

## From the Experts: Design, Amenities and What's Next

We asked a few of the experts from ARDA's Professional Timeshare Community Committee to weigh in on trends they're seeing for 2018. Here are their insights—from various vendor perspectives.

### Design Sweep



By Rich Budnik  
President, Hospitality Resources & Design

This year holds exciting new design trends for the hospitality industry, specifically as they relate to hotels and timeshares. Whether building or renovating, these fresh ideas will stir the senses for your owners and guests.

Art and décor is definitely taking hold in locally sourced product. Sports memorabilia—whether vintage or new themed around college or professional sports team's cities— can provide color and camaraderie among guests as they reminisce about memorable events and games. Hometown photographers are usually eager to work with design teams to have their work displayed and patrons are loving the feel of being immersed in the community. Vintage maps and artifacts are also popular.

The days of needing a vacation from your vacation are dwindling. A focus on healthy spaces and a connection with nature is popular. Living walls in public and open spaces encourage relaxation and a chance to disconnect from technology and reconnect with each other. Designers are selecting furniture and seating that promotes interaction and lobbies have become gathering spots to the delight of resort operators.

Brushed nickel everywhere has given way to the use of mixed metals. Blending matte blacks and brushed brass is now completely acceptable and aesthetically pleasing. This more eclectic look is also ideal for properties who wish to renovate, giving them the chance to keep elements in good condition and integrate new product with mixed finishes.

### Turn It Down: Why Is the Light So Bright?



By Margit Whitlock AIA  
Architectural Concepts Inc.

We are all feeling the hit from lighting changes affecting our homes and our resorts. Incandescent and fluorescents light bulbs are becoming obsolete with new energy codes, technology, and the fact that LED bulbs last 15-20 years. LED lighting is becoming the only option for illuminating our resorts, and you want to take advantage of the energy savings, no doubt.

But do not get stuck with any off the shelf LED. We love and miss the color of incandescent bulbs (warm color) and hate the blue light of off the shelf LEDs. So here is the key: color temperature is measured in degrees of Kelvin; the lower the Kelvin, the warmer the light. LED's range from 2700-6500 Kelvin and probably higher. Please use these guidelines when selecting your LED lighting fixtures for any of your replacement or new projects.

- 2700 Kelvin is = to warm incandescent or halogen lighting
- 3500 Kelvin is = to the range of a florescent light
- 4000 Kelvin is = to the range of natural filtered light

- 6500 Kelvin is = to bright natural sun light

With all this technology, one has the opportunity to dial in the correct light for the task, the experience and effect.

For example: Our guest units want to be in the range of 2700-3500 Kelvin temperature. As humans, we are attracted to warm light that is comfortable and looks good on our skin. Use a combination of down lighting and front lighting accented with pendants and under-counter lighting fixtures.

Corridors and other circulation areas should be well-lit at 3500-4000 Kelvin, unless your theme and vibe is darker. Be careful when creating darker areas of circulation and please comply with local codes for mandatory lighting levels for egress. For your back of house offices, you will want to have 3500 – 4200 Kelvin to efficiently illuminate work surfaces. The best fixture for this is a Direct/ Indirect LED ceiling or suspended fixture. Other public areas such as lobbies and restaurants are more complicated, and we recommend engaging a lighting designer and architect who can create the mood you are looking for.

Lighting is an art and can dramatically increase engagement if designed properly. Color and placement of lighting fixtures are key to creating the feel of any space. Just know you have a choice and can be instrumental in creating a winning environment.

### Time for Fun!

By David Keim  
Aquatic Development Group

As designers and builders of aquatic recreation settings, we are seeing an uptick in demand for skill-based attractions in key resort markets throughout the United States. This goes along with the larger trend of families traveling together and looking to meet the demands of the whole family.