

Project 2: Boutique Hotel Branding

Process Book



Chosen Concept: Minimalist Nu-Brutalist

Using themes taken from the Brutalist movement, this concept would stand as a high-end, luxury hotel. The furnishings and architecture would complement each other by their lack of unnecessary embellishment, creating a clean, minimalist approach to hotel life. Similarly, the design and promotional material will be inspired by Brutalist-styled works, with added structure to improve overall readability. This cohesive combination digital and real-world design would be especially appealing to designers, as well as those who appreciate the Brutalist aesthetic.

Information

Location:

Zurich, Switzerland

Concept:

Built with Brutalist ideology in mind, Harmony is a boutique hotel that combines aesthetics, both in architecture and visual communications, and sound to create a harmonious audio-visual experience. In true Brutalist fashion, Harmony is built with function in mind. It’s free of unnecessary embellishments, and it’s constructed using quality, raw materials.



Concept 1: Minimalist Nu-Brutalist

Using themes taken from the Brutalist movement, this concept would stand as a high-end, luxury hotel. The furnishings and architecture would complement each other by their lack of unnecessary embellishment, creating a clean, minimalist approach to hotel life. Similarly, the design and promotional material will be inspired by Brutalist-styled works, with added structure to improve overall readability. This cohesive combination digital and real-world design would be especially appealing to designers, as well as those who appreciate the Brutalist aesthetic.



Concept 2: Utopia/Dream State

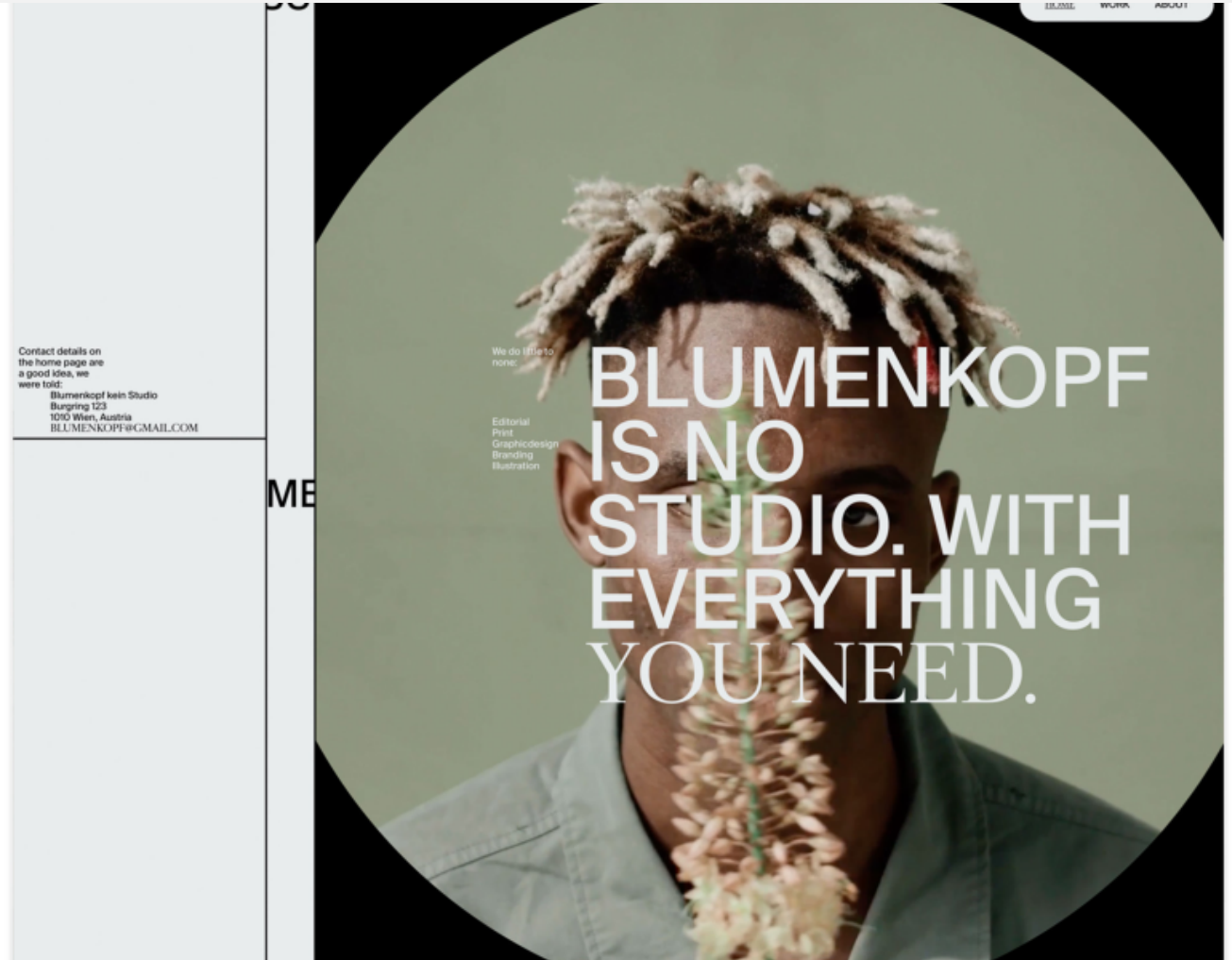
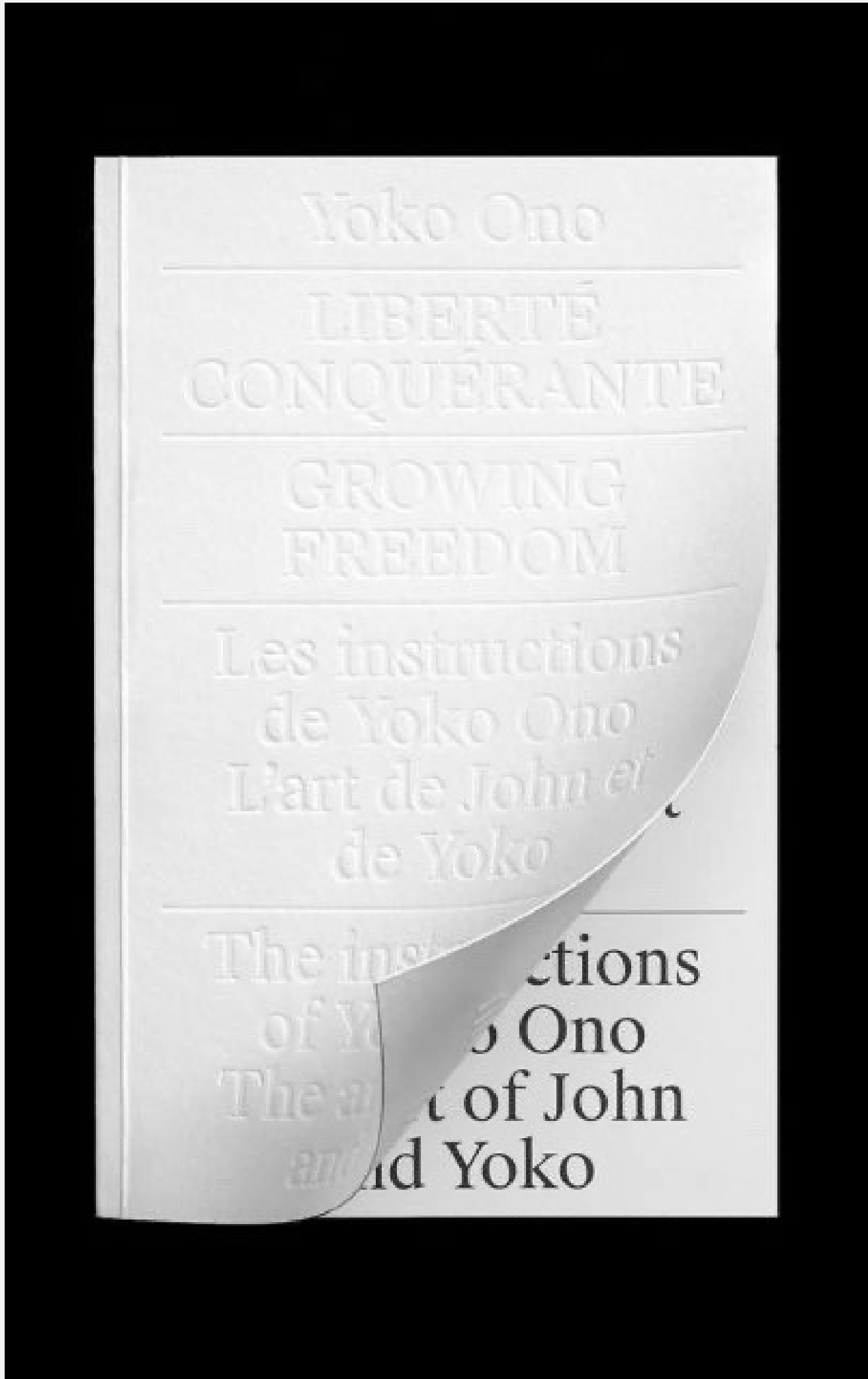
This concept would strive to create a futuristic, dream-like environment for guests. The design would make use of modern design techniques, mainly 3D modelling and animation. The interior would make use of large-format screens to envelop those staying there with living art. Some key themes to describe the hotel would be: clouds, serenity, peace, movement, refreshing, and natural.

