

The background of the slide is a photograph of a modern interior. On the left, a black wire chair is partially visible. In the center, a round, light-colored wooden table holds a magazine with the word 'L'ASUPTE' in large yellow letters and a small decorative object. The floor is made of light-colored wooden planks.

global**design**strategies

AS PRESENTED AT ALIS 2017

aloft updates

aloft[®]
HOTELS



goals

With the brand being over 8 years old with 120 locations globally and growing we acknowledge there is a need to update the design and address some key owner & guest feedback to bring Aloft to the next level. The focus on the brand evolution is in two areas, design of both guest room & public space and the B&F experience. The new Aloft B&F Program will launch in May 2017 and Final Construction Documentation will be finalized end of July 2017.

timeline

| | |
|--|-------|
| 100% design documentation available | 03/17 |
| final FF&E package available | 05/01 |
| final purchase ready specs available | 07/01 |
| final construction documentation available | 07/30 |

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





ALOFT: RE:FUEL AND ARRIVAL

The new Aloft design features a new operating model for Re:fuel and entry moment. The iconic round front desk has been replaced by a free-standing desk to the side. Additionally, updates to the digital art wall speak to the day to night convertibility and brand passion for innovation in tech and design.



ALOFT: RE:FUEL

The new Re:fuel design addresses the owner & guest feedback of a non-intuitive ordering and payment process, undesirable grab n' go food options and a need to update breakfast options. The new Re:fuel concept the select service F&B concept that provides our on-the-go next-gen guest what they want: fresh, fast & delicious food options that allow them to efficiently start their day.



ALOFT: RE:MIX

The new design features simplified architecture devices and new iconic FF&E elements to define different areas while allowing for social interactions that the Aloft guest craves.



ALOFT: W XYZ BAR

W XYZ Bar and programming elements remain mostly unchanged; the new design updates the materiality and adds additional seating booths around the pool table to allow for more social congregation around the pool table. A communal table has been added – allowing for work groups to use public space throughout the day.



ALOFT: STANDARD KING LOFT

The guest room has been updated to address concerns of the headboard and millwork furniture pieces and a tired design. The new design features an iconic headboard moment dividing the sleeping zone and bathroom. The new headboard screen accommodates a multitude of functions, takes up less room and allows for transmission of daylight into the vanity area.



ALOFT: KING STUDIO

To address design flexibility and allow for urban/suburban modeling, the new design includes a rectangular “Studio” room option that delivers the same on-brand, loft-like feel of the prototype.