

VUE Hotel Houhai

Branding | Hospitality

Role: Designer



VUE Hotel Houhai

10,000 sqm, Beijing, 2017

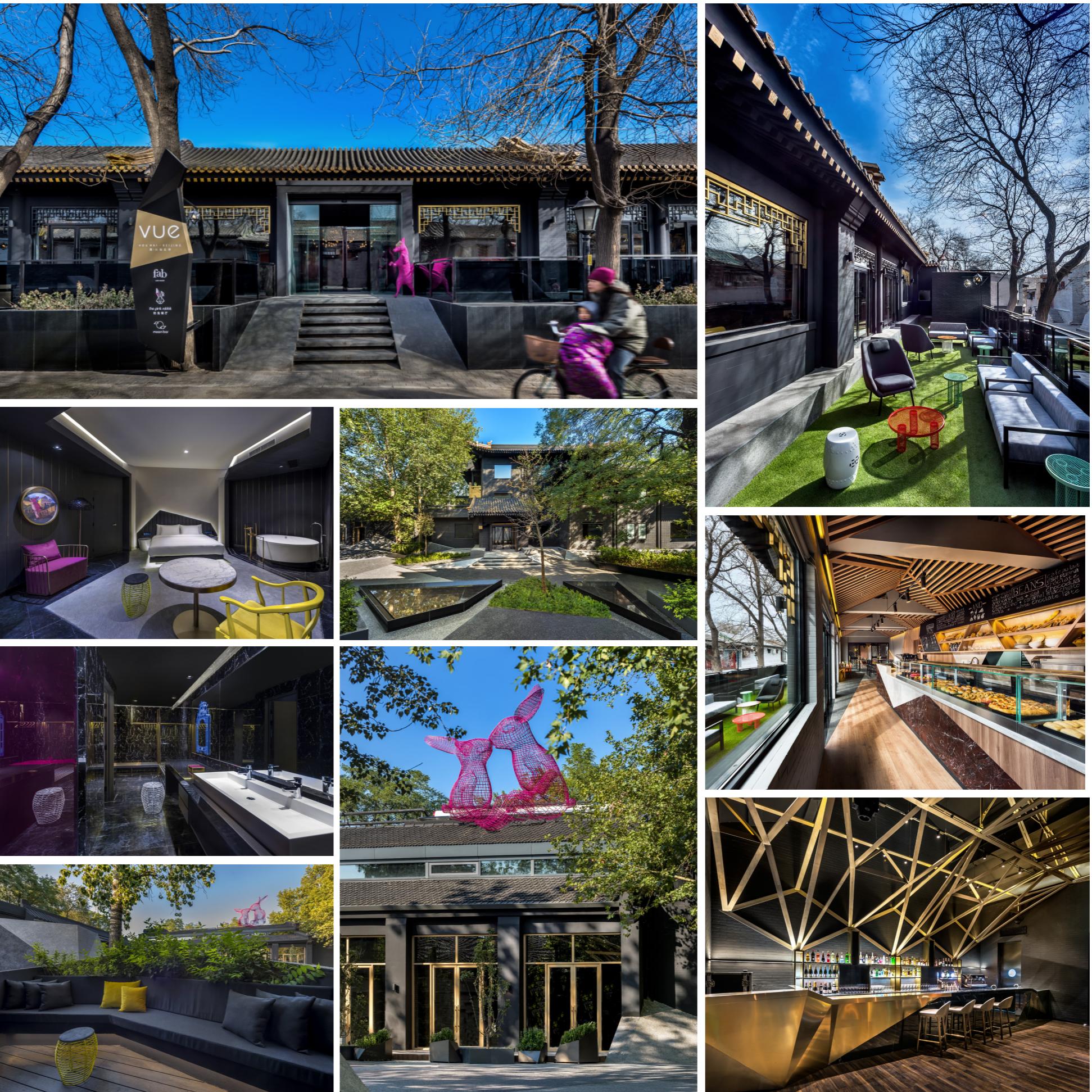
Role: Designer

Studio: Ministry of Design

Orange Hotels Group's Vue Hotel embraces the global movement of locally rooted boutique hospitality, crafting authentic and bespoke guest experiences. Charged with developing a novel brand within China's competitive luxury hotel segment, we aimed to disrupt the prevailing aesthetic of conventional Chinese elegance. We wanted to create a truly boutique hotel brand that was bold, fun and surprising. To set this brand apart, whimsy and delight, was one of the key pillars of the brand DNA to differentiate the brand and to attract the smaller elite segment looking for something memorably different.

The first site of this new brand is a complex of buildings built across different decades with pseudo-historical touches of Chinese architectural ornamentation. The landscape concept was to unify the whole complex with a pattern of broken shards referencing the traditional Chinese "ice ray" lattice patterns and the Houhai lake on its doorstep, which is a popular ice skating location in the winter months. The design language is bold and modern, with facets and angled cuts taking cues from the landscape design. Pops of neon colour and the anthropomorphic animal tourist art pieces studded across the hotel provide a strong contrast and delight amidst the backdrop of designer black and luxurious gold.

