

Mr Wu

Branding | Hospitality

Role: Project lead



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Brand guide, proposed 2019

Role: Project Lead
Studio: Ministry of Design

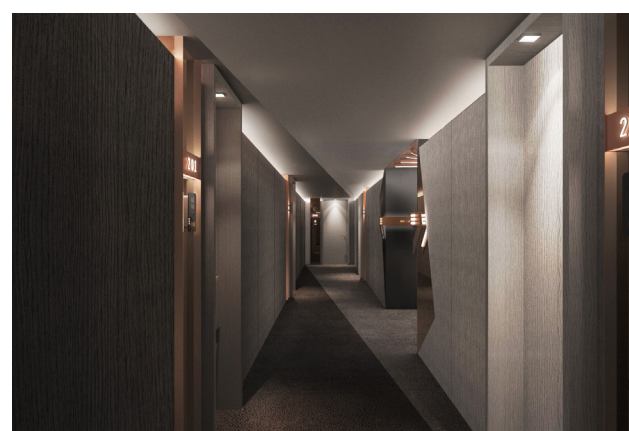
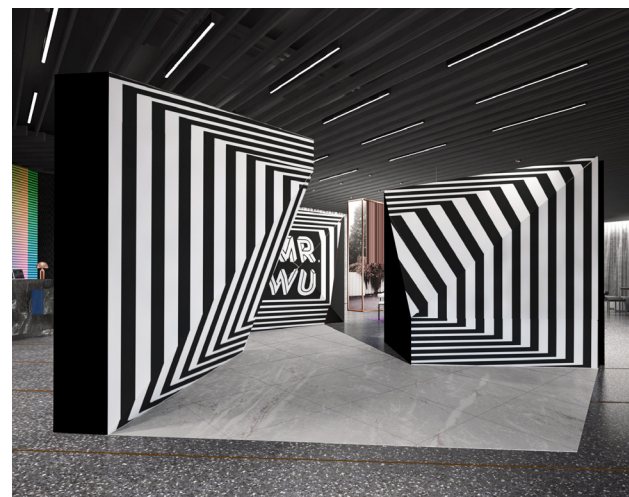
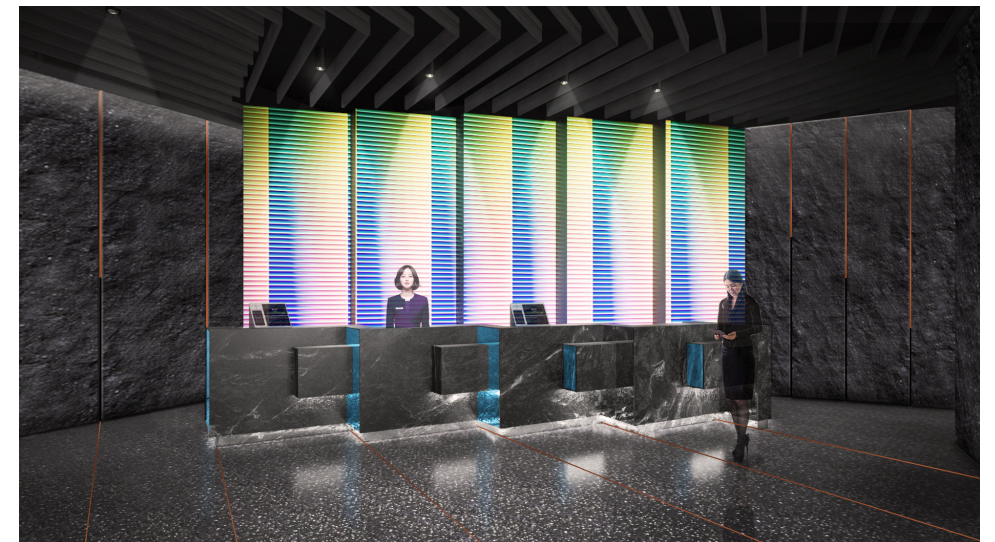
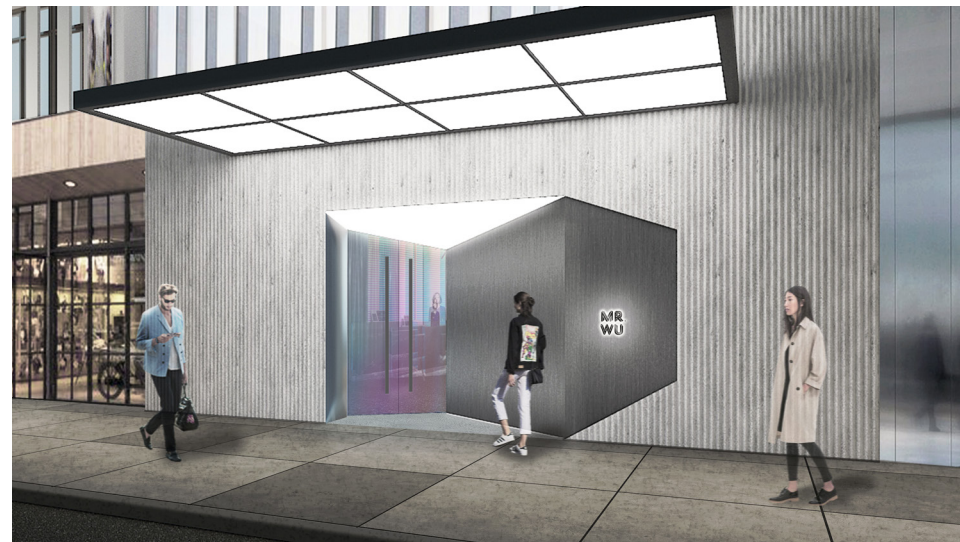
The project is to create two new hotel brands and the respective Design Guidelines for a franchise roll-out with an experienced 3-star hotel operator group in China as the client.

