



THE WINSLOW

STAY. REST. REJUVINATE.

THE WINSLOW HOTEL

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TABLE OF CONTENTS

- Mission Statement
- Design Concept Statement
- Concept Board of the Common Spaces
- Concept Board of Guest Rooms
- Concept Board of Café
- Goals & Objectives
- FF&E Plan
- King Suite
- Queen Suite
- Café
- Lobby & Lounge
- Business Center & Fitness Studio

MISSION STATEMENT

The Winslow Hotel & Spa strives to promote a warm, welcoming, and enjoyable environment for new and returning guests. Safety is of utmost importance as well as comfortable, modern furniture with a taste of downtown Fargo. Your hotel experience will be unlike any other.

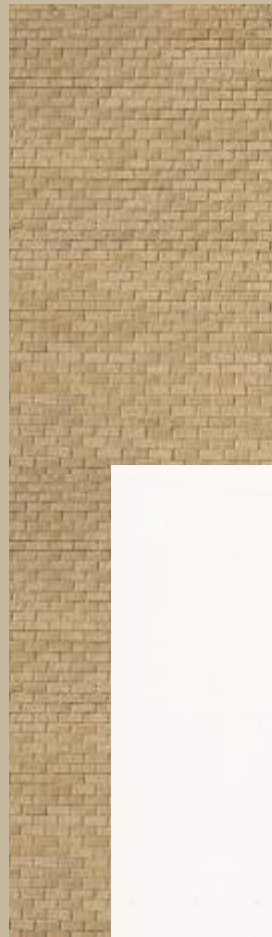
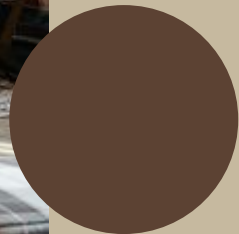
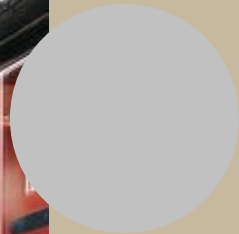
DESIGN CONCEPT STATEMENT

The Winslow Hotel, located in the heart of downtown Fargo, North Dakota, is situated in the historic Ford Building. This well-known building offers an abundance of historic charm including original blonde brick walls and concrete hexagonal columns throughout. The design of the Winslow Hotel has a modern, industrial design that is welcoming and comfortable. The mix of these styles was chosen to fit the urban feel of downtown Fargo, as well as the current, historic finishes inside. The industrial style of the building will be accentuated through exposed duct work, brick, beams, flooring, and other architectural components. The materials and products chosen for the Winslow Hotel are ADA compliant, durable, and COVID-19 sensitive. All surfaces are able to be sanitized and cleaned without affecting the materials and longevity of the products.

Designing around acoustics is very important when it comes to the design of the Winslow Hotel because the building is situated right next to train tracks that are still used today. Materials with acoustical properties are essential to keeping exterior noise outside when guests will be sleeping (Ismail, 2010). It is also important that the guests feel like they are in a second home and have a joyous experience during their stay at the Winslow Hotel (Lo & Yeung, 2020). Safety and sustainability considerations are made throughout with renewable materials and local sourcing (Nenadovic, et., 2018). Lighting used throughout the hotel varies, with general lighting, accent lighting, task lighting, and decorative lighting (Arikan, 2012). All light sources are on a dimmer switch and can be manipulated throughout the day to give the appropriate ambiance to the spaces desired (Arikan, 2012). The lounge and café are both places that guests can spend time visiting with their friends and family in a cozy environment. Ensuring that the private guest rooms are positioned away from the main public areas is of utmost importance. Guests will feel comfortable and at home in the hotel, while having peace and quiet as desired (Lee, 2018). , et., 2018). Lighting used throughout the hotel varies, with general lighting, accent lighting, task lighting, and decorative lighting (Arikan, 2012). All light sources are on a dimmer switch and can be manipulated throughout the day to give the appropriate ambiance to the spaces desired (Arikan, 2012). The lounge and café are both places that guests can spend time visiting with their friends and family in a cozy environment. Ensuring that the private guest rooms are positioned away from the main public areas is of utmost importance. Guests will feel comfortable and at home in the hotel, while having peace and quiet as desired (Lee, 2018).

