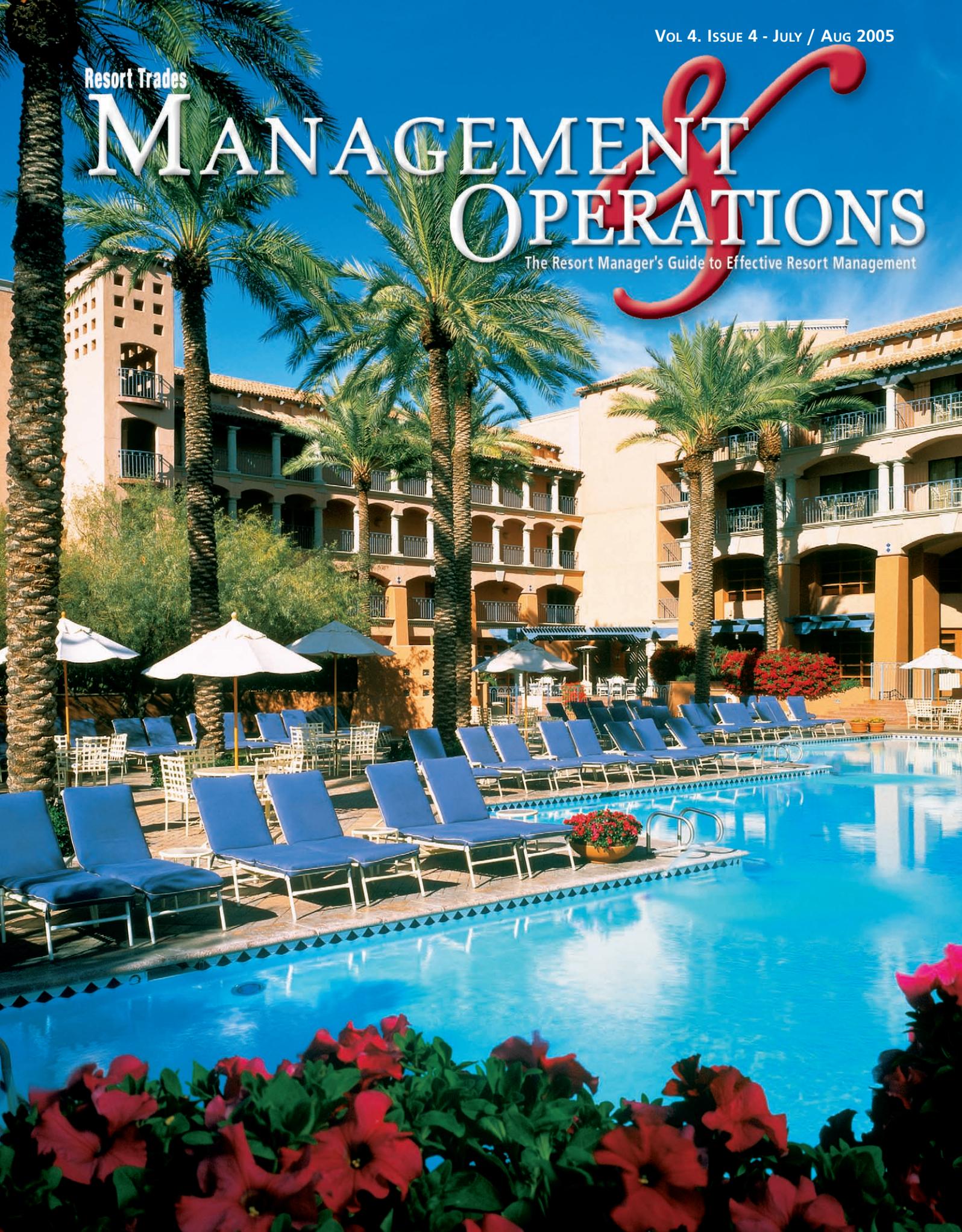


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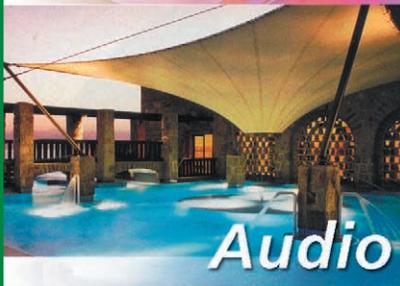


INTERIOR DESIGN

By Design: Designing From the Outside In

An all-encompassing design approach

by Margit Whitlock-Espinosa,
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"Outside In" – Typically one thinks about design as a function of the inside out. So much attention in the Timeshare Industry has focused on "The Unit," where spatial configurations are dictated by the exchange company requirements, that design concept seems to stop at the unit door leaving the guest feeling isolated and disconnected from the project location. As the industry sophisticates itself and yearns for stature, themed resorts have set trends with bold interiors but they are still lacking a comprehensive concept through out the whole project. This approach is in need of change as the new generation of buyers is design savvy and desire an "experience," not just a place to stay.

The concept of "Outside In" focuses on the TOTAL project by creating a "Sense of Place" for which the design relates to the special characteristics of the site or location, then enhancing those distinctive features into environments that arouse the senses. Whether you have a beach resort, an urban retreat or a mountain hideaway, a common vision of design will compliment and enhance all aspects of your project.

