

DESIGN BRIEF



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OBJECTIVES OF THE DESIGN BRIEF

In these pages we invite interior designers, project managers, developers and owners to discover the ibis world and its new design impetus.

This design brief will define ibis design philosophy in general to allow the designer to understand the common Design DNA of all 3 design concepts. It will also present all the functions and activities proposed to the client, enhanced by the brand's design.

This is a key document to accompany the concept adaptation on each hotel project.

DESIGN STRATEGY (1/2)

ibis is bringing flexibility and a vibrant atmosphere to its public areas and guestrooms in order to respond to key guest demands and partners.

Both hotel and neighbourhood guests are looking for hotels that offer a fulfilling consistent experience in venues that don't all look alike.

Therefore, ibis wants to transform its public areas into real Social Hubs, welcoming everyone for premium experiences through less standardised environments.

Then we need more flexible solutions to go along with the hotel's primary zone.

That is why we propose different design concepts to maintain and to renovate ibis social hubs and guestrooms, easy to implement and that fit the eco business model.



DESIGN STRATEGY (2/2)

Every hotel can choose among a catalogue of 3 designs, as per below.

Regardless of the chosen solution, each ibis hotel shall be compliant with the brand's design and shall propose the services and activities presented in the coming pages.

Please refer to each concept guidelines for further details:

SOCIAL HUBS

- Agora by Innocad concept guidelines
- Plaza by FGMF concept guidelines
- Square by Soda concept guidelines
- Archange Evolution concept guidelines (for Archange light renovation only)

ROOMS

- Agora by Innocad concept guidelines
- Plaza by FGMF concept guidelines
- Square by Soda concept guidelines



CONCEPT PLAZA HOTEL IBIS MORUMBI SAO PAULO

1

BRAND OVERVIEW

BRAND FUNDAMENTALS

ROOTS

Created in 1974, ibis is the first standardized economy brand, making comfortable and quality hotels accessible to everyone.

VISION

Travelers are looking for places that provide a vibrant atmosphere, everywhere they go.

PURPOSE

Make our hotels lighthouses for everyone, everywhere in the world.

AMBITION

Be the most vibrant economy brand and enter the Top 100 most valuable Global Brands.



BRAND IDENTITY

SHARED VALUES

Openness, Care, Sociability

EMOTIONAL BENEFITS

Entertained & Free

BRAND CHARACTER

Open & Vibrant



BRAND
DIFFERENCIATOR

VIBRANT
LIGHTHOUSES





IBIS PROMISE **CREATE AN EXPERIENCE MADE OF A VIBRANT ATMOSPHERE AND MUSIC**

Music has always gathered people, creating an emotional bond between them. It is universal, accessible and enjoyable by all. Music and ibis hotels are linked by their ability to create vibrant atmospheres and make people feel at ease-everywhere. That is why ibis brand is passionate about music and wants to share it with its guests and make them feel entertained.

Design plays a major role to help music come to life in ibis hotels: from a dedicated space for gigs or dj sets in the lobby to instruments corner or decoration elements, design should enhance the music passion.

■ Refer to ibis Music Book



CONCEPT SQUARE

DESIGN AMBITION A HOME FEELING, CONTEMPORARY DESIGN

ibis embodies **contemporary design**, ahead of its time, with the **ambition of becoming a trend setter**. That means being at the forefront of contemporary design innovation.

ibis design creates a strong **sensation of comfort** and “**home feeling**”. It is based on a collection of furniture, textures and colours to enable personalisation. The staging of objects and pictures gives every place a unique spirit and experience.



CONCEPT PLAZA HOTEL IBIS MORUMBI SAO PAULO



HOME FEELING

Conveying a home feeling is one of ibis' design objective.

Warm colours, tactile materials, intuitive furniture are all elements deliberately chosen to invite guests to seize the space and make themselves comfortable.

Visuals and objects are also key for guests to feel at ease and enjoy the place according to their needs.

Design plays a major role to break down barriers and conventions.

CONTEMPORARY DESIGN

Simply put, contemporary design at its core refers to a design "of the moment". It takes inspiration from all the innovations introduced at the beginning of the 20th century, in terms of technology, productivity and creativity.