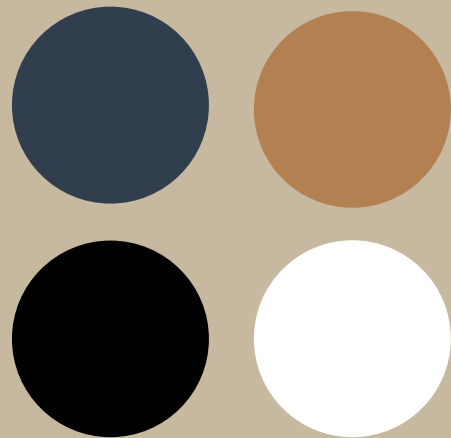
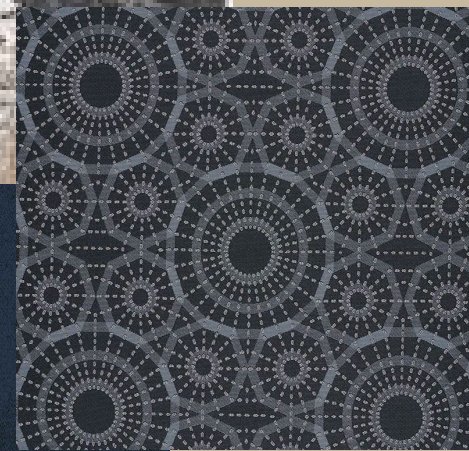
THE WINSLOW HOTEL

COMMON SPACES



THE WINSLOW HOTEL

GUEST ROOMS



THE WINSLOW HOTEL

CAFÉ



GOALS & OBJECTIVES

1. Provide the guests with an overall warm and welcoming feeling as they enter the building and accommodate their important needs and desires.
 - ❖ Include warm and comforting colors in the common spaces for the guests to feel as though they are being included and their interests in the hotel are being taken care of accordingly (Harsritanto, et. al, 2020). Harsritanto, et. al, 2020).
 - ❖ Amenities will be available for the guest's satisfaction during their stay. Allowing for contactless delivery options and pet accommodations will be provided (Rajaram, 2014).
 - ❖ Guests will have access to Internet services, many cleaning options, comfortable lighting, and scents within the hotel for guests while they stay (Rajaram, 2014).
 - ❖ The Café will have a variety of seating options and fixtures will help contribute to the design solution. The café will also offer a biophilic feature wall that naturally produces herbs (Rajaram, 2014).
2. Safety and security throughout a hotel are of utmost importance. Security is especially important during evening hours and if an emergency were to occur.
 - ❖ The hotel will have safety plans on the back of all guest room doors. This includes a way for all guests to evacuate the building in a timely manner if there would ever be an emergency (Enz, 2009). Enz, 2009).
 - ❖ Security cameras play an impactful role in hotel safety. This allows for the staff to be alerted when guests are entering and exiting the hotel and through all different entrance ways (Enz, 2009). Enz, 2009).
 - ❖ Security guards are employed to stand near doorways to provide comfort for guests. This will improve security throughout the hotel and assist guests if necessary (Enz, 2009). Enz, 2009).
 - ❖ Provide door locks that are controlled by an individual's phone. This will help protect a guest's identity and information that might be stored on a key card instead of an app. This will allow for not having to reset cards, save on plastic waste, and misplacing cards during their stay (Hertzfeld, 2020). Hertzfeld, 2020).

