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Introduction:

There have been rapid changes since the past years in hospitality industry. Technology and globalization have been leading this industry into an era of deep uncertainty. Due to the rise in the social media networks, a lot of hotel fans and critics have got a platform where they openly discuss the ratings of each hotel and this has also rendered the tourist clueless about travel connoisseurs due to the speedy access of information. People sign in to hotels in this time era not just to seek lodging but also to enjoy an experience.

Discussion:

The process used in designing hotels is termed as the narrative process. A lot of research is carried out based on the historical, social and physical aspects of the building and the environment where it is present. This also includes the location, the weather conditions, and the natural scenes, apart from the hotel's architecture. When we consider the social aspect, we dive deeply in to the culture and the history of the local culture that would help in the establishment of an ideal hotel (Woodham, Jonathan 1997).

The English Revolution and Constitutional Settlement left the monarch in full possession of the executive powers of the government made it obvious that the Crown was bound by and had to follow the laws of the Kingdom and these laws could be made, changed or suspended with the Acts of Parliaments which enacts the requirement of the consent of both houses of Parliament. The laws were in accordance to the authority of the King which was analyzed by judges which

protected the office tenure during good behaviour and the elimination lied only upon the address of the chambers of Parliament.

People today have a different perception about experiencing a hotel. With the rise in the use of social media, customers check-in the hotel immediately as they arrive and also start sharing their experience about the place by uploading things to Instagram and Facebook. They start sharing with their friends how great the hotel was or how disastrous the check-in. Once the hotel is built, such important considerations are to be kept in mind. The essay will focus upon a renowned hotel present in the London City which I would like to deconstruct. The hotel's name is brand Yotel and has a flagship branch in New York's Time Square too.

This hotel typifies Alvar Alto's Paimio design and layout as special importance is placed on the distribution, operation and orientation of the main block, container rooms and the rest rooms of the hotels. The maximum light and vibrancy shows the sun trying to facilitate the visitors who have come over here. Inside the hotel, there are rest rooms for 120 chairs which cover the entire length and crown of the building and offers impressive views over the landscapes and this in turn helps to prevent excess heat during summers (Viña, Sandra, and Tuuli 2010)

Yotel is going to be launched in 20th June 2007 and is a revolutionary new hotel concept that is redefining the global hotel industry and will be launching 46 stylish cabins at Gatwick Airport which is at South Terminal and is an important airport location. The Yotel Hotel is inspired by first class airline cabins which are located internally.

The people having early morning flights are best satisfied with Yotel hotel and it also helps them in their long scheduled transfers and unexpected flight delays and cancellations. The cabins are

bookable for just a few hours and this makes the delayed and transferred passengers to lounge and relax in secrecy and either watches a movie, take a nap or step in the shower. Yotel cabins can also be booked online.

The design of Hotel Yotel typifies Alvar Aalto which is a humanistic approach to modernism. Aalto design aims to create a total work of art and he paid close attention to the internal traits which includes lamps, furniture and glassware design which the hotel Yotel represents. The style of Hotel Yotel depicts an architectural style which developed with Nordic Classicism and shifted to International Style Modernism and later established as a more synthetic and personal modernism design. The design is the most famous in modernism. Aalto's design is usually a representation of standardized construction and this helps in the social orientation of architectural planning of the modern movements for the copy of development of Finnish architecture and society. The hotel is representing Aalto design which makes it a distinctive architectural style and is reliant on consideration of a building's relationship with its nearby environment which includes natural surroundings, a human scale, the feelings evoked by the materials and the meticulous detailing and the capable placement of the light resources. The hotel is valued for its technology dominated nature and the impersonalization of the international style which represents the structural repetitiveness and the visually monotony (Mattern, Shannon 2011)

Hotel Yotel, which signifies the structuring of Alvar Aalto's design, represents the Western ideal of the architect which is an enlightened autocratic design and the buildings which want the environment to be functionally and aesthetically superior go for this design.

Analysis of the design of Aalto architecture:

There should be a transactional part in the recreational centre which would include the technology, get rid of lines and also make things go speedier. Simplicity and personalization both should be the part of the plan (Smithson, Alison & Peter 2011)

In order to use Aalto's architectural idea of the design procedure, we study in-depth the drawings of Aalto which also exist in the domain of Hotel Yotel. The early drawings of Aalto give an insight about the design process and his ideas on how to inculcate harmony in nature, architecture and furniture in the building.

The walls should be structured in such a way that they would be made of concrete with rough surfaces which would be left exposed from internally as well as externally. The windows of the hotel room should be recessed and there should be use of glass. The interior should be such that the ducts, pipes and other mechanical wires are not revealed.

Since traveller's today look for experiences rather than just the country itself, so this style of building will attract and appeal sophisticated travellers a lot and since they will be hardly finding buildings of such designs, their excitement will double over.

The recreational centre designed should be such that it represents an Aalto building with a heavy exposed walling of concrete and a structure which is an accurate sense of weight. The usage of circular motif to decorate will be there in the windows and to enhance its expressiveness, a level of plasticity will be used. The similar approach will be used in the architectural elements in the shape of a large pool which would show its aggregate components. The centre's structure would be heavily monumental and there should be a distinctive sort of clarity and lightness in its modern tradition (Lebe, S., and Saša 2012)

Conclusion:

When we take into consideration the Hotel Yotel's representation of Aalto's design through architectural context, we get to know it is an effort to modernity representing a true vision of the future due to its lack of ornament. When the redevelopment of modern Aalto's design takes over, there is an original start concrete-slab buildings built with more blocks and less storeys. There can be a wide range of appealing, even delicate organic forms of Alvar Aalto which can be made and coloured with vibrant colours like blue and orange. Colourful appliqués can also be applied and the Alvar Aalto buildings can be sun blasted to give it a modern touch.

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