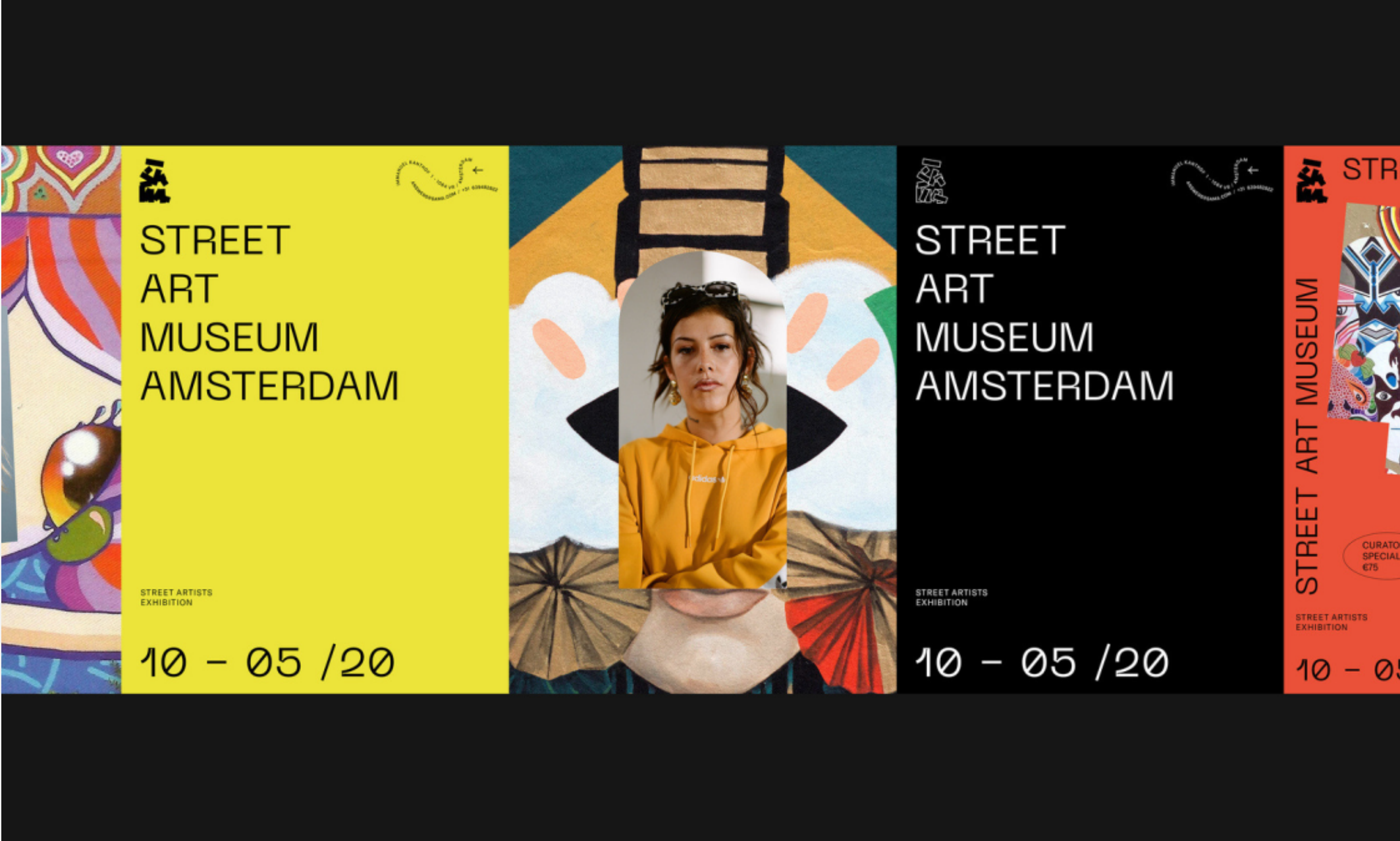


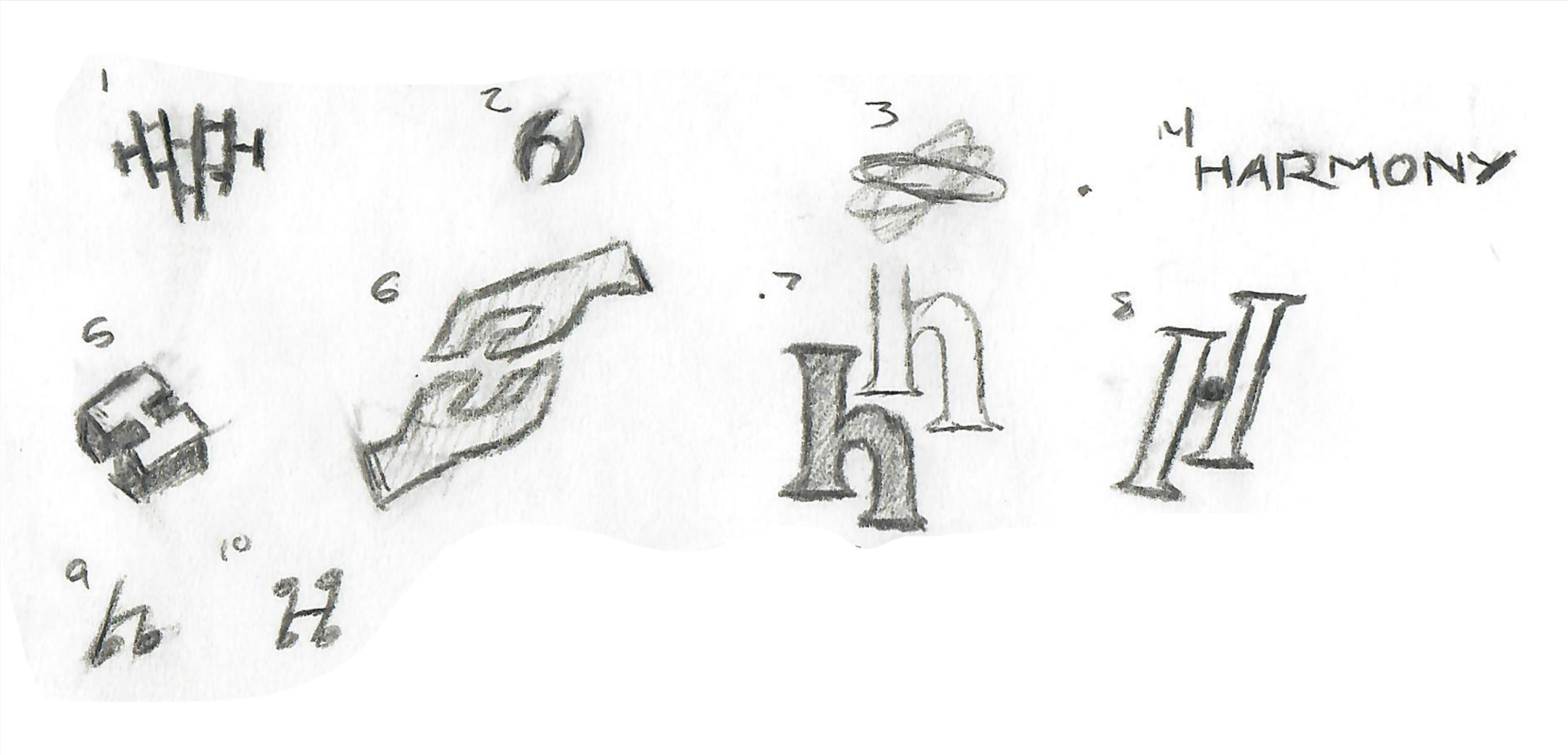
Concept 3: Y2K

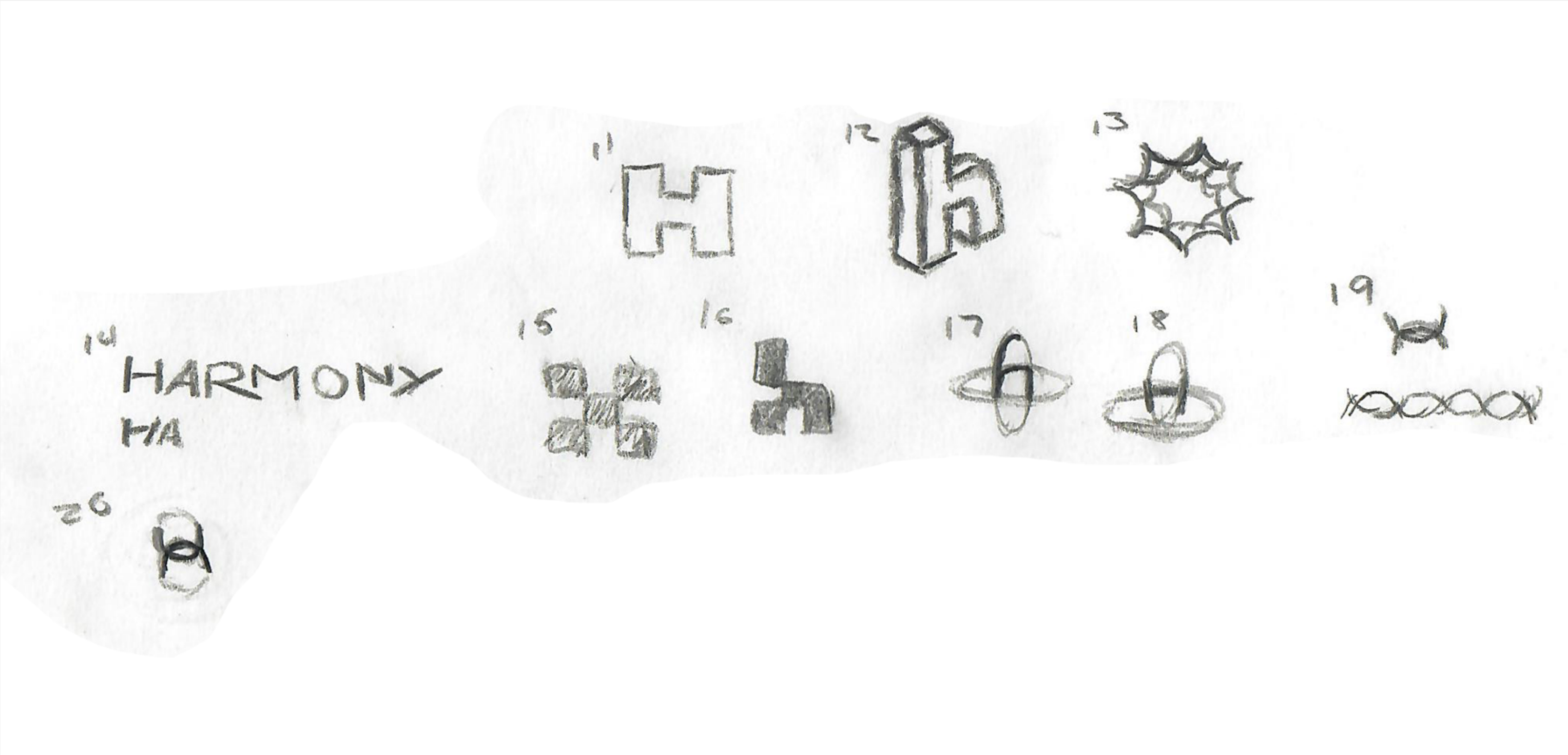
In the year 2000 and those leading up to it, the world adopted a new, interesting style. This style was a commentary on how we envisioned the future to look like, and often incorporated curved lines, geometric designs, and chrome/glass materials. The style did not stay in the mainstream for long, but it still has a recognizable aesthetic and is making a bit of a comeback in design communities. The Y2K era holds nostalgia in many people’s hearts, from old to young. This hotel would adopt that very same style, building upon it for the modern age. The hotel would contain many different items typical of the age, with the interior design and digital branding to match.