GOALS & OBJECTIVES

3. Utilize comfortable furniture that meets the needs of all guests' accommodations. Layout and types of furniture pieces help contribute to the design in both public and private spaces.
 - ❖ Provide modern furniture that is ergonomically comfortable and home-like to improve guest experience (DiNuzzo, 2020). DiNuzzo, 2020).
 - ❖ Incorporate bright, soft linens along with calming colors on furnishings within guest suites. Use dark colored upholstery on commonly used furniture to help prevent noticeable wear and tear (DiNuzzo, 2020). DiNuzzo, 2020).
 - ❖ Provide aesthetically pleasing furniture for the guests and staff working within the hotel. The furniture should contribute to the industrial, modern design (Zoom Inc, 2016).
 - ❖ Furniture will be safe and practical. The safety features on furniture include accessible armrests and sturdy legs. How and where the furniture is taken into consideration as well. The furniture will include resistive upholstery with high thread count that can withstand multiple uses (Zoom Inc, 2016).
4. Incorporate lighting, color and flooring that helps contribute to successful wayfinding for all.
 - ❖ Signs for wayfinding through the hotel will be able to be understood by all people. This includes multiple languages and different gestures (Creative Sign Designs, 2019).
 - ❖ Hotel signs will comply with ADA law to provide a navigable experience for guests of all abilities (Creative Sign Designs, 2019).
 - ❖ The wayfinding will contribute to a unique design solution that fits the industrial aesthetic of the Winslow Hotel. These wayfinding techniques can be found within the room numbers, building divisions and lighting. Various materials will also be incorporated into the design solution to help aid the ease of accessibility (Creative Sign Designs, 2019).
 - ❖ The wayfinding solution will be communicated through natural light and the use of color. Color will help contribute to sense of location and level of comfort (Arikan, 2012). Arikan, 2012).

FF&E PLAN

Designed with local materials and finishes so staff can tell the story of the material and allow the guest to feel at home (Lee & Oh, 2018)

Carpeted corridors to help reduce sound and improve acoustics near guest suites (Jablonska, et al., 2019)

Logo and hotel name located right as guests walk in for brand recognition (Ramkissoon, et. al., 2016)



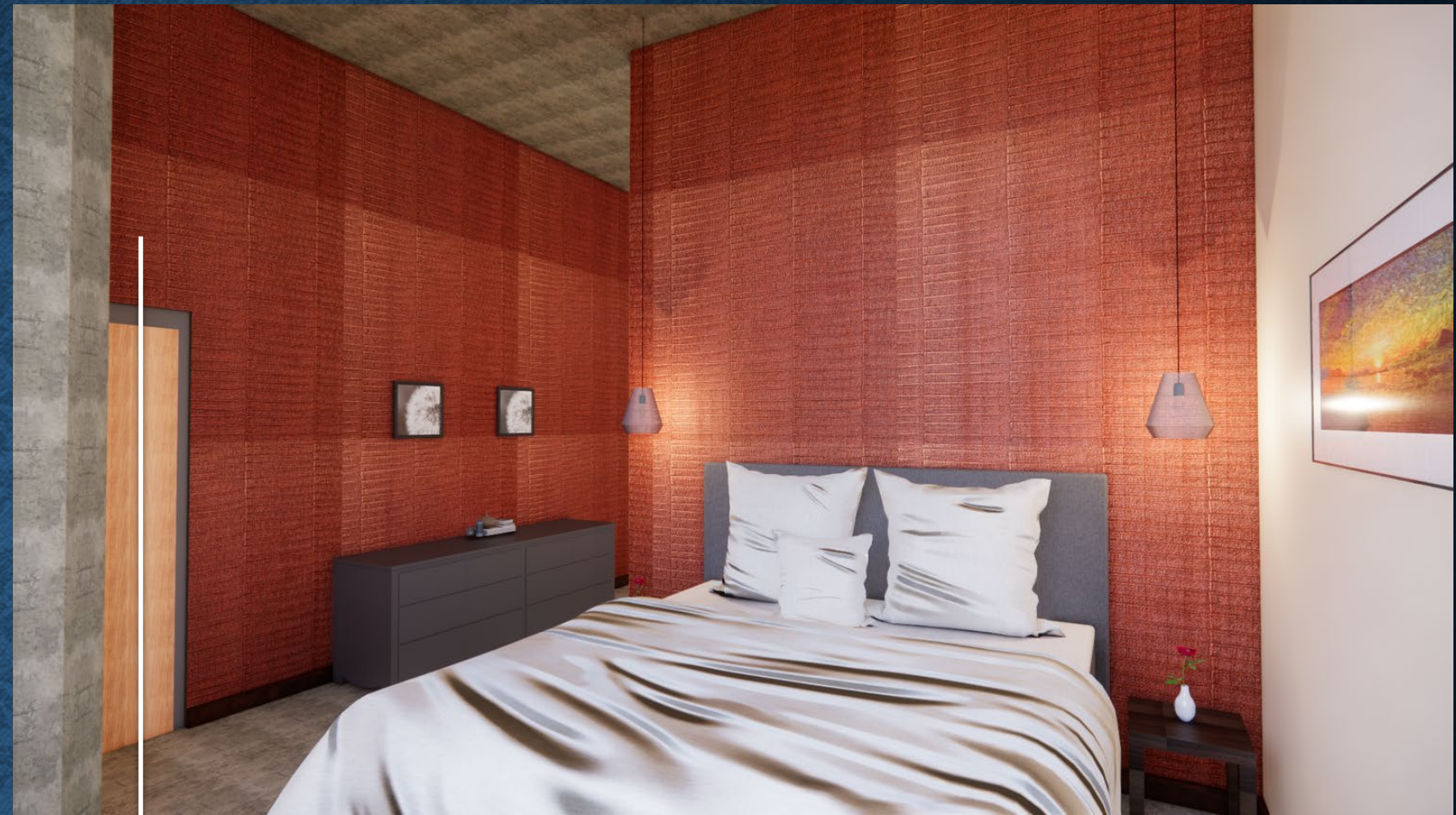
Incorporated clear sight lines for important wayfinding techniques (Kuliga, 2019)

