

HOTEL MENLO, LOS ANGELES

GREEN ESCAPE: Affordable luxury & Sustainable lifestyle

INTERIOR DESIGN CONCEPT



HOTEL MENLO, LOS ANGELES

Target market:

- Mid-scale customers
- Budget conscious business travelers who wants stylish accommodation
- Design-conscious non-business travelers visiting LA (spillover from DTLA & Arts District)
- Demographics: Koreans & non-Koreans / Median age

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Traveler type:

- Business professionals: King room
- Long-term stay visitors: Q-Q room w/ Kitchenette
- Families & tourists: Q-Q room
- Business groups: connection Grand King suite & Q-Q room

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Brand Concept: Green Escape

- Affordable luxury
- Sustainable lifestyle
- Green design: materials, energy, water, & health

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Interior Design Concept: Openness

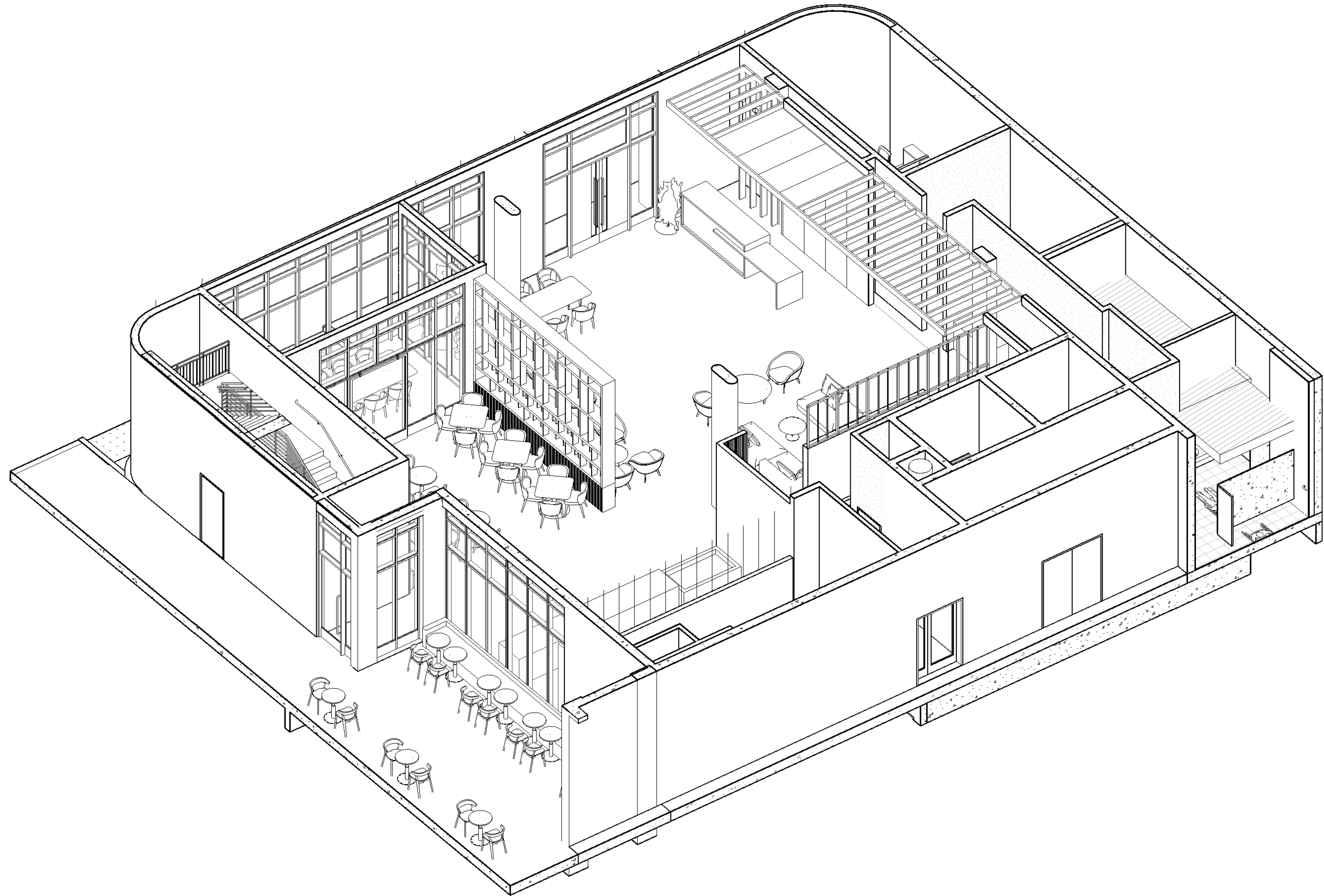
- Openness:
 - interconnecting rooms w/ repeating theme of green features & organic materials
- Urban Collective:
 - fresh, livable take on boho-chic, industrial and mid-century modern designs
- Natural Flow:
 - Calm & inviting atmosphere
 - No clutters, no pretentiousness, no frills

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Interior Finishes:

- Industrial: concrete, metal, wood & cement tiles
- Weathered finishes, reclaimed wood, and corten metal
- Furnishings: warm, organic elements

