

Part 1: Top Trends in Hotel Space Design

Top Trends in Hotel Space Design

with Malcolm Berg of

EoA



Hotