



Gensler

Hospitality

WE ARE WHERE
you are

50

OFFICES
WORLDWIDE

5,000+

EMPLOYEES
WORLDWIDE

80+

LANGUAGES
SPOKEN

114

COUNTRIES
WHERE WE HAVE
EXPERIENCE



Awards + RECOGNITION

#1

MOST ADMIRED FIRM
by Interior Design magazine

#2

IN HOSPITALITY DESIGN
by Hospitality Construction magazine

#2

IN HOSPITALITY GIANTS
by Interior Design magazine

#3

IN HOSPITALITY DESIGN
in Hotel & Motel Management
magazine

#4

TOP HOTEL DESIGN FIRMS
by Hotel Design magazine



HOUSE OF BLUES | HOUSTON, TX



MARRIOTT CITYPLACE HOTEL | SPRING, TEXAS

Our Global

HOSPITALITY PRACTICE

Gensler works with hoteliers to design memorable travel experiences for their guests around the world. We approach hospitality as an opportunity to fulfill guests' needs and desires while enhancing comfort and convenience. We draw on our insights into specific guest preferences, values, and behaviors to create hotels that are welcoming, versatile, and enduring.

Select HOSPITALITY CLIENTS



GOING *Global*

Today we are global with over 5,000 professionals in 50 locations throughout Asia, Europe, the Middle East, and the Americas.

Everything we do is informed by the plans and strategies of our clients. Every project is part of an ongoing relationship that has these larger interests in mind, and our ability to propel our clients forward is how we measure our own success. This is why we're organized to be as effective globally as we are locally.

Gensler is presently ranked the largest architectural firm in the United States, and among the top 10 largest firms worldwide, by Building Design & Construction Magazine.

TOP: CAMPARI GROUP HQ,
NEW YORK, NY



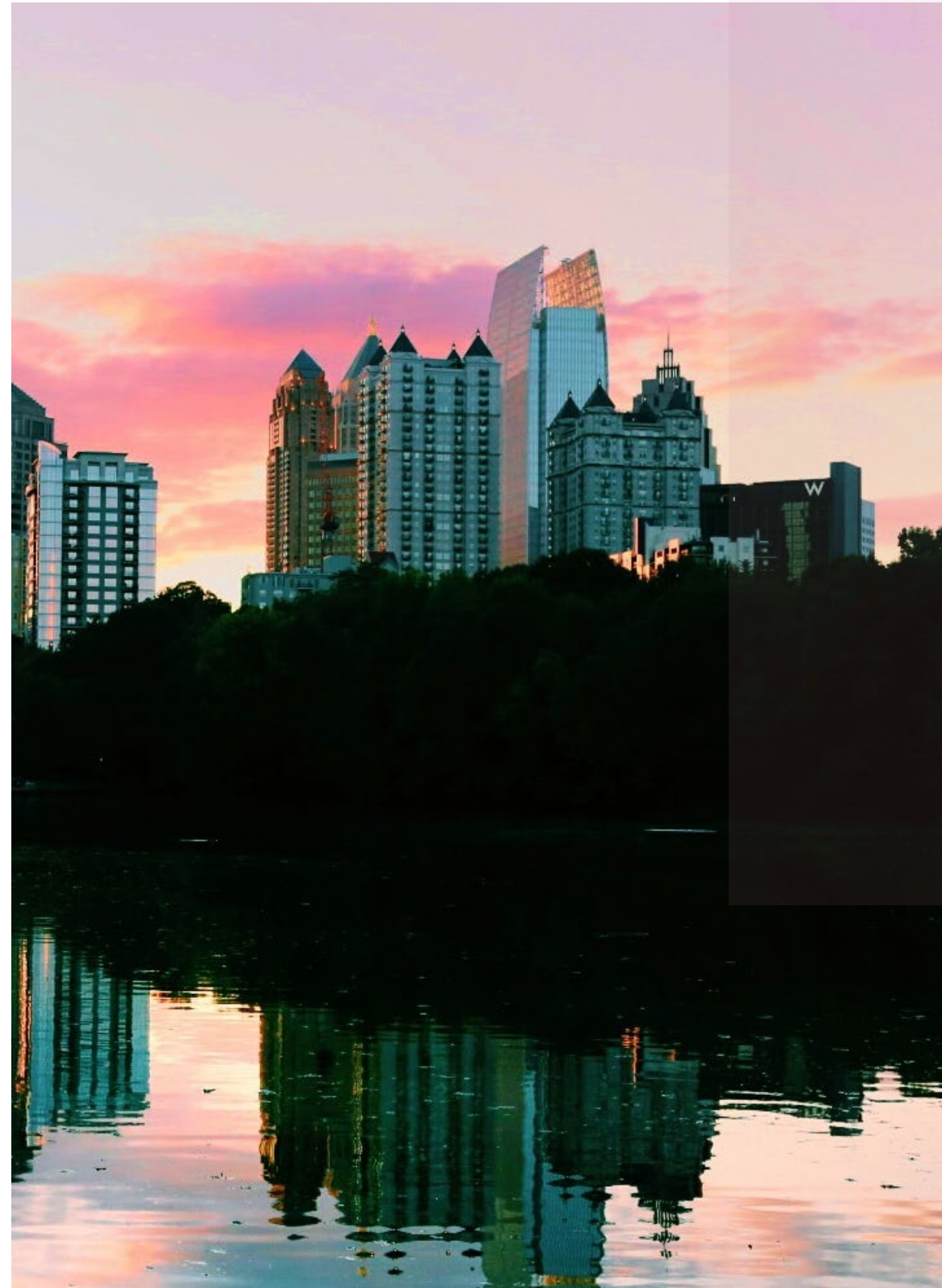


STAYING *Local*

While we're a large firm, we embrace a boutique mentality. Our studios are designed to foster creativity, connection, and entrepreneurial opportunities that allow us to remain intimately connected with our clients.

With 50 global locations, we have been contributing to the fabric of our respective communities by designing landmark hotels that capitalize on their abilities to breed innovation, color outside the lines and imagine new possibilities.

Gensler defines its role as a major player in hospitality by designing unique, memorable hotel experiences within the Southeast region, across the country, and around the world.



ADDRESS

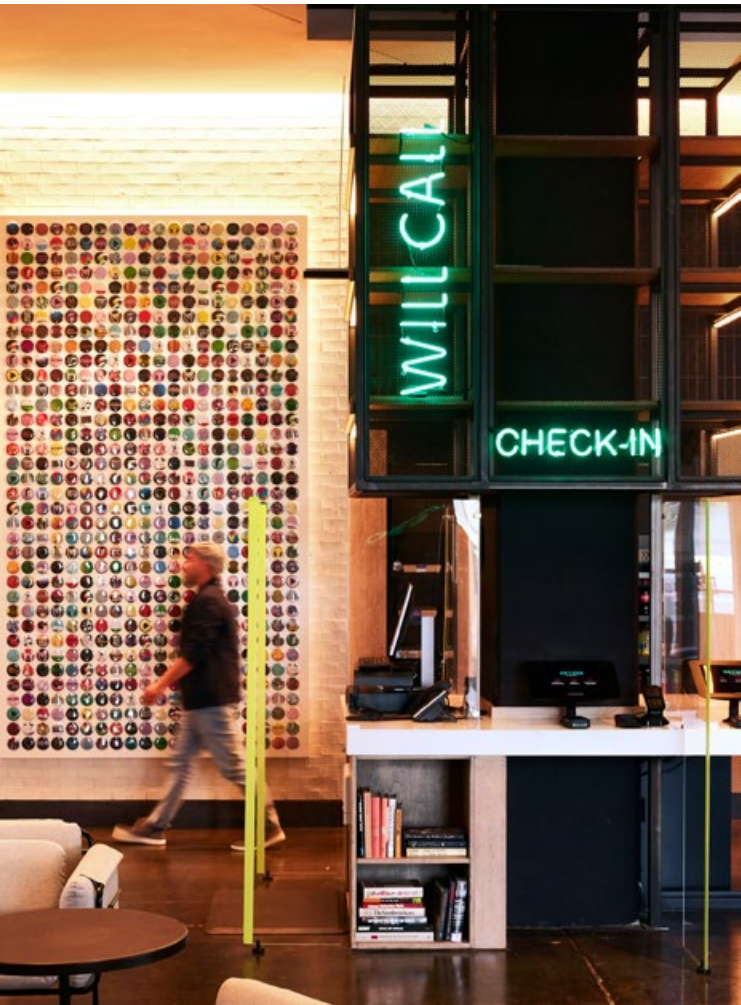
999 Peachtree Street NE
Suite 1400
Atlanta, Georgia 30309