OVERALL CONCEPT: OPENNESS

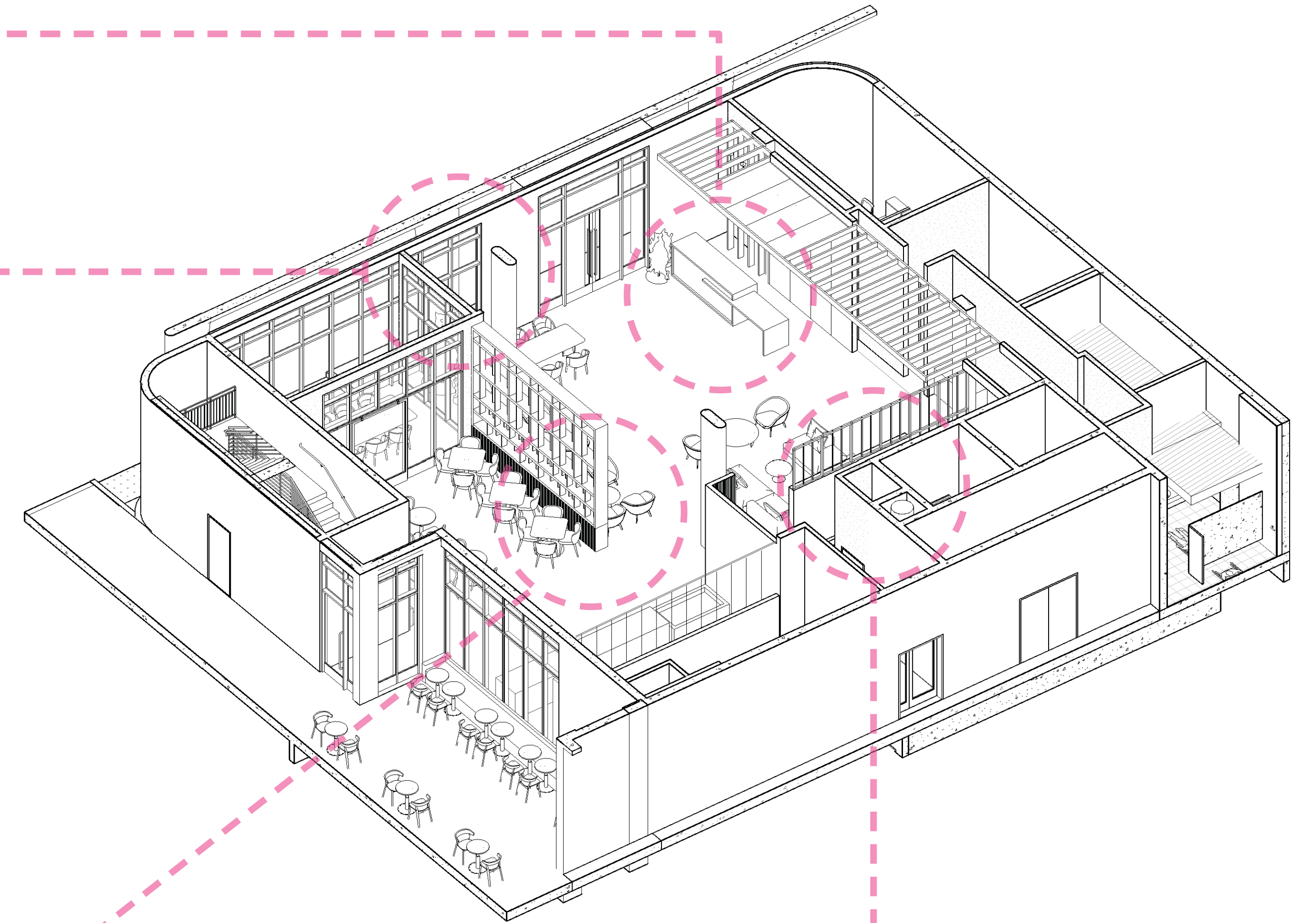


MENLO HOTEL, LOS ANGELES

OVERALL CONCEPT: OPENNESS



RECEPTION DESK
OPEN WALL & SOFFIT UNDER EXPOSED CEILING

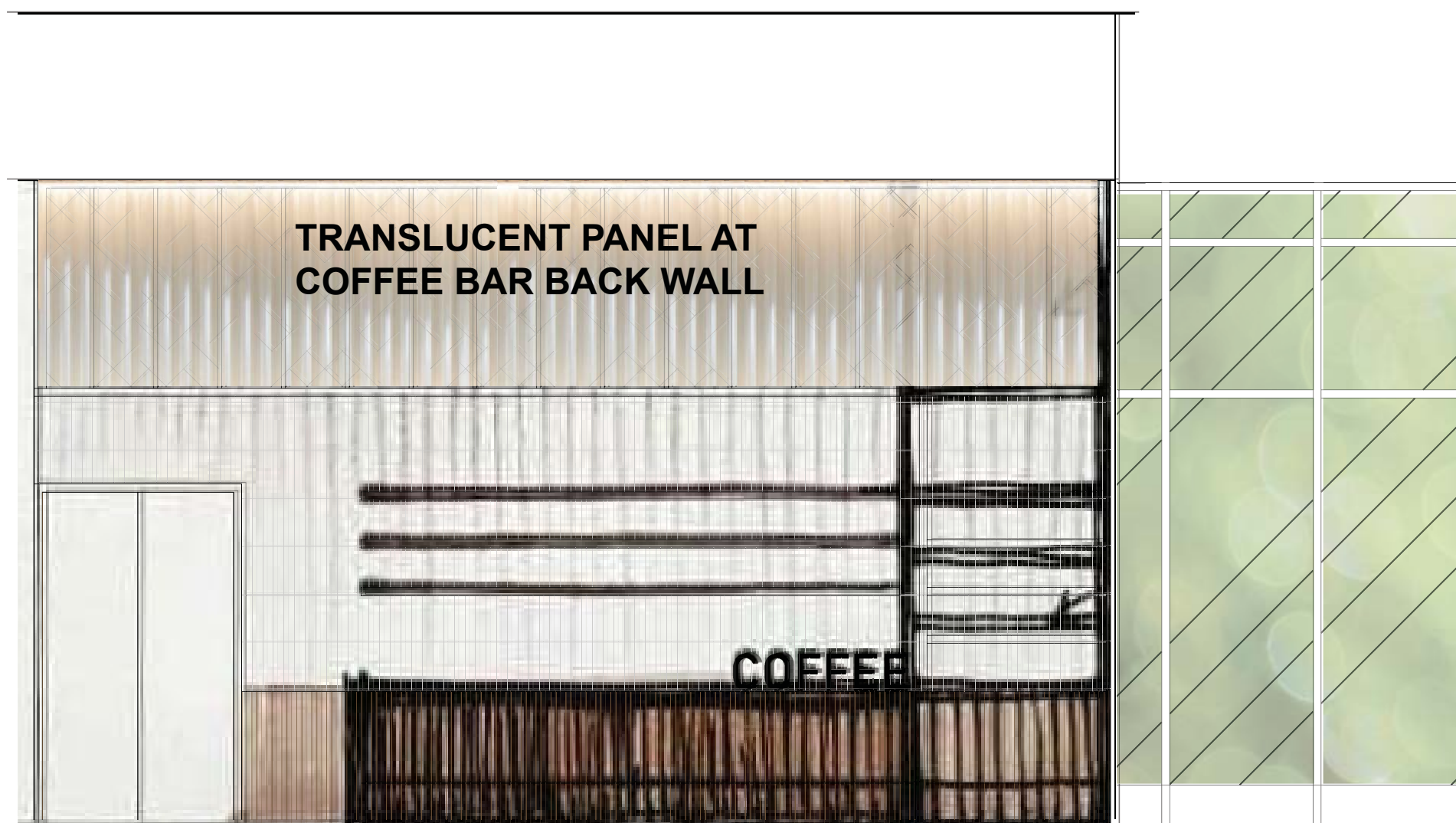


SLIDING DOOR TO MEETING ROOM

MINI INDOOR GARDEN &
BUSINESS CENTER

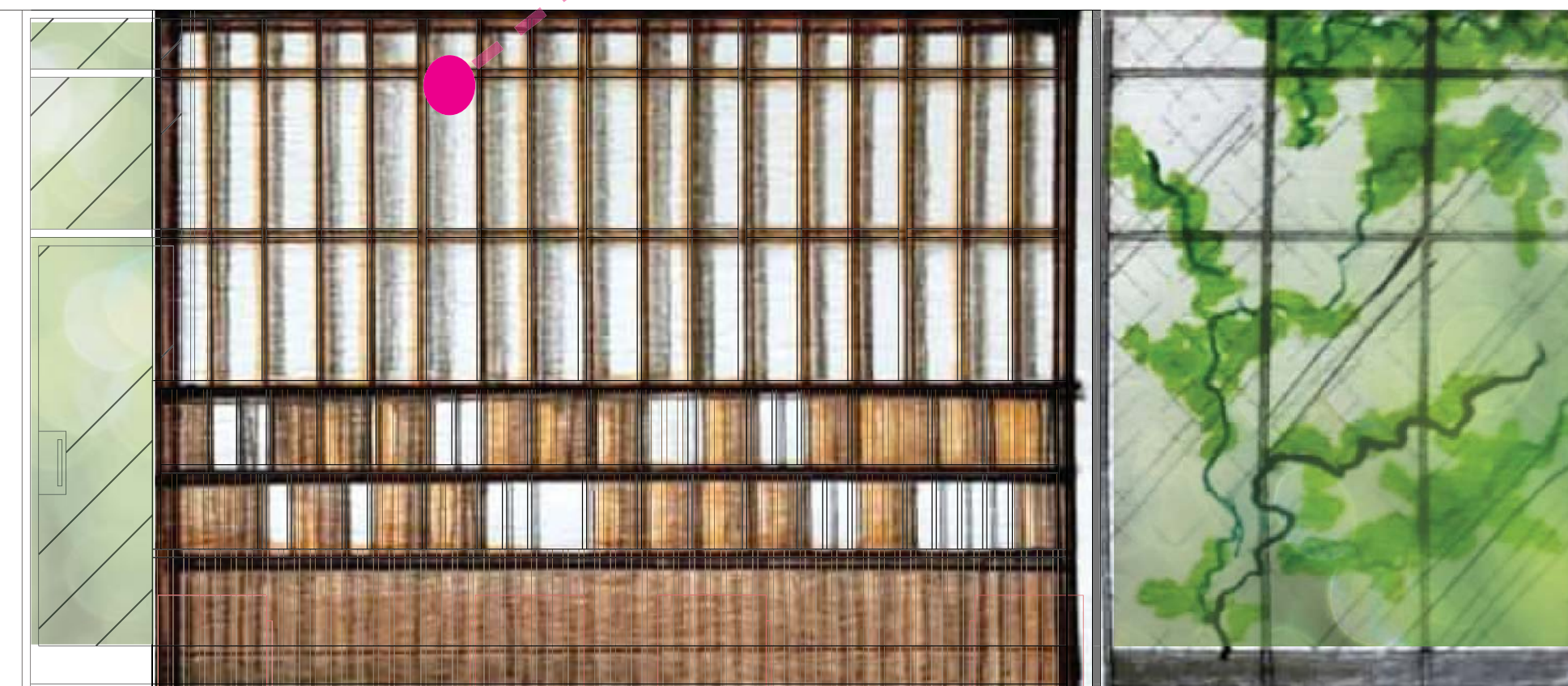
FRONT ENTRANCE

FLOATING WALL & CEILING
AT RECEPTION AREA



TRANSLUCENT PANEL AT
COFFEE BAR BACK WALL

COFFEE BAR
(BACK WALL)



WOODEN MILLWORK PARTITION
BETWEEN LOUNGE AREA & DINING AREA



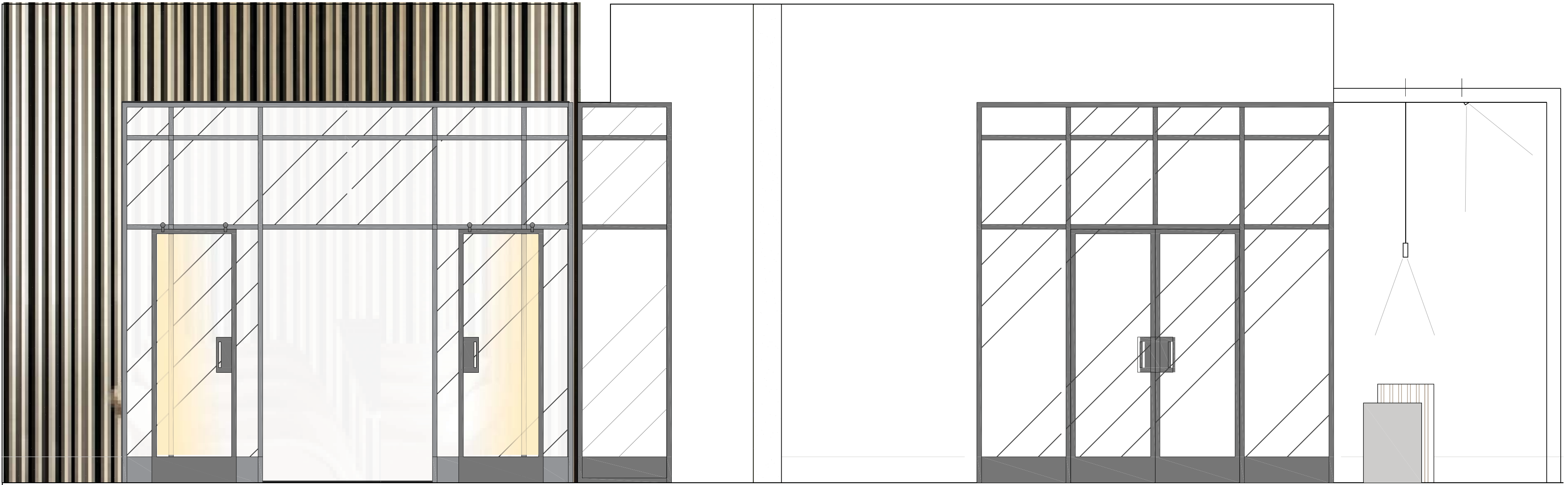
OPEN WOOD SLATS &
CONCRETE WALL &
METAL PLANTER W/ OPENNING AT BOTTOM

PROPORTIONS: HARMONY



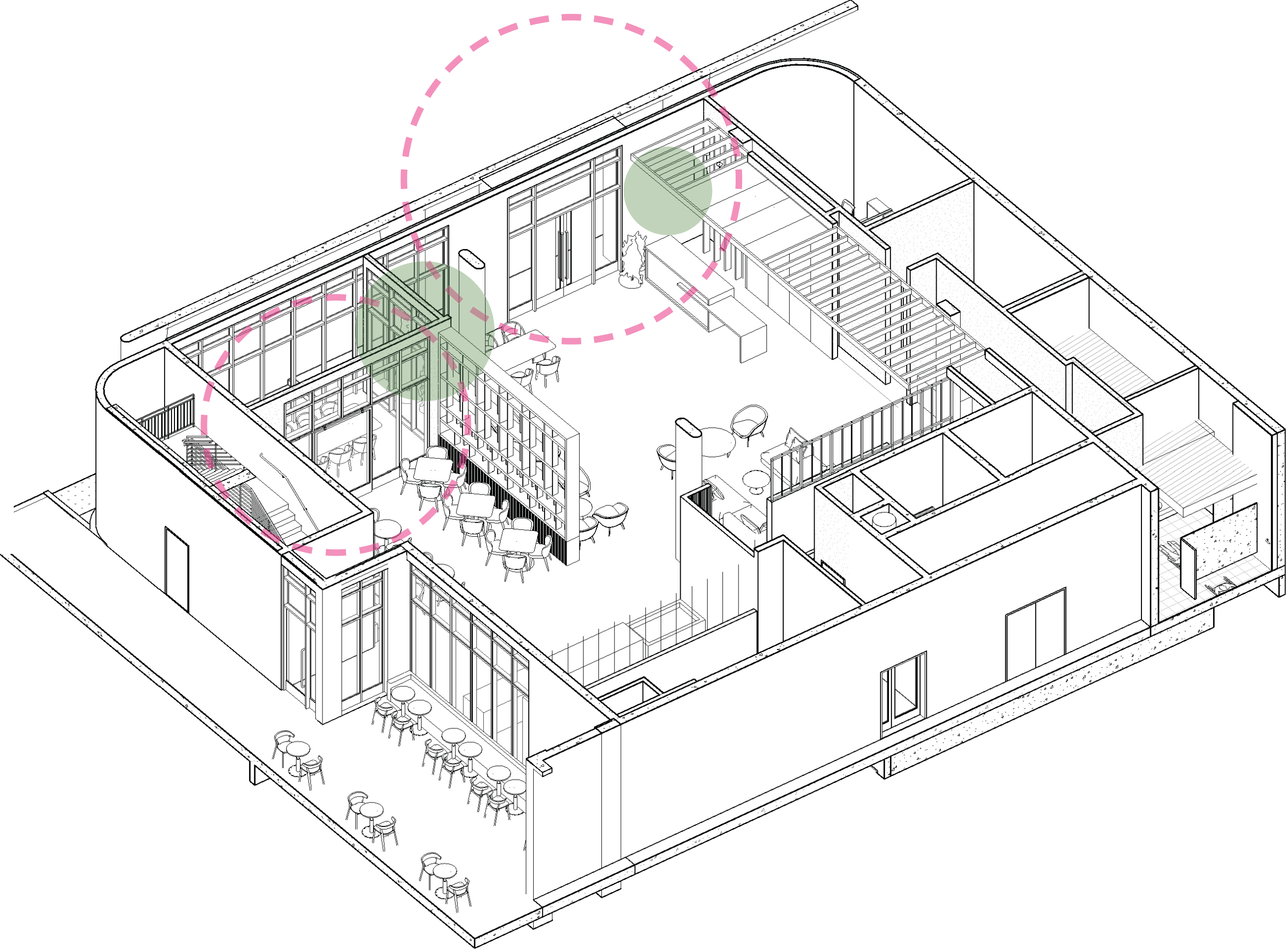
MENLO HOTEL, LOS ANGELES

PROPORTIONS: HARMONY



MEETING ROOM @ DINING AREA: METAL BARN DOORS (2 SIDED)

MAIN ENTRANCE: METAL DOORS



MEETING ROOM @ DINING AREA: METAL BARN DOOR (SINGLE)

MAIN ENTRANCE: METAL & WOOD DOORS



MEETING ROOM @ DINING AREA: METAL BARN DOOR (SINGLE)



MAIN ENTRANCE: METAL & WOOD DOORS



TRANSLUCENT WINDOW COVERINGS

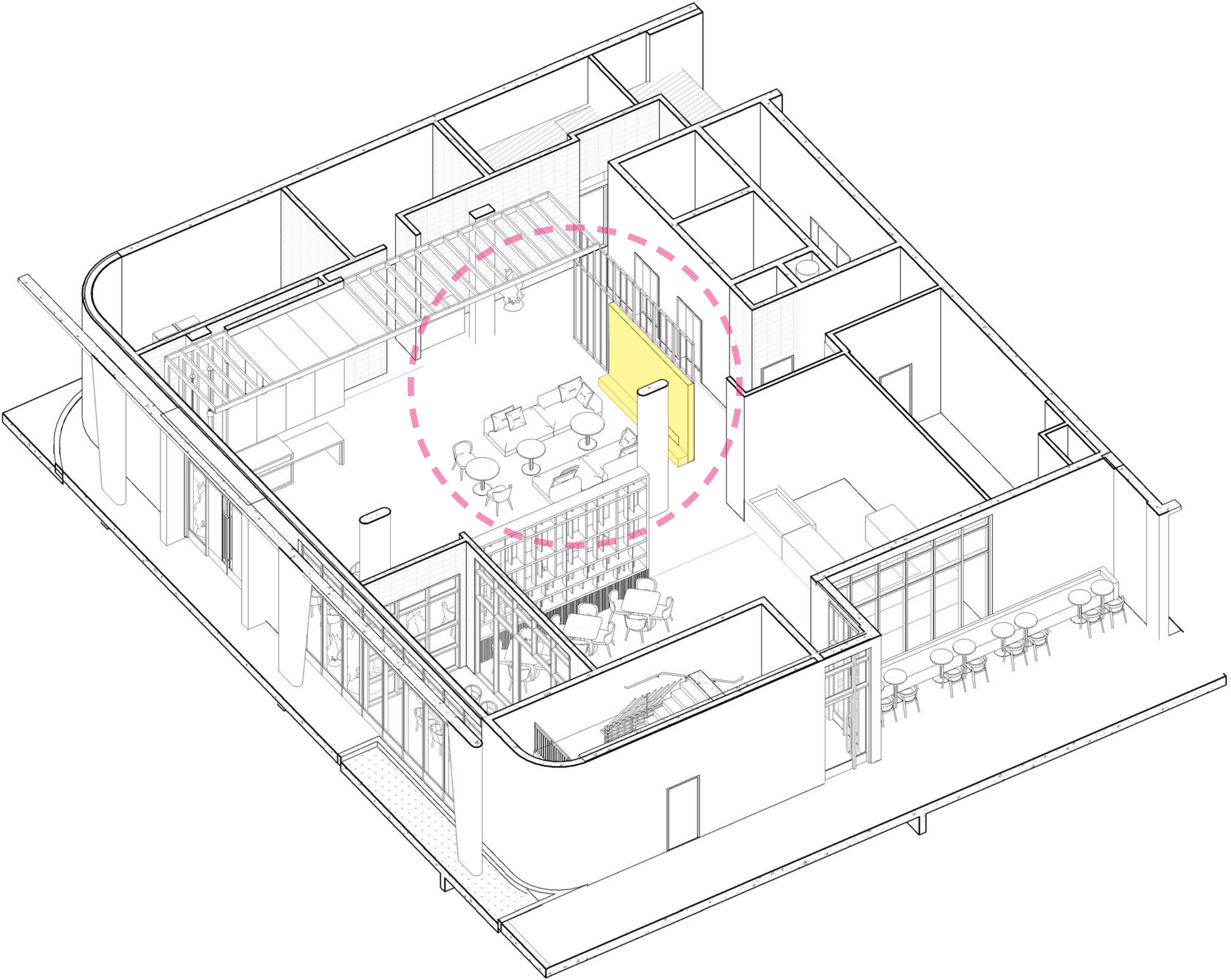
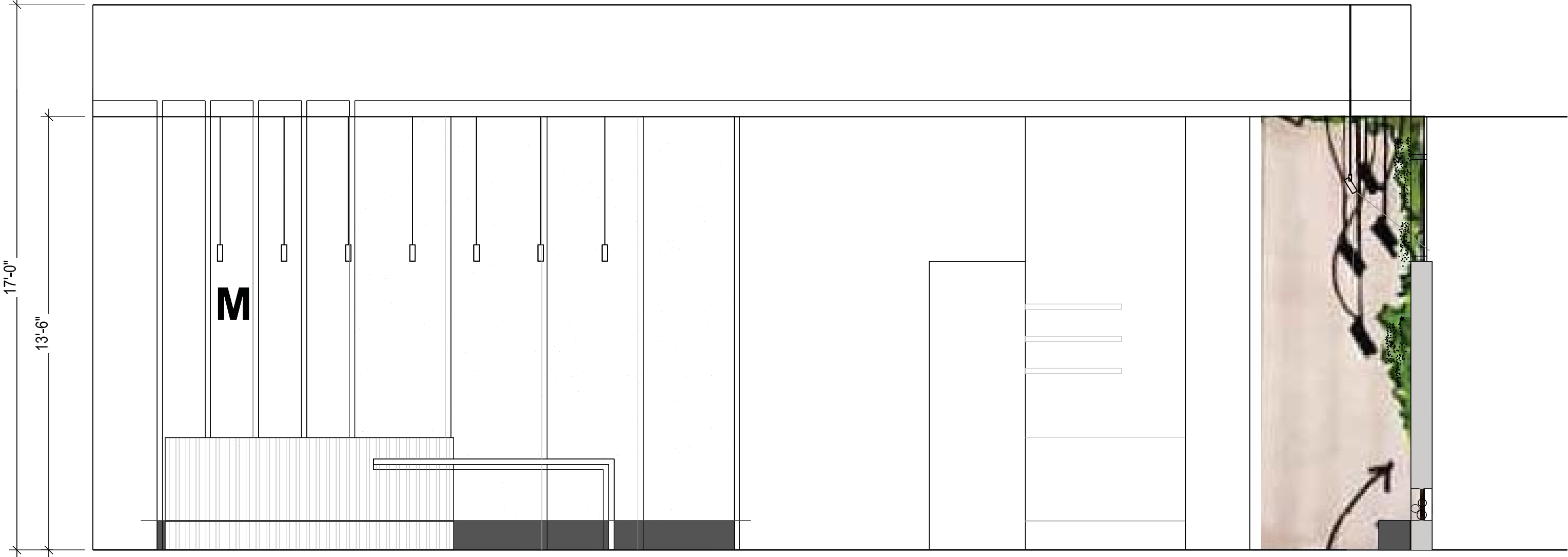
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IMAGE WALL: GREEN



MENLO HOTEL, LOS ANGELES

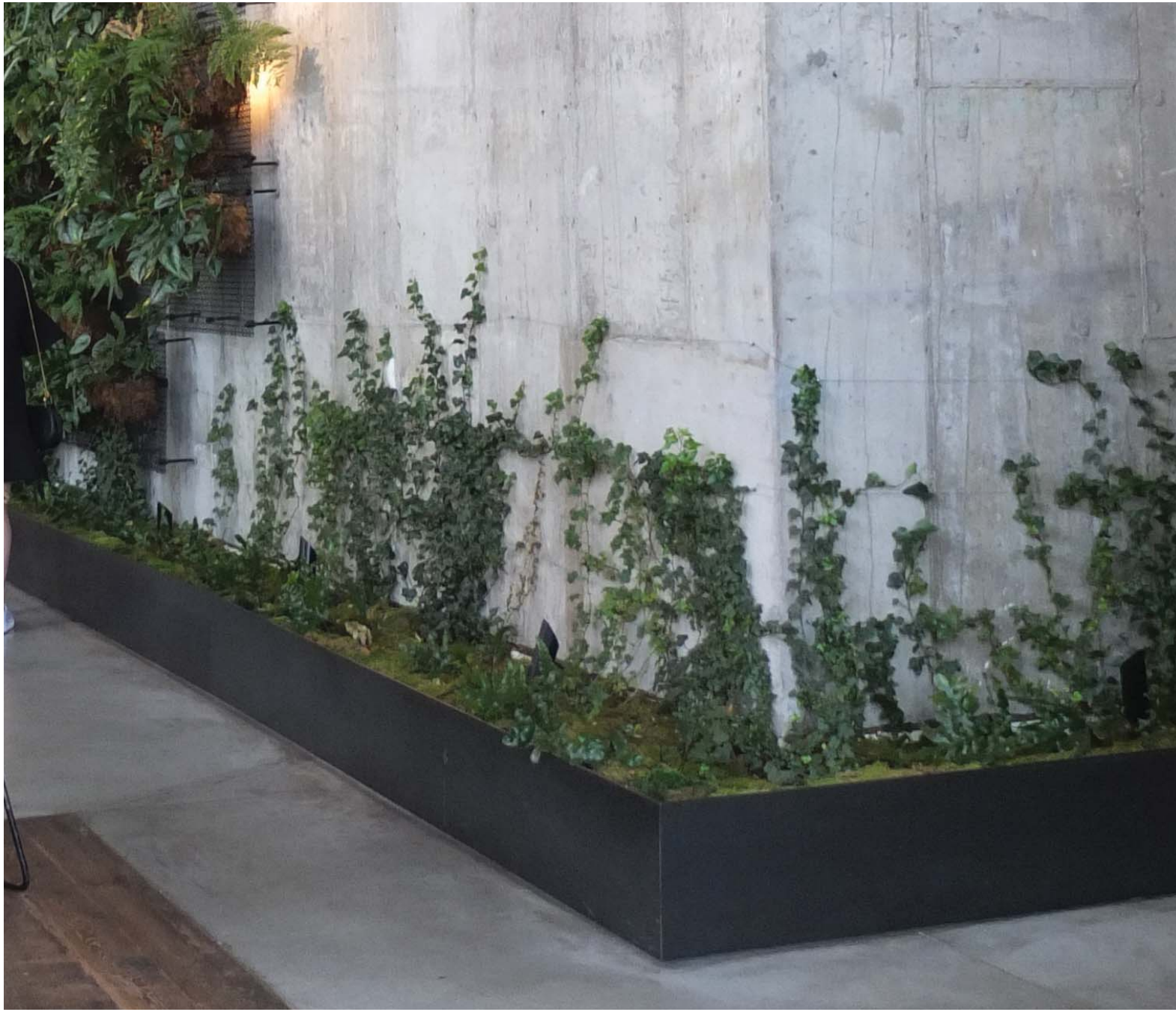
IMAGE WALL: GREEN



- GREEN WALL:
1. DRIP IRRIGATION & DRAIN
 2. GROW LIGHTS AT VARIOUS HEIGHTS
 3. FLOATING METAL PLANTERS
 4. OPENNING THROUGH CONCRETE WALL
 5. LARGE METAL PLANTER ON BOTTOM



OPEN SLAT WALLS W/ INDIRECT LIGHTING



METAL PLANTER



VERTICAL GARDEN & GROW LIGHTS

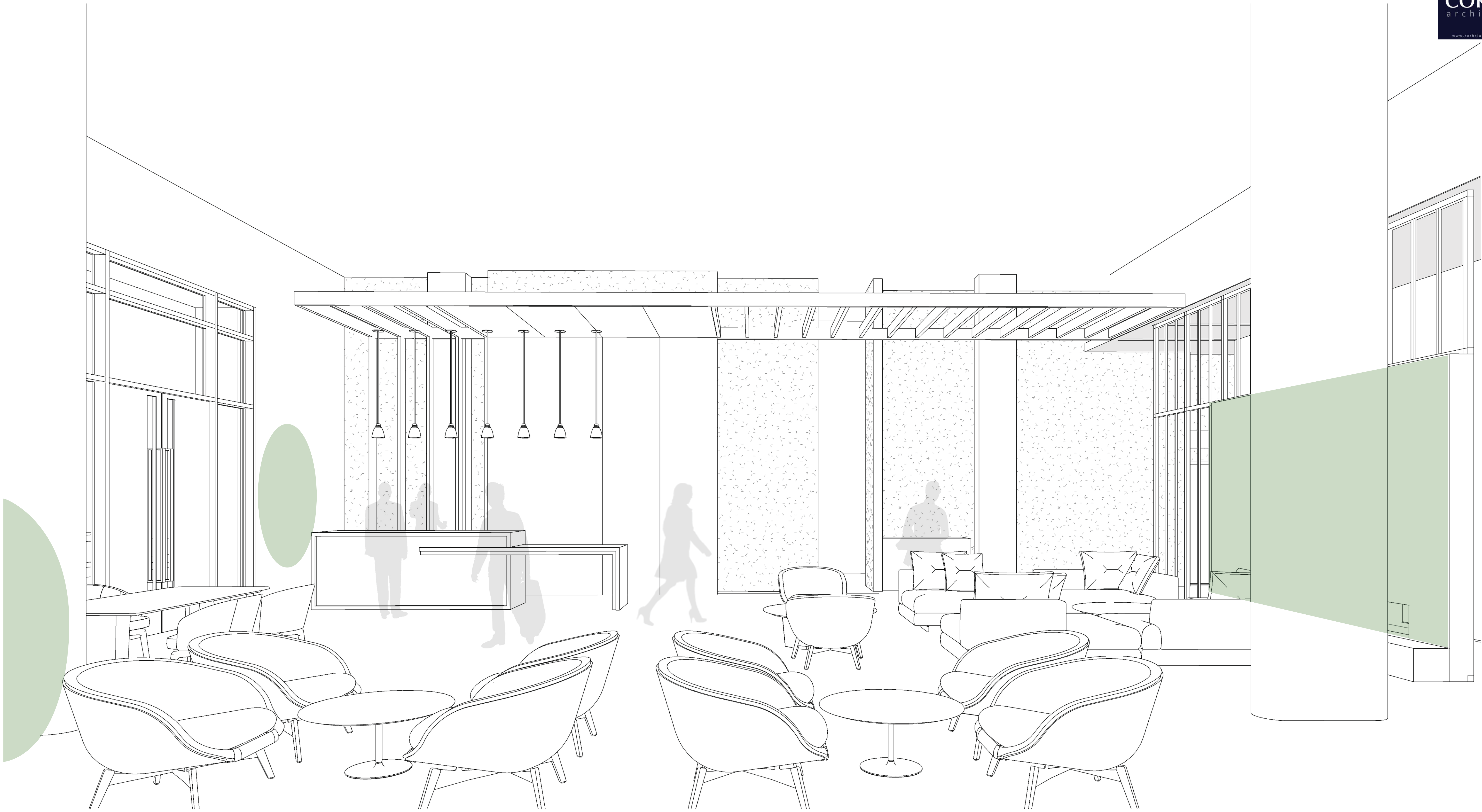


OPEN WOOD SLAT WALLS



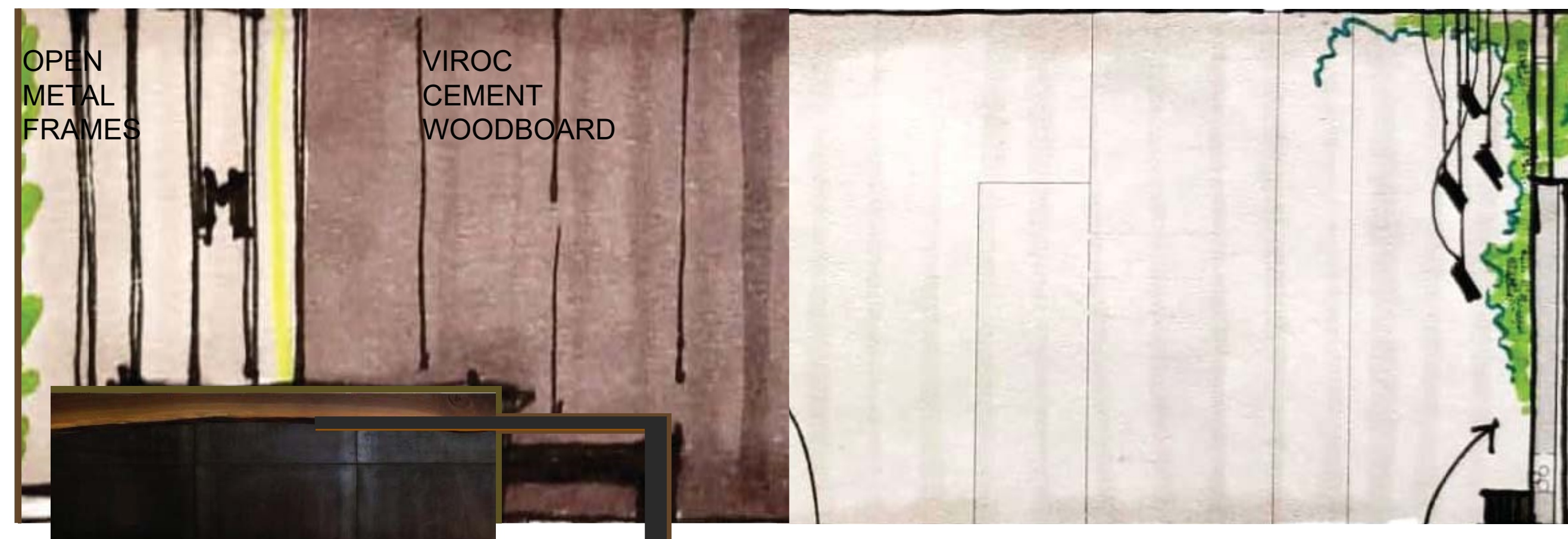
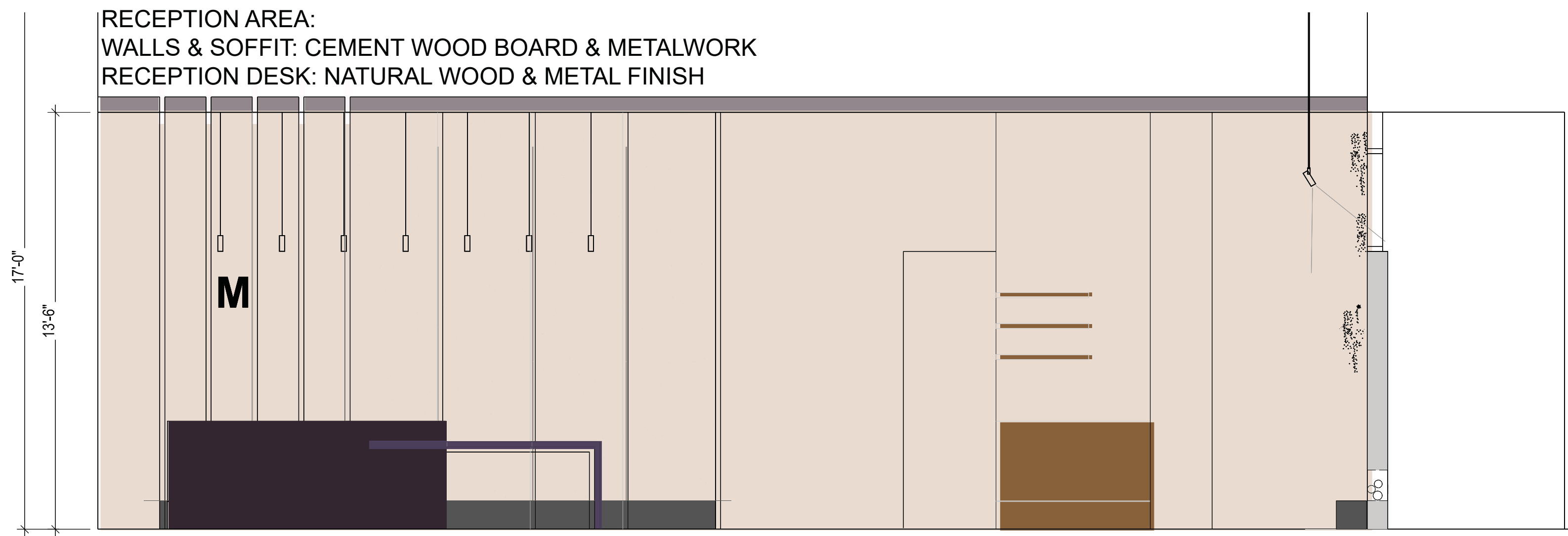
OPENING @ CONCRETE WALL

