



USER ID: ID_100536

CATEGORY: Hospitality

LIBERTY CENTRAL QUY NHON

Location of Project: Quy Nhon, VietNam

Project Stage: Concept (2017)

INTRODUCTION

Despite its huge potential for tourism, Quy Nhon is still not on most people's radar, secondary to other coastal hot spots in Vietnam like Nha Trang/Da Nang/ Quang Ninh/Phu Quoc. Being a large and prosperous coastal city in the central of Vietnam, Quy Nhon is blessed with a significant ecosystem biodiversity, including numerous forests, rivers, seas, channels, gulfs, islands/islets, peninsulas, etc.

In an effort of boosting tourism, Quy Nhon's government, investors and its people are investing time and resources to build a synchronous infrastructure of the province.

In fact, in the last few years, there's a huge lack of hotel supply in Quy Nhon. Visionarily, KIM CUC passionate and committed local investor, in coordination with the renowned Odyssey Hospitality Operator, has detected and filled the gap with an inspiring project : Liberty Central Quy Nhon (LCQ).

Although already being acquainted with other Liberty Central Hotel design projects in HCMC, this first one in Quy Nhon City still brought us a whole lot of new excitement and joy during the process of creating.

Situated in the most central coastline road of Quy Nhon, LCQ has 244 rooms, 100% with sea views and balcony, full amenity necessary of a international 4 starts hotel standards. LCQ should represent all investors, operators, as well as being a symbolic local production in their new development phase. Having that in mind, the interior design work of LCQ should keep the brand's characteristics – young updated international and able to capture all local essence.

Inspired by the nature and topography of Quy Nhon – Binh Dinh, mindfully applied to different areas in the hotel, we managed to combine refined local essence with a modern design language, in an effort of giving out a clean and resort-ish atmosphere within a city hotel. All of which are parts of our design strategy.

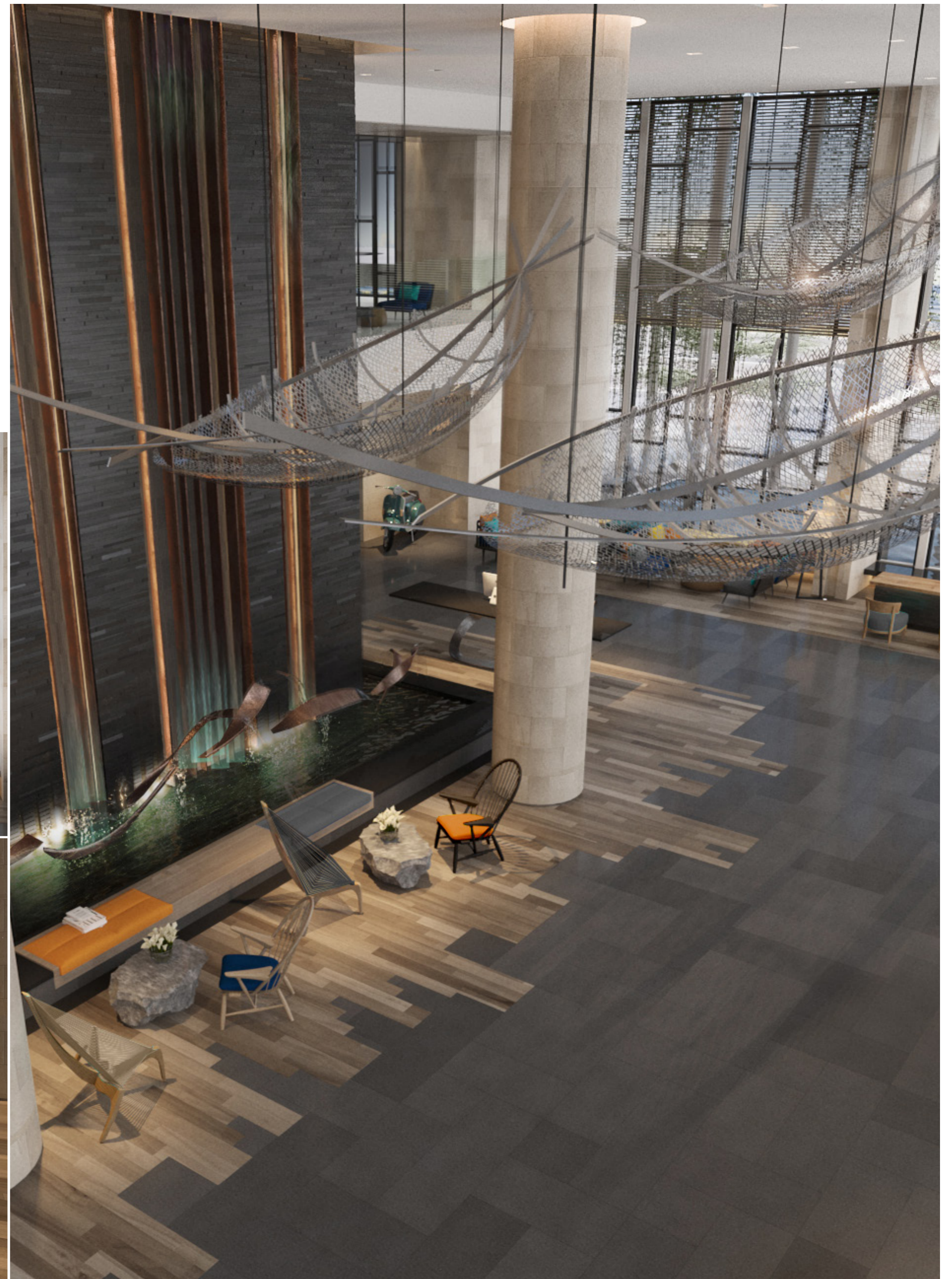
Our story is absed on Quy Nhon's diversity of landscape. We took five elements from the beautiful nature of the region: The mountain - The forest - The rice fields - The sea - The island.