CONTACT

tel: 404-507-1000
fax: 404-507-1001

TEAM

85 Atlanta Locals



REVERB BY HARD ROCK | ATLANTA, GA



Our approach

We know hospitality in every configuration. We have planned and designed projects at every scale and price point, from urban hotels and mixed-use towers to hotel-branded residences and resorts.

We work collaboratively with owners and operators as well as interior designers, architects of record and the many consultants required to execute these specialized projects. We provide professional and efficient delivery of our services while working in a collaborative environment, balancing design, technical and management disciplines focused on enhancing the project and maximizing the performance of each member of the team.

During the design process, we focus on function and beauty while respecting the project budget. We utilize our proven system of project management and collaborative design, doing our best to ensure each project successfully meets the client's vision, programmatic goals, opening date, and ultimately, delivers a wonderful and memorable guest experience. We outline a design schedule that identifies key milestone dates and approvals necessary to keep the work on schedule. We utilize our deep bench resources to expedite the delivery of your project and meet your scheduled milestones.

CURATING THE *Guest experience*



HYATT REGENCY | HOUSTON, TX

LOBBY & PUBLIC AREAS

In designing a hotel lobby, we “script” the arrival experience to create for the guest a sense of drama, pleasure, comfort, and orientation. Our experience in entertainment design gives us valuable insight into creating spaces that have a sense of theater.

GUESTROOMS & SUITES

Today’s guests expect far more amenities in their guest rooms. Our design team knows how to meet these expectations within budget and with furniture and fixtures that will maintain their appearance well over time.

RESTAURANTS & BARS

We help today’s restaurant and bar pioneers invent and refresh their brands by developing optimal strategies that address culinary concepts, functional needs of kitchen and floor staff as well as guests, and the vital need to create a memorable, dynamic brand experience.

SPA & ATHLETIC FACILITIES

We have decades of experience designing athletic clubs, pools and spas. And, we know how to use expert planning and design to create first rate clubs out of second rate spaces.

BRAND DESIGN

We develop engaging experiences via a holistic approach of brand strategy, interior design, communications and messaging, environmental graphic design, and signage and wayfinding, resulting in comprehensive environments that immerse people in the philosophy of the brand.



HARD ROCK HOTEL RIVIERA | CANCUN, MEXICO

SCOPE OF *Services*

It’s our job to make your life easier. Our experienced team will work alongside you throughout your entire project, helping you navigate everything from program management to post-occupancy assessment and, ultimately, delivering a successful project within your budget and schedule parameters.

PROGRAM MANAGEMENT /
OWNER’S REPRESENTATION

MASTER PLANNING
AND SITE UTILIZATION

HOTEL PROGRAMMING
AND CONCEPTING

PROPERTY IMPROVEMENT
PLANS

PROPERTY AND BUILDING
CONDITION ASSESSMENTS

ARCHITECTURAL DESIGN

FULL SERVICE INTERIOR
DESIGN AND FF&E

RESTAURANT, BAR, LOUNGE
/ FOOD AND BEVERAGE
DESIGN AND BRANDING

RETAIL STRATEGY
AND IMPLEMENTATION

ENVIRONMENTAL
GRAPHICS
AND BRANDING

SIGNAGE AND
WAYFINDING

DIGITAL EXPERIENCE
DESIGN

SUSTAINABILITY DESIGN
AND CONSULTING

HOTEL STRATEGY AND
CONSULTING

POST-OCCUPANCY
ASSESSMENT



Reverb by Hard Rock Atlanta



LOCATION

Atlanta, GA

SIZE

195 keys
141,000 sq ft

COMPLETION

2021

SERVICES PROVIDED

Architectural Design
Interior Design
Signage and Wayfinding

What do music and hotels have in common? The ability to bring people together.

Reverb harnesses this strength with experiences designed to do exactly that. Large communal tables, shareable food, interactive installations, an eclectic radio station, and exhibitions that celebrate fan culture all combine to create a place where you're guaranteed to discover something, or someone, new. Reverb brings power to the people. Reverb infuses technology and personality into the Hard Rock brand, with a focus on fan culture and a design for social collision.





Reverb by Hard Rock Prototype



LOCATION
Various
SIZE
154 keys 82,000 sq ft
COMPLETION
2020
SERVICES PROVIDED
Architectural Design Interior Design Signage and Wayfinding

Hard Rock teamed with Gensler to establish the first Reverb by Hard Rock Hotel, inviting fans who live and breathe music to eat, sleep and drink it too. The project includes interior and exterior design services related to the development of the Reverb by Hard Rock Brand Attributes and the Reverb by Hard Rock Brand Standards and Design Guidelines. Hotel spaces to be designed shall include guestrooms and corridors, back of house and public spaces.

Providing brand guidelines and a kit-of-parts prototype design to roll out nationally allows for brand consistency in any location.



Hard Rock Hotel Atlanta



LOCATION

Atlanta, GA

SIZE

236 keys
225,000

COMPLETION

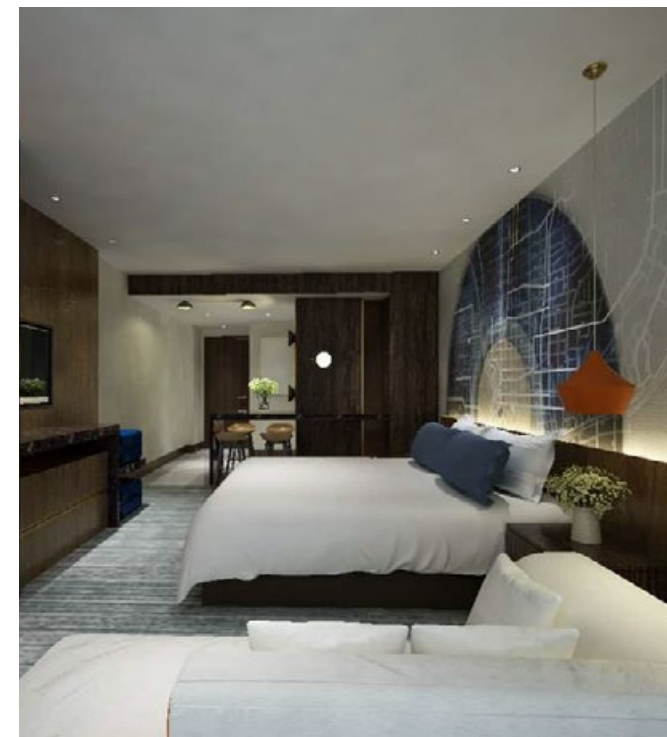
Unbuilt

SERVICES PROVIDED

Architectural Design
Interior Design

Music is a force—a kinetic spirit that's ageless and electric. And the Hard Rock Hotel in Atlanta is a monument to that spirit, creating a destination where anything is possible.