RECEPTION LOBBY: ORGANIC

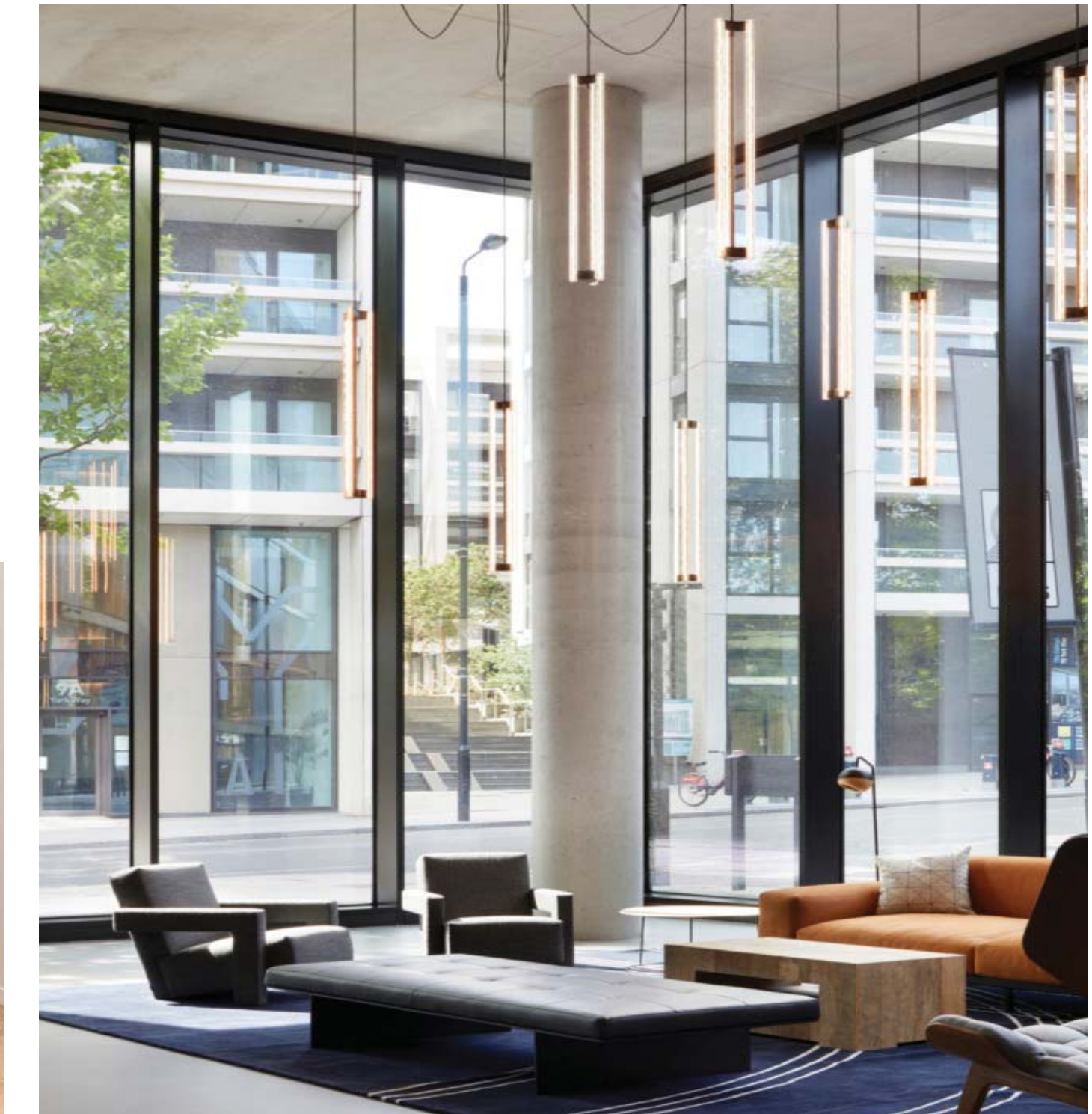


MENLO HOTEL, LOS ANGELES

RECEPTION LOBBY: ORGANIC

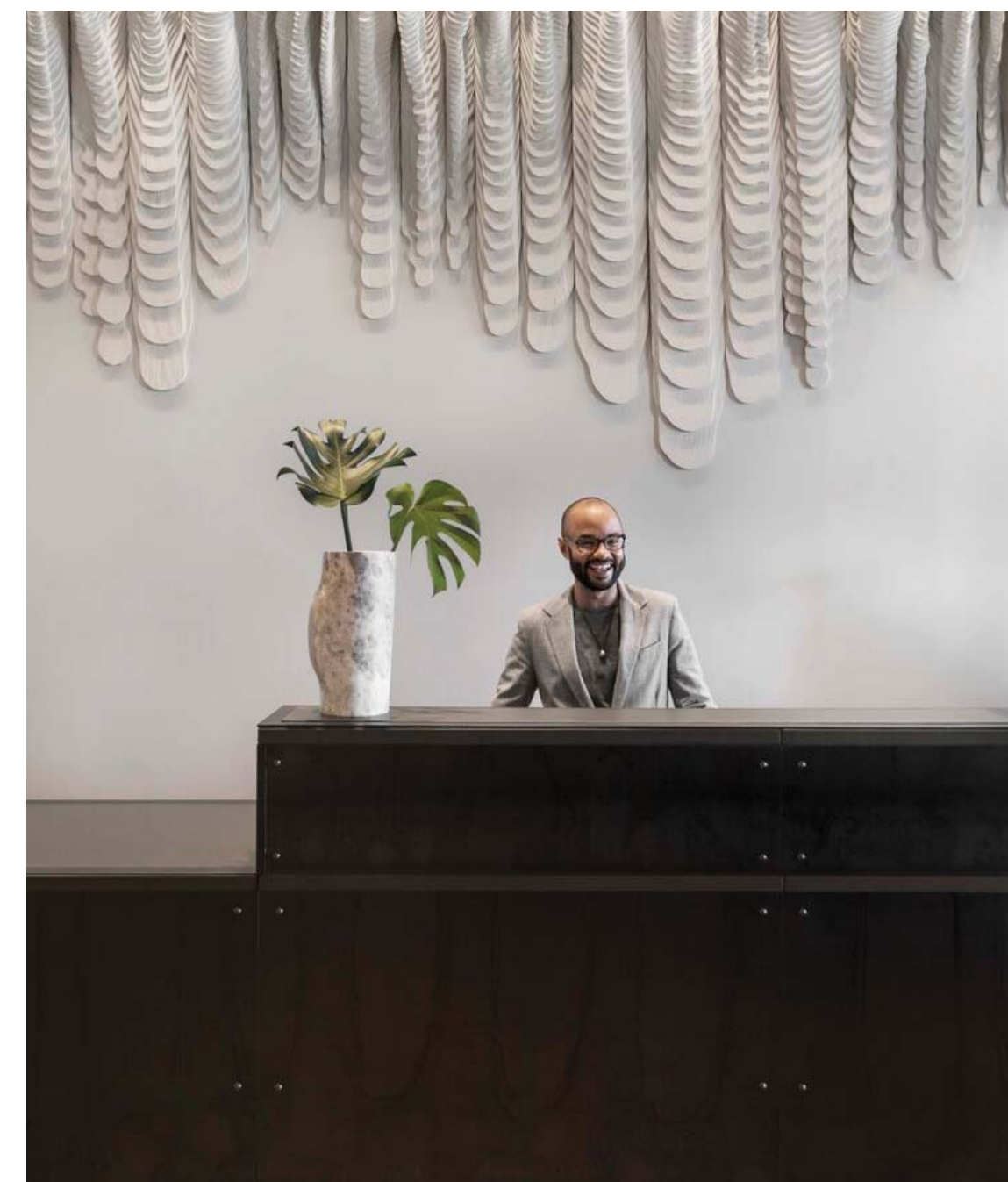


NATURAL WOOD & OXYDIZED METAL FINISH



CEILING PENDANT LIGHTS TO EMPHASIZE HEIGHT OF CEILING & VERTICAL LINES

SOFFIT @ RECEPTION AREA: CEMENT WOOD BOARD & METALWORK



METAL FINISH



WALL & SOFFIT: FIBER CEMENT WOOD BOARD



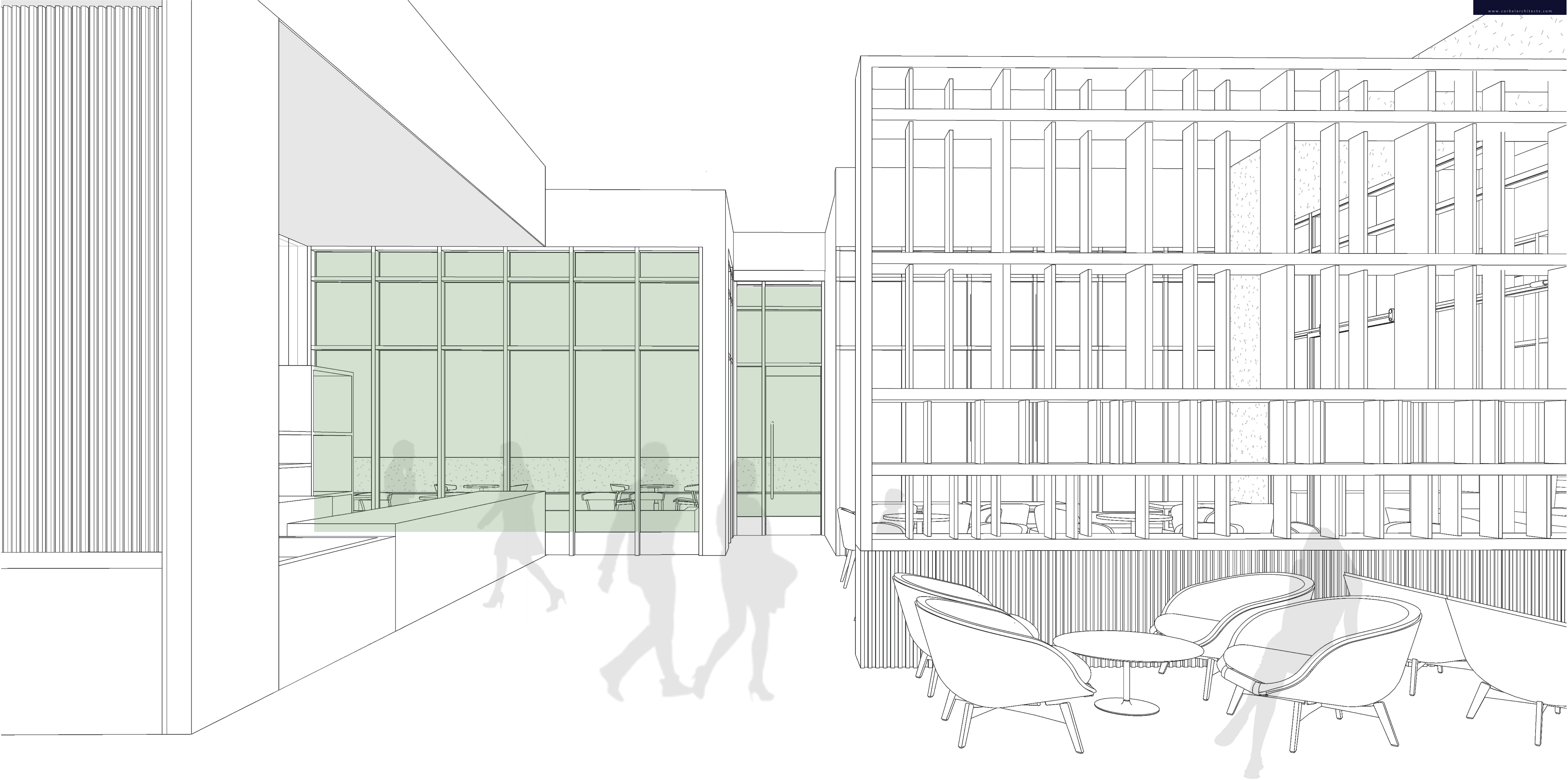
FLOOR: COLORED CONCRETE & RECESSED RECLAIMED WOOD

