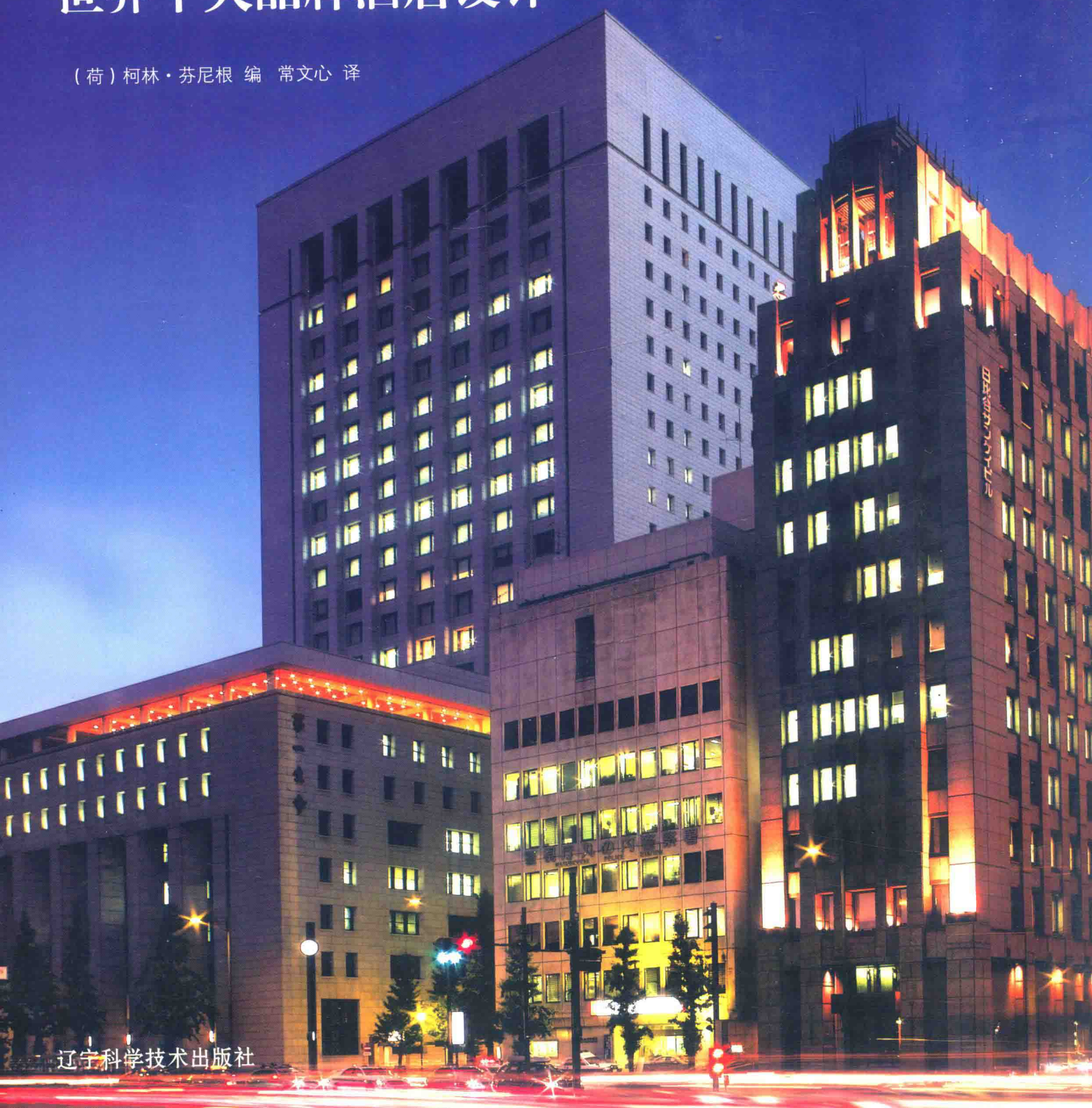


ICONS: A Galaxy of World Brand Hotels

世界十大品牌酒店设计

(荷) 柯林·芬尼根 编 常文心 译



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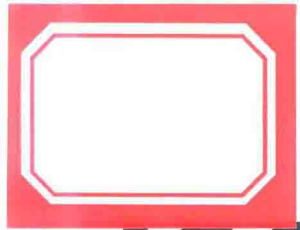
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BY JEFF LAMMONT

PHOTOGRAPH BY JEFF LAMMONT





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Hotel Icons, Destinations and Brands

酒店地标、景点和品牌

As a generation, we are fortunate to live in extraordinary times. We live in a global society which is increasingly mobile and international in its outlook. Most of us now have the opportunity to travel anywhere in the world with air travel placing virtually any destination within reach.