The new Hard Rock Hotel in Atlanta brings a music and entertainment focused hotel and tourist destination to the city. The Gensler design team partners with the hotel to select and place rock memorabilia items— such as guitars, albums, or outfits— that reflect Atlanta's music heritage as part of the hotel's design.



Hard Rock Hotel Riviera Cancun



LOCATION

Riviera Cancun, Mexico

SIZE

1,800 keys
2,700,000 sq ft

COMPLETION

2017

SERVICES PROVIDED

Architectural Design
Interior Design

Fusing the stunning landscapes of Riviera Cancun, the local Mexican culture, and the Hard Rock brand, the hotel provides a unique and elevated guest experience that is relevant, yet inspiring. The design is influenced by the protected mangroves and wetlands to the west and the beauty of the sea to east, while simultaneously taking cues from the musical heritage of the Hard Rock brand to provide a vibe that is both energetic and tranquil. Water, Sound, Rhythm, and Culture come together to influence the project's massing, programming, and materiality.

Paces 325



LOCATION
Atlanta, GA
SIZE
5,992 sq ft
COMPLETION
2017
SERVICES PROVIDED
Interior Design FF&E

With more high-end condos in the Buckhead area becoming available, Gensler's design team created a modern yet classic and elegant space through the renovation of their amenity and public spaces to elevate the design.

Guided by the idea of "fashionably deliciously home" and the design drivers of comfortable elegance, elegant traditionalism, and simple classicism also drove the overall look and feel. Bringing the design drivers to life, finishes were replaced and updated throughout all common areas. Bold patterns combined with the black and white stone along with wood flooring gives a modern look throughout the space. Existing columns, millwork, and artwork were maintained in the lobby, while adding new light fixtures to give it an unexpected contemporary edge.



Great Wolf Lodge



LOCATION

LaGrange, GA

SIZE

456 keys
498,178 sq ft

COMPLETION

2018

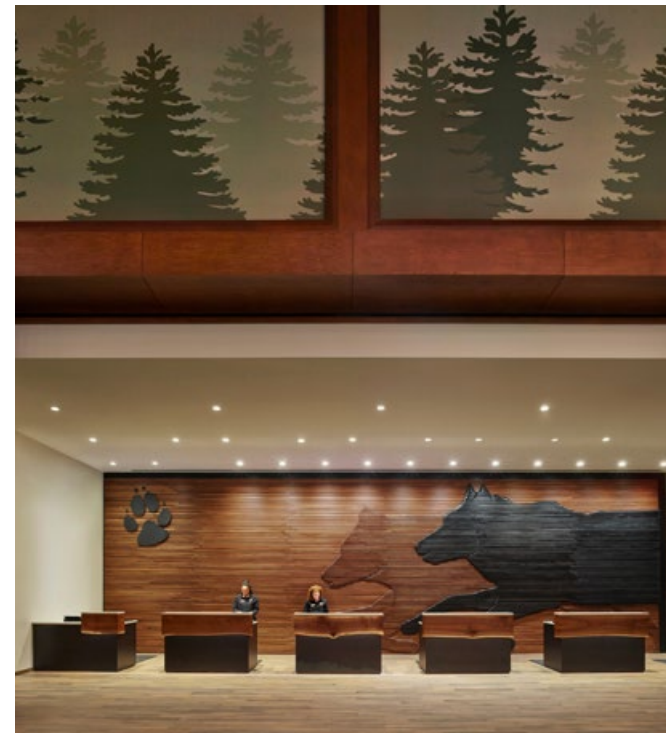
SERVICES PROVIDED

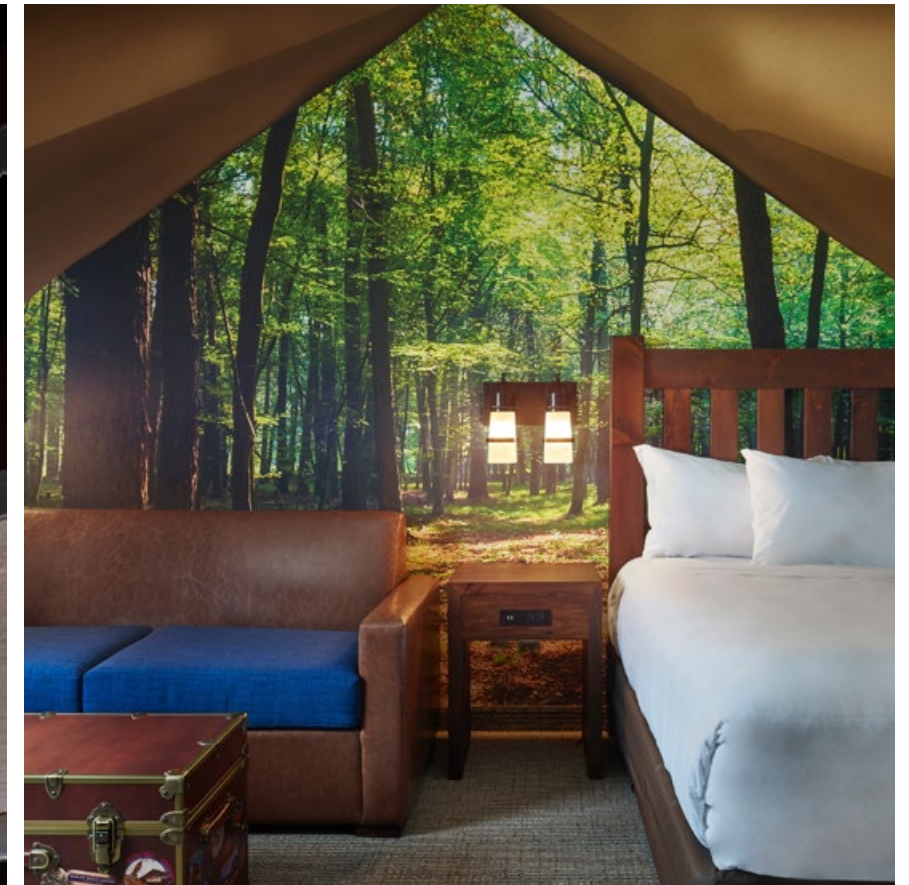
Architectural Design
Interior Design

The design of each lodge transports guests to a north woods cabin with architecture that creates a uniquely branded space.

Immersive architecture, new design and brand guidelines help create unforgettable experiences for families at the indoor waterpark resorts of Great Wolf Lodge. Creating an all-inclusive family destination, each resort features a waterpark, hotel, restaurants, and entertainment options. The design of each lodge transports guests to a north woods cabin with architecture that creates a uniquely branded space.

Through new construction and renovations of existing hotels, the architectural design is standardized to evoke the look and feel of a mountain cabin accented with regionally-specific design features based on location.





Signia by Hilton



LOCATION

Atlanta, GA

SIZE

1,000 keys
873,000 sq ft

COMPLETION

Estimated 2022

SERVICES PROVIDED

Architectural Design
Interior Design
Brand Design

With a foundation rooted deeply in the south, the Signia Hilton hotel celebrates Atlanta's past, present, and constantly shifting landscape to cultivate a legacy and welcome its visitors with an unmistakable warmth.

Sitting on the site of the former Georgia Dome, the Georgia World Congress Center is now at the center of a new downtown dynamic that bridges the historical district and newly-defined Westside Atlanta. The design creates a distinctly Atlanta experience that captures the city's soul, weaving various reflections of its diverse landscape and dynamic attitude through the built environment.