LOUNGE: INVITING



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LOUNGE: INVITING



MENLO HOTEL, LOS ANGELES

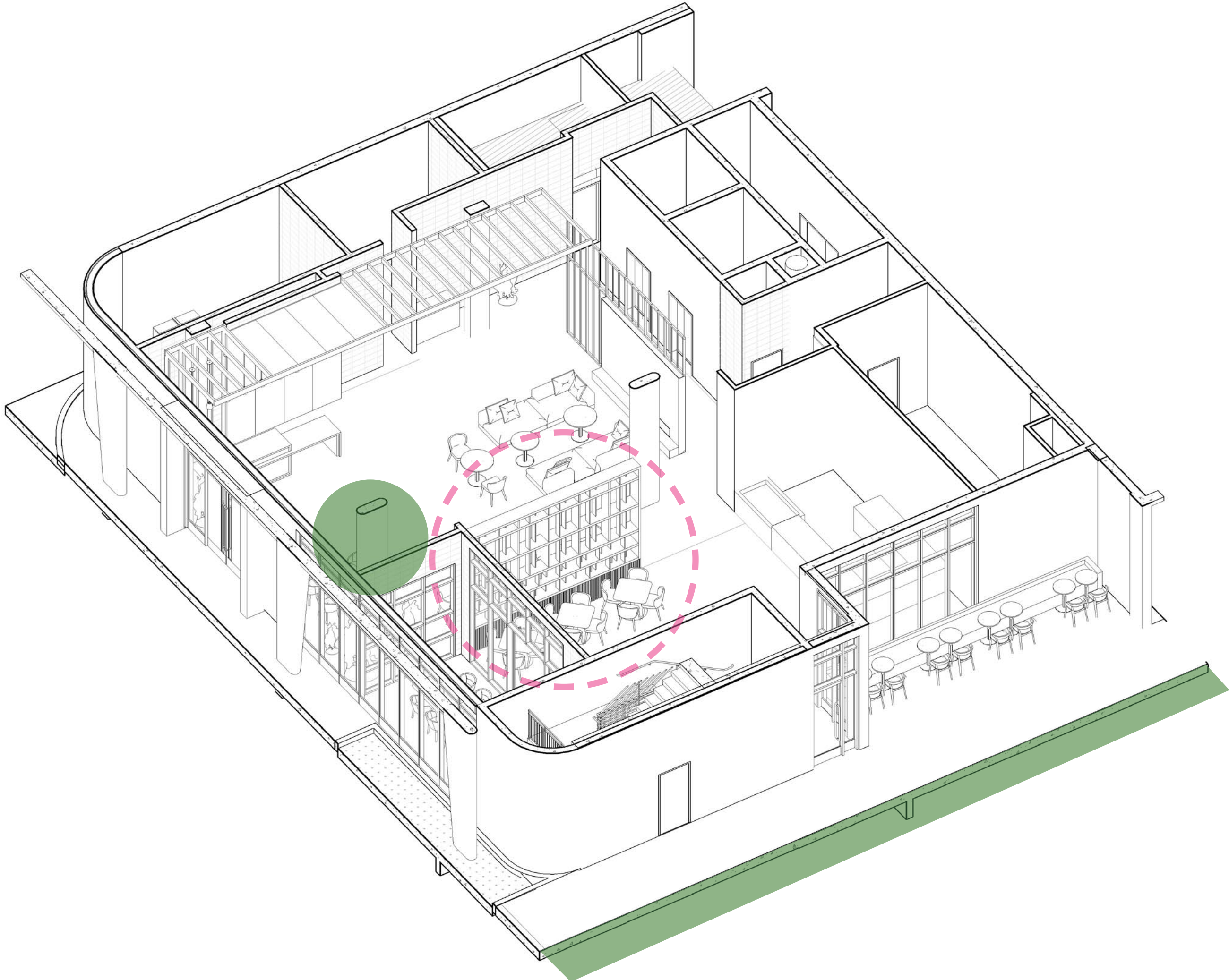
LOUNGE: INVITING



SNACK BAR (SELF HELP STATION)
OPERATIONAL ASPECT TBD

LOUNGE WOOD MILLWORK PARTITION
BETWEEN LOUNGE & DINING AREA

METAL PARTITION W/ CLIMBING VINES
WIRE MESH INSTALLATION



LOUNGE WOOD MILLWORK PARTITION REFERENCE IMAGE

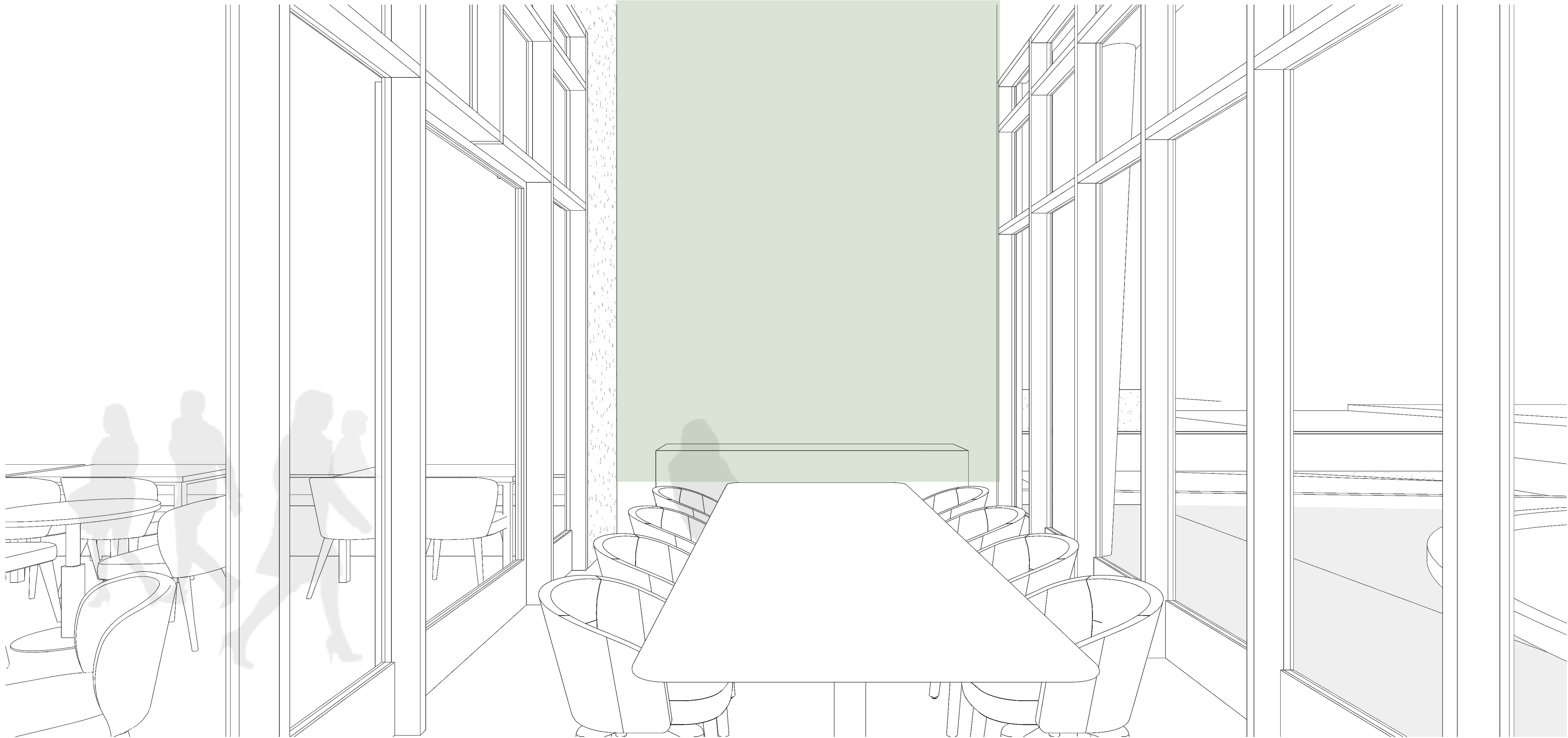


DINING AREA: FLEXIBILITY



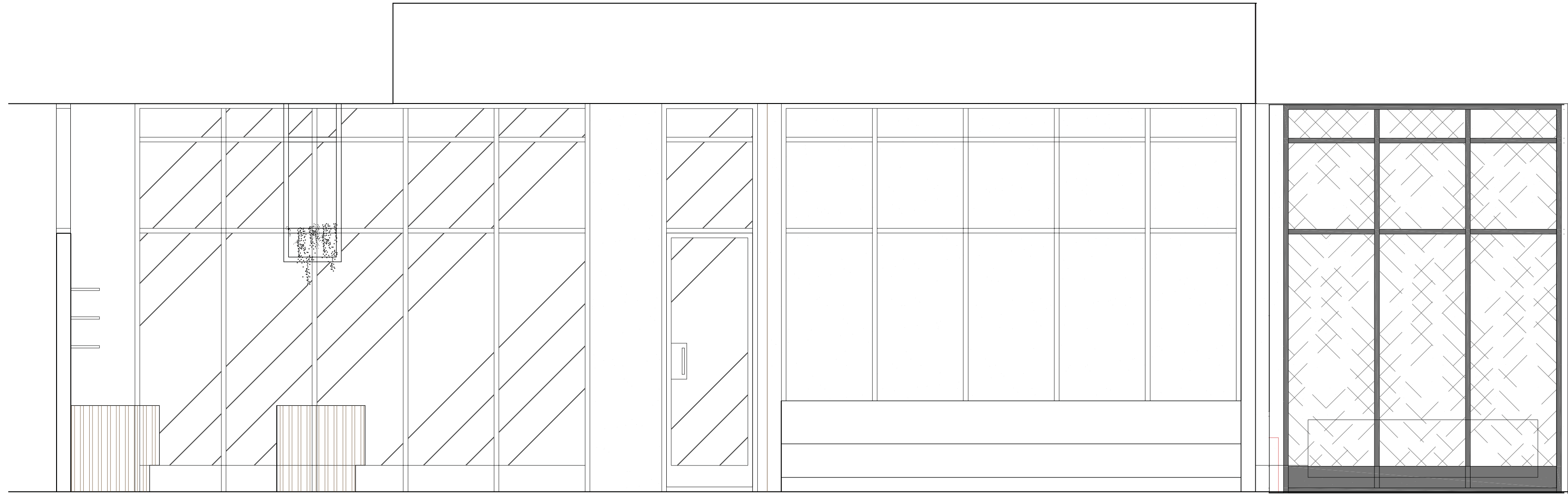
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DINING AREA: FLEXIBILITY