SIMPLICITY

Contemporary design is grounded & intuitive

Sleek and clean lines, no over decorative items (but not minimalistic either)

MODULARITY

Contemporary design is multi-use & functional

Smart, ingenious and intuitive solutions

AUTHENTICITY

Contemporary design is genuine & neutral

Sustainable materials, colours and objects with a natural aspect

COMFORT

Contemporary design is warm & cosy

Use of ergonomically designed furniture



CONCEPT AGORA HOTEL BARCELONA 22@ PLAZA GLORIES BARCELONA

3

DESIGN FOCUS



EMOTIONAL SIMPLICITY

Need for curated concepts with more attention to simplicity in the hotel design. It is thus important to create places with soul that generate emotions.

ibis design is a perfect match between clean lines, materials with a natural aspect conveying smartness and authenticity.



SQUARE

FREEDOM OF USE

Spaces are designed so that customers feel free to use them according to their needs and moments of the day.

They will feel able to move furniture around if needed, use accessories and games and settle wherever they want to eat, drink, work, relax, play, chat, socialize...



CONCEPT PLAZA HOTEL IBIS MORUMBI SAO PAULO

MATERIALS THAT CONVEY AUTHENTICITY

The focus should be made on a natural and authentic look for the spaces and the materials used within; this can also be achieved through the use of modern and sustainable materials and manufacturing techniques.

Materials, equipment and coverings should reflect environmental commitment of the brand, by prioritizing locally sourced materials.

**ALL MATERIALS
SURROUNDING
GUESTS**

**(i.e. materials within
their immediate reach)**

**WILL BE
AUTHENTIC.**

COLOUR TOUCHES TO CONTRAST WITH THE NATURAL LOOK & FEEL

Adding colour touches to create contrast
with the neutral tones of natural materials.

20%

of elements conveying
a natural look & feel

20%

of colour touches





CONTEMPORARY, COMFORTABLE AND VERSATILE FURNITURE

Comfort is the key to provide a home feeling. Furniture should be specially chosen so that guests feel in their own living-room, but with a better comfort or original and smart furniture.

Moreover, carpentry should be used as a minimum and mobile furniture should be favoured, as it is easily renewable and recyclable.





A CLEVER AND MODULAR LIGHTING, TO CREATE VARIOUS ATMOSPHERES

Lighting is key to interior design of all spaces; especially for the lobby area, where lighting should enhance the brand design identifiers and decorative elements. Lighting is a key ingredient in establishing the desired atmosphere and mood for the lobby. Lighting must be taken into account from the very beginning of the project. Decorative yet functional, light is fundamental to see, to highlight and to communicate.

A clever modular and dimmable lighting solution will create a different atmosphere according to the time of day and its required functions: breakfast / dinner / after-work drinks / concerts / working in the lobby...



ECO DESIGN METHOD

ECO DESIGN is a method that integrates environmental protection criteria into the design process, from the creation to the end of life.

ibis design, as it is contemporary and smart must apply its method from the very beginning of the project, for all areas and products.

The idea is to create the best product and/or space, regarding its use, expected quality, and lifespan, while minimizing its negative impacts on the environment.

For example, it means favouring mobile furniture to carpentry, easier to reuse and recycle, or always favouring environmental-friendly, local, materials.

■ Please refer to the “GOOD PRACTICES SYNTHESIS” in Appendix.



STAGING TO ENRICH CUSTOMER EXPERIENCE THROUGH OBJECTS, LIGHT, TEXTILE AND IMAGERY

Staging is the final touch to a design. It allows to definitely make the space like home and vibrant.

Staging should also be used as a vector to translate the brand passion: music.

4 main vectors will be used:

- Objects
- Light
- Textile
- Imagery

■ Refer to concept guidelines



CONCEPT PLAZA HOTEL IBIS MORUMBI SAO PAULO

OBJECTS



Staging should provoke customer's emotion and smile, by bringing a form of connivance.

Objects can tell a story.

Objects should suggest rhythm, and vibration.

Object can create elegant optical illusion.

A collection of books on the theme of music could also bring a touch on the brand passion.

LIGHT



Light can create surprise, using optical illusion.