One Glenlake



Before



After

LOCATION

Atlanta, GA

SIZE

6,909 sq ft

COMPLETION

2017

SERVICES PROVIDED

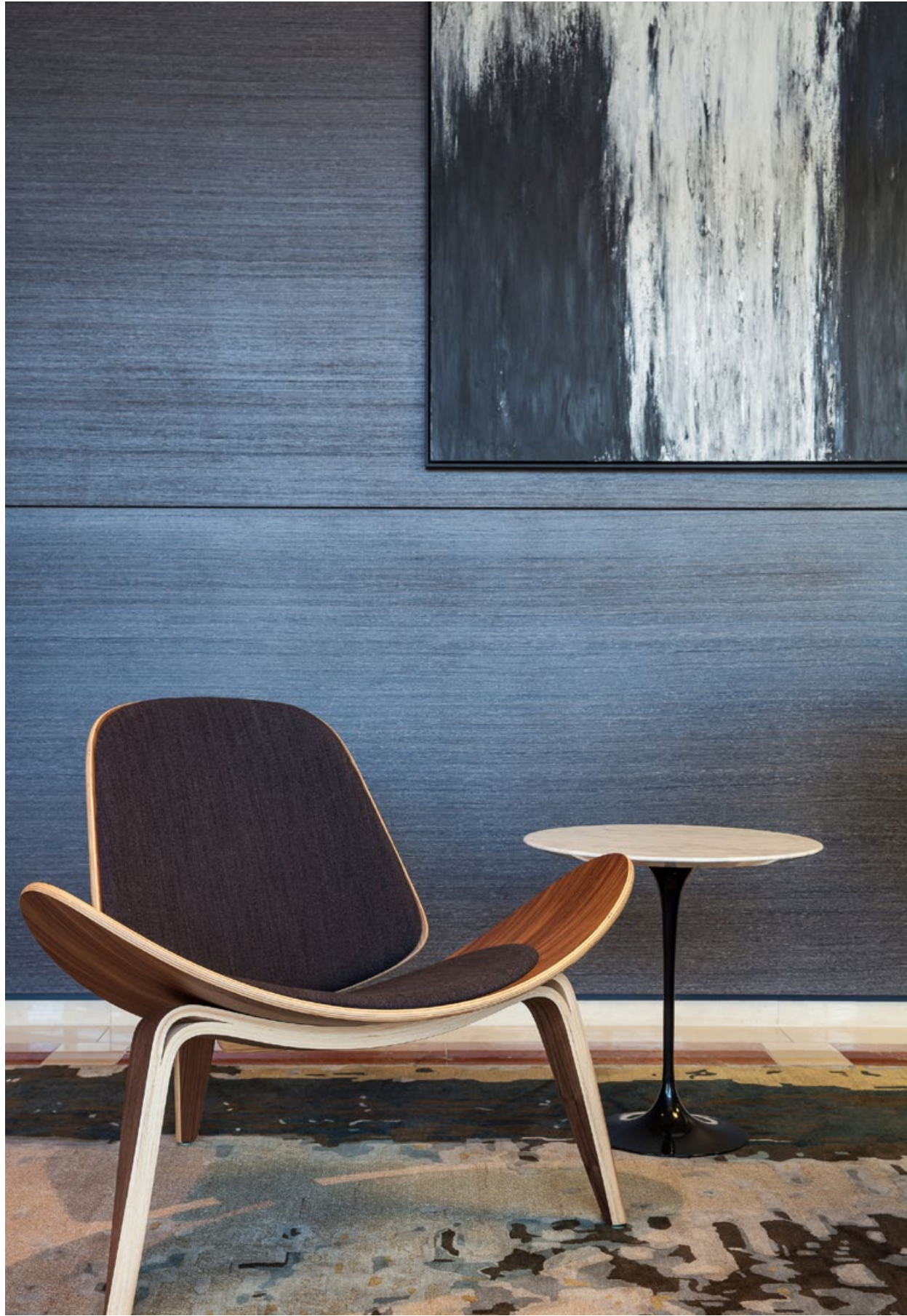
Interior Design
Brand Design

To stay competitive in the market and attract new tenants, One Glenlake Lobby needed a refreshing re-think.

The client's objectives were centered around four design drivers: create a space that blended lifestyle and workplace; inspire and activate the lobby; generate a visual connection to the surrounding landscape; and rethink the amenities encouraging collaborative activities.

Client collaboration focused on infusing a hospitality experience and re-imagining the expected in a way that would reinvigorate and modernize the space. Large-scale glass pivot doors embrace transparency and connect the lobby and cafe providing an experience that also indulges the senses.

"Working with Gensler, we've been able to create an innovative, best-in-market experience that has accelerated momentum and enabled us to reach our leasing goals for this building within only a few months of the project's completion."



Grand Bohemian



LOCATION

Charlotte, NC

SIZE

254 keys
283,000 sq ft

COMPLETION

Estimated 2023

SERVICES PROVIDED

Architectural Design
Interior Design

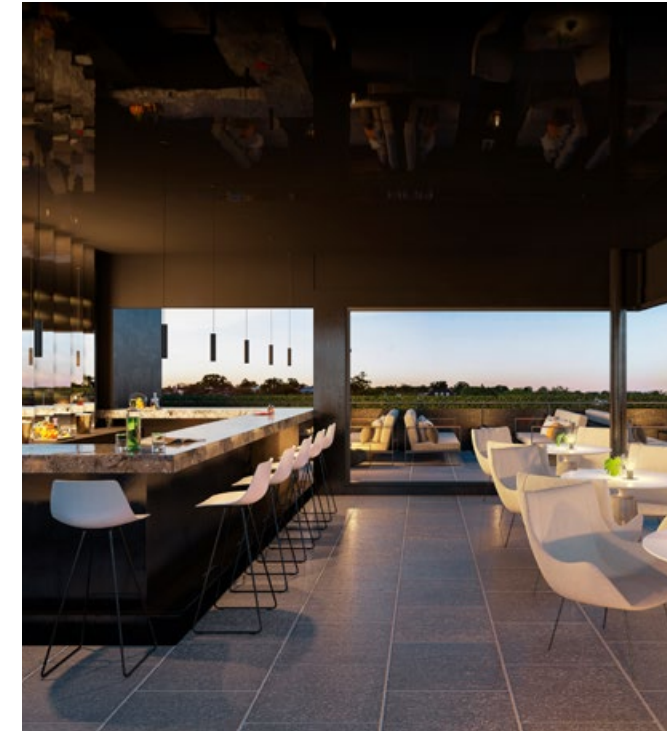
Located in the heart of Midtown Atlanta, the Loews Hotel enlisted Gensler to create a sophisticated, luxury destination that elevates its standard of excellence and celebrates its diverse cultural surroundings.

With a vision to redefine “southern comfort” and create the sense of “coming home,” the design included a refresh of the guest room suites and main corridors.

Balancing sophistication and creative edge, the design infuses a deep jewel tone color palette, luxe textures, iridescent accents, and references to Atlanta’s arts and music scene to celebrate it’s local vernacular.

The unique artistic character of the Grand Bohemian Charlotte establishes a vibrant cultural destination with inspired architecture, art, décor, and cuisine that appeals to guests and locals alike.