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DINING AREA: FLEXIBILITY



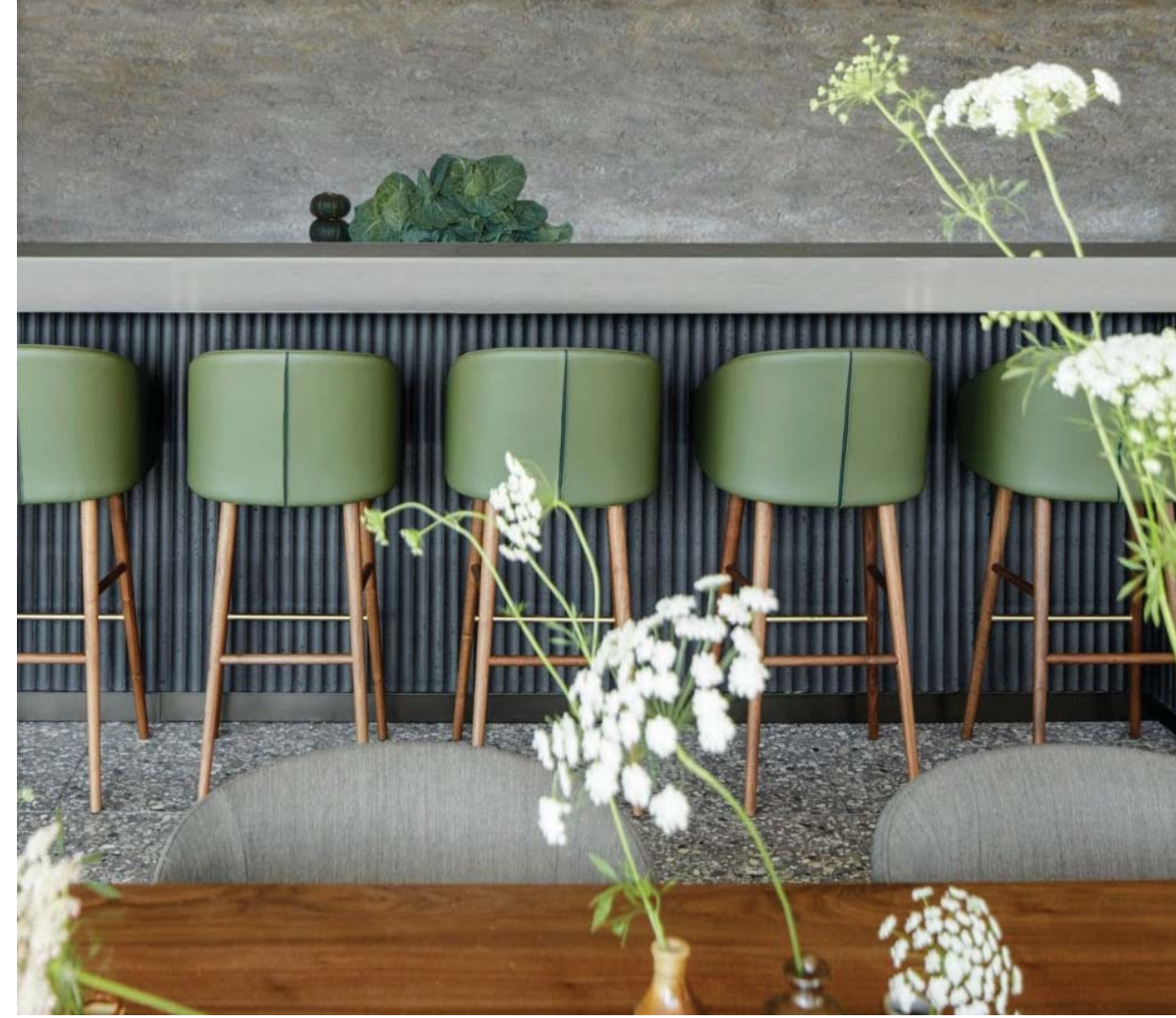
COFFEE BAR

INDOOR DINING AREA:
PANELED MIRROR ON BACK WALL

MEETING ROOM

COFFEE BAR & FULL HEIGHT WINDOWS

BACK WALL: PANELED MIRROR



ACCENT COLOR OPTION: GREEN



ACCENT COLOR OPTION: CARMEL



COFFEE BAR: EAT/DINE



MENLO HOTEL, LOS ANGELES

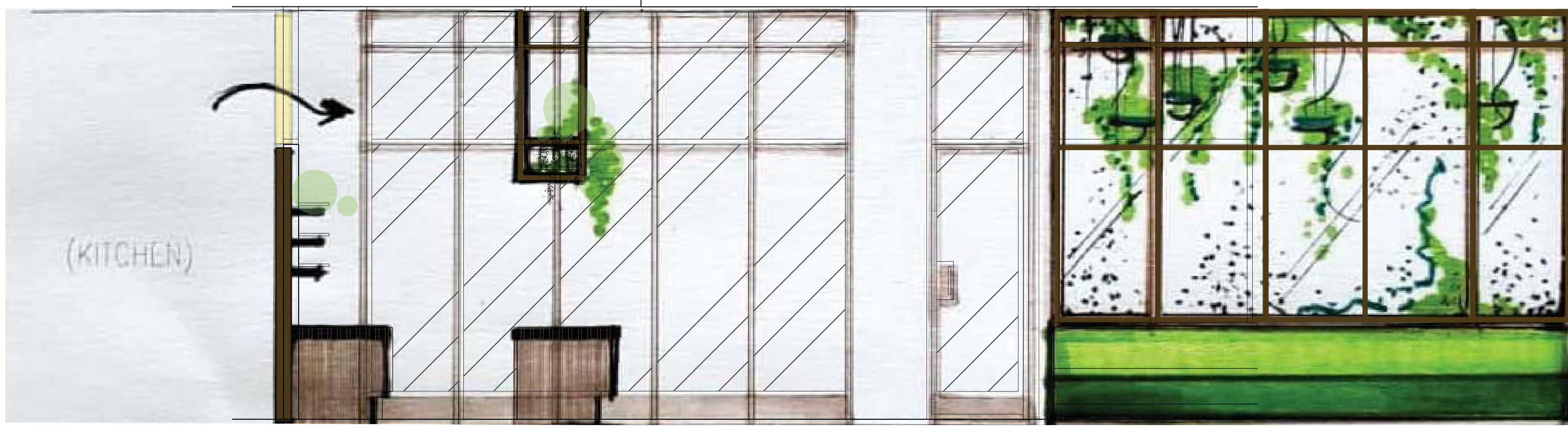
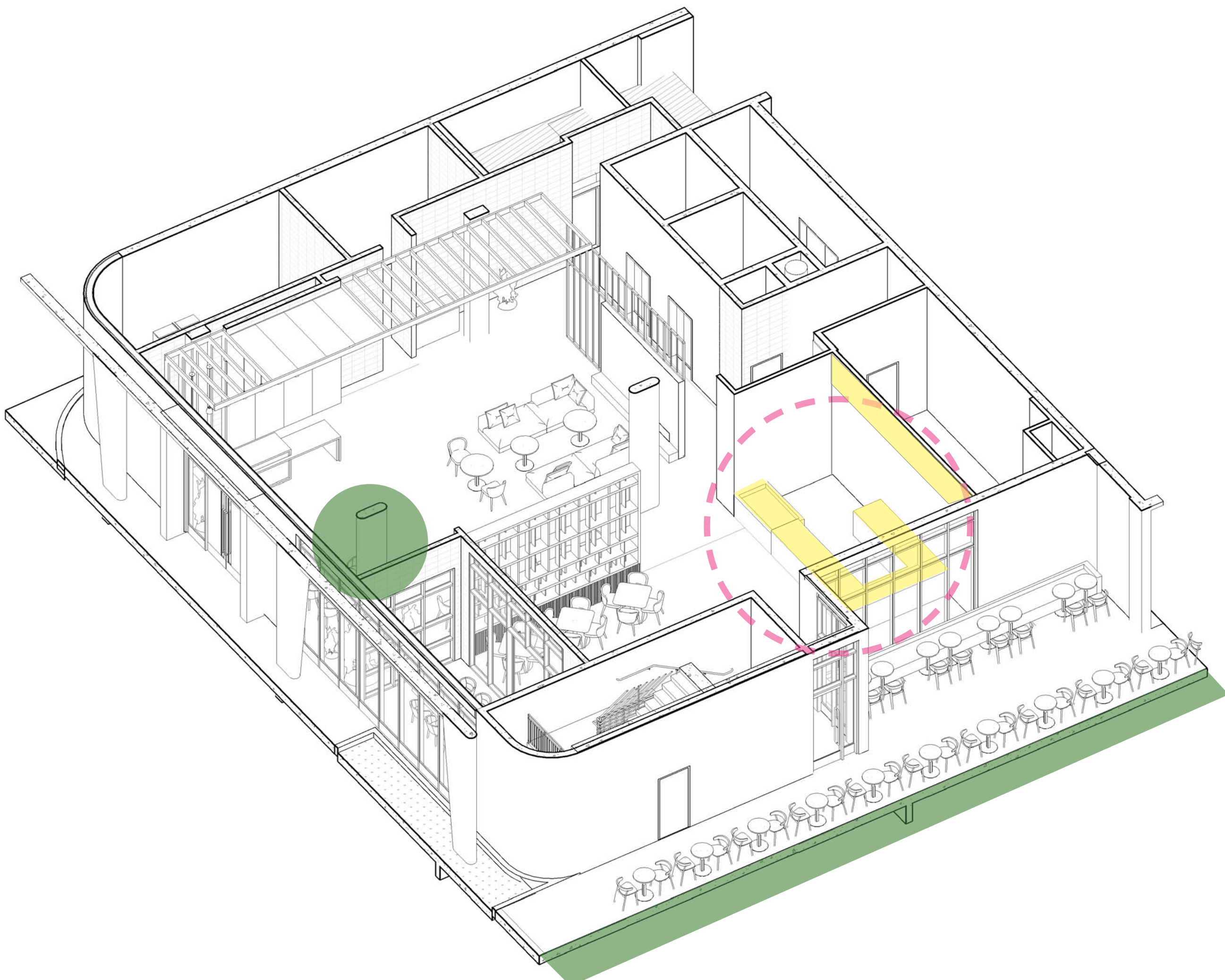
COFFEE BAR: EAT/DINE



OPEN REFRIGERATOR & COFFEE BAR (FRONT COUNTER)



COFFEE BAR (BACK COUNTER)



KITCHEN COFFEE BAR TO OUTDOOR DINING AREA INDOOR DINING AREA



OPEN REFRIGERATOR & COFFEE BAR (FRONT COUNTER)



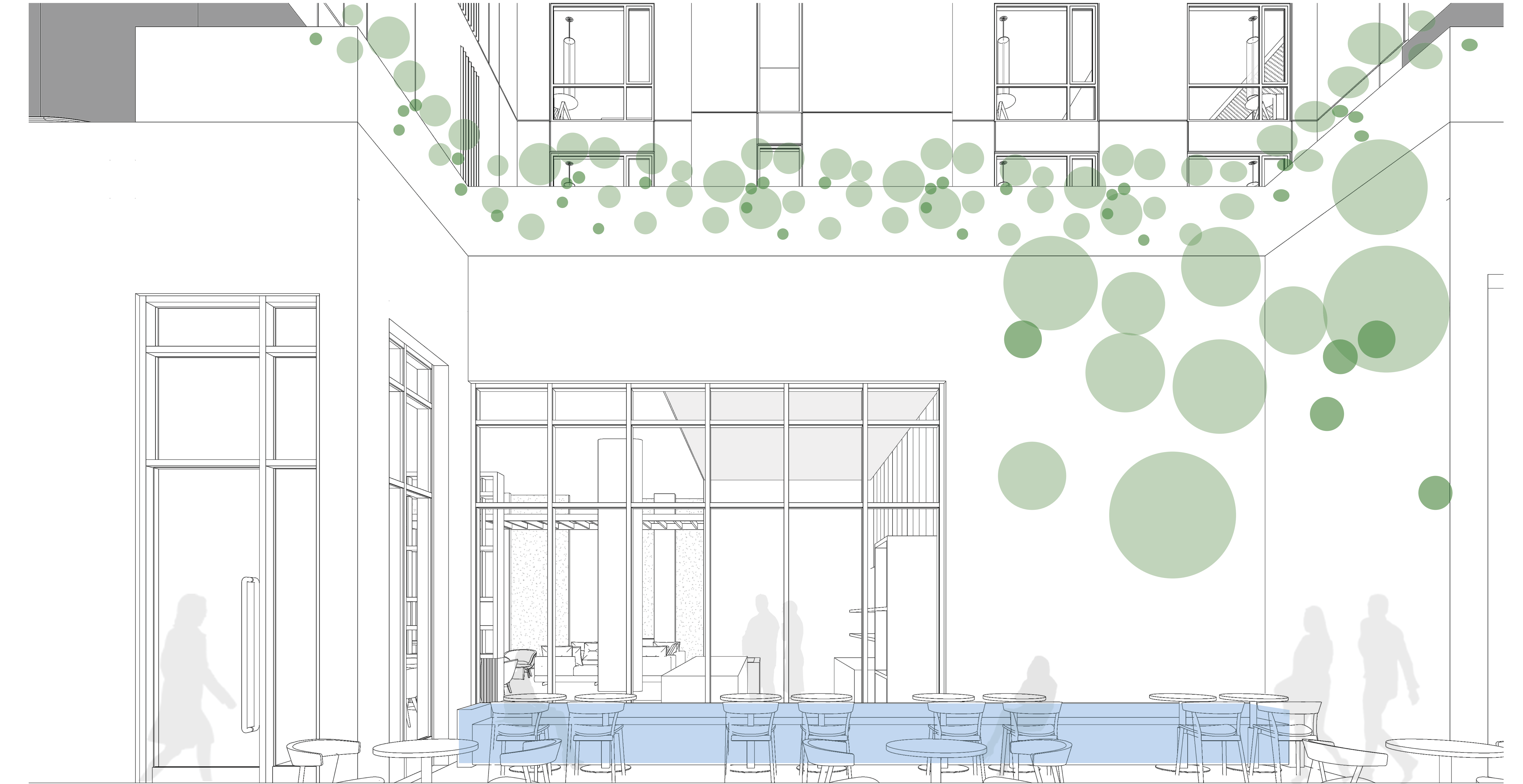
COFFEE BAR (BACK COUNTER)



CEILING MOUNT PLANTER & HANGING PLANTS

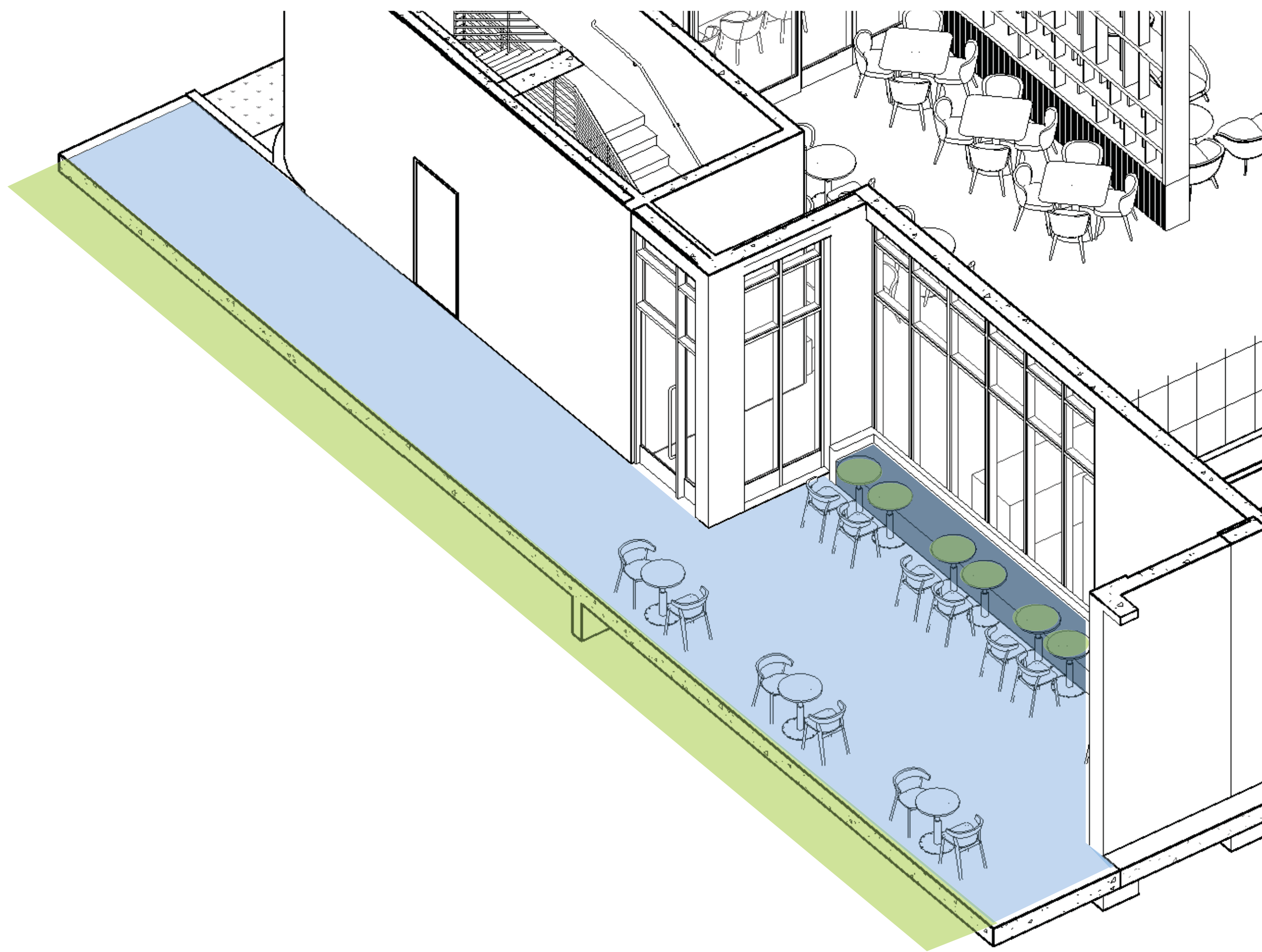
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OUTDOOR DINING AREA: COMFORT