With the end of the Cold War and the fall of the Iron Curtain in 1989, a new age of building and restoration commenced, together with opportunities for travel. Cities are redefining their identities, and global markets must now compete with each other to be better places to live, work and visit. Cities are striving to become more beautiful and inviting, and governments and city officials have realised that the key to success can only be achieved through well planned regeneration strategies, with the environment in mind. Take for example the gradual transformation of Germany's Ruhr area. Once associated with its vast industry, the region is now known for its museums, entertainment and various other attractions.

What was previously unthinkable, has in the current urban age become the possible. Cities are transforming themselves into landscapes of pleasure, in which hotels play a central role. Long gone are the days of selecting a hotel for its beds alone, or simply its location. Destination choices involve considering both the place and the experience offered during the stay, be it at a city hotel, a mountain resort or a tropical island. Hotels have therefore become an integral part of the traveller's experience and sometimes itself the reason to visit.

Hotels have helped reshape cityscapes and have altered

the international images of cities and countries. They have sometimes defined cities by establishing new icons. We only need to think of Dubai's Burj al Arab hotel, the Raffles Hotel in Singapore or the Waldorf Astoria in New York to recall the essence of the city. Similarly, the Pera Palace Hotel in Istanbul was built as the destination hotel for travellers arriving on the Orient Express, when the city was still known as Constantinople.

Moreover, hotels will always remain influential in branding and forming the image of a city. Rivalry between the various hotel brands has established a greater choice of hotel types and any city typically holds a great number of hotel options. Luxury, business and boutique hotels all cater to the different desires of the contemporary global traveller.

Within city regeneration, hotels can play an important role. Destination hotels act as magnets when opened, creating waves of development in the surrounding area. The conversions of old prisons into luxury hotels or redesigns of abandoned harbour sheds into luxury destinations have become symbolic of the regeneration of neglected city areas. Consider New York's Meat Packing district, or Sydney Harbour's Woolloomooloo Wharf to understand the possibilities for transformation.

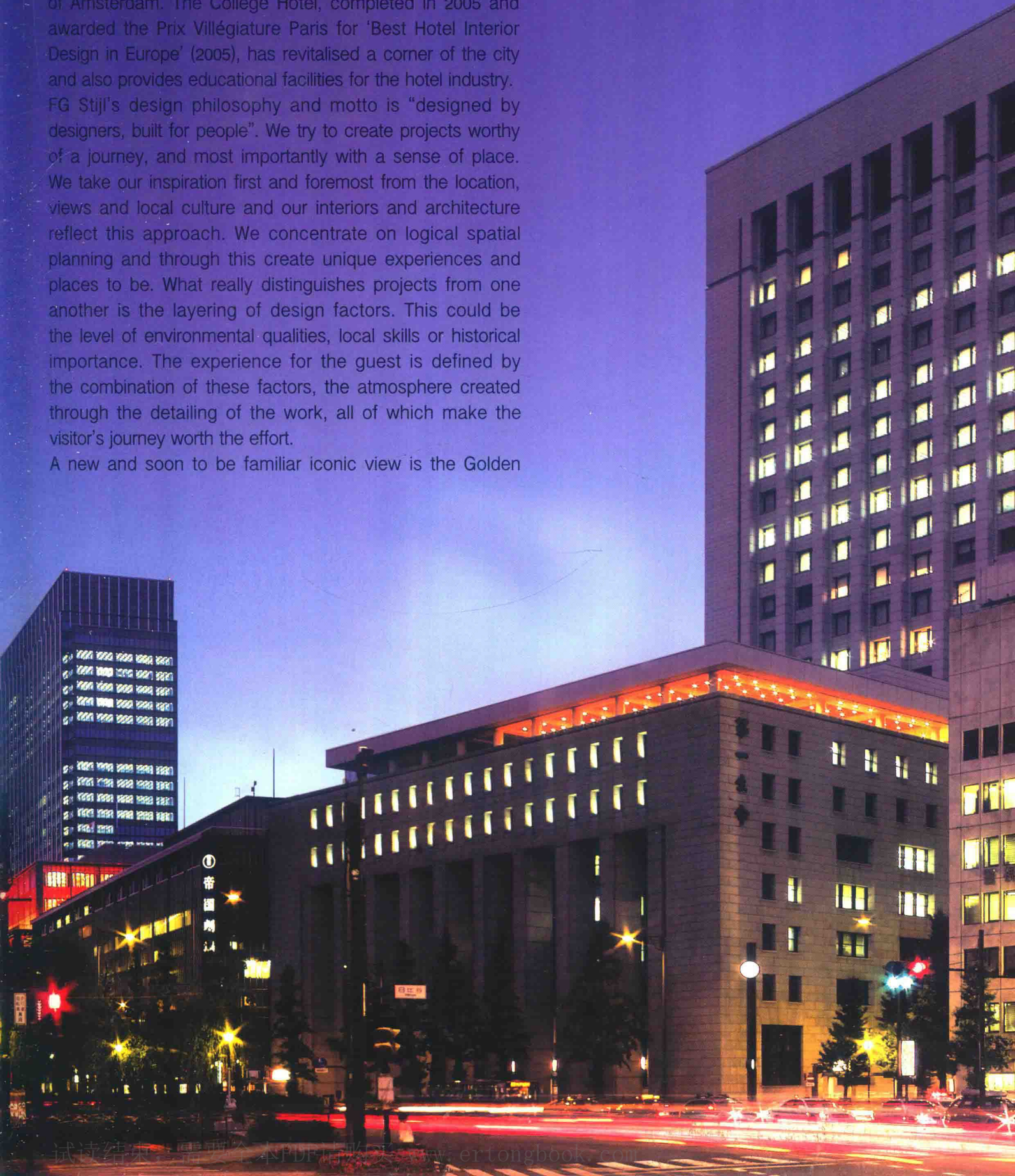
Hotels can also play a leading role in rural conservation. Through eco-tourism, vast areas of our planet are being preserved through well managed and enlightened tourist policies. The hotel can be a key factor in a successful conservation effort. An exceptional example of a positive contribution which can be made are the treetop lodges in