Curio Georgetown



LOCATION

Washington, DC

SIZE

112,000 sq ft

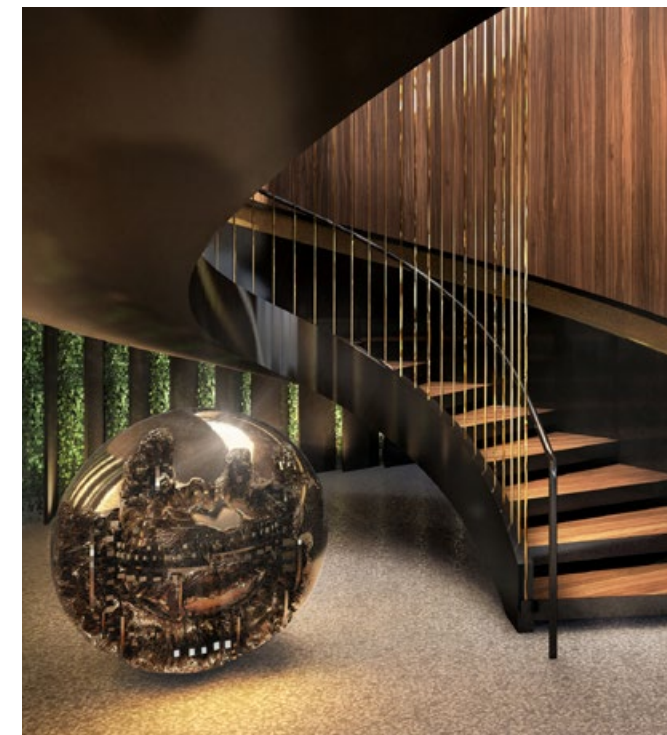
COMPLETION

2018

SERVICES PROVIDED

Interior Design

A highly curated concept elevates Curio Georgetown and tells the story of a popular historic district of Washington, D.C. through the lens of the many layers of Georgetown that only an insider would know.



Curio by Hilton is a collection of independent hotels centered around the singular experience of a particular city. Each locale is a bespoke creation that reflects the personality and stories of that place. In Georgetown, the “hidden” textures of water, gardens, urban streets and buildings reveal themselves as a secret between guest and city, forming a series of scenes that play out on the journey through public and personal guest spaces. Each scene is infused with layers of fantasy and reality, evoking the magical moments of discovery found throughout this legendary district within the nation’s capital.



Westin Foxhall Resort



LOCATION

Douglasville, GA

SIZE

270 keys
234,606 sq ft

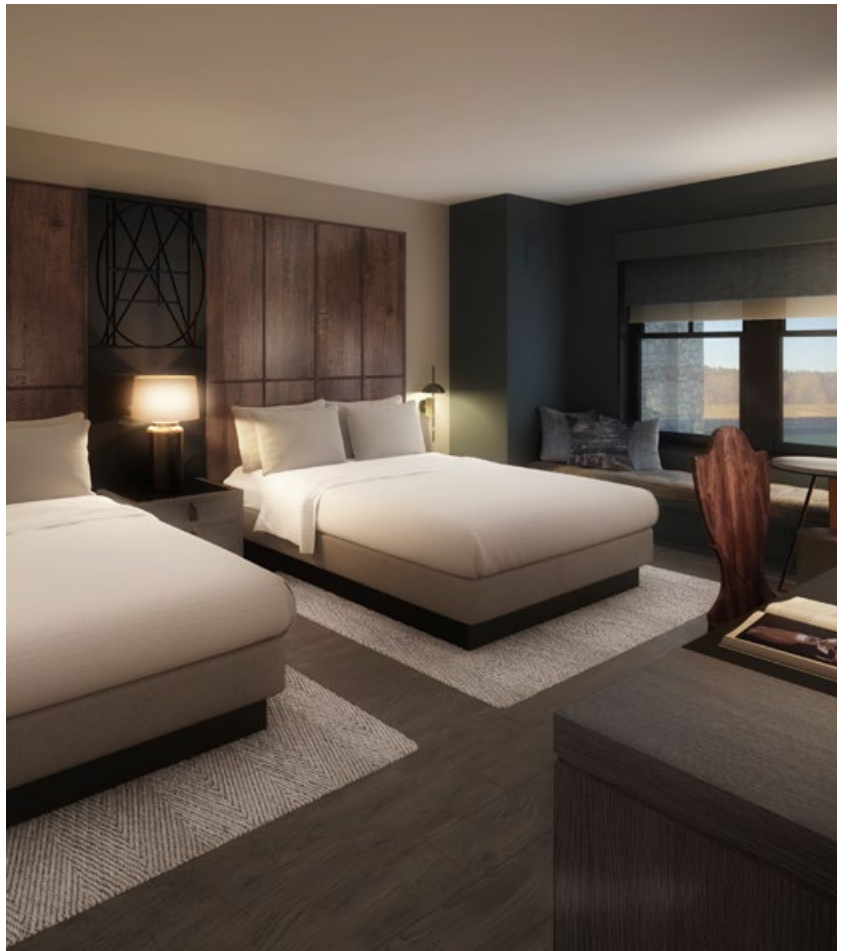
COMPLETION

Estimated 2021

SERVICES PROVIDED

Interior Design

Founded in the 1980's as an elite equestrian retreat, Foxhall was training center for equestrian sports during the 1996 Olympics and now provides a weekend getaway for Atlanta residents and a relaxing destination for visitors. Gensler's dedication, attention to detail, whimsy, and irreverent approach positioned them to lead the interior design of Foxhall Resort. With over 255 guest rooms and 15 suites, an all-day restaurant, bar and lounge, conference center, spa and fitness center spanning 12,600 sf, pool house, and over 40 different on-site activities, Foxhall is an adventurer's dream. Challenged to develop a hotel that satisfies multiple generations of families that make up Foxhall's ownership, Gensler's team led a visioning session to determine how to create an immersive and sensory guest experience. The team explored all of the senses, including a sixth sense—soul—derived from the spirit of the horse and Foxhall's rich equestrian legacy, to inform the design.



the Gantry Hotel



LOCATION

Atlanta, GA

SIZE

162 keys
129,000 sq ft

COMPLETION

Estimated 2021

SERVICES PROVIDED

Architectural Design
Interior Design

In a world increasingly filled with choices, the Gantry hotel is notably different. Celebrating Atlanta's sense of eclecticism and embracing the perfection in imperfection, appealing to the creatively inclined. Drawing on Atlanta's history as a meeting point for travelers, the Gantry hotel creates a terminus of culture that is deeply rooted in the excitement of new ideas and celebrates curiosity-driven minds. Located in West Midtown, a burgeoning creative district in Atlanta, the new Star Metals district combines retail, residential, and class-A office space in a live-work-play ecosystem. The client called upon Gensler to import the grassroots spirit of this neighborhood into the hotel through interior design and architectural services to inform the design.



the Gantry Hotel



We are artists, craftsmen, inventors, designers and entrepreneurs, endowed with endless curiosity and a mindful approach to design.

OUR HOSPITALITY *Connoisseurs*

Our Hospitality Studios are a collective group of premier design innovators and executors who are passionate about delivering the ultimate visitor experience. We are known for our unique perspective that supports hotel design from both an experiential and operational point of view.

Our specially crafted team are rooted in the cities of our offices. It's the perfect playground for our designers who utilize the full flavor of the city's diverse expression as inspiration.

Each member of our hospitality studios has contributed to the fabric of this city, that makes it one of the best hospitality destinations in the world.

This city is our hometown, it's the place where a visitor can feel like a local, and a local can recharge their identity. As local designers we are charged to keep creating hospitality venues that fulfill this cultural identity.



GENSLER ATLANTA HOSPITALITY STUDIO



Jason Snyder

AIA, LEED AP BD+C
Studio Co-Director
Senior Associate

—
Hospitality Project Director

An authority on hospitality and mixed-use project management, Jason has over 20 years of diverse experience working with large and boutique hotels and global mixed-use projects. His experience includes 15 years of leading existing and historic building renovations.

Jason advocates for all his clients by creating positive outcomes by developing honest, amicable, and collaborative relationships as a trusted advisor. To Jason, finding the optimal balance within the constraints of clients’ objectives and creative aspirations and assembling an expertly tailored team while maintaining the essence of design is what defines a successful project. Driven by his relentless pursuit for design excellence, Jason promotes collaboration with clients and the design team while providing guidance in developing design approach and their execution.

