

global**design**strategies

AS PRESENTED AT ALIS 2017

element updates



element[®]
BY WESTIN



goals

The focus was on adjusting design to speak to lower cost to build and implementation challenges in the field and to showcase the Marriott design innovation through the introduction of the 'Communal Room'. The overall design sensibility of the package remains in sync with the last prototype package released by Starwood. Other innovation work streams included the evolution of the current B&F programming.

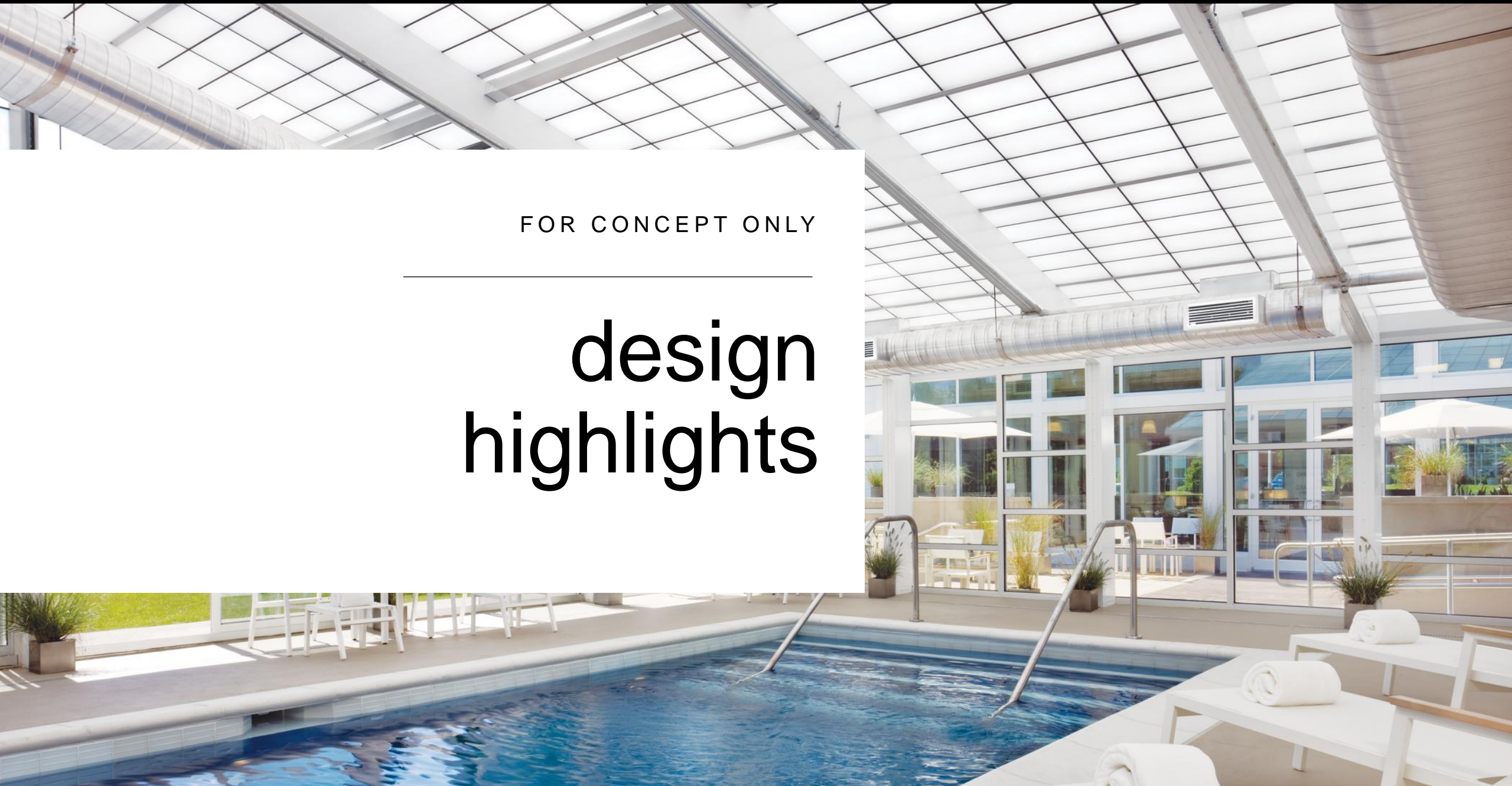
timeline

100% design documentation available	02/28
final FF&E package available	05/01
final purchase ready specs available	06/01
final construction documentation available	06/30

FOR IN-FLIGHT PROJECTS:
MARRIOTT'S GLOBAL DESIGN TEAM IS AVAILABLE TO WORK
WITH INDIVIDUAL PROJECT TEAMS TO HELP BALANCE PRIOR
GENERATIONS OF DESIGN WITH THE NEW DEVELOPMENT.

FOR CONCEPT ONLY

design highlights





ELEMENT: CHECK-IN & RESTORE

Changes include but are not limited to a more front facing check in experience – easily located by the guest upon arrival. This new location can now easily serve *Restore*.



ELEMENT: RISE

Rise refines its breakfast – by replacing a traditional buffet with both hot and cold offerings. Upon completion of the meal, the carts can be stored out of guest view and the hot kitchen can be closed off with a set of barn doors.



ELEMENT: RELAX

Relax is now completed with the inclusion of a prototype bar package for use by locations that have the need (or interest). The focus is on beverage with a limited food offering.



ELEMENT: COMMUNAL ROOM MEDIA WALL

The communal room is focused on servicing group travel. Each element location should have a minimum of 2 such rooms. Each communal room can service 3 keys in close proximity and 1 key with direct walk off access.



ELEMENT: COMMUNAL ROOM

The communal room design is intended to offer a variety of seating, dining, working, media and food preparation options. ability to include a half bath without moving plumbing lines also exists.