Botswana's Okavango Delta.

We at FG Stijl have witnessed the successful regeneration of a city centre site which a building can make, through our renovation of a former 1893 school building in the heart of Amsterdam. The College Hotel, completed in 2005 and awarded the Prix Villégiature Paris for 'Best Hotel Interior Design in Europe' (2005), has revitalised a corner of the city and also provides educational facilities for the hotel industry. FG Stijl's design philosophy and motto is "designed by designers, built for people". We try to create projects worthy of a journey, and most importantly with a sense of place. We take our inspiration first and foremost from the location, views and local culture and our interiors and architecture reflect this approach. We concentrate on logical spatial planning and through this create unique experiences and places to be. What really distinguishes projects from one another is the layering of design factors. This could be the level of environmental qualities, local skills or historical importance. The experience for the guest is defined by the combination of these factors, the atmosphere created through the detailing of the work, all of which make the visitor's journey worth the effort.

A new and soon to be familiar iconic view is the Golden



Horn Bay waterfront at Vladivostok. Located on the eastern seaboard of Russia and also the end station of one of the world's most famous train journeys, Vladivostok now takes six days to reach on the high speed Trans-Siberian Express across the vast expanses of Russia. Its unique geographical location places Vladivostok only a couple of hours by plane from China or Japan, positioning it as the most European city in Asia. Founded by the Tzars of Russia, Vladivostok retains much of the nineteenth century architecture and was for many years closed to the outside world. It lies within a region where the Amur Tigers, the Far Eastern Leopard and the Himalayan Black Bear roam freely.

The Golden Bay, local culture and architecture provided a rich source of inspiration for FG Stijl in the design of the Hyatt Regency Golden Horn hotel. Until recently there was not a definitive world-wide image representing the city; however, it is now fixed in the process of major redevelopment and regeneration, thanks to it being chosen to host the 24th summit of the Asia Pacific Economic Cooperation forum (APEC). Massive infrastructure projects include two dramatic bridges which connect the peninsulas of the Golden Horn Bay to Vladivostok. This hotel project is integral to the regeneration process and occupies an iconic location at the heart of the harbour on the site of the original pier, affording

convenient moorings for super-yachts, and spectacular views of the harbour mouth and evening sunsets.

Recent city developments have gravitated towards the establishment of urban and world icons. Each world icon influences the manner through which global societies associate with cities. Brands want to be associated with icons, so the association of city, icon and branding seems to be a natural effect.

Hotel brands today are recognised globally. It is our view that design can make the brand not only stronger but also relevant to the site. Hotels must be at the centre of any city's contemporary branding and image strategy, and those within the quality of known brands can meaningfully express the individual location. In other words, global brands need to emphasise the local by way of tying down how global brands meet local places. The hotel experience can help to differentiate one destination from another and for the discerning traveller, provide not only expected levels of comfort, but also an experience which is truly memorable.