Suite doors indented for extended privacy and security (Enz, 2009)

KING SUITES



Offering an accessible layout, such as the living room furniture arrangement, helps for easier movement and the ability to be comfortable in an environment (Lee & Severt, 2017)



Incorporated assorted colors throughout the design that are memorable. Bold colors and a strong use of texture can cause people to wander, encouraging involvement and being comfortable (Lee & Severt, 2017)



Finishes and colors used throughout to accentuate branding (Ramkissoo, et al., 2016)

QUEEN SUITES

Less reverberation leads to a quieter room which can cause a larger room to feel more private (Abdulaali, 2020)

Included furniture that is comfortable and has a soft upholstery (Ogle, 2009)



Provided a blackout curtain and thinner curtain to control natural light (Harsritanto, 2020)



CAFÉ

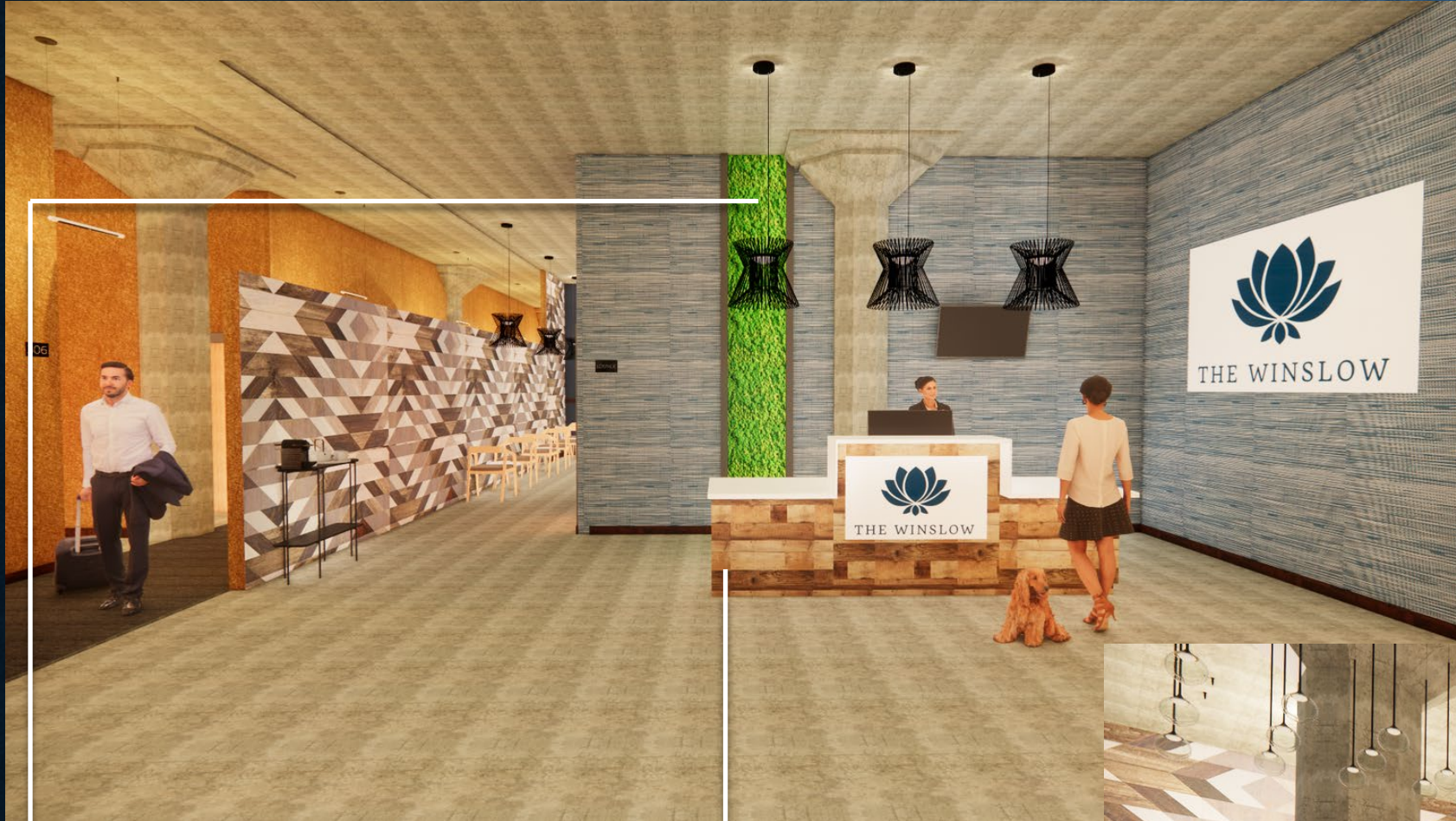
Copious amounts of natural light and bright light to help users navigate the space (Bosch & Gharaveis, 2017)



Provided levels of light that portray the relaxing ambience desired; cooler vs. warmer light included (Harsritanto, 2020)

Social distancing considered with tables separated throughout the cafe (Lee & Severt, 2017)

LOBBY & LOUNGE



Sustainable green wall assists with beneficial air quality (Nenodovic et al., 2018)

ADA Compliant custom front desk with branding incorporated (Ramkissoon, et al., 2016)



Public spaces balance the connectivity between staff and guest, and the balance of acoustical levels in the space is controlled (Jablonska, et al., 2019)



Social distancing considered with separate guest seating areas in the Lounge (Lee & Severt, 2017)

BUSINESS CENTER & FITNESS STUDIO



Obata (2001) suggests that hotel amenities become the second homes for many business guests; thus, these rooms should be warm, comfortable and inviting, and conducive for the manner of business (Ogle, 2009)

Offering a wide assortment of amenities, like a fitness studio and business center, help with relaxation and enhance the guest experience (Cetin & Walls, 2016)

Health benefits considered for the guests when designing with nature in The Winslow Hotel. Added natural elements, like natural light, can increase a positive response in the brain and help it to relax (Ryan, et al, 2014)

