



Wrocław
University
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Boutique hotel

Tourism of a new experience

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Plan of Presentation

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2. Revolution of tourism and boutique hotel

3. History of boutique hotel

4. Case studies:

- The Blakes Hotel, London

One of the first boutique hotels in Europe opened in 1981.

- Hotel Barcelona 1882, Barcelona

Opened in 2018, the hotel is located in the immediate vicinity of the Sagrada Família.

- Hotel Puro, Warsaw

It belongs to the chain of seven Puro hotels, located in Polish cities.

5. The main features of boutique hotels

- Entrance hall
- Gastronimical Area
- Accommodation area - rooms
- Terrace / courtyard
- Facade / Outdoor



Searching for a definition

Small hotels with 10 to 200 rooms, located in prestigious or interesting (alternative tourist) points of the city and designed to meet the individual needs of customers.

Boutique hotels are characterized primarily by intimacy and high aesthetic quality, which most often refers to the place where they are located.

However, there is still no single clear definition of boutique hotels as the trend is still undergoing a process of formation.



Revolution

In the 1990s, travel became more accessible and easier for everyone. More and more often, not only upper and middle class tourists, but also low class tourists have had the opportunity to travel by plane. This contributed to the huge development of the tourism industry. Due to the increasing variety of users (tourists), hotel services had to adapt to their needs. Towards the end of the last century, dynamically developing boutique hotels constitute an important part of temporary accommodation facilities addressed to users with individual needs.



History

The first boutique hotels were opened in the 1980s in the United States and Great Britain. Hotels in the lifestyle, boutique, or design hotel genre seek to distinguish themselves from other hotels by means of individualism, style consciousness, spirit of rebellion and expressivity. A dominating narrative in the genre is that it all began in 1978, when Blakes Hotel in London opened its doors. There are several versions of the history and development of the hotel genre, but recurring elements are that 1978 was an inaugural year, that Ian Schrager is the founding father of the genre, and that selectivity is based on cultural credibility.

The Blakes Hotel, London

One of the first boutique hotels in Europe opened in 1981.



The Blakes Hotel, London

One of the first boutique hotels in Europe, designed by Anouska Hempel, it consists of 45 rooms, restaurant, bar and courtyard, 2 meeting rooms. It is located in one of London's prestigious neighborhoods, South Kensington, close to the Natural History Museum. Boutique hotels are usually located in the more intimate and secluded parts of the city center.

The hotel design includes unconventional solutions, such as a black exterior facade.



The Blakes Hotel, London

The interior design of the hotel refers to the art deco style enriched with exotic elements of interior design and vegetation. In addition, each of the rooms has been individually designed, which makes their decor very unique. The arrangement is diversified by details inspired by African and Middle Eastern culture. On the walls there are various types of engravings and mirrors that "domesticate" the hotel room, making it more intimate for the user. Each visitor, choosing a specific room, identifies with it. In this type of hotel, works of art are very often found as elements of interior design.



The Blakes Hotel, London

Tourists coming to The Blakes Hotel also have at their disposal an internal courtyard. Thanks to the closed space, the user feels completely isolated from the city and can enjoy his free time in the quiet. The summer house, which is located in the courtyard, can be used regardless of external weather conditions. Of course, just like the main facade, the whole thing is kept in a very dark convention, contrasted with a significant amount of greenery.



Hotel Barcelona 1882, Barcelona

Opened in 2018, the hotel is located in the immediate vicinity of the Sagrada Família.