23 YEARS OF EXPERIENCE

Joined Gensler 2011

BACKGROUND

Bachelor of Environmental Design, Miami University
Master of Architecture, Georgia Institute of Technology

SELECT PROJECT EXPERIENCE

SIZE (SQ FT)

Reverb by Hard Rock	
Prototype	154 keys / 82,000
Atlanta, GA	195 keys / 141,000
Tampa, FL	200 keys / 120,000
Hard Rock Hotel, Atlanta, GA	236 keys / 225,000
The Kessler Collection, Autograph Collection	
Grand Bohemian, Atlanta, GA	235 keys / 250,000
Grand Bohemian, Charlotte, NC	254 keys / 230,000
Westin Raleigh, Raleigh, NC	254 keys / 240,000
Great Wolf Lodge	
LaGrange, GA	456 keys / 498,178
Gumee, IL	413 keys / 34,491
Bloomington, MN	403 keys / 225,14
The Gantry Hotel, Atlanta, GA	162 keys / 129,000
Hilton Garden Inn and TRU by Hilton Dual Brand Public Areas, Nashville, TN	
Capital One Hotel, Tysons Corner, VA	303 keys
Confidential Mixed-Use District, FL	12 buildings
Confidential Private Hotel, Clearwater, FL	
Confidential Private Hotel, Los Angeles, CA	
Confidential Mixed-Use Client	
30 Global Locations	45,000 - 383,000
including 5 boutique hotels	12- 120 keys
The Battle House Renaissance Mobile Hotel & Spa, Mobile, AL*	240 keys
Imperial Hotel, Atlanta, GA*	100 keys
Marriott Hotel and Resort Properties, FL, SC*	
Hilton Hotel IL, KY, IN, OH, MI, PA, WV*	

* Experience Prior to Gensler



CLOCKWISE FROM LEFT: THE GANTRY HOTEL, ATLANTA, GA | CONFIDENTIAL HOSPITALITY RENOVATION | REVERB BY HARD ROCK PROTOTYPE



Cristi Moore

**NCIDQ, IIDA, ASID, IDEC, LEED GA
Senior Associate**

Hospitality Interior Design Director

With over 20 years of accomplished experience, Cristi possesses an invaluable foundation and extensive knowledge into the design, construction, and operations for new-build or renovation of luxury hotels, private and multi-family residences, corporate spaces, as well as health and wellness.

Cristi possesses the unique perspective to clearly identify the storyline that inspires the project design, creating inspirational moments with purpose while also empowering all stakeholders involved with a voice throughout the collaborative journey. As Design Director, she defines strategic goals, inspires creativity and innovation, and orchestrates the work of project teams focused on design, development and delivery of impactful solutions for the many dimensions of design.

The achievement of a Master of Arts in Design Management & Strategy has afforded Cristi immersive design thinking through the utilization of creativity as a strategic advantage. The integration of this knowledge with her invaluable background, is a powerful instigator of innovation changing how design is communicated from concept to installation.

23 YEARS OF EXPERIENCE

Joined Gensler 2015

BACKGROUND

Master of Arts, Design Management, Savannah College of Art and Design

Bachelor of Science, Interior Design, Mississippi State University

Bachelor of Business Administration, Marketing, Mississippi State University

SELECT PROJECT EXPERIENCE

SIZE (SQ FT)

Reverb by Hard Rock	
Prototype	154 keys / 82,000
Atlanta, GA	195 keys / 141,000
Tampa, FL	200 keys / 120,000
Signia by Hilton, Atlanta, GA	1,000 keys / 890,000
Shepherd Eco Wynwood, Miami, FL	150 keys / 48 residential units
Westin	
Foxhall Resort, Douglasville, GA	256 keys / 234,606
Cocoa Beach, Cocoa Beach, FL	502 keys / 784,341
Raleigh, Raleigh, NC	254 keys / 240,000
Fitness Prototype	2,500
Foxhall Clubhouse, Douglasville, GA	8,800
Great Wolf Lodge	
LaGrange, GA	456 keys / 498,178
Gumee, IL	413 keys / 34,491
Bloomington, MN	403 keys / 225,146
THesis Hotel, Miami, FL	245 keys
Hilton Atlanta Airport Hotel, Atlanta, GA	
The Gantry Hotel, Atlanta, GA	162 keys / 129,000
Daytona Beach Resort Vacation Rentals, Daytona Beach, FL	
One Glenlake Lobby & Plaza Repositioning, Atlanta, GA	7,000
Paces 325 Condo Amenity & Common Area Renovation, Atlanta, GA	6,000
Loews Atlanta Guestroom Renovation, Atlanta, GA	414 keys
Hilton Garden Inn and TRU by Hilton Dual Brand Public Areas, Nashville, TN	
The Kessler Collection, Autograph Collection	
Grand Bohemian, Charlotte, NC	254 keys / 230,000
One Century Place Building Repositioning, Nashville, TN	20,000
Lindbergh City Center Facade & Atrium Design, Atlanta, GA	70,000
Barnsley Woodlands Grill, Woodlands, TX	10,000
Gabby Summer Classics Retail Prototype	14,000
Mandarin Oriental Hotels, Washington, DC*	397 keys
The Gritti Palace Hotel, Venice, Italy*	82 keys
Ritz-Carlton*	
New Orleans, LA	527 keys
Philadelphia, PA	350 keys
Buckhead, Atlanta, GA	510 keys
Kapalua	n/a
Reynolds Plantation	n/a

* Experience Prior to Gensler



CLOCKWISE FROM LEFT: ONE GLENLAKE, ATLANTA, GA | PACES 325, ATLANTA, GA | SIGNIA BY HILTON, ATLANTA, GA



Lester Yuen

Assoc. AIA
Senior Associate

—
Hospitality Architecture
Design Director

With 32 years of design experience, Lester brings a multidisciplinary approach to design that has resulted in a diverse body of work including hotels, conference centers, office towers, corporate headquarters, mixed use developments, residences and both private and public educational facilities. These projects have ranged in size from retail shops to high rise towers with budgets of over \$70 million, and his roles have included participation in public reviews and approvals, as well as design. Lester’s design approach derives from his clear response to his clients’ requirements and displays a strong sensitivity to site conditions and local cultural contexts.

As a Design Director in the DC office Lester frequently makes connections between the hospitality and commercial office building practice areas with work ranging from the small and highly crafted to transformative communities.

32 YEARS OF EXPERIENCE

Joined Gensler 1998

BACKGROUND

Master of Architecture, Yale University
Bachelor of Arts, Washington University

SELECT PROJECT EXPERIENCE

SIZE (SQ FT)

Reverb by Hard Rock	
Prototype	154 keys / 82,000
Atlanta, GA	195 keys / 141,000
Hard Rock Hotel, Atlanta, GA	220 keys / 198,000
Marriott Headquarters Hotel, Bethesda, MD	244 keys / 700,000
Marriott Residence Inn at Johns Hopkins Medical	
Campus, Baltimore, MD	300 keys / 152,000
CitizenM - NOMA, Washington, DC	290 Keys
Westin Raleigh, Raleigh, NC	254 keys / 240,000
Hyatt Regency	
Fairfax, Fairfax, VA	190 keys
Galleria Hotel, Houston, TX	325 keys / 267,000
Hotel Sorella, Houston TX	266 keys / 225,000
Hotel Guaicamacuto, La Guaira, Venezuela	400 keys/452,000
Hotel Caribe, La Guaira, Venezuela	200 keys/273,000
The Alexander Hotel, Indianapolis, IN	210 keys / 161,000
Hilton Corferias, Bogota, Columbia	411 keys / 382,000
The Kessler Collection	
Grand Bohemian, Atlanta, GA	231 keys / 203,000
Grand Bohemian, Charlotte, NC	254 keys / 230,000
Deloitte University, The Leadership Center,	
Westlake, TX	800 keys / 731,000
Project 4 Leadership Center	800 keys / 750,000
Renaissance Hotel, Baton Rouge, LA	256 keys
Al Fattan Hotel and Residences, Dubai	300 keys/ 150 units
Ayrshire Downtown Hotel, Houston, TX	425 keys
DoubleTree Bethesda, Bethesda, MD	193,000
Field of Mars Luxury Hotel and Residences	
St. Petersburg, Russia	200 keys/80 units
Hilton Americas, Houston, TX	1,000 keys / 1,235,000
Holiday Inn Downtown Superdome, New Orleans, LA	284 keys
Osceola Convention Center, Osceola, FL	250,000
The Parisian Macau Hotel, Macau	3,000 keys
Portland Convention Hotel, Portland OR	800 keys
Remington Indian Wells, Indian Wells, CA	400 keys