FG Stijl

Colin Finnegan | Gerard Glintmeijer

我们这一代幸运地生活在非凡的时代，全球化社会越来越具有移动和国际化特点。我们大多数人都有机会乘飞机到世界各地的景点旅行。

1989年，冷战结束，东欧剧变，开启了建造和修复的新时代，也为旅行提供了机会。城市正重新树立自己的形象，在全球市场中相互竞争，成为更适合居住、工作和旅行的地点。城市正努力变得更加美丽和吸引人，而政府和市政官员们也认识到了成功的关键在于计划周详的重建策略，当然，环境也是重要因素。例如，德国鲁尔地区的逐步改造。该地区已经从工业基地成功地转型为以博物馆、娱乐和其他景点而著称的旅游胜地。

从前难以想象的一切，在现在的城市中都变成了可能。城市正逐步改造成成为愉悦的景观，而酒店在其中起到了重要的作用。酒店早就已经超越了住宿和便利的基本功能。旅行者在选择酒店的过程中会考虑酒店自身和它所提供的服务体验，是选择城市酒店、山庄度假村还是热带岛屿。因此，酒店已经成为了旅行者体验的一部分，甚至是他们选择旅行的原因。

酒店帮助重塑了城市景观并改变了城市和国际形象。它们有时会通过建立新地标来重新定义城市形象。迪拜的帆船酒店、新加坡的莱佛士大酒店以及纽约的华尔道夫酒店都巩固了城市的地位。同样



的，早在城市还被称作君士坦丁堡的时候，伊斯坦布尔的皇宫酒店就已经成为了到达东方快车的旅行者的首选酒店。

此外，酒店一直对城市品牌影响力和形象的树立有着至关重要的影响。各种酒店品牌的竞争促生了许多酒店类型，几乎每座城市都有许多酒店选择。奢华酒店、商务酒店和精品酒店满足了现代全球旅行者的不同需求。

在城市重建过程中，酒店能够起到重要的作用。酒店就像磁石一样，会引发周边区域的开发浪潮。将监牢进行改造或是重新设计废弃的港口仓库作为奢华酒店是典型的城市重建行为。纽约的肉类加工区、悉尼港的伍卢穆卢码头都经历了这种改造。

酒店在乡村田园保护中同样扮演了重要角色。生态旅游让我们星球广阔的区域通过旅游政策得到了保护。酒店是保护过程中的决定性因素。博茨瓦纳奥卡万戈三角洲的树屋酒店就是一个具有积极作用的典范。

在对阿姆斯特丹一座建于1893年的学校教学楼的翻修过程中，FG风格工作室见证了一次成功的城市中心重建。学院酒店完工于2005年，获得了2005年巴黎度假奖“欧洲最佳酒店室内设计奖”。酒店复兴了城市的一角，将教学设施改造为酒店业所用。

FG风格工作室的设计哲学和座右铭是“设计师来设计，建筑以人为本”。我们设法打造值得一游的项目，使其具有独特的地方感。我们首先从项目位置、视野和当地文化中获得灵感，并通过建筑和室内设计反映出来。我们专注于逻辑空间规划，并以此来创造独一无二的空间体验。真正让项目脱颖而出的是设计元素的层次。这包括环境质量等级、地方技巧或是历史重要性。宾客的体验由这些元素综合决定，整体氛围则由细部设计所营造。这一切都让旅客的旅行物有所值。

海参崴的金角湾打造了一个全新的地标式酒店。海参崴坐落在俄罗斯的东海岸，是世界著名火车旅行线路的终点站。从海参崴乘坐高速跨

西伯利亚快车需要六天来横跨俄罗斯广阔的领土。独特的地理位置让海参崴乘飞机到中国或日本仅需几小时，是亚洲最重要的欧洲城市。由俄国沙皇所建造的海参崴保持了19世纪的建筑风貌，过去的多年一直与世隔绝。阿穆尔虎、远东豹和喜马拉雅黑熊都在海参崴自由漫步。

在凯悦金角湾酒店的设计中，黄金湾、当地文化和建筑为FG风格工作室提供了丰富的设计灵感。多年以来，海参崴并没有一个固定的城市形象；作为第24届亚太经贸合作组织峰会的主办国，海参崴正经历着大规模重建和再开发，其中包括两座连接金角湾和海参崴的大桥。酒店项目对重建进程至关重要，占据着港口码头的中心位置，方便游艇停泊，同时拥有港口和落日的壮丽美景。

新近的城市开发都趋向于城市和世界地标性建筑的建立。每个世界地标都影响着全球化社会与城市的联系方式。各大品牌都希望与地标建筑相联系，让城市、地标建筑和品牌形象看起来像是一种自然效应。酒店品牌得到了全球的认可。我们认为设计不仅能够让品牌更强大，还会影响其所在地。酒店必须是城市现代品牌化和形象策略的中心，同时，知名品牌的品质还会表现独特地点的意义。也就是说，全球品牌需要通过与本地的联系来凸显地区的特色。酒店体验能够区分不同的景点；对挑剔的旅行者来说，它不仅提供了预期的舒适，还是一次真正令人难忘的体验。

FG风格工作室

柯林·芬尼根 | 杰勒德·格林特梅贾尔





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