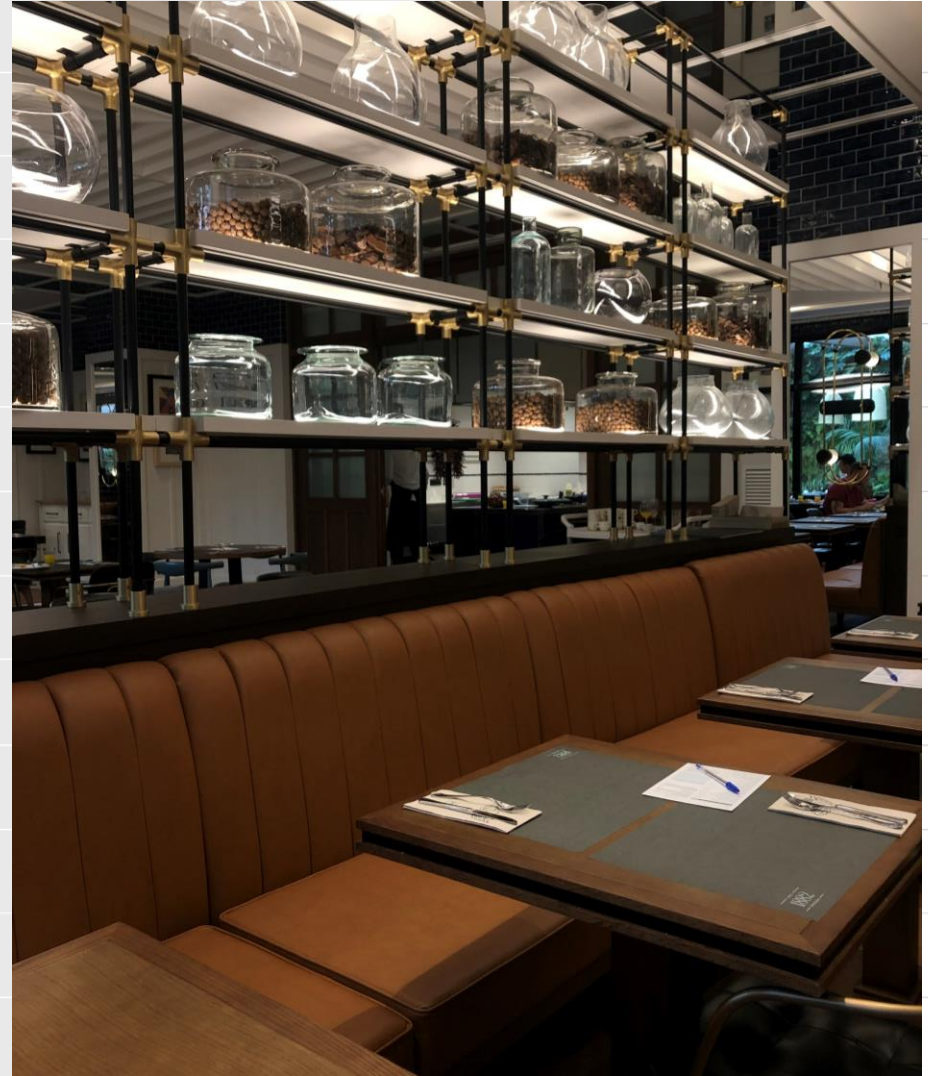
Hotel Barcelona 1882, Barcelona

Hotel Barcelona 1882 takes its name from the start date of construction of the Sagrada Família in the neighborhood. The facility was commissioned in 2018. The austere, minimalist façade is contrasted by the vivid and colorful interior, which at the outset already refers to the culture of Catalonia. The main hall is multi-functional - it serves as a reception, bar and library. In fact, it is a place of relaxation for all visitors - both passers-by and permanent. Large comfortable sofas in a contrasting cognac color invite you to relax and drink a coffee.



Hotel Barcelona 1882, Barcelona

The main restaurant of the hotel is located on level -1. Long leather sofas have been designed in the main room, individual restaurant zones have been separated by high shelves with jars with local spices. There is an exit directly from the dining room to the courtyard, which is lowered to level -1 and located at the rear of the hotel between adjacent townhouses. A green wall has been designed, on which many species of tropical vegetation grow.



Hotel Barcelona 1882, Barcelona

182 rooms with three layouts have been designed in the hotel: double room, twin room, triple room. The same materials have been used in each room for the floor (wood), walls and furniture. What distinguishes each arrangement are small details such as drawings hung on the walls.