Light can evoke music, through its shape or by the rhythm it creates.

Transparence and opacity games allow to play on rooms volume, by playing with light and shadows.

TEXTILE



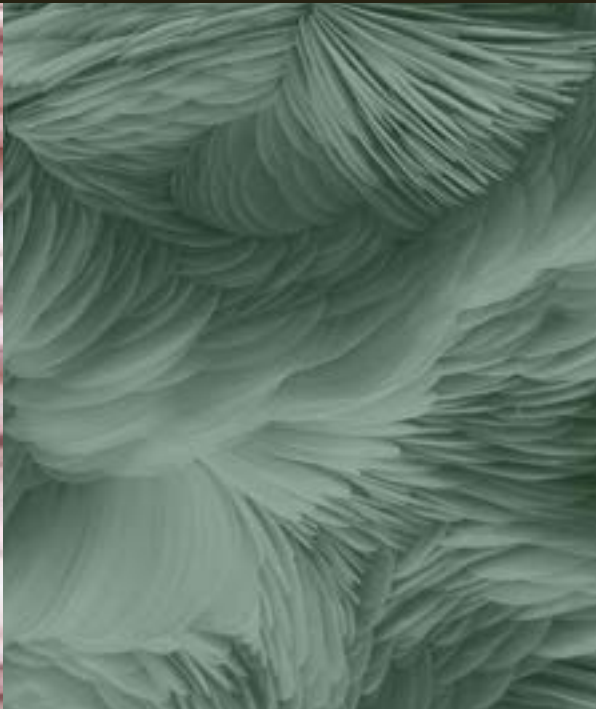
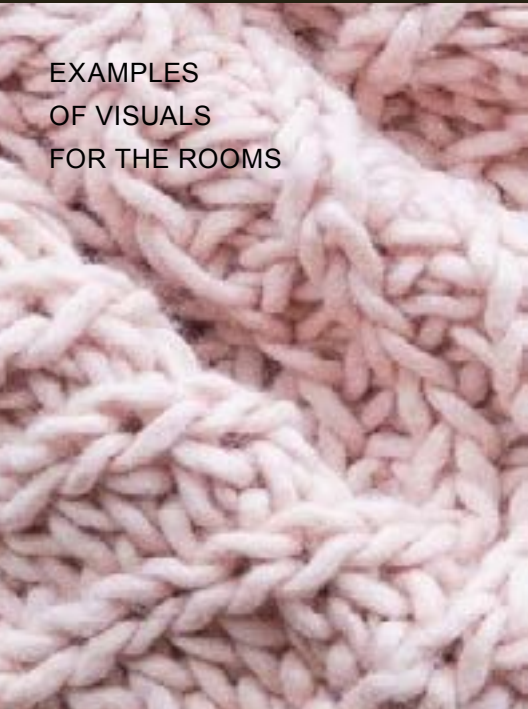
With textile, you play on shapes, textures & colors.

It should help the home feeling, and use the color range of each concept.

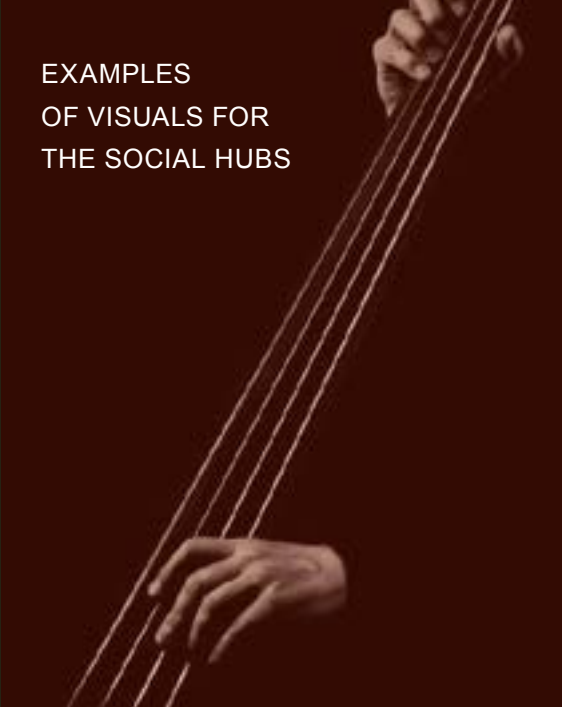
IMAGERY

■ Refer to concept guidelines

EXAMPLES
OF VISUALS
FOR THE ROOMS



EXAMPLES
OF VISUALS FOR
THE SOCIAL HUBS



Images play an important role in each design concept, in the social hub and in the guestroom.

Images should never be too literal and should be treated with subtlety.

In the Social hubs, images should be linked to the Music theme, in the rooms, the theme is defined by the concept.



4 HOTEL ZONES

SOCIAL HUBS

ibis decided to bring flexibility to the social hubs by offering a collection of:

- Three different designs
- Different functions/areas to pick from regarding the localization & programming of the hotel
- A collection of F&B concepts to be adapted locally



CONCEPT AGORA HOTEL BARCELONA 22@ PLAZA GLORIES BARCELONA

SOCIAL HUBS ARE KEY AS THEY ARE THE FIRST PLACE WHERE THE GUEST ENTERS IN CONTACT WITH THE BRAND.

To provide a vibrant home feeling experience, ibis transforms its functional public spaces for guests into social hubs for everyone.



To do so, and whatever the concept the designer choose the public spaces need to:

1. be inviting from outside and offer an informal feel good atmosphere that allows people to enjoy themselves.
2. be multi-functional through environments that blend functions with experiences in a unique open space (no specific dedicated areas).
3. propose an attractive and visible F&B offer that is the heart of the social space.
4. comply with the sustainable development requirements, detailed in the CRG, concept guidelines and Planet 21 documents.
5. be designed to make sure guests can freely use the space according to their needs: Feel Welcome
- Eat & Drink - Relax & Enjoy music - Work - Meet
- Benefit from services to neighbourhood.



CONCEPT AGORA HOTEL BARCELONA 22@ PLAZA GLORIES BARCELONA

FEEL WELCOME (1/2)

DESIGN PRINCIPLES

The lobby is welcoming for both hotel and neighbourhood guests. A joyful take on an indoor/ outdoor space, it is visible from the street to attract travelers and locals alike. It gives the feeling of walking into a friendly and lively communal hub, not a hotel.

The lobby should be thought of as an extension of the street. Designers are invited to break free from the traditional boundaries between indoor and outdoor spaces and enable free circulation between both worlds. This implies the use of transparency, highly unpartitioned areas, even opened façades (open bay or large windows).

Moreover, circular economy principle: reduce, reuse, recycle should be kept in mind for each design project.



FEEL WELCOME (2/2)

MOBILE WELCOME

ibis launches the future of arrival by making mobile welcome mandatory:

- No more reception desk to avoid a potential uninviting feeling of a “check-point”.
- No mobile self check-in pod as the welcome experience is about being greeted by people powered by technology.

Thanks to the seamless approach allowed by the new PMS, Fols Mobile, the ibis Team can really connect with the guests through a more personalized welcome. It could be at the bar around a drink, in a relax sofa or on the way to the elevators for the hurried ones! Even if you haven't booked a room at the hotel, you can feel free to enter and enjoy a vibrant atmosphere in a social space, not a hotel lobby.

■ Refer to Welcome-in by ibis guidelines

EAT & DRINK

At ibis, our lobbies are vibrant and casual social hubs that are location-centric and can attract both hotel and neighborhood guests. To do so, F&B is a key element.

Because our hotels are as varied as our guests, we have created a collection of F&B solutions that adapt to each hotel.

They will adapt to the diversity of existing lobby designs, to the specificities of each hotel (location, potential...) but also to the different times of the day and evolving needs of our guests. The social hubs are relaxed enough to sit in the morning with a coffee, and sophisticated enough to enjoy a craft beer, a glass of wine or a cocktail in the evening.

By providing this collection of F&B concepts and inspirations, we contribute to ibis brand experience and create a simple, caring and vibrant atmosphere for our guests, where they can come as they are and be who they are.

■ Refer to “ibis F&B philosophy” and concepts guidelines





RELAX & ENJOY MUSIC

Musical touches are important ingredients to create a vibrant atmosphere in ibis hotels. To ensure a consistent experience, three music markers are mandatory. They should be taken into account from the very beginning of the project :

1. A **high-end sound system** must be installed in the social hub to ensure our guests can enjoy music
2. A **plug-&-play** corner must be implemented to invite our guests to play music
3. **Music gigs Spot**, so Regular music gigs can be organized to **create a feel good atmosphere and entertain** our guests

Once those 3 mandatory music markers are implemented in the social hubs, hotels are invited to go further and refer to the ibis MUSIC Book to get inspired with other ideas.

Music related items can be arranged but always in a subtle and opportune way (no gimmicks and gadgets). They will accurately stick to the hotel global design.

- Refer to ibis MUSIC Book
- Refer to Sound system guidelines - Available soon
- Refer to Plug-&-Play corner guidelines - Available soon
- Refer to Event guidelines

WORK

ibis offers two working solutions for travelers and locals.

1. One is mandatory: **work in the lobby**.
Everyone should be able to work throughout the day and in different places of the lobby (on high communal tables, on the couches...).

MUST-HAVES INCLUDE:

- Sockets at many spots and visible
- Strong and reliable connectivity

NICE TO HAVE:

The hotel can propose equipment such as printers, web-corners, boutique with office supplies...

Staff members should also feel free and at ease to work in the lobby.

2. Another solution depending on the hotel location, size and market potential is **co-working**.
The co-working can be proposed through a coffee offer, co-working open spaces or dedicated offices.





MEET

According to the hotel size and market potential, privatized **meeting rooms** can be proposed.

The design will be the same as in the lobby and will offer a homefeel and warm atmosphere.

MUST-HAVES INCLUDE:

- Sockets at many spots and visible
- Strong and reliable connectivity
- Equipment and setting spaces for potential coffee breaks

■ Refer to "Meeting Room Guidelines"

BENEFIT FROM SERVICES TO NEIGHBOURHOOD

According to neighbourhood, additional services will be proposed in ibis hotels.

Potentially:

- Boutique corners
- Grab & Go
- Conciergerie services
- Events Programming (concerts...)
- Classes Programming
(Music classes, dance classes...)

■ Refer to the Boutique guideline

■ Refer to Music Book



CONCEPT PLAZA HOTEL IBIS MORUMBI SAO PAULO

BEDROOMS

ibis also brings flexibility to the bedrooms by offering a collection of bedrooms with:

- Three different designs
- Different room layouts:
2 pax, 3 pax, 4 pax, 6 pax
- Different room types

■ Refer to concept guidelines



CONCEPT PLAZA HOTEL IBIS MORUMBI SAO PAULO



SLEEP

Guestrooms are designed to offer to all the comfort of an economy hotel room in a warm, quality atmosphere.

The catalogue of room was created **to match the client expectations, whichever they are!**

We want customers to experience hotels differently, feeling at home and yet living an exceptional experience.

And of course, we wanted to create a sustainable and flexible room, easy to refresh and renovate when needed.

Please note that different concepts cannot be mixed in one hotel.



BACK OF THE HOUSE

Parking & Stairs are frequent points of contact for the guest in the hotel.

They therefore can be used as an introduction to the environment the guests will find in the hotel.

Examples:

Music themed pictograms can be used for signage, for exit signs or parking spots for example. Parking spots reserved for families reference music bands, and disabled parking spots become VIP spots. Music waves and actual music lead the way to the hotel.

Music related graphic Stickers could also be added: When walking up the stairs, guests discover famous lyrics written on the riser of each step, forming parts of songs as they rise.

All this should be treated in link with ibis design identity, and not be used in a too obvious or out of date way.



5 APPENDIX

NEW COLLECTION AT A GLANCE

COLLECTION OF ROOMS



Agora



Plaza



Square

COLLECTION OF SOCIAL HUBS



Agora



Plaza



Square

COLLECTION OF F&B CONCEPTS



Albert's place



Amy's spot



Charlie's corner



Lily's garden

DESIGN RULES - GUESTROOMS

		CONSTRUCTION	RENOVATION		
			Sweet room* (2012)	Coquelicot & Poppy blue (2008)	New dream (2003)
AVAILABLE SOLUTIONS	Agora	✓	✓	✓	✓
	Plaza	✓	✓	✓	✓
	Square	✓	✓	✓	✓
NO LONGER AVAILABLE	Sweet room	✗	✗	✗	✗
	Variation	✗	✗	✗	✗
	Slide	✗	✗	✗	✗

* Example: if you have Sweet Room Guestroom, you can renovate with Agora, Plaza or Square concept only. Light renovations are not allowed anymore.

DESIGN RULES - SOCIAL HUBS

		CONSTRUCTION	RENOVATION		
			Archange (2012)	New gen* (2008)	New dream (2003)
AVAILABLE SOLUTIONS	Agora	✓	✓	✓	✓
	Plaza	✓	✓	✓	✓
	Square	✓	✓	✓	✓
	Archange Evolution	✗	✓ Light renovation only	✗	✗
NO LONGER AVAILABLE	Archange	✗	✗	✗	✗

Light renovation: partial renovation to give a modernity feeling to the client. A diagnosis is to be made to choose what to keep and what to change, with a giving budget.

* Example: if you have Social Hub New Gen, you can renovate it with Agora, Plaza or Square concept only.

DESIGN RULES

GUESTROOMS & SOCIAL HUBS

		SOCIAL HUBS		
		Agora*	Plaza	Square
GUESTROOMS	Agora	✓	✗	✗
	Plaza	✗	✓	✗
	Square	✗	✗	✓

* Example: if you renovate your social hub in Agora, you should renovate your Guestrooms in Agora.

Warning: in the case of a hotel that is not renovating simultaneously its guestrooms and social hubs, the coming renovation should always be made in the latest concept available.

Example: if you have recently renovated your guestrooms with the Sweet Room concept and are planning to renovate your social hub, Agora / Plaza / Square concepts remain the only ones available. Archange concept won't be accepted.

ECO DESIGN GOOD PRACTICES SYNTHESIS

MUST HAVE :

Materials:

- Select local wood, not resinous, certified FSC or PEFC
- Always select the material regarding the lifespan of the object
- Select certified textiles for upholstery (Label Oeko Tex or equivalent)
- Select exemplary and certified materials guarantying very low VOC and formaldehyde levels (for glu, walls and floors covering, paint...). Favor levels inferior to eco label recommendations
- Use metal pieces only if it is justified by the use, the lifespan or if the mechanism is used very frequently
- For metal pieces, no chrome finish (except for bathroom equipment), avoid galvanized steel, favoring stainless steel
- No PVC edges for furniture. (ABS or wood)

Use:

- Always favor mobile furniture to carpentry, difficult to reuse and recycle
- Select furniture easy to clean and maintain, easy to reuse or to dismantle
- Choose solid furniture, with an extended lifespan





ECO DESIGN GOOD PRACTICES SYNTHESIS

End of life:

- Always take into account the end of life: how we can reuse it, or recycle it
- Limit the number of different materials into one product to facilitate the recycling / favor mono-materials objects
- Avoid references that disturb recycling: PVC edges, fiberboards, inert materials that cannot be dismantled.

NICE TO HAVE

Materials

- For other materials (apart from wood), favor suppliers using recycling materials (post consumption if possible vs post production), or certified, or exemplary and local materials
- Limit the use of metal in furniture (<10% of the global furniture)
- Choose furniture with optimized thickness (caution for fire regulation)
- Favor furniture with limited covering
- Favor solid wood and then plywood

ECO DESIGN GOOD PRACTICES SYNTHESIS

Use:

- Favor Second hand Furniture and/or which spare parts are available
- Choose modular and multifunction furniture, that multiply usage, by optimizing the use of materials

End of life:

- Identify repair networks and possibilities

Building:

- Favor certified suppliers (ISO 14001, ISO 50001, ISO26000)
- Limit and value production loss
- Consider honeycomb structures pour structuring elements
- Select suppliers who limit the use of energy for production, and if possible, use renewable energy

Distribution:

- Favor suppliers choosing optimized recycled or reusable packaging
- Favor local suppliers to avoid the use of transport, especially planes
- Favor suppliers using exemplary transporters (co-trucking, eco-driving, CO2 Charter)



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