business hotel that is out of the ordinary with quirky and delightful touches.

Warm timber tones envelop the guest, while carefully chosen materials with smaller formats such as glazed brick and hexagonal stone tiles create a sense of domesticity and intimacy. With the choice of eclectic furniture, vibrant colours, contemporary patterns and quirky artwork, everything from the logo, space and collateral spells fun and ease.





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built 2020

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## PROJECT INSIGHTS

An existing hotel in Xi'an was the chosen site to be refurbished as the first prototype of the new Mr Wu & Friends Hotel. Due to the site conditions, many adjustments were made to suit especially to the cafe and the rooms. These images show, as a direct comparison with the renders in the previous page, how the spatial guidelines were utilised to create a hotel that is practically identical to the intended design with the application of strong imageable features in each space.