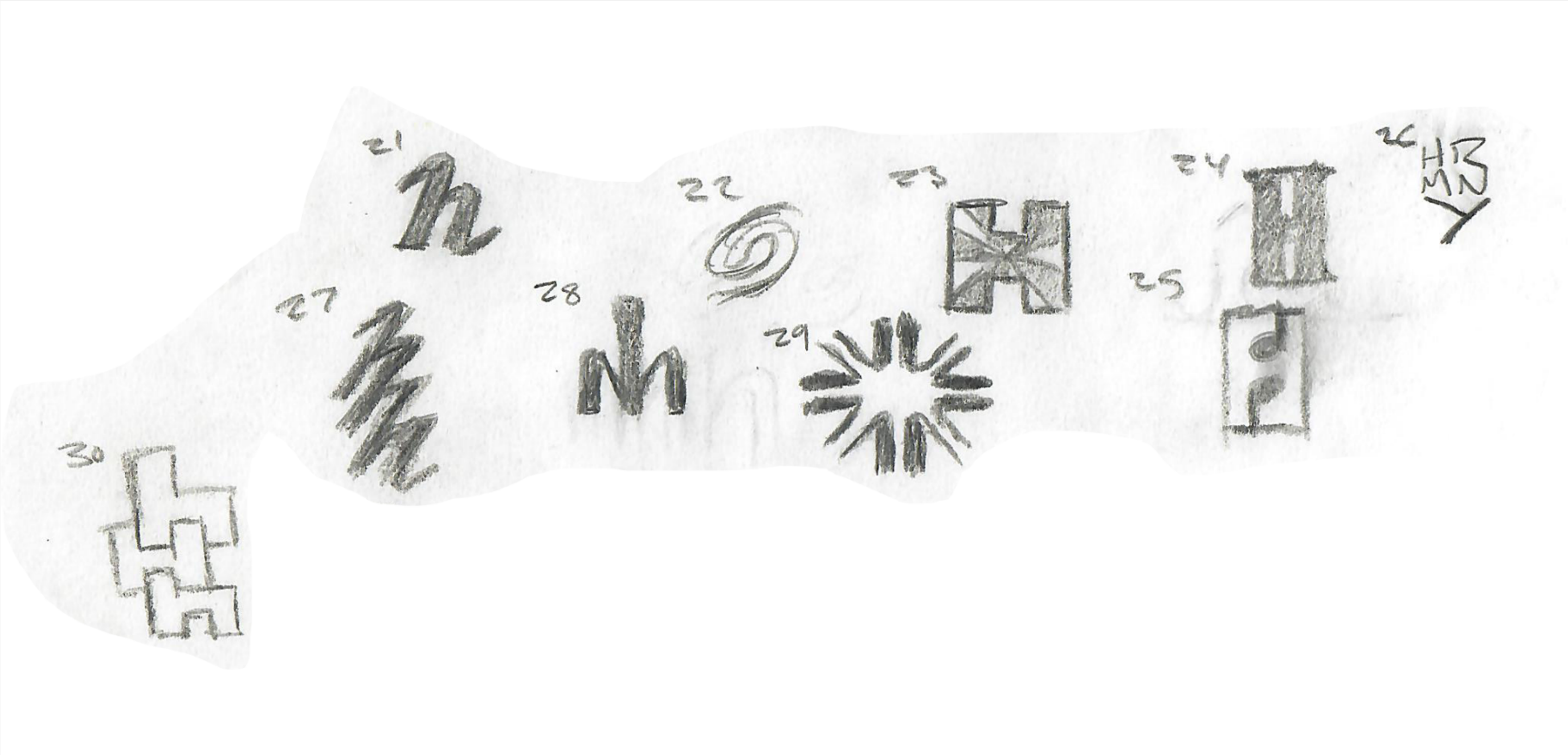


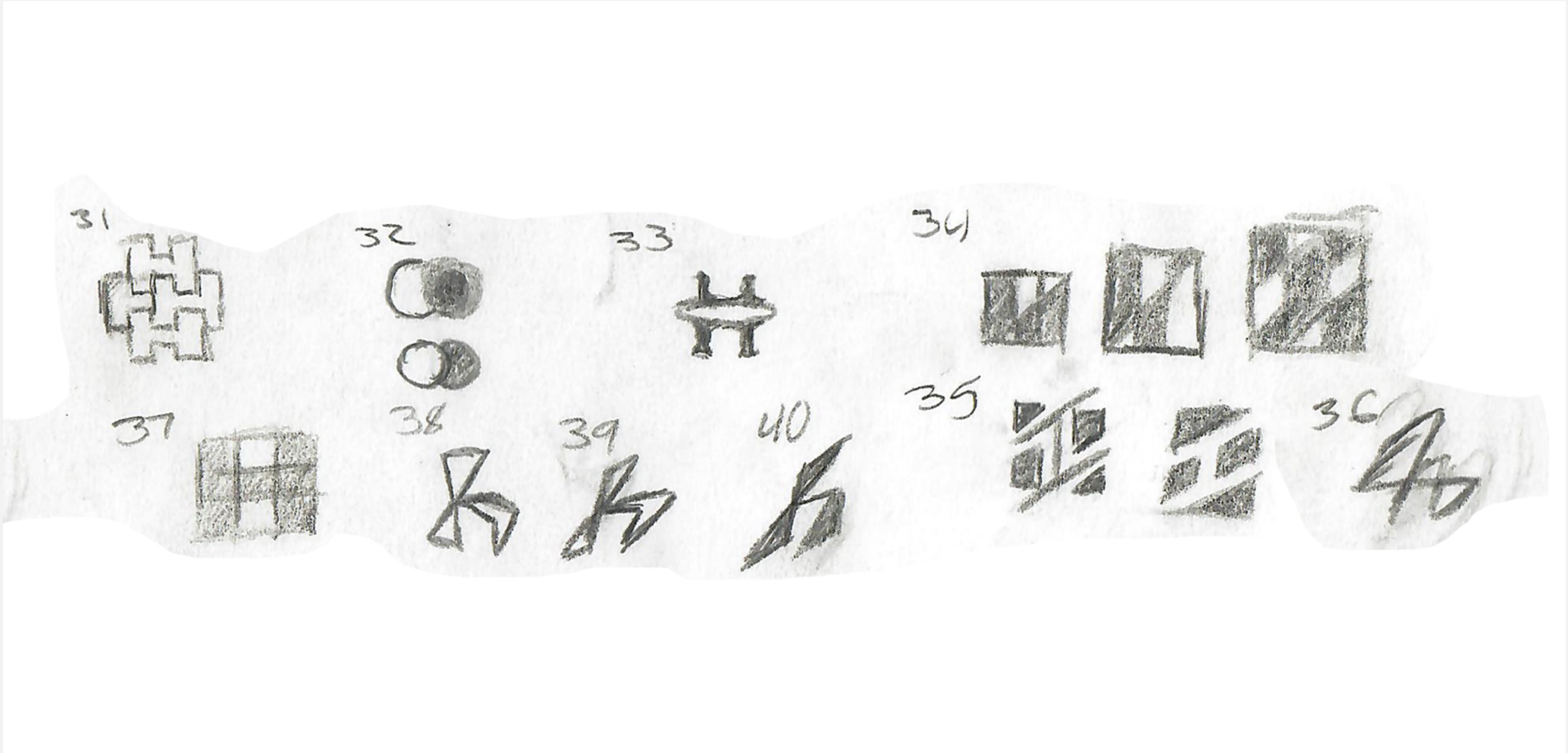


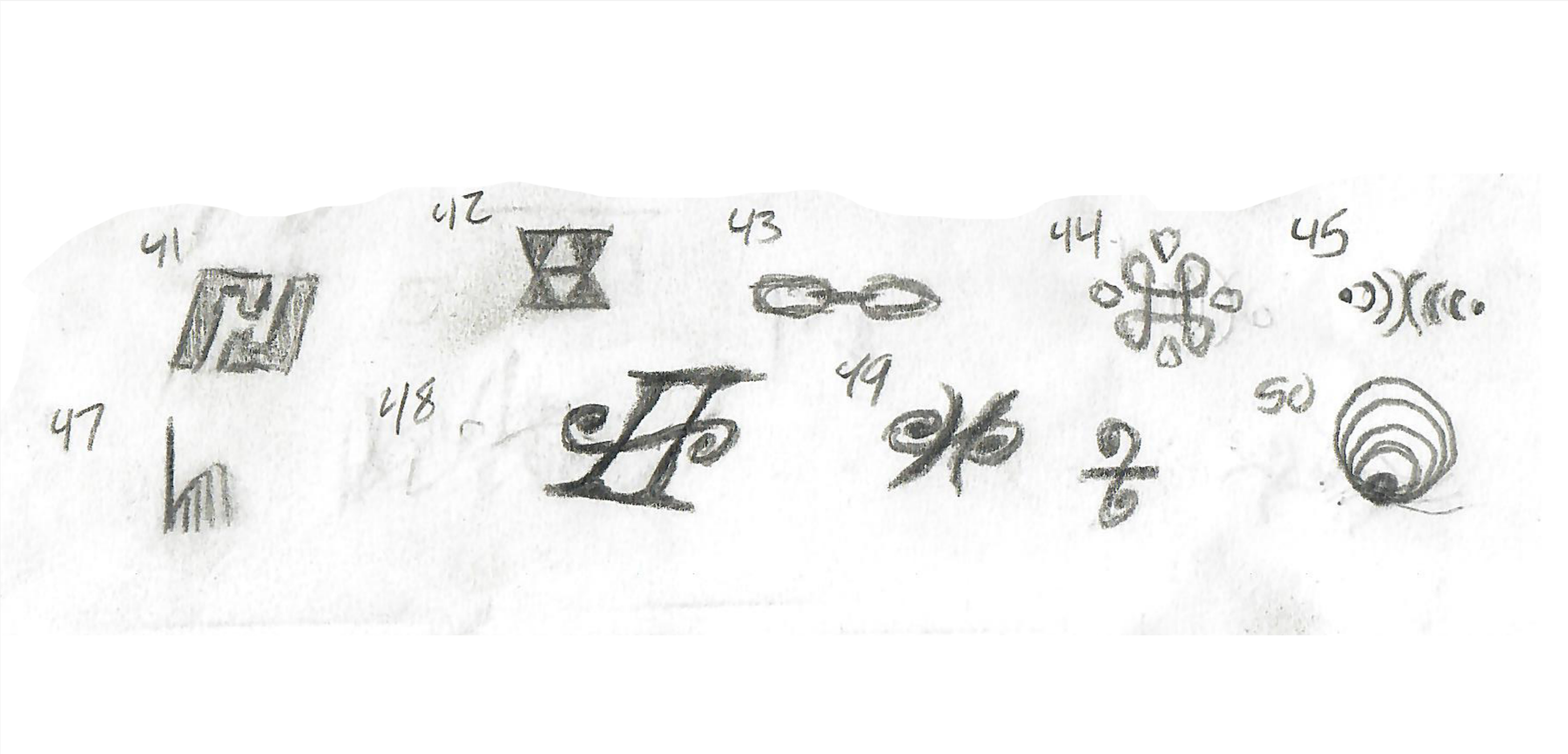


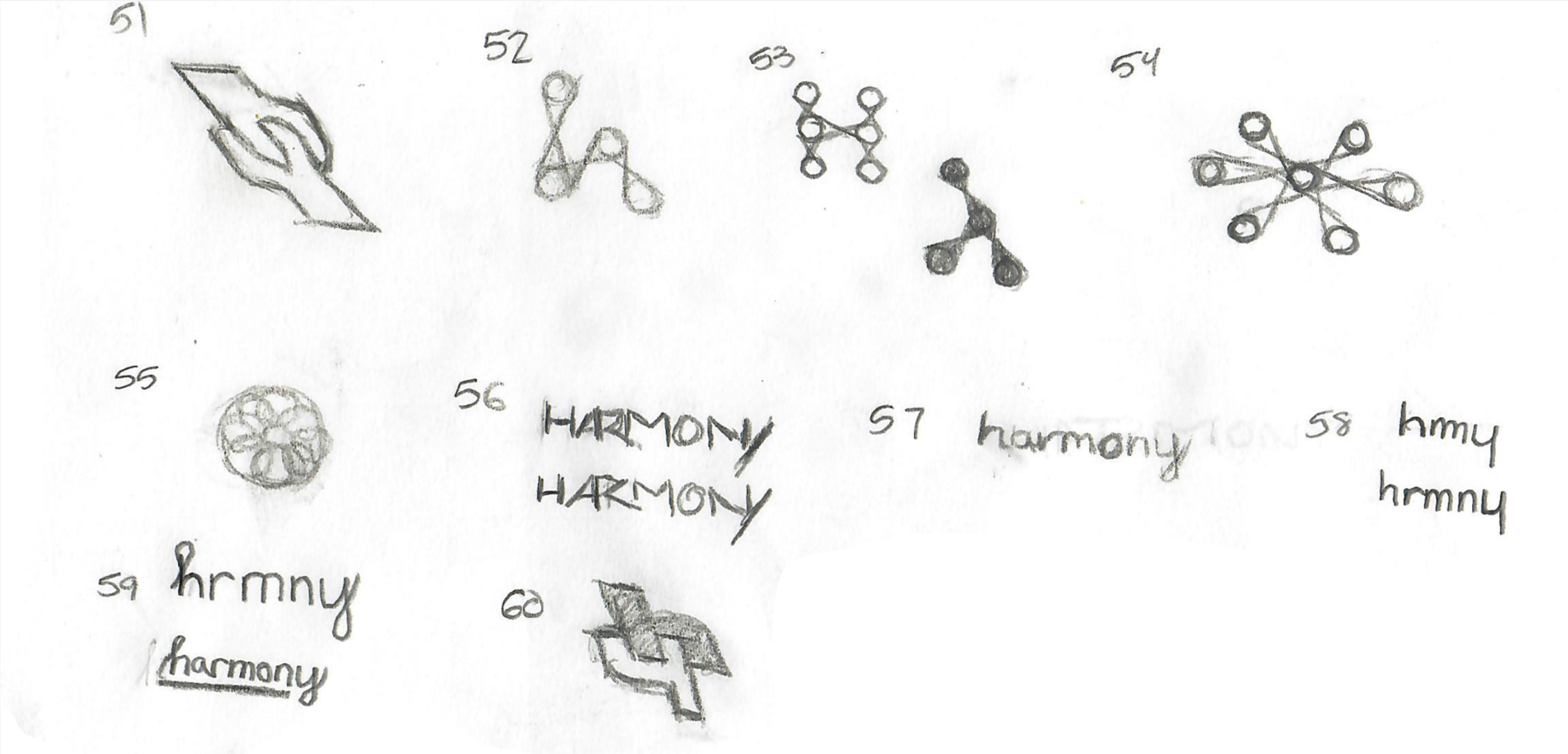


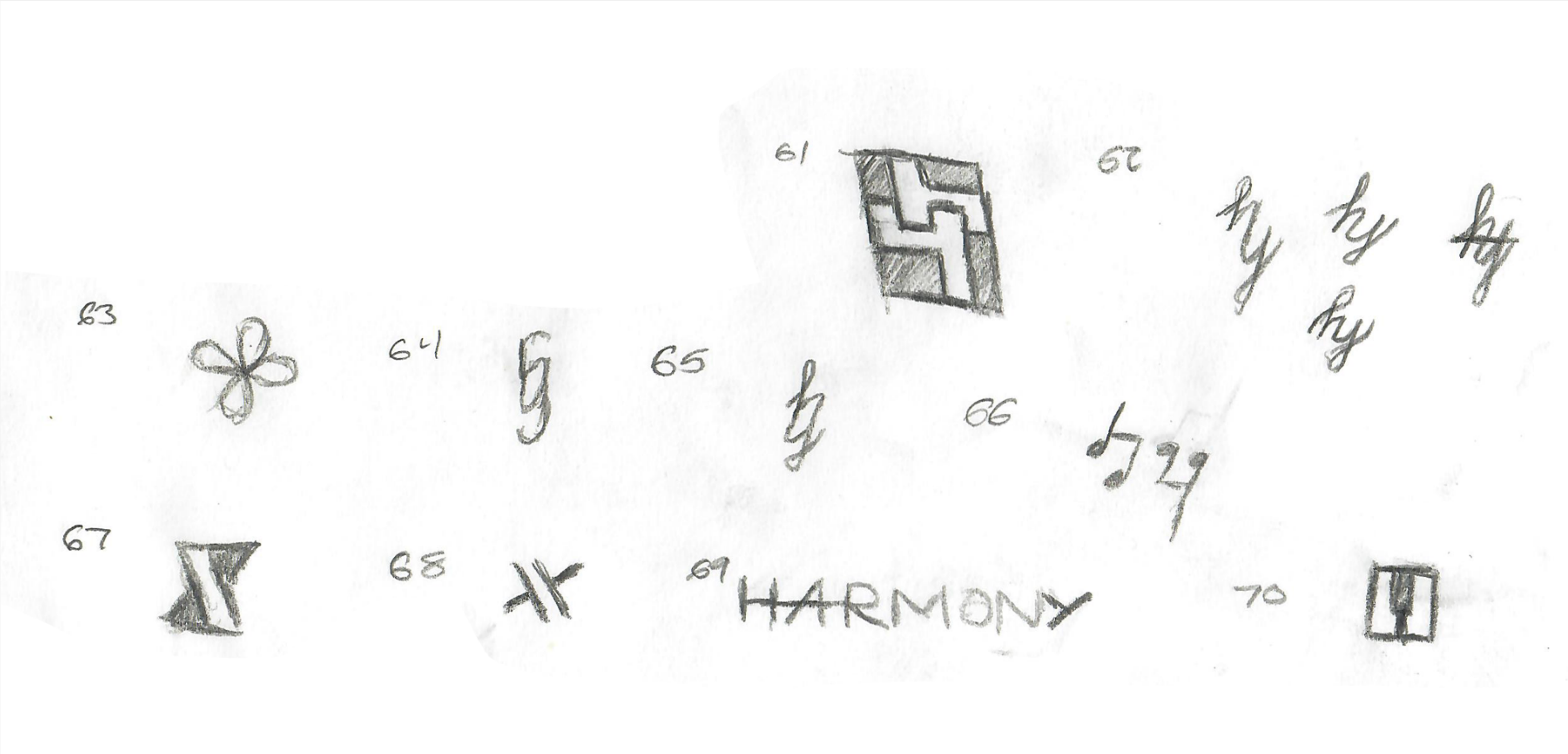


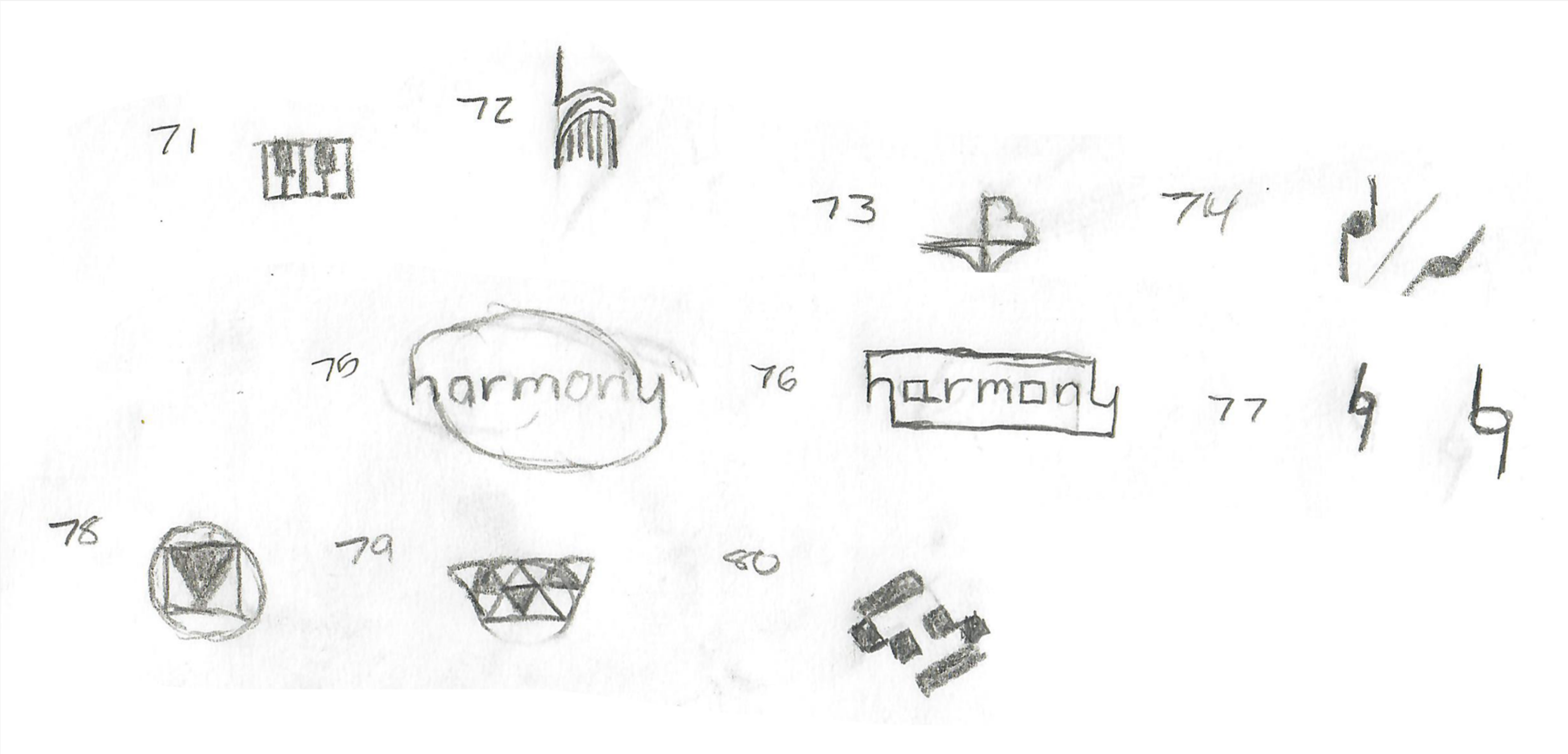


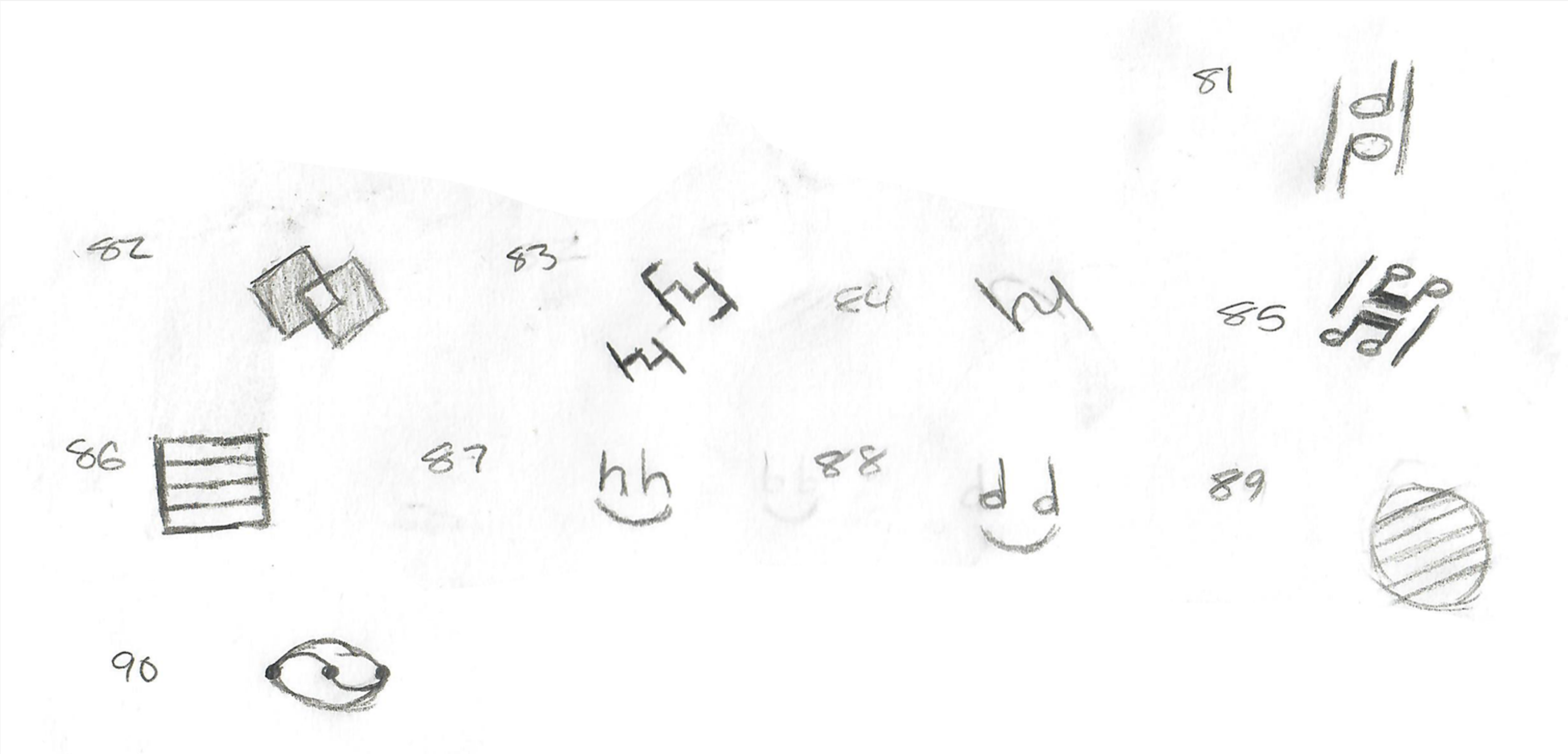


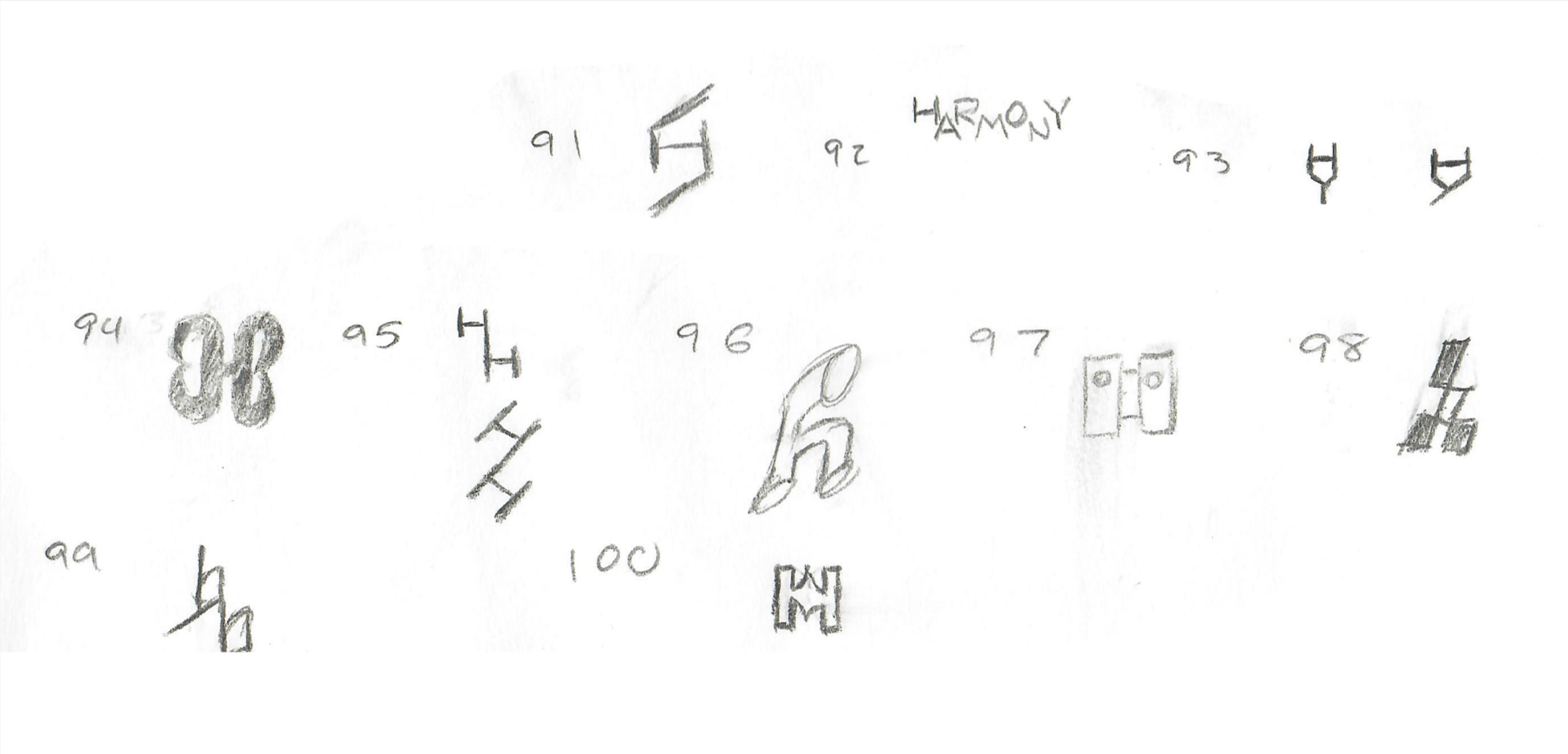












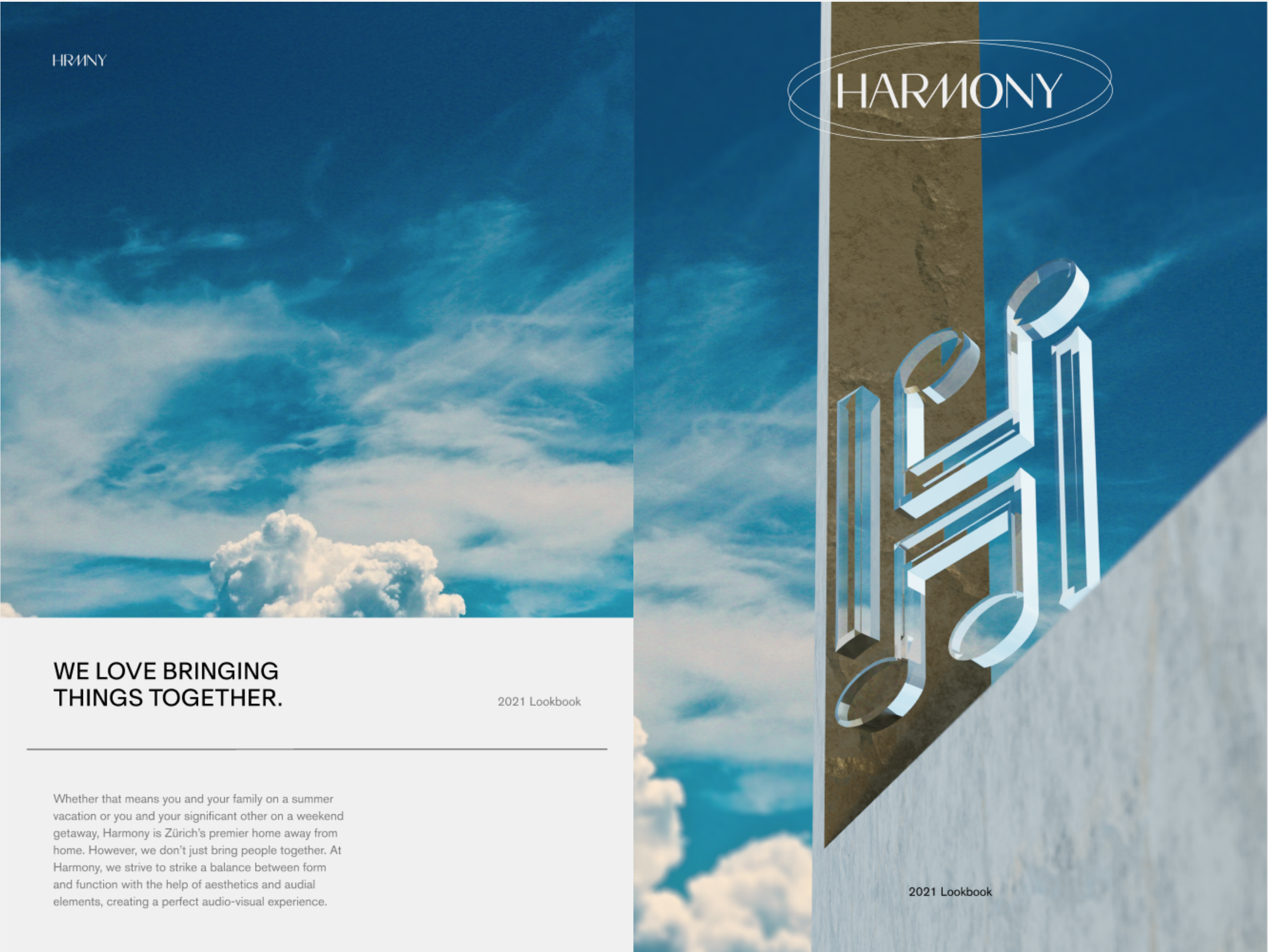