In the competitive 3-4 star hotel segment in China, we sought to create a vastly different experience as a point of differentiation for the curious and ever-growing local tourism market.

For the first brand, we created an alternative and edgy aesthetic for the artful and discerning niche. The entrance is mysterious and private for a sense of exclusivity. The use of false perspective, anamorphic art with LED installations and video art were choreographed to provide a sense of disorientation and curiosity in every space.

We utilised industrial materiality of concrete, metal and synthetic-looking materials with tinges of metallic and iridescent finishes to create an uber cool surreal environment. To counter the cold palette, rich marble and bronze was added for a luxurious touch. Moving towards the rooms, the palette becomes warmer and cosier with introduction of carpet, warmer tones and timber veneer while maintaining the same design language.

I took on the role of project lead for this project after the first round of spatial concept and schematic presentations where the client requested for major revisions and saw it through to the end of the Design Guidelines booklet. My role included managing and reviewing the design team's work, project schedule and deliverables.



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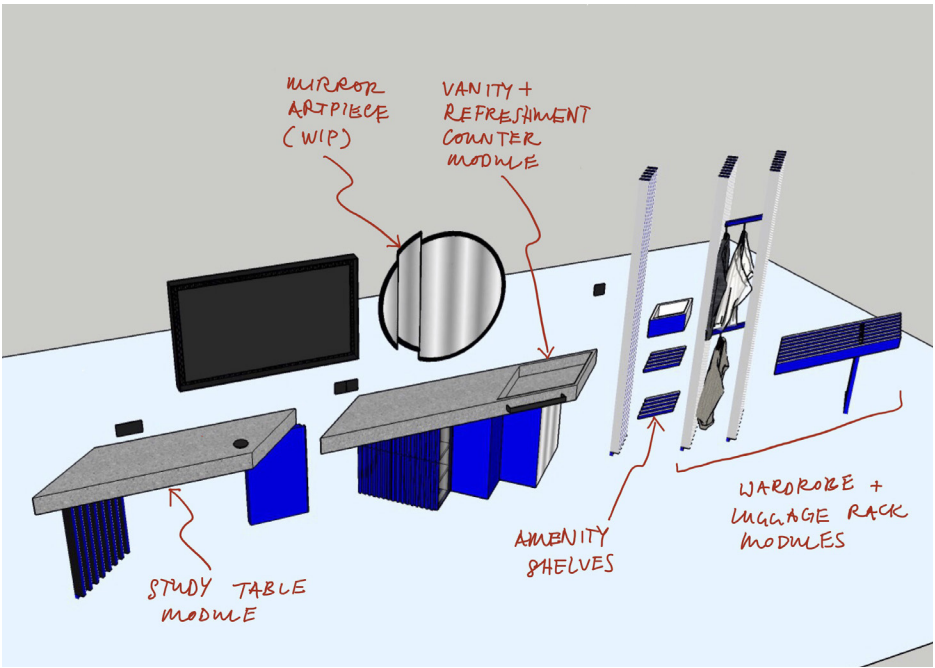
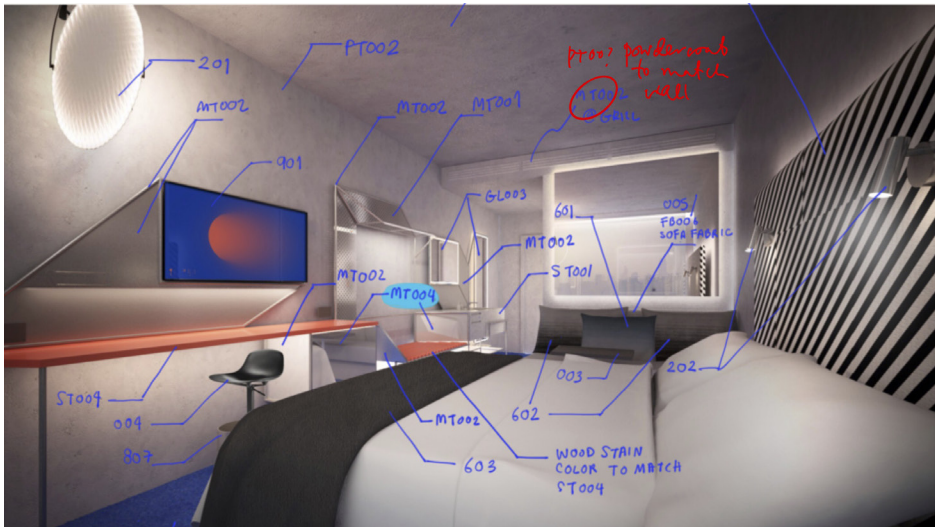
PROJECT INSIGHT

The team had to work on major design revisions after feedback from the client to simplify the design for construction and to up the level of luxury for this brand.

The original scheme on the left proved problematic with the complicated metal work joints meeting at irregular angles.

The challenge was to create a design based unlike anything that has been previously seen before yet develop ways for them to be replicated en masse.

For the guestroom, we developed a collection of joinery modules in more typical timber construction but developed with an innovative form.



- Description (from top to bottom, left to right):
1. Render of the original guestroom scheme
 2. Comments on issues from construction mock-up
 3. Render of the revised scheme
 4. Sketchup markup of revised joinery modules