* Experience Prior to Gensler



CLOCKWISE FROM LEFT: HARD ROCK HOTEL, ATLANTA, GA | MARRIOTT HEADQUARTERS HOTEL, BETHESDA, MD | REVERB BY HARD ROCK PROTOTYPE

OUR PRACTICE AREAS

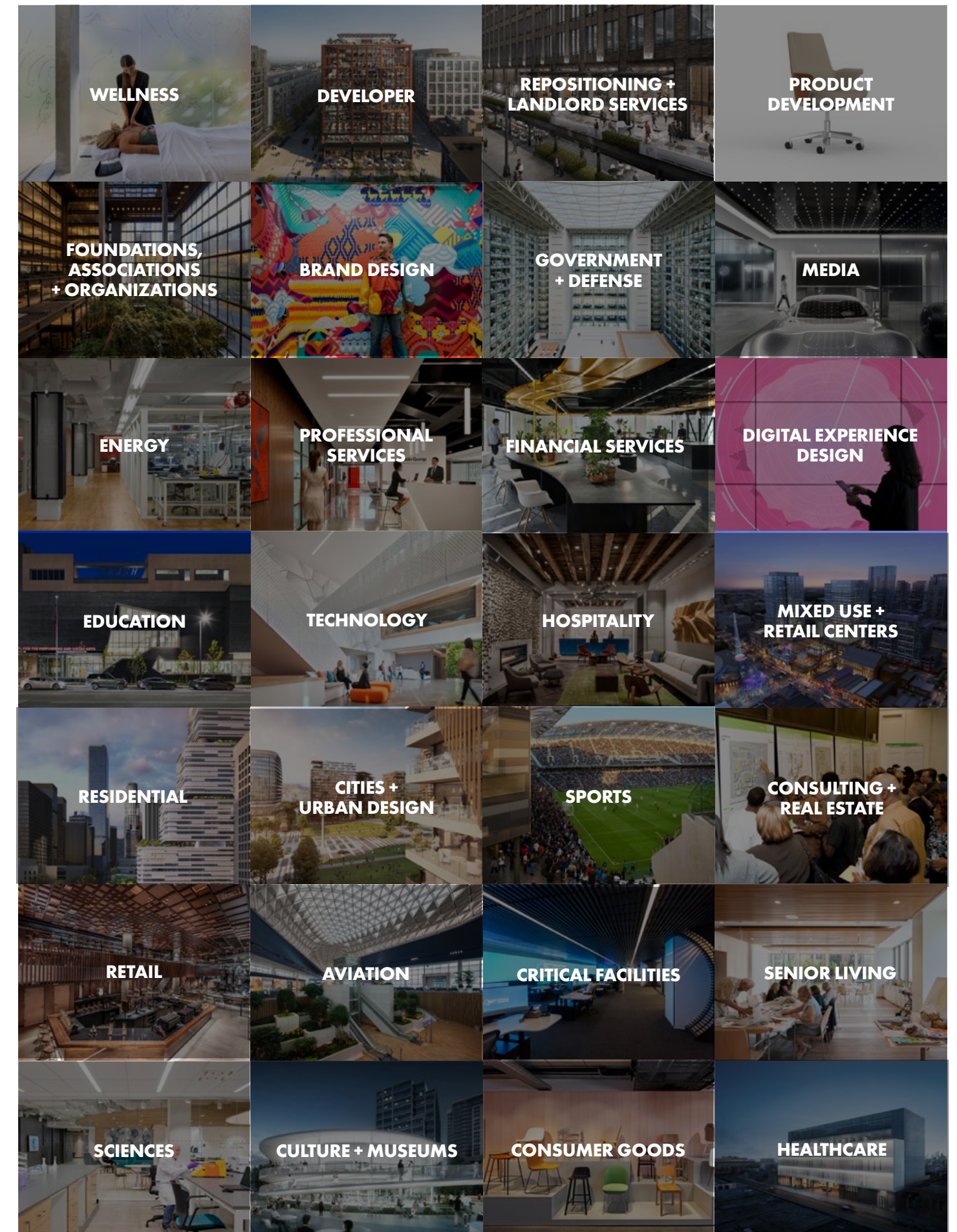
WE HAVE AN
Integrated approach

Practice area specialization differentiates us as experts;
cross-pollination differentiates us as innovators.

Our network of 28 practice areas provides specific expertise when and where clients need it. Many of Gensler's clients call on the depth of one practice area that's most relevant to their business, while others benefit from the integration of talent and knowledge in multiple practices.

Through our collaborative and integrated approach, we draw upon our diverse experience in different markets and regions. This breadth of knowledge serves as a springboard for innovation, allowing design to move in unexpected directions.

The following pages highlights our practice area expertise, relevant to hotel development.





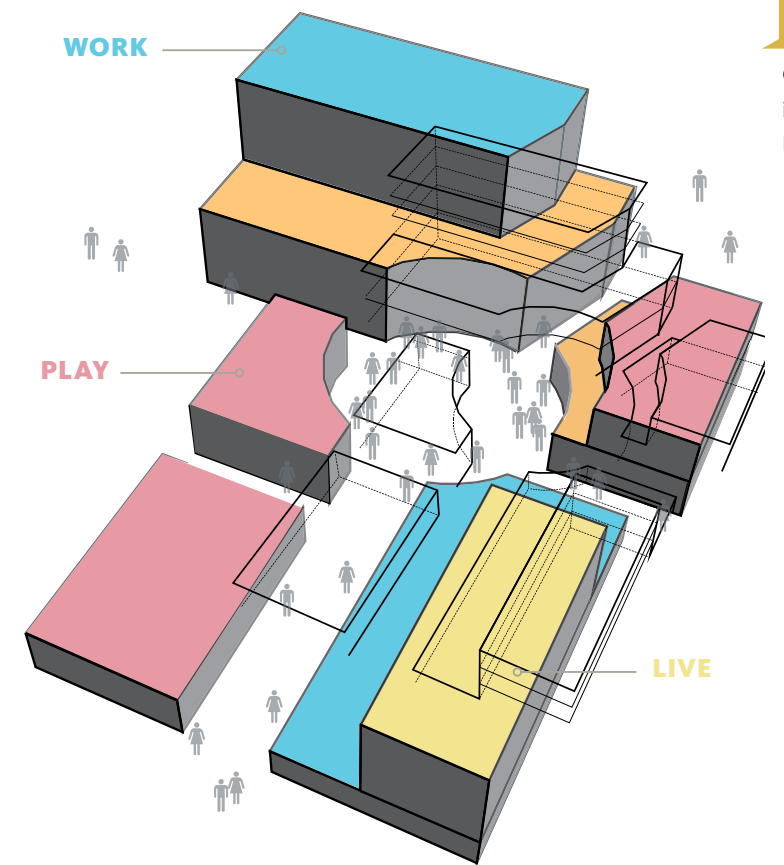
OUR
Expertise

Mixed Use Design

At their core, mixed use developments integrate multiple elements to create a place that is both dense and accessible— connecting people to a location and to each other. Combining retail, residential, hotel, civic, entertainment, office, and other components into a cohesive place takes a great facilitator that understands the individual pieces of the mix and how to make them greater as a whole. We help our clients design for current and future needs with a plan for flexible growth to put stakeholder value and performance in harmony with an enjoyable experience for the people who live, work, and play in our world.