MENLO HOTEL, LOS ANGELES

OUTDOOR DINING AREA: COMFORT



OUTDOOR BENCH/SOFA SEAT WITH COLORFUL SUNBRELLA CUSHIONS

CONCRETE / TERRAZZO FINISH

OUTDOOR PLANTER AREA

GUESTROOM: GREEN ESCAPE



MENLO HOTEL, LOS ANGELES

GUESTROOM: GREEN ESCAPE



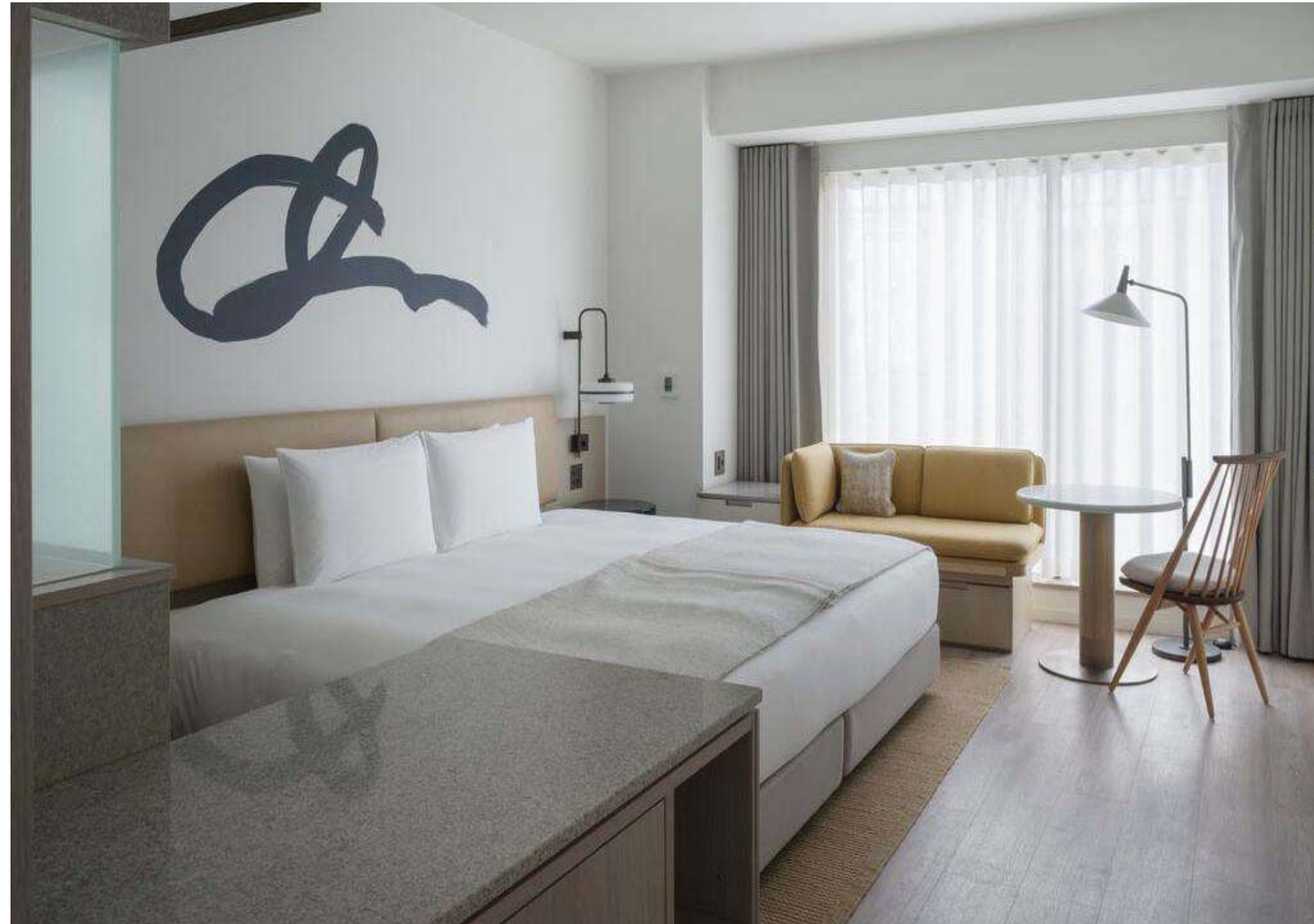
NEUTRAL W/ GREEN ACCENT

SILVER TONE HALLWAY

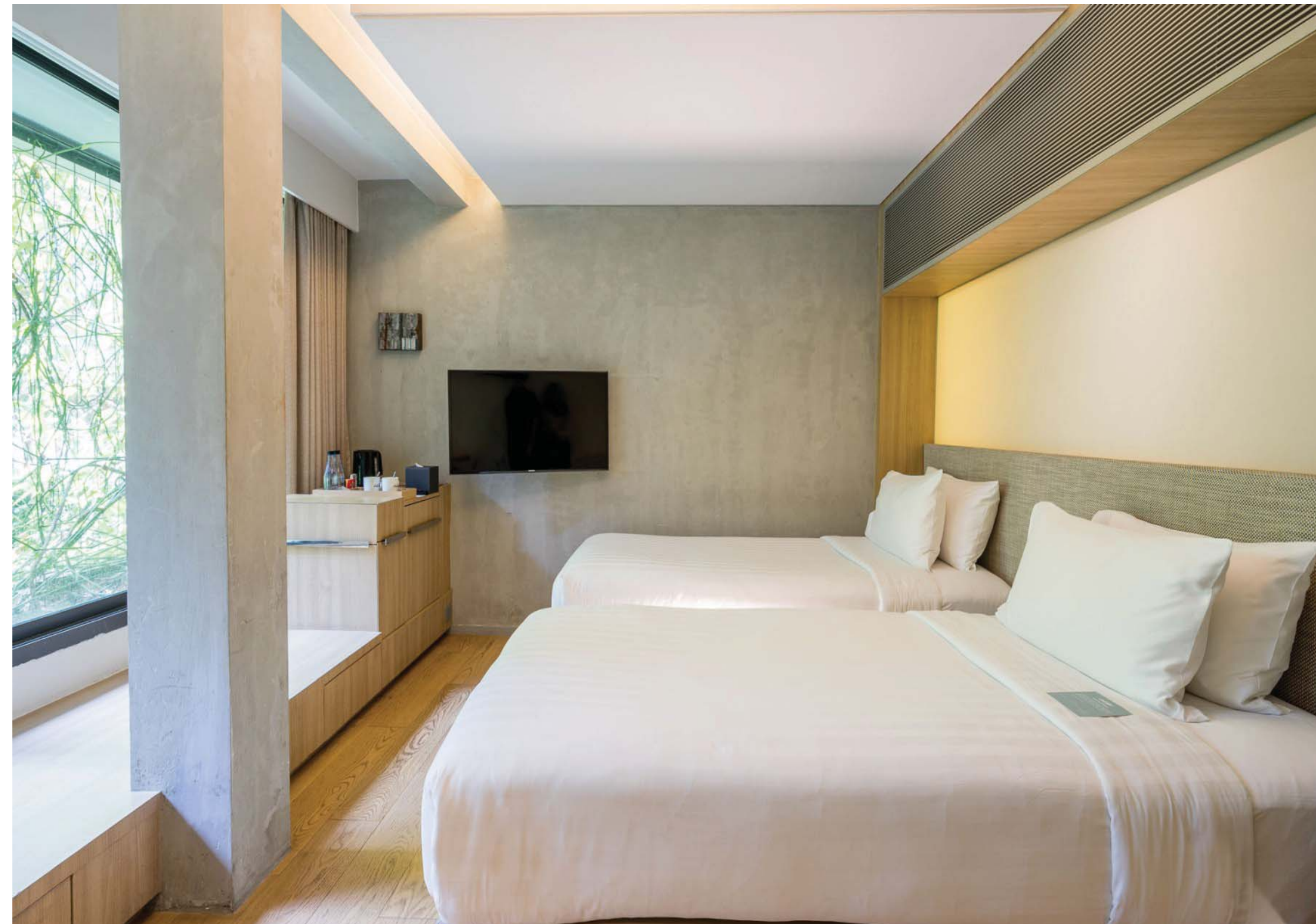


MATERIALS & COLORS

GUESTROOM (OTHER HOTELS)
TOKYO & NEW YORK



NEUTRAL W/ YELLOW ACCENT



NEUTRAL W/ GREY ACCENT



NEUTRAL W/ CAMEL ACCENT



NEUTRAL W/ BLUE ACCENT

MENLO HOTEL, LOS ANGELES

GUESTROOM (OTHER HOTELS)
MEMMO HOTEL, ALFARMA



NEUTRAL TONE W/ WARM WOOD ACCENT



CASHMIRE THROW / RUG / OPEN WALK-IN SHOWER



MINIMALISTIC BATHROOM



WIFI ELECTRONICS



KEYLESS ENTRY

MENLO HOTEL, LOS ANGELES

GUESTROOM (OTHER HOTELS)
ANDAZ WEST HOLLYWOOD BY HYATT



NEUTRAL TONE W/ DARK GRAY ACCENT



OPEN FLOOR PLAN: GLASS WALL @ WALK-IN SHOWER / VANITY SINK IN ENTRY HALLWAY



OPEN SHELVING & COAT HANGER (NO CLOSET)