Our team delivered a comprehensive strategy, encompassing branding, architectural and landscape design, interior design, and art creation for the entire Vue Hotel Houhai Beijing project. My specific contributions included the design of "The Pink Rabbit" all-day dining restaurant, collaboration on the "Fab Cafe" design, and the development of the Courtyard Room type, drawing inspiration from the typical guestroom design elements.



Postscript:

This project has been featured on leading design editorials such as [Frame](#), and [Archdaily](#), and has won multiple design awards.

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- PUBLIC F&B (F&B/RECEPTION)
- GUEST ROOMS
- GUEST FACILITIES (RECEPTION/GYM)
- BACK OF HOUSE

..... PUBLIC CIRCULATION

- 1 ENTRANCE
- 2 F&B

..... HOTEL GUEST CIRCULATION

- 1 ENTRANCE
- 2 CONCIERGE/PORTER SERVICE
- 3 CHECK-IN/RECEPTION
- 4 GUEST ROOMS
- 5 PRIVATE EXIT TO HOU HAI PARK

..... ARRIVAL BY CAR (HOTEL GUEST OR PUBLIC)

- 1 BUZZER AT FRONT GATE



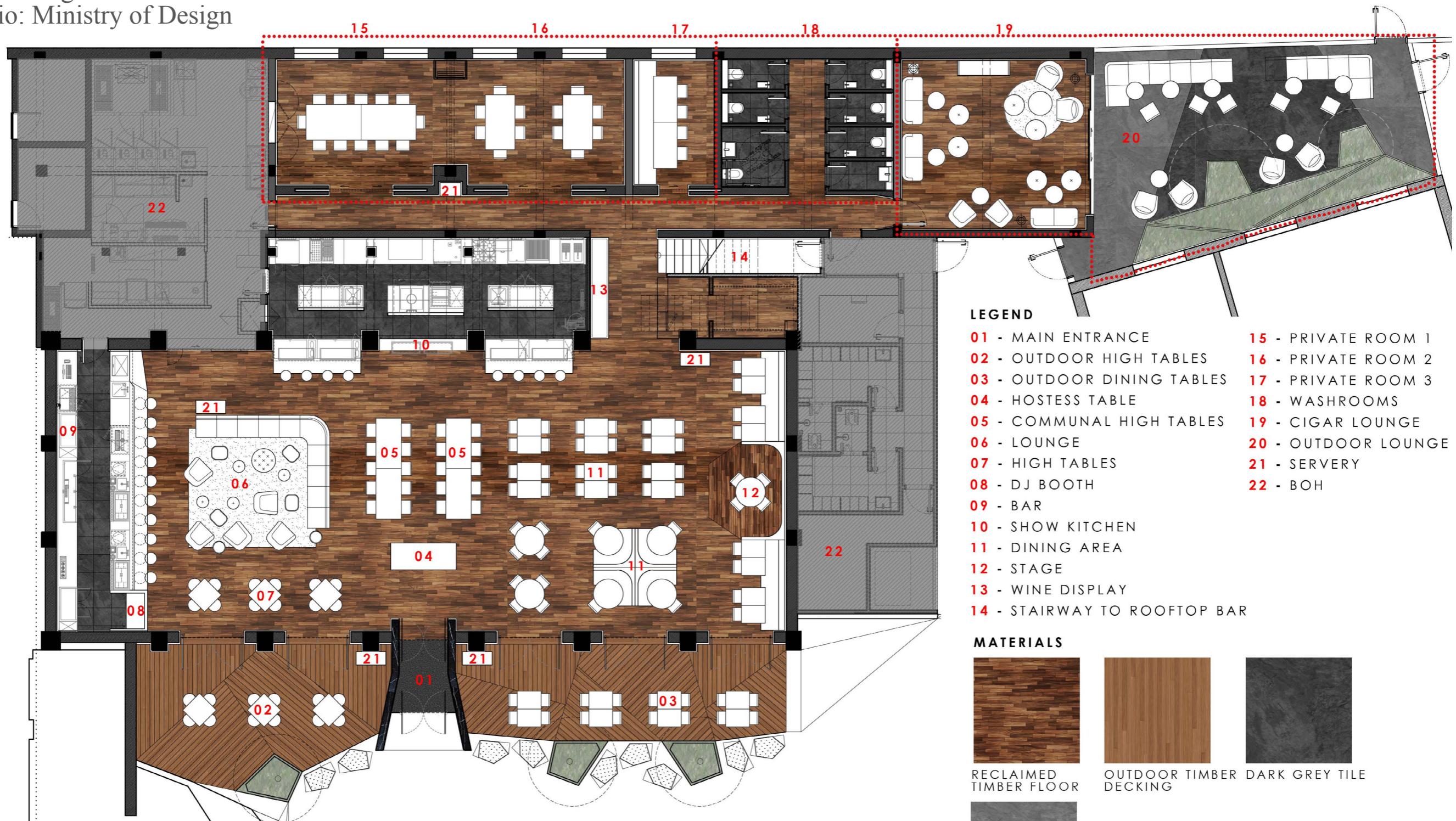
Overall Masterplan
Guest Circulation Path

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**“The Pink Rabbit” Schematic Layout Plan
All-Day Dining**