An ideal mixed use district supports Live, Work, & Play:

- Office
- Retail
- Residential
- Hospitality
- Entertainment
- Cultural



[View Related Content](#)

Click to view more
info on our Mixed Use
Design expertise.



OUR
Expertise

Residential Design

As our cities and communities evolve, we believe that our residential environment will be increasingly influenced by other uses. Gensler brings a wealth of market experience to our residential work, delivering smarter and richer solutions that belong to their communities.

PLACEMAKING

Placemaking is at the heart of our practice. As the industry leader in mixed use, Gensler understands the individual pieces of the mix—residential, office, hospitality, retail, entertainment, and public spaces—and how to make them greater as a whole. We maximize land values through activation, adding density to enhance a city's urban fabric.

Renters and buyers in urban markets want options supporting convenient, mobile, and social lifestyles. With compactness and density comes an active street life. Whether for health, environmental, or economic reasons, people are walking, biking, and shifting from cars to public transit to shorten commute and avoid the hassles of parking.

Mixed use developers are increasingly the creators of these cities—building new neighborhoods or revitalizing old ones. By integrating uses, developers create live/work/play environments that offer residents the satisfaction that everything they need is nearby. These adjacencies are more crucial than ever, attracting a foundation of retail, entertainment, or service-oriented tenants that in turn attract tenants and spur neighborhood growth.

ELEVATED AMENITIES

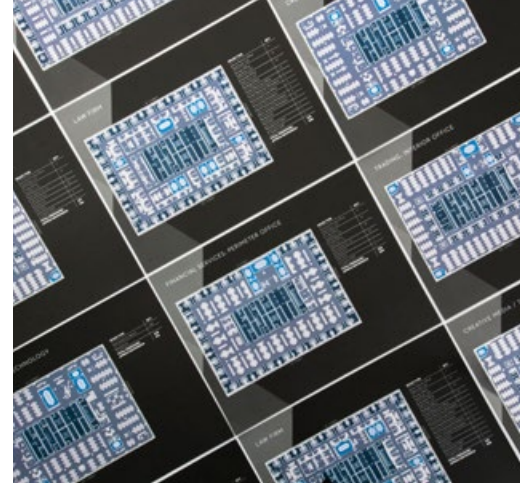
As work and life become increasingly integrated, people are embracing an ultra high-convenience lifestyle and are willing to pay a premium for places, products, and services that will give them back their time. Taking cues from the hospitality industry, residential clients are providing a wide variety of amenities to attract today's generations who crave and expect convenience, interactivity, and a world of choice. They want all spaces where they live, work, and play to have easy access to food, wellness, hospitality, lifestyle, and work amenities.

With more than a million square feet of hospitality experience, Gensler knows how to design amenity spaces that transform a residential building into a valuable tenant magnet and revenue generator.

These amenities must be experiential spaces that speak to people's desire for personalization, authenticity, and connection. Residential amenities ultimately become destinations within these buildings, provide a sense of comfort, and increase flexibility. In the race to attract tenants, a place that genuinely gets what people need—and then makes it happen—has a leg up from their competition.

[View related content](#)

[Click to view more info on our Residential design expertise.](#)



Brand Design

Our designers, strategists, and programmers help transform a brand's business, culture, and experience through the built environment by developing branded communications, spaces, and experiences that define, inspire, and engage consumers. Informed by behavioral research on how people use space, we identify design solutions uniquely tailored to client needs. Our integrated team brings diverse areas of expertise to deliver insights that drive rich experiences and a return on investment for brands.

BRAND DESIGN CAPABILITIES

Environmental & Experiential Design

- Signage & Wayfinding Design
- Placemaking
- Exhibit Design
- Event Design
- Donor & Sponsor Recognition
- Environmental Graphic Design
- Experience Concepting & Design

Visual Identity & Communications Design

- Visual Identity Systems/Logo Design
- Communications & Messaging Strategies
- Copywriting
- Brand & Identity Guidelines
- Brand Engagement Training
- Print Collateral Design
- Packaging Design

Strategic Brand Development

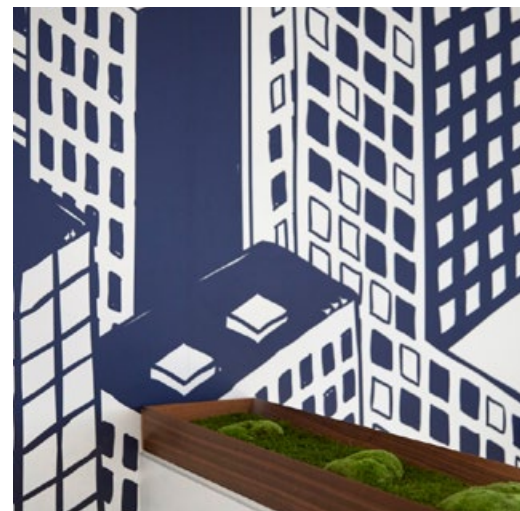
- Visioning
- Research & User Engagement
- Brand Assessment
- Brand Positioning
- Naming

Digital Experience Design

- Content and User Strategy
- Immersive Digital Environments
- Interactive Kiosks & Directories
- Website/Mobile App Design
- Social Media Strategies
- Video Production
- Motion Graphics

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[Click to view more info on our Brand Design expertise.](#)



Digital Experience Design

Gensler's Digital Experience Design (DXD) practice connects the worlds of physical and digital design by delivering holistic strategies and integrated designs for the built environment. Our work extends from immersive brand experiences to connected customer experiences and smart building design. Our innovative digital experience designers and strategists partner with clients and collaborate across Gensler's global practice areas to envision and deliver engaging and connected environments.

[View related content](#)

[Click to view more info on our Digital Experience Design expertise.](#)





OUR
Expertise

Restaurants + Food Halls

We recognize that there are multiple facets to food and beverage design and we see our role as part creative specialist, part facilitator and part strategic partner. We value our client's insights and participation in the project process and recognize that integrity is critical to our success as a team.

We'll work with operational and culinary teams to establish a menu concept and strategy from the outset. We're known for our special attention to design elements that support unique and efficient food and beverage programs from both an experience and operational perspective.

[View related content](#)

[Click to view more info on our Food & Beverage design expertise.](#)

RESTAURANT DESIGN SERVICES

Retail Strategy

- Market Research and Analysis
- Real Estate Strategy
- Vision Workshops
- Interviews and On-site
- Observations
- Shopper Intercepts / Surveys
- Ethnographic Research
- Photo/Video Journaling
- Post-Opening Evaluation

Brand Development

- Brand Assessment
- Brand Positioning
- Naming

Visual Identity & Communications Design

- Visual Identity Systems/Logo Design
- Communications & Messaging Strategies
- Copywriting
- Brand & Identity Guidelines
- Brand Engagement Training
- Print Collateral Design
- Packaging Design

Environmental & Experiential Design

- Prototype Store Design
- Experience Concepting & Design
- Retail Architecture
- Store Planning + Test Fits
- Environmental Graphic Design
- Signage & Wayfinding Design
- Sustainable Design & Architecture
- Fixture Design
- Pop-Up Design
- Merchandising

Implementation Services

- Design Guidelines
- Prototype Standards
- Construction Documentation
- Construction Administration
- Fabrication Coordination
- Roll-Out Architectural Services
- Roll-Out Process Development
- Construction Project Management Services

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Gensler

Hospitality