MILLWORK & UPHOLSTERY

MENLO HOTEL, LOS ANGELES

GUESTROOM (OTHER HOTELS)
ANDAZ WEST HOLLYWOOD BY HYATT



NEUTRAL TONE W/ RED ACCENT



NEUTRAL W/ RED ACCENT



NEUTRAL TONE W/ BLUE ACCENT



NEUTRAL TONE W/ BLUE ACCENT

MENLO HOTEL, LOS ANGELES

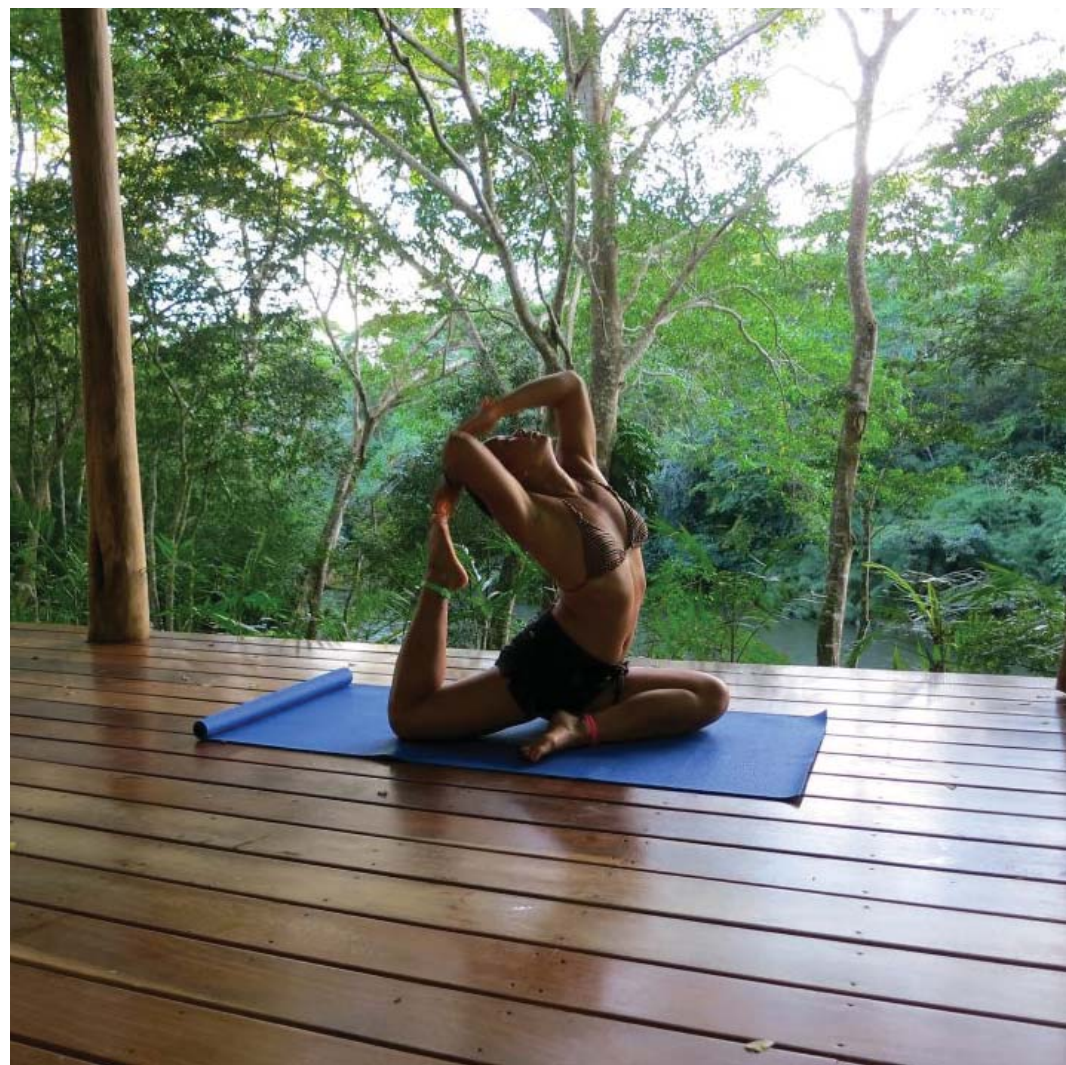
AMENITIES: GREEN ESCAPE



1 MEETING ROOM



2 ELEVATOR LOBBY



3 YOGA DECK



4 OUTDOOR DRY SAUNA



5 TERRACE ZEN GARDEN



3 WOOD SCREEN



4 INDOOR / OUTDOOR DRY SAUNA

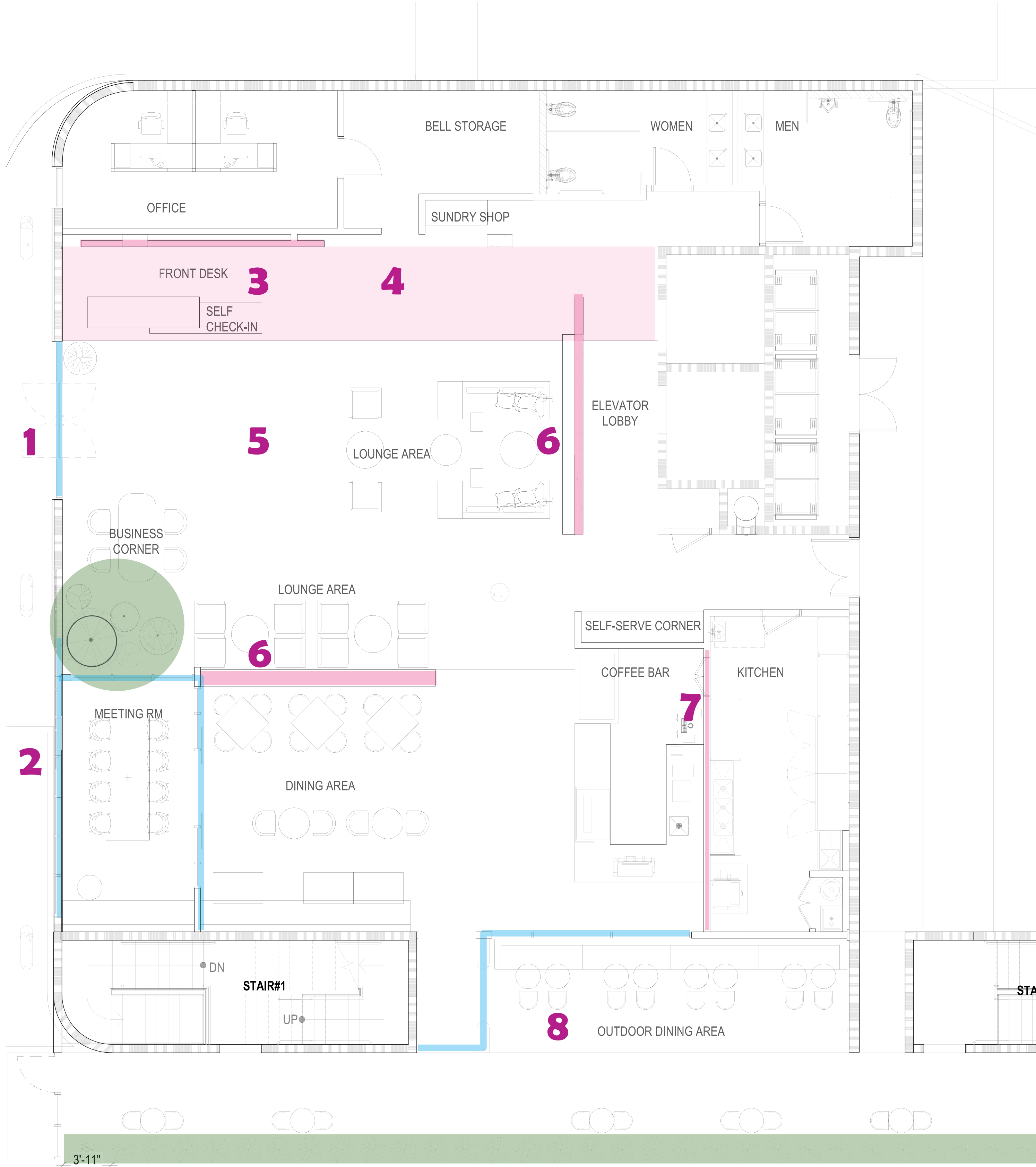


5 TERRACE PLANTER



5 OUTDOOR LOUNGE

FINISH MATERIALS



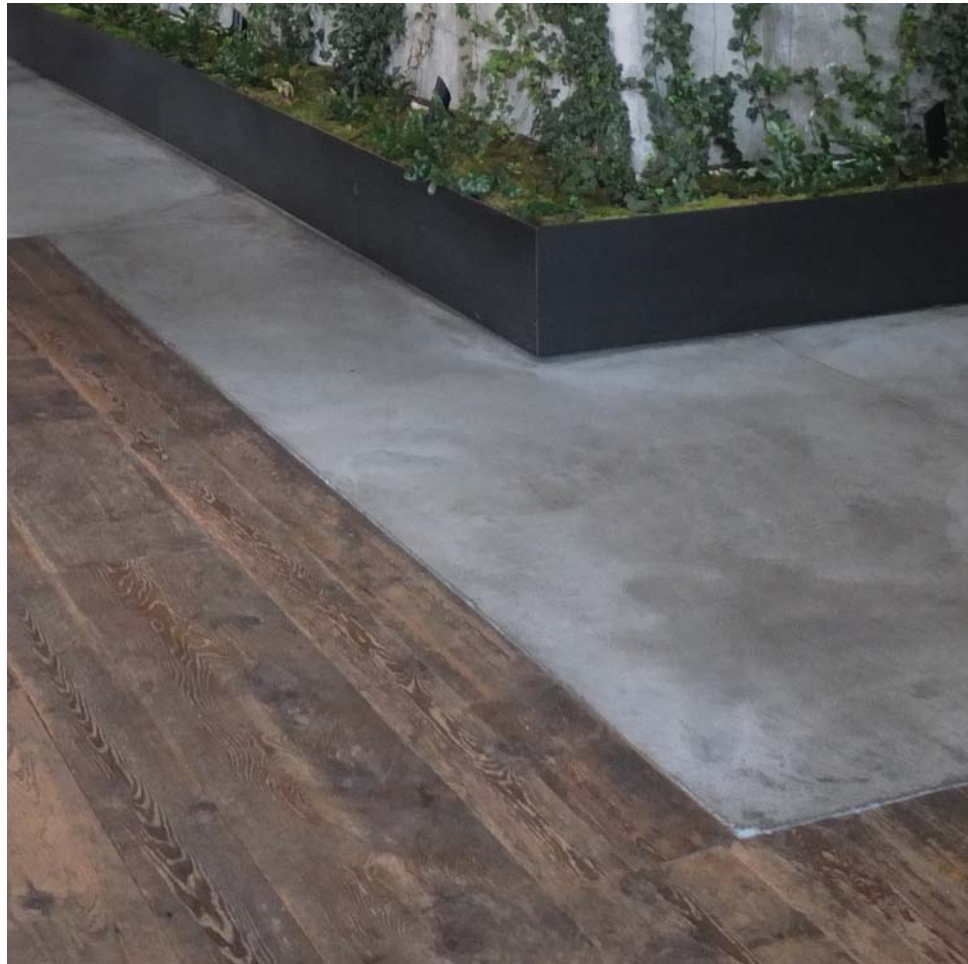
1 METAL DOORS & WOOD ENTRANCE DOORS



2 METAL DOORS & WINDOWS @ FACADE, MEETING ROOM, OUTDOOR DINING AREA



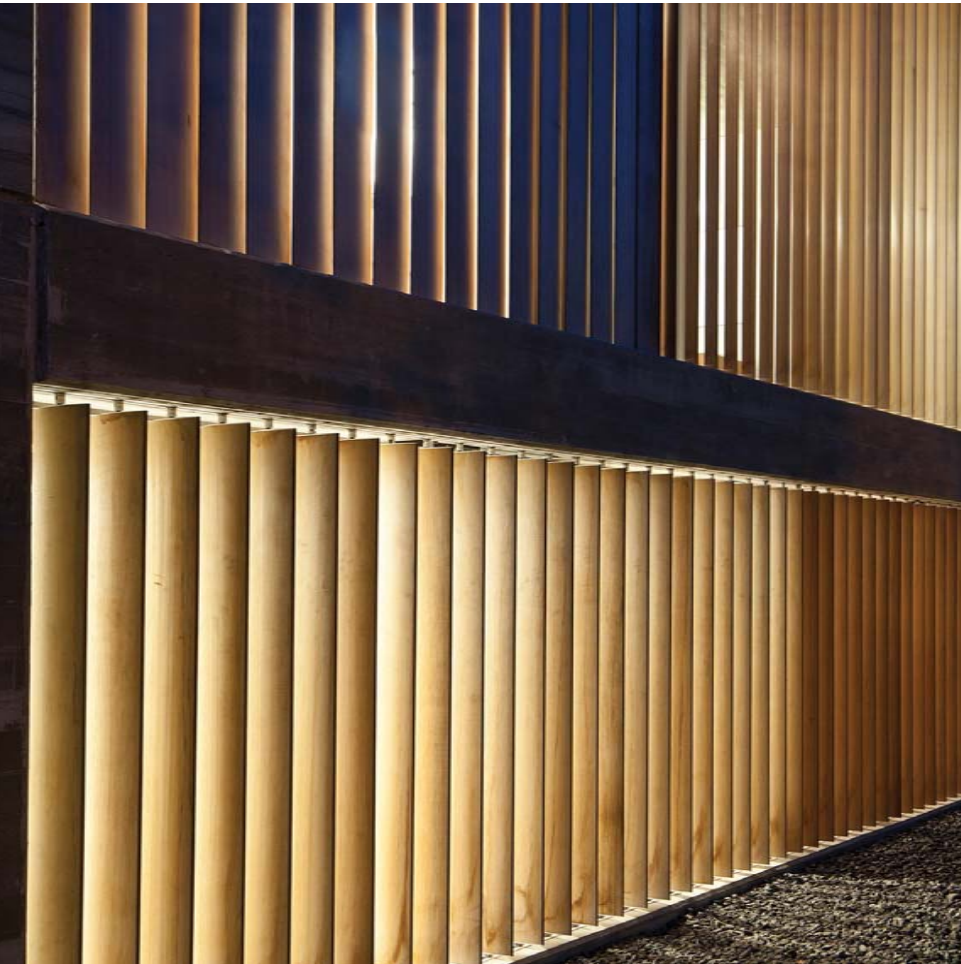
3 VROC INVESTWOOD CEMENT WOOD BOARD



4 RECESSED RECLAIMED WOOD FLOORING @ RECEPTION AREA



5 COLORED CONCRETE FLOOR EXPOSED CONCRETE CEILING



6 WOOD SLATS @ ELEVATOR LOBBY & DINING AREA



7 TRANSLUCENT WALL BETWEEN KITCHEN & COFFEE BAR



8 OUTDOOR FLOOR FINISH TERRAZZO

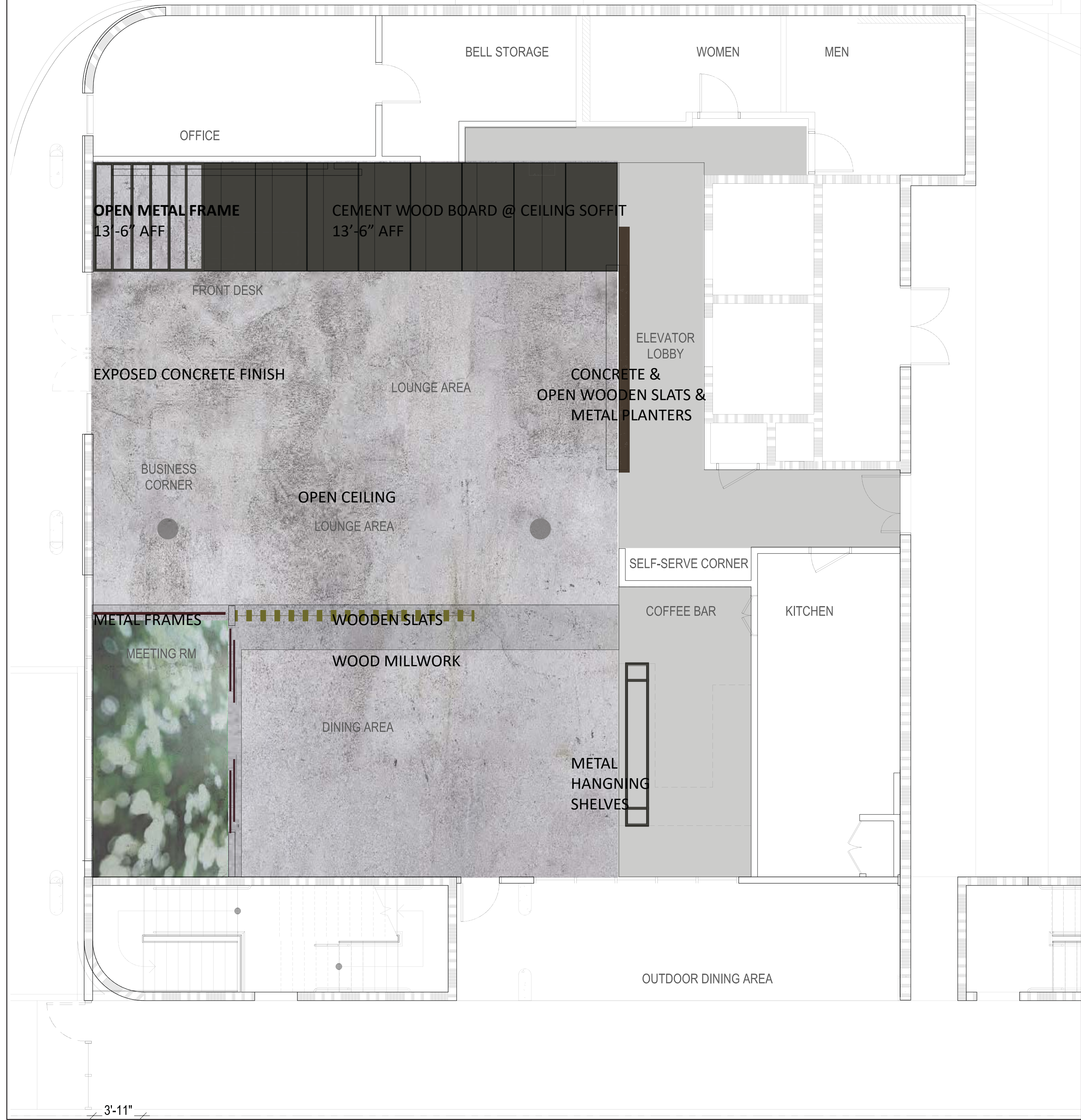
FINISH MATERIALS

FLOOR & WALL FINISHES:



- FLOOR & WALL FINISHES:**
 COLORED CONCRETE
 RECLAIMED WOOD FLOORING @ RECEPTION COUNTER AREA
 ENCAUSTIC CEMENT TILES @ OUTDOOR DINING AREA
 BRASS TRIMS
 METAL FRAMES
 WOODEN SLATS

CEILING FINISHES:



- CEILING FINISHES:**
 EXPOSED CONCRETE
 CEMENT WOOD BOARD @ CEILING SOFFIT
 METAL FRAMES @ RECEPTION
 BRASS REVEALS

THANK YOU



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