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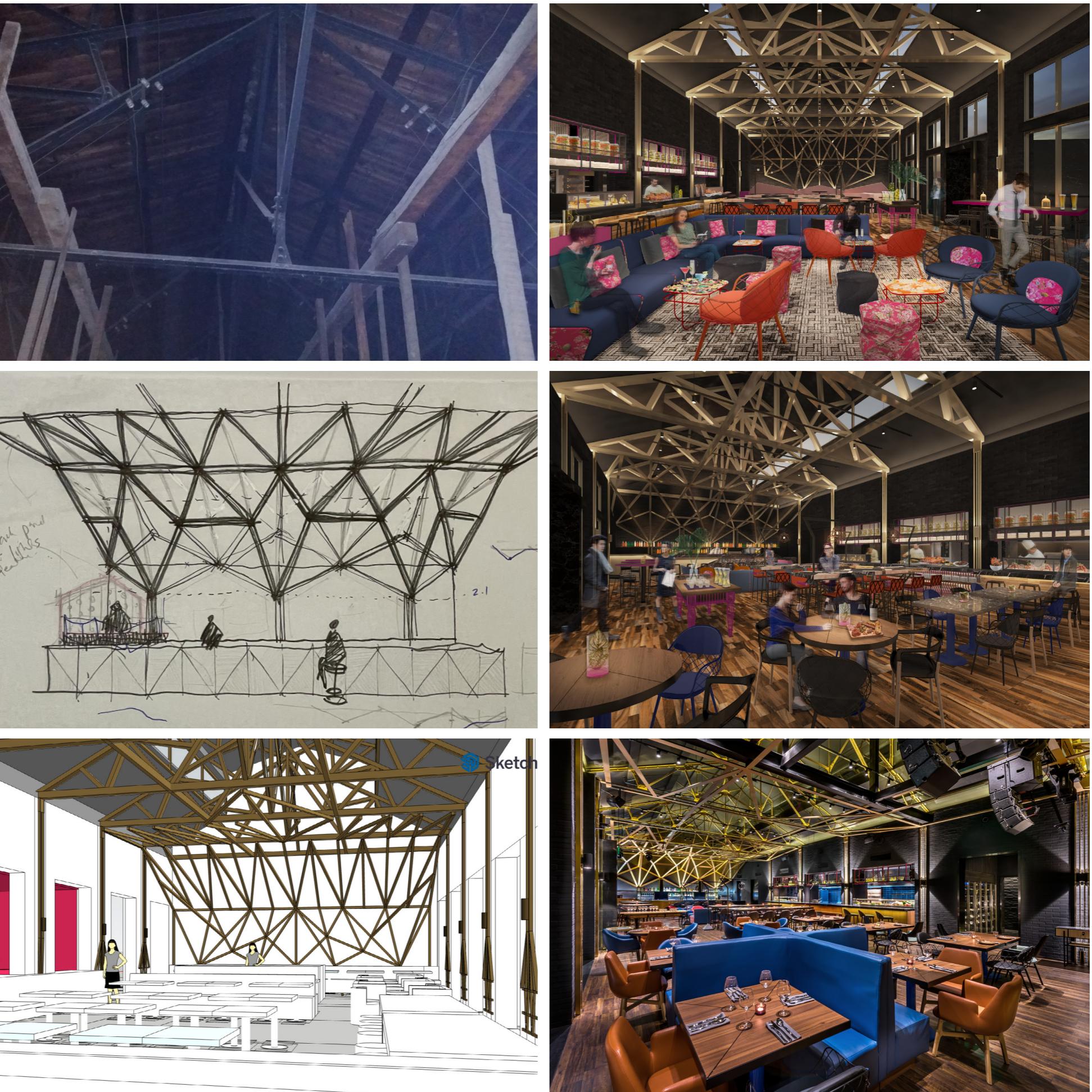
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PROJECT INSIGHT:

Taking the prime spot in the whole hotel complex as it faces the main courtyard, and with the most prominent architecture, The Pink Rabbit is the all-day dining restaurant for the hotel, serving buffet breakfast and a la carte menu throughout the day. The restaurant features different zones such as outdoor terrace seats, an open show kitchen with breakfast buffet, a raised dining area that can be turned into a band stand, a lounge dining area that transitions to a lounge with a DJ booth at night, private dining rooms in the rear, and a cigar lounge at the back courtyard.

During the site surveys, we found sculptural trusses holding up the lofty pitch roof above the false ceiling and we immediately recognized the potential of the wonderful spatial volume.

During the schematic design stage, after many explorations, we decided to call out the existing architecture by highlighting the truss system in gold and creating a three dimensional structure growing from the existing truss system. We added vertical gold pilasters to further accentuate the height of the space and create a connection to the landscape. This design gesture was effective in unifying the large hall as an arresting feature as it spans across the different dining zones.



Description (from top to bottom left, from top right to bottom right):

1. The existing truss is revealed above the false ceiling on site
2. Sketch exploration of the truss form
3. Sketchup test of the truss forms in 3D
4. Render of view towards the back wall
5. Render of view towards the bar
6. Photo of the built restaurant towards the bar