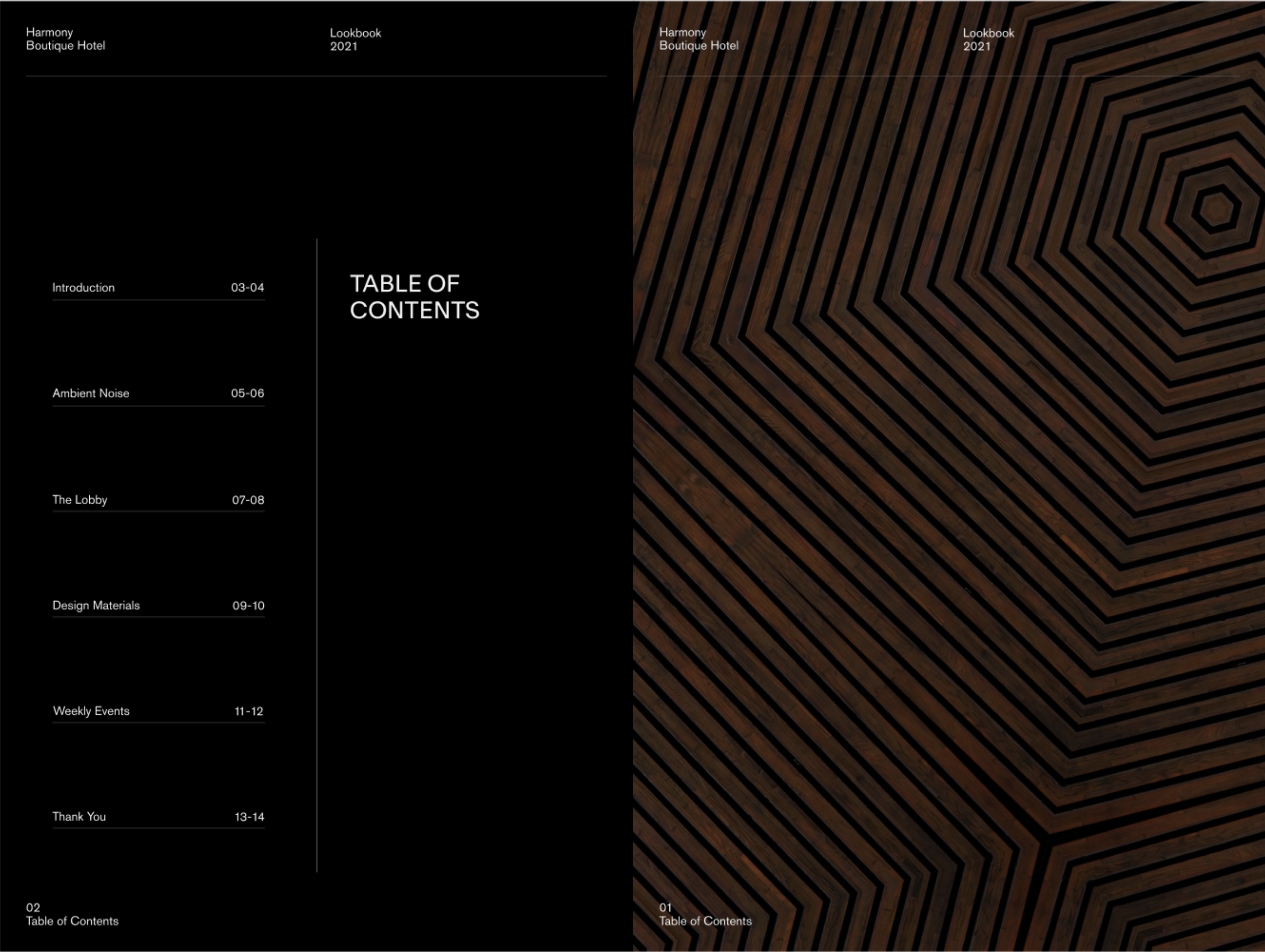




HARMONY


HRMNY



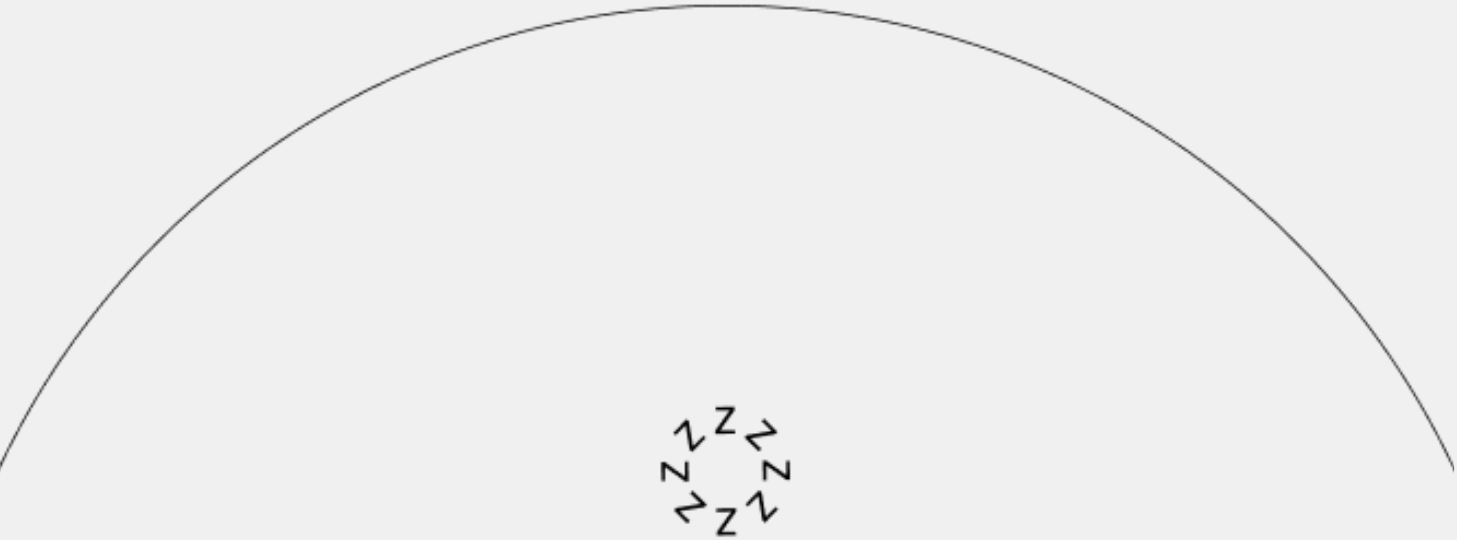


Harmony
Boutique Hotel

Lookbook
2021



SOUND ————— ASLEEP




03
Introduction

Harmony
Boutique Hotel

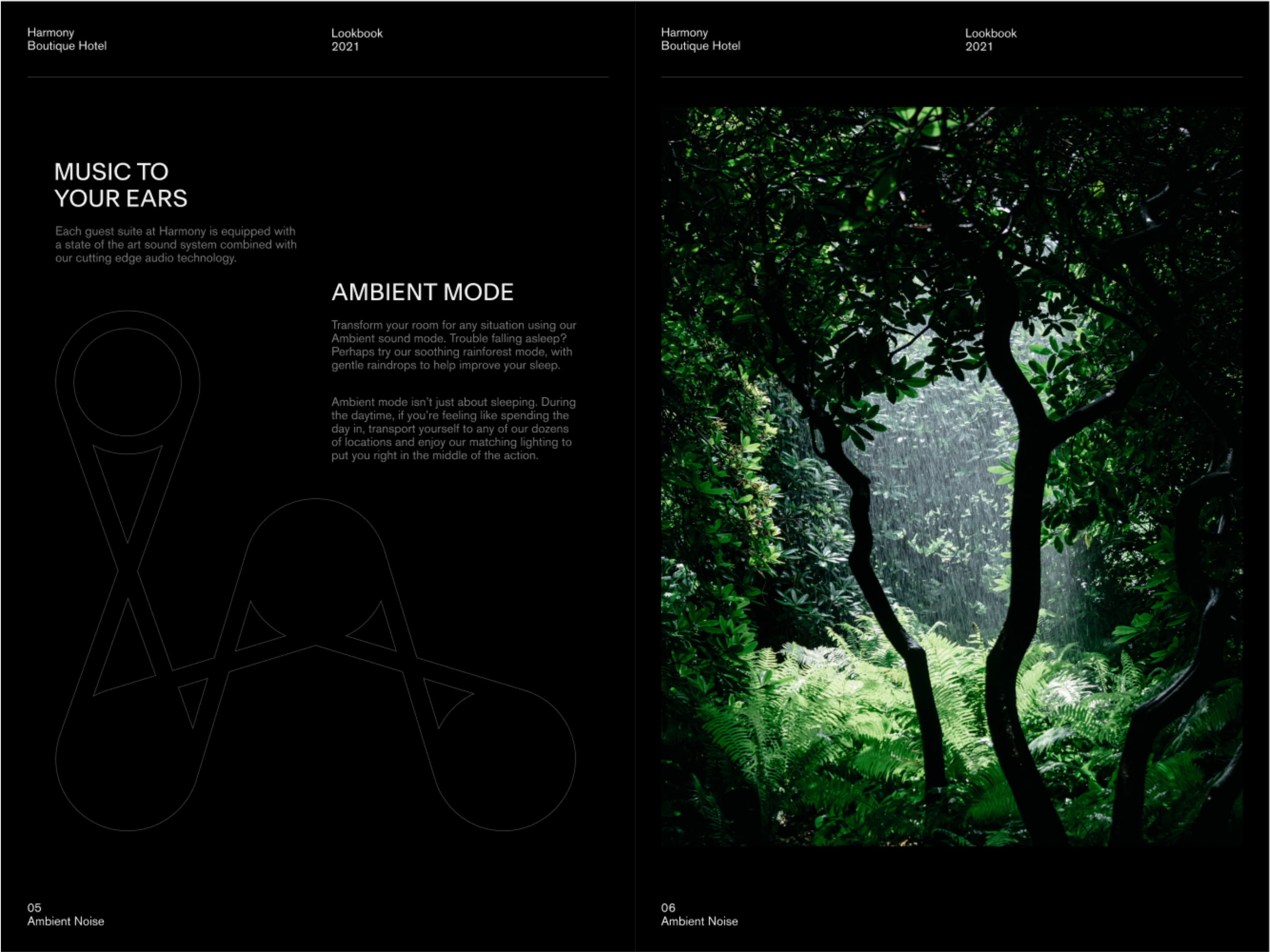
Lookbook
2021

WELCOME

At Harmony, we are proud to offer a plethora of amenities to provide you with a world-class experience while you stay with us. Explore