EVALUATION CRITERIA #1: SPATIAL DESIGN

MAIN LOBBY

The reception area is always the 1st impression. We come up with a design to fill the reception void with a lot of natural light, in a controlled manner. Alongside, basalt stone – a popular local material – plays its part as being a light-absorbing complement, helps bringing a more relaxing and tranquil atmosphere. The pond in the center, inspired by An Lao waterfall in Binh Dinh, takes the role in being a traffic orientation point. The check-in counter is designed to be friendly, taking whole of the view, looking over the seashore afar instead of focusing on the backdrop. The most important feature of the reception, which can also be seen from outside, is the big hanging boat-shaped artwork on the ceiling, reminding guests of Quy Nhon’s traditional fishing villages.



EVALUATION CRITERIA #2: COMFORT

BALLROOM/MEETING ROOMS

Ballroom and Meeting rooms on the 1st floor are accessible from Ground floor by elevators and an impressive spiral staircase. This ballroom has the largest capacity in all Quy Nhon and easily comes in conjunction with the pre-function area by a long door system. Materials used like wood laminate and fabric not only creates the coziness atmosphere but it also provides acoustic effect for the ballroom. Full-room carpet pattern inspired by the beautiful rice fields surrounding Quy Nhon along with ethnic pendants are two examples of local touches integrated in the design.



EVALUATION CRITERIA #3: AESTHETICS

ALL DAY DINING RESTAURANT

All day dining restaurant on the third floor is built with full sea view. We intend to give guests a full experience by capturing and bringing the busy early morning local markets scenery to the design. The atmosphere is lifted up by placing a centralized buffet counter, having various seating styles and using a wide range of materials. The big scale ceiling artwork aims at creating a focal point in the nighttime when sea view is no longer available.

EXECUTIVE LOUNGE

On the twenty second floor is the executive lounge, provides high-class service for the Suites and Presidential Suites. It can be used for different activities like having breakfast, relaxing or client meeting. Design is flexible, casual, multi-functional and maximizes utilities within a small space. All wooden furniture is comfortable but still of high quality, top-notch equipments.



ALL DAY DINING



ALL DAY DINING



EXECUTIVE LOUNGE

EVALUATION CRITERIA #4: INNOVATION

SPA

Luxury spa is indispensable area for LCQ hotel chain. The combination of local materials like granite and tiles, alongside local rattan craftsmanship creates a hospitable, chilling vibe in the spa. Lighting is up the low level and focuses on important features only.

Locker area is fully equipped, providing with both steam bath and sauna. View in Gym room gives way to the full QN scenery.

ROOFTOP BAR

This rooftop bar and pool offers a full set of recreational activities for guests of all ages. A kids' pool, a main pool with lapse pool & a sunbathing area. Pergolas are for guests who shy away from the scorching heat of Quy Nhon, connecting with an all-day service outdoor bar. The smooth sliding door system connects the indoor and outdoor and can be effortlessly closed in bad weather days.



EVALUATION CRITERIA #5: REALISATION EFFICIENCY

GUEST ROOMS

The guest rooms design is important in creating the resort-ish feeling for the guests, which has bigger area than any other LCQ hotel room anywhere. All rooms are sea view rooms with balconies. Room layout lays stress on an open space concept, connecting with the toilet by curtains. Daybed is put near the balcony with a table allows different activities: family gathering, working station or dining area. "Fire-painted art" is a traditional art in Quy Nhon, used to create the bedhead accent. All graphics are abstract, illustrative of a traditional fisherman's tools.

There is also 1 Vice-presidential Suite and 1 Presidential Suite next to the Suites. These rooms have the same concept and design language, with an upgrade in utilities and materials.

SUMMARY

"The mix of International standards and Traditional elements" is a concept widely used nowadays in interior design. However, it is always a challenge for designers to come up with appropriate designs & solutions for each particular project, since every project requires a different set of standards & approaches that may or may not satisfy both clients and designers. We believe that we managed to come up with a win-win situation with Liberty Central Quy Nhon Hotel.