To fully embrace the thinking of "Outside In" the five senses of perception need to be explored:

Visual • Audio • Flavor
Fragrance • Texture

Each perception sensation works to send the guest a message that is translated to either – I like it or – I do not like it. Complicated by this emotional reaction, design needs to be sensitive to these connections and strengthen the project through multiple sensory indicators.

As an example, imagine the *mythical* desert island of Mamboo, located in the South Pacific off the coast of Australia.

The five provoked senses to become five perception indicators might be:

Visual – The circular composition of the nautilus shell continuously rediscovered on the beach.

Audio – Water lapping at the side of a boat; a memory from a day's excursion.

Flavor – The citrus trees on the hillside as seen from the view from your window.

Fragrance – The sweet scent of tangerine blossoms that fill the ocean air.

Texture – Smooth cool rocks beneath your feet; bringing your mind back to a midnight stroll on the beach.

If you use your imagination in this way, you might come away with a site plan of buildings arranged in a spiraling circle encompassing a sunken pool of glistening glass tile where salt water falls on two sides alternating like a metronome. Following on to the course of travel, the very edges of the walk fade out into interwoven landscape while the actual path beneath the foot brings about a soft, warm, peaceful harmony.

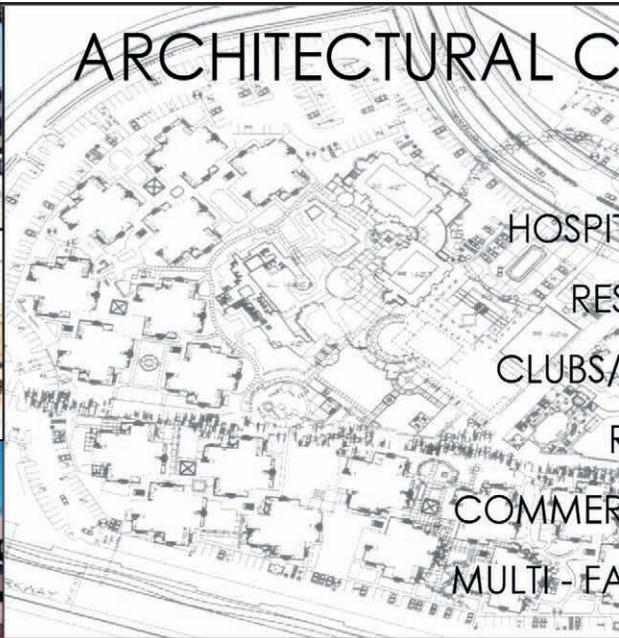
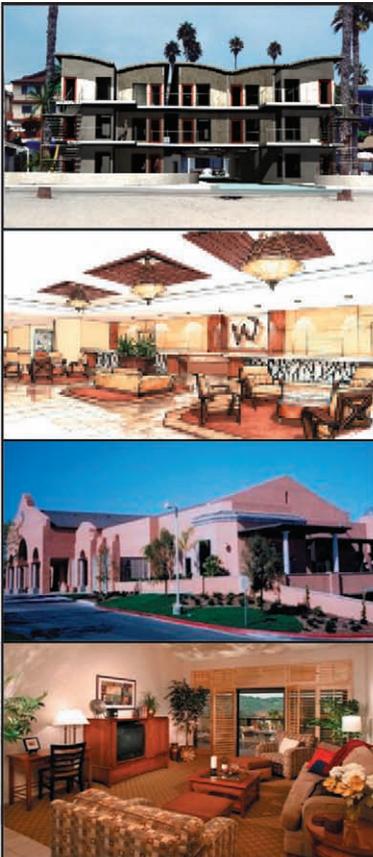
The sounds are poetic, rich and intriguing. The fullness of a complete concept draws the voyeur in. This is the concept of "Outside In" at work.

To begin your journey into the "Outside In" collect your full design team: architect, interior designer and landscape architect; marketing and sales team; operations and lead development team. Ask this team to explore the uniqueness of the site, location and culture of the property. Create a list of positive feelings and emotions evoked by the discussion, journey and analysis. Try to identify the sources for each of the five senses of perception. If you fall short in any aspect then do a little creative make believe to shape and connect any gaps. The experience is what you want your guests to come away with; the story line can be enhanced by the creative mind and

design team. Make sure at the end of the session you have at least one dominant, inter-connecting common thread to develop into a strong and rewarding design package.

The design team shall now translate the mindful sensory filled voyage into a 3-dimensional excursion to become an interactive built product. Be sure to test that the message works. The concept must have a clear driving message that is experience-able on all levels to be effective to the guest. Remember all the while, these buyers and guests are more design sensitive than any other generation. Design sells – so put forth the effort for a thorough Concept Development by evoking and exercising "Outside In" thinking to bring about an encircling and flourishing environment.

As Principal in Charge of Architecture and Interior Design, **Margit Whitlock-Espinosa** is responsible for creating the concepts that drive the design. Her professional experience includes all aspects of architecture, design and the building process including project programming and site analysis, design, construction documents and construction administration. For the past fourteen years she has focused on resort/hospitality design and construction with projects nationally and internationally. Her project list includes hospitality, commercial, restaurants, civic and multi-family/senior housing. Architectural Concepts Inc. is a full service architectural and design firm located in San Diego, California. Look to their web site for more information www.4designs.com



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