

# Indigo Hangzhou

*Hospitality*

Role: Designer, Block 2 Public Space Lead



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15,809 sqm, Hangzhou, China,  
under construction 2023

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Lead, Designer  
Studio: Ministry of Design

The Indigo hotel brand from Intercontinental Hotel Group sets itself apart through its context-driven authentic “Neighbourhood Story” targeted at younger travellers with a thirst for unexpected experiences and the colourful life.

Hangzhou is famed for the nationally acclaimed “Yue” style of opera with its distinctive pastel coloured costumes and the many classical operas set in Hangzhou’s West Lake. For this 155 key resort with two restaurants, multiple event spaces and recreational areas, the team proposed an “Ode to Opera” as the narrative to celebrate its creators as well as themes from the most famous operas in an abstracted, but highly sophisticated and luxurious experience; yet providing a touch of the unexpected and pop appeal that is synonymous with the Indigo brand.

For this resort, we sought to create spatial experiences that are artistic and sophisticated, tinged with the romance of the operas they are inspired from. The regional operas we showcased include Madam White Snake meeting in the rain at the Lobby, and the opera of The Cowherd and the Weaver Girl with abstract references to the willows by West Lake and the tapestries that depict them in the Private Event Space, the Block 2 Meeting Room Atrium and ancillary meeting spaces. In the Block 1 Guestroom Atrium, the story of the Butterfly Lovers is expressed in the celestial art pieces that float overhead.

For this project, I was the design team lead for the Block 2 package from concept to detail design stages. Block 2 spaces encompass the Reception Lobby, Meeting Rooms, Private Event Space and the atrium spaces connecting levels Basement 3 to the Private Event Space on Level 2. Tasks include space planning, schematic design, FF&E selection, render touch up, presentation decks, joinery design and detailing, and reviewing of technical drawings and addressing RFIs.



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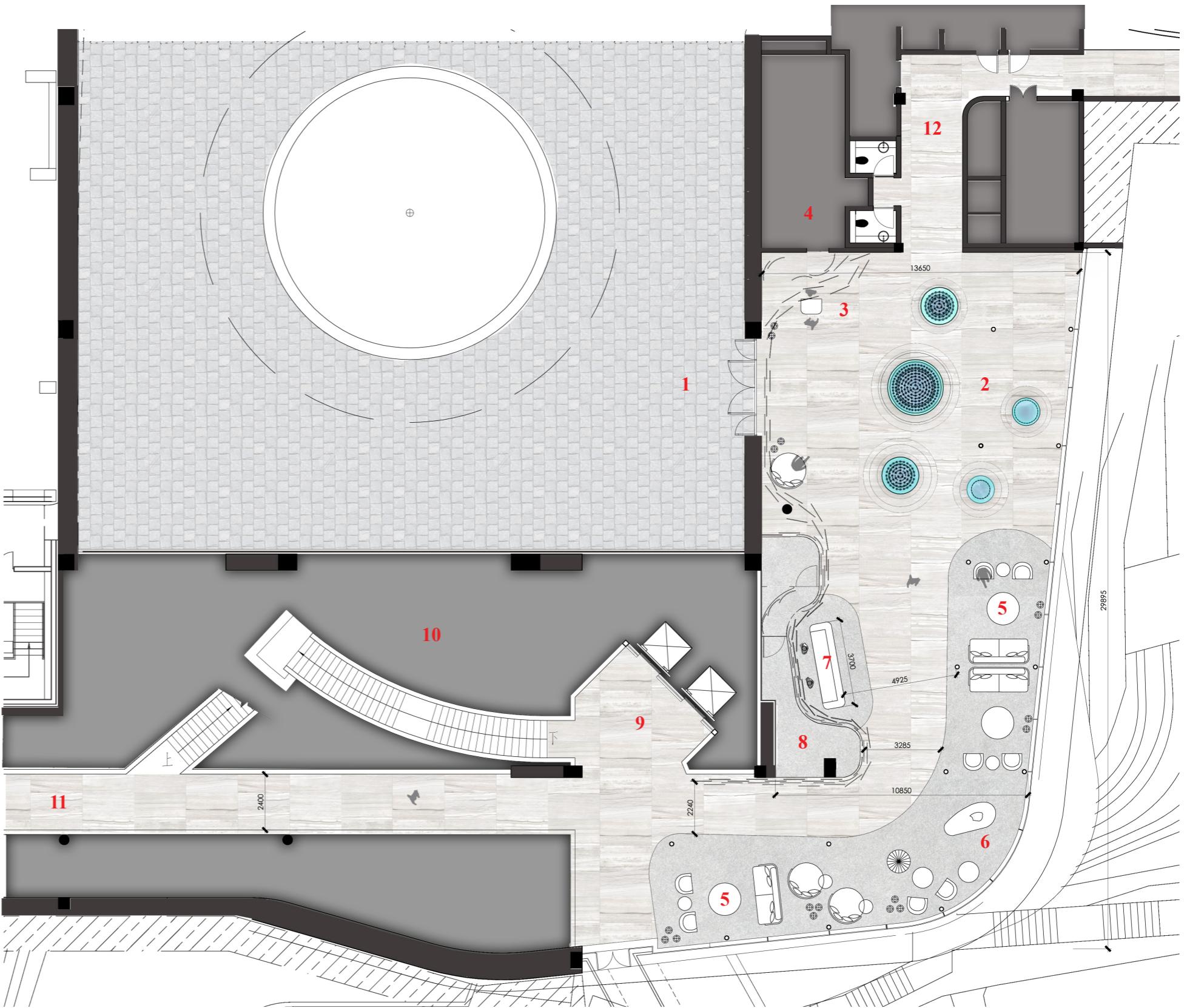
## PROJECT INSIGHT:

The dramatic and poetic architecture demanded a sensitive and complementary interior design; maximising the views and respecting the grand spatial volumes created by the architectural form.

With a dramatic sweeping view of a valley and the famed West Lake in the distance, we wanted to ensure guests could enjoy the view unimpeded. Thus, upon entering, we devised the opening act of a poetic artscape at the entrance to set the tone and let the sweeping view act as a natural navigation to the reception counter. The lobby lounge with refreshment counter is placed along the glazing for guests to appreciate both the views and the design of the lobby.

## LEGEND:

1. Car Drop off
2. Art Feature
3. Bell Hop
4. Luggage Room
5. Lobby Lounge
6. Refreshment Counter
7. Reception Counter
8. Front Office
9. Lift Lobby to Event Spaces and Basement Carpark Levels
10. Block 2 Meeting Room Atrium
11. Corridor to Block 3 ADD and Guestrooms
12. Corridor to Block 1 Guestrooms



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For the Reception Lobby, the chosen story was the iconic scene from Madam White Snake where the titular character Bai Suzhen meets Xu Xian for the first time in the rain on the Broken Bridge. In this encounter, Xu Xian lends her his umbrella and they eventually fall in love.

For this scene, we wanted to portray the gentle poetry of the romantic scene; soft and misty with rain, and evoke the movement of water across the sweeping landscape.

Starting with the art feature upon arrival of abstracted water ripples, the floor pattern gently radiates toward the reception walls layered with gossamer screens. We reference the structure of traditional umbrellas with the decorative features for the counter and column cladding adding a touch of warmth and to the cool material palette.