the lobby for musical experiences, and come visit the bar for exclusive late-night performances. We didn't forget about your room either. Equipped with premium furniture and stocked with the essentials, we've got you covered. And when it's time to fall asleep, enjoy one of our ambient sound loops to drift away to.



04
Introduction



Harmony
Boutique Hotel

Lookbook
2021



07
The Lobby

Harmony
Boutique Hotel

Lookbook
2021

PLAY HARD & PLAY HARDER.

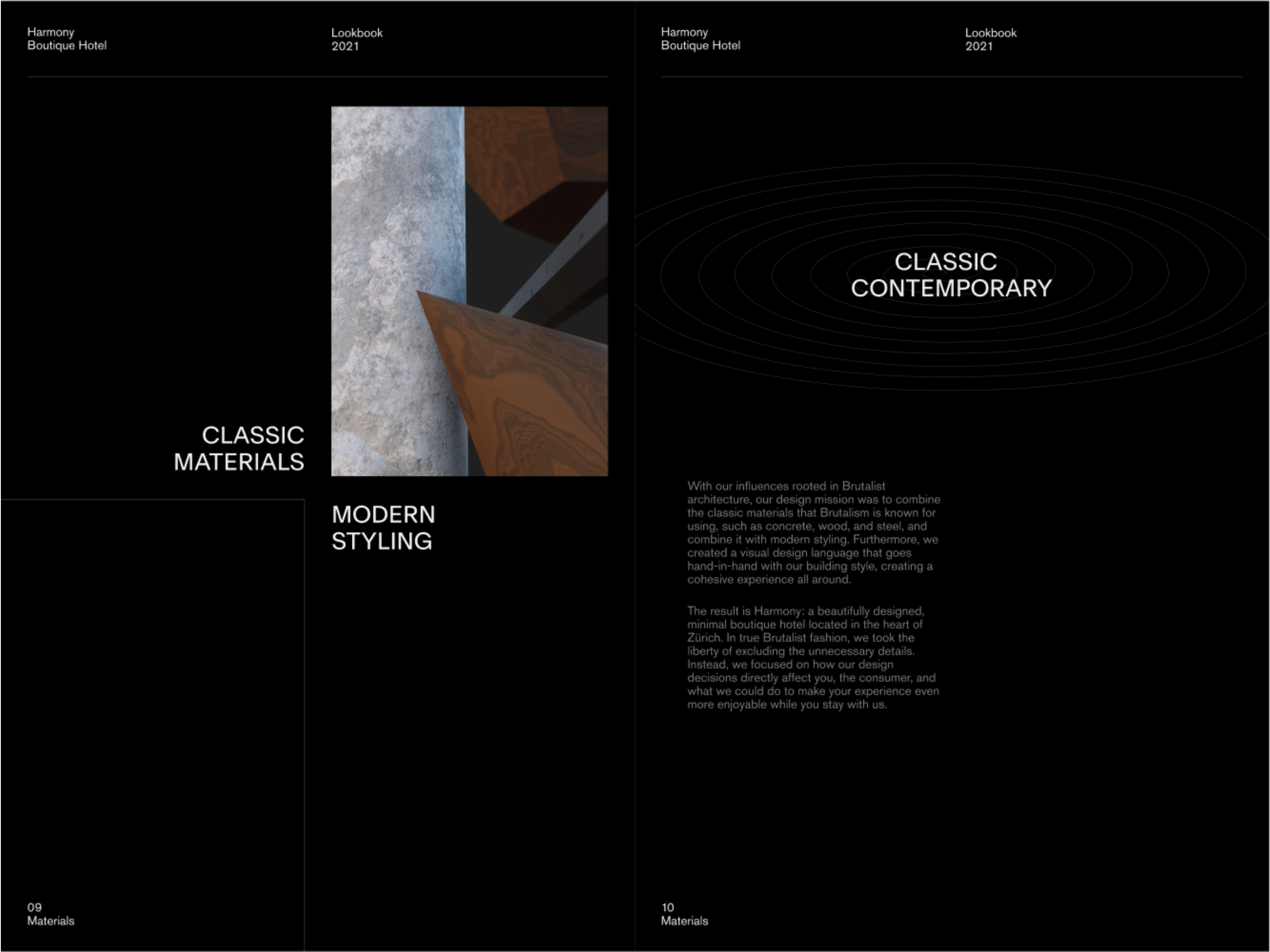
We have everything you need for a great time in your suite. However, if you're looking to get out and socialize, our lobby has plenty of fun attractions and activities to take part in.

Our musical stairs, located on the right side of the entrance, combine beautiful form with function. Each step creates its own unique note, with the weight pressed upon it determining its volume. Get together with a group and prepare to perform your next masterpiece for everyone to enjoy.

If you're a musician, you'll love our instrumental lobby, located to the left of the entrance. Collaborate, perform, or observe others play our collection of 40+ instruments, all available to use with the cost of your stay.

08
The Lobby






Harmony
Boutique Hotel

Lookbook
2021

YOU BRING
THE PARTY,

WE BRING THE
ENTERTAINMENT.



11
Weekly Events

Harmony
Boutique Hotel

Lookbook
2021

WEEKLY
EVENT LOG

Jazz Night

Mondays, 8pm

Taco Tuesday


Tuesdays, 6pm

Special Guests

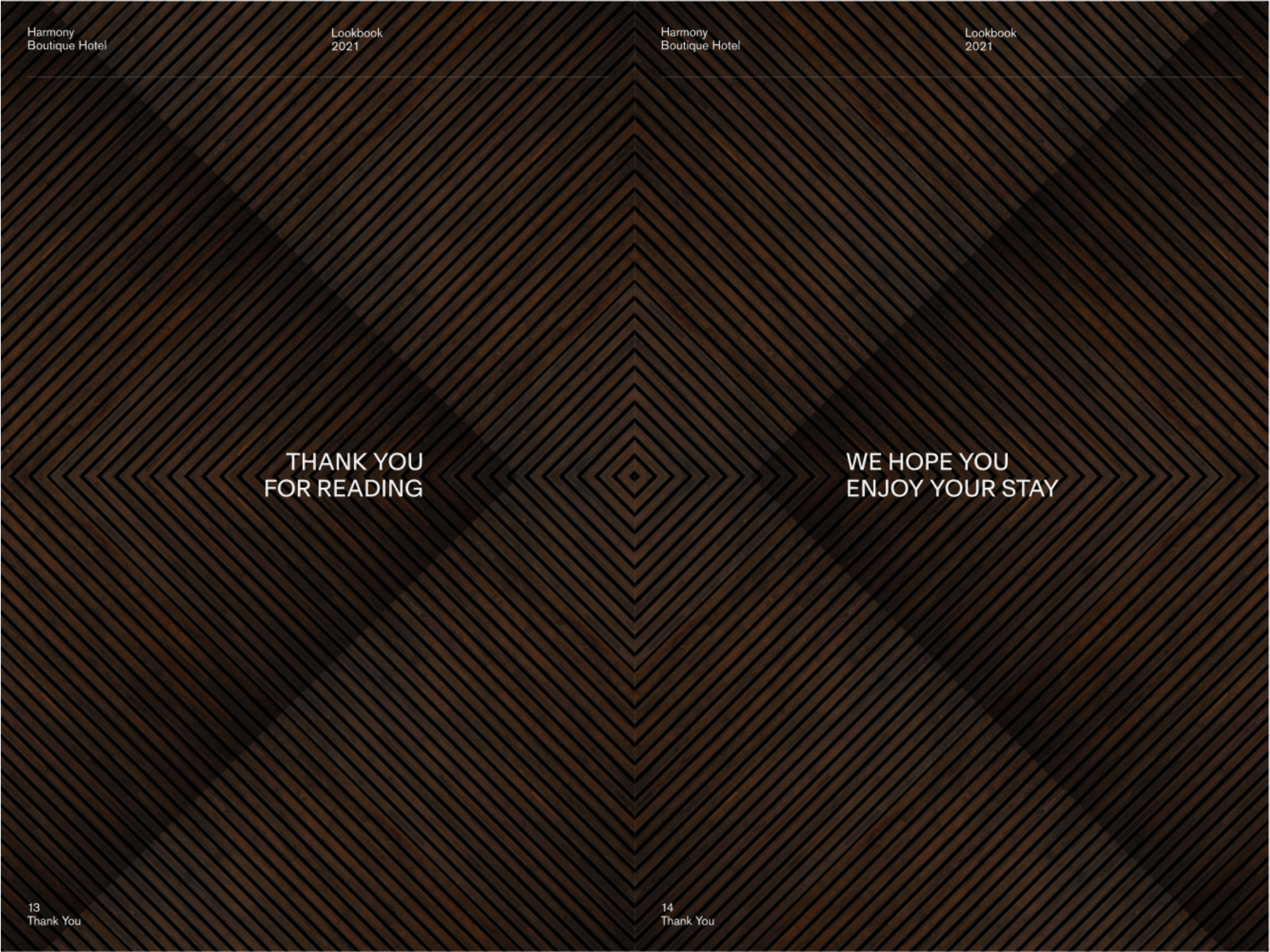
Fridays, 6-8pm

Serenade Saturday

Saturdays, 9pm

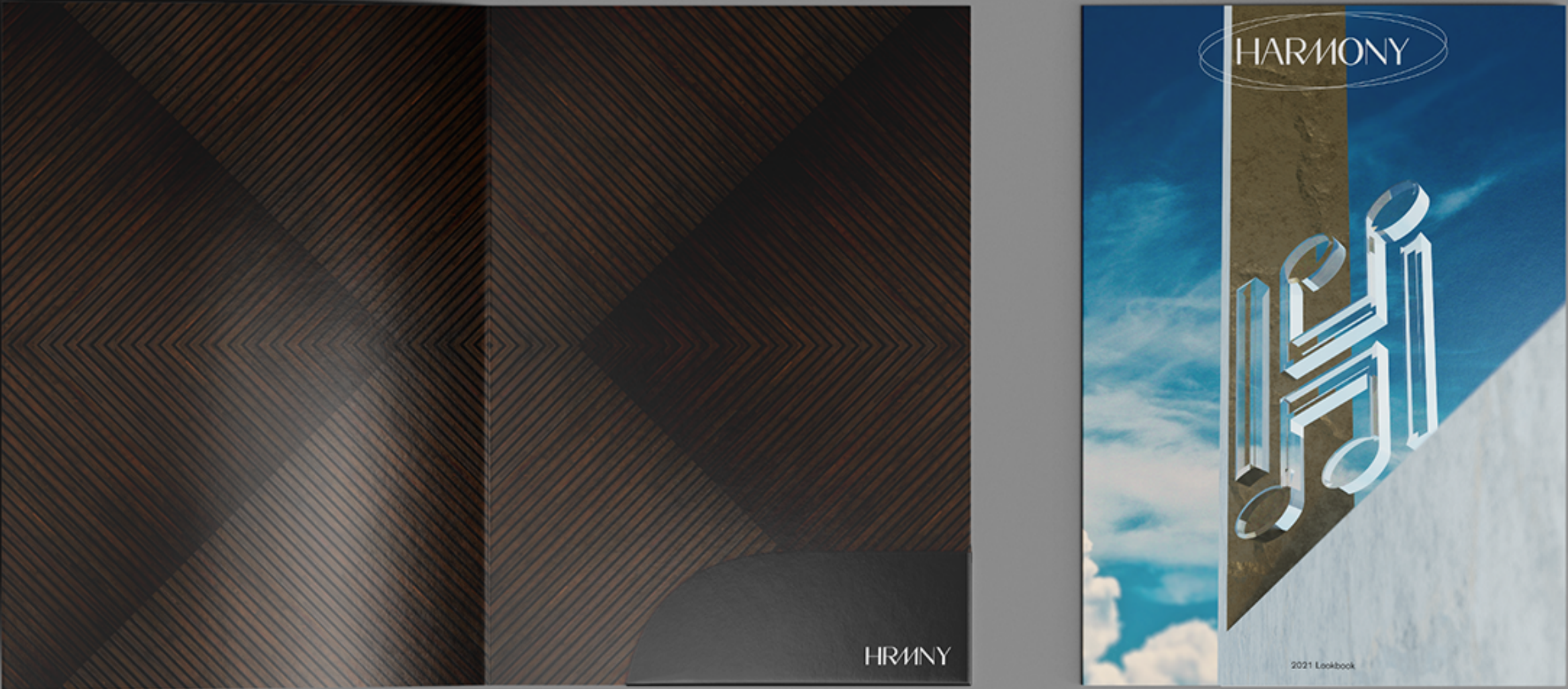


12
Weekly Events























HRMNY

HomeAttractionsEventsGalleryContact Us

WE LOVE BRINGING THINGS TOGETHER.

Whether that means you and your family on a summer vacation or you and your significant other on a weekend getaway, Harmony is Zürich's premier home away from home. However, we don't just bring people together. At Harmony, we strive to strike a balance between form and function with the help of aesthetics and audial elements, creating a perfect audio-visual experience.

SOUND ASLEEP

At Harmony, we are proud to offer a plethora of amenities to provide you with a world-class experience while you stay with us. Explore the lobby for musical experiences, and come visit the bar for exclusive late-night performances. We didn't forget about your room either. Equipped with premium furniture and stocked with the essentials, we've got you covered. And when it's time to fall asleep, enjoy one of our ambient sound loops to drift away to.

Navigation

HomeAttractionsEventsGallery

Reach Out

245th Ave North
Zürich, Switzerland 8000
+41 046 728 85 23
hello@harmony.hotel

Copyright © Harmony Hotels 2021

HRMNY

HomeAttractionsEventsGalleryContact Us

MUSIC TO YOUR EARS

Each guest suite at Harmony is equipped with a state of the art sound system combined with our cutting edge audio technology.

AMBIENT MODE

Transform your room for any situation using our Ambient sound mode. Trouble falling asleep? Perhaps try our soothing rainforest mode, with gentle raindrops to help improve your sleep.

Ambient mode isn't just about sleeping. During the daytime, if you're feeling like spending the day in, transport yourself to any of our dozens of locations and enjoy our matching lighting to put you right in the middle of the action.

Navigation

HomeAttractionsEventsGallery

Reach Out

245th Ave North
Zürich, Switzerland 8000
+41 046 728 85 23
hello@harmony.hotel

Copyright © Harmony Hotels 2021

HRMNY

HomeAttractionsEventsGalleryContact Us

YOU BRING THE PARTY,

WE BRING THE ENTERTAINMENT.

Jazz Night	Mondays, 8pm
Taco Tuesday	Tuesdays, 6pm
Special Guests	Fridays, 6-8pm
Serenade Saturday	Saturdays, 9pm

Navigation

HomeAttractionsEventsGallery

Reach Out

245th Ave North
Zürich, Switzerland 8000
+41 046 728 85 23
hello@harmony.hotel

Copyright © Harmony Hotels 2021