Each room has a fully glazed bathroom. Such experimental design solutions are common in boutique hotel buildings. As a result, the user can, for a short period of time, experience unconventional architectural concepts that are increasingly used in apartments and houses.



Hotel Barcelona 1882, Barcelona

On the roof of the hotel there is a terrace from where a user can admire the panorama of the city and the Basilica of Antoni Gaudi. In the high season (in the summer months) there is another hotel bar here. The large number of plants in the pots causes that even in the hottest period of summer, this place is often visited. In addition, green gives it a more intimate character.



Hotel Barcelona 1882, Barcelona

Most Catalan hotels have a swimming pool on their roofs. Despite the fact that the hotel was designed in the city center on a small plot of land, the roof of the building was perfectly arranged as a leisure space. Due to the fact that the pool is located on the inner side of the quarter, it is quiet and peaceful there.



Hotel Puro, Warsaw

It belongs to the chain of seven Puro hotels, located in Polish cities.



Hotel Puro, Warszawa

The Puro Hotel in Warsaw is one of the seven hotels of this small boutique hotel chain. The hotel is located in the very center of Warsaw, but along a less frequented street. On the ground floor of the building there is a spacious entrance hall with designer lounge furniture (e.g. Gubi armchair) and a large table where meetings can be held. There is a restaurant next to the entrance area.

On the walls in the public areas of the ground floor, the walls are decorated with graphics designed by Ola Osadzińska. The illustrations are based on the archival maps of Warsaw.



Hotel Puro, Warszawa

Public spaces are user-friendly, among others due to the placement of many potted plants in the interior. There is a bar on the top floor of the hotel, with a terrace right next to it overlooking the Palace of Culture and Science.

The hotel has 102 rooms - in the following variants: classic, classic plus, corner room and Executive Suite.





The main features of boutique hotels

5 elements that distinguish boutique hotels

1. Entrance hall
2. Gastronimical Area
3. Accommodation area - rooms
4. Terrace / courtyard
5. Facade / Outdoor



The main features of boutique hotels

Entrance hall

- Multifunctional: it can include a large meeting table, a relaxation area consisting of lounge furniture, a bookcase and a bar. Its usefulness is directly dependent on the user, as it is he who decides what he does in it;
- Elements of the arrangement referring to the intimate atmosphere of the space: eg carpet, art department on the walls, pillows, various pieces of furniture;
- Reference to the location through the interior design: e.g. author's interior design projects - wallpaper in the Puro Hotel.



The main features of boutique hotels

Accommodation area - rooms

- Experimental solutions: e.g. a glazed or open bathroom that allows you to experience unconventional architectural concepts.
- Individual arrangement: rooms designed in a variety of ways, so that the user chooses the room with which he most identifies.
- Design elements related to the culture and history of the place.



The main features of boutique hotels

Gastronomical Area

- Bars located in attractive places - on the terrace with a view / at the entrance to the hotel or directly from the street.
- Separation of zones through interior design - furniture, materials.
- The use of good quality (regional) materials related to the location of the facility.



The main features of boutique hotels

Terrace / Courtyard

- Roof terraces - increase the feeling of privacy (possible extension of the function with a bar).
- The designed internal courtyard - usually inside the city quarter (separated from the street) - a sense of intimacy and peace.
- Arrangement of greenery - A variety of vegetation.



The main features of boutique hotels

Facade / Outdoor

- Boutique hotels are often designed in the city center on a plot of land that completes the building quarter.
- The facade refers to the neighboring architecture, or completely contrasting and referring to the interior of the building.



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Perception of architecture is one of her crucial scientific interests. She did research into differences of urban space perception according to age and social group and gave a presentation “Urban space as a place of human life on the example of the student community.” at the second conference “Miasto dla Ludzi” in Wrocław, Poland. Currently she is working on the subject of her dissertation – “Contemporary design and architectural perception of hotels and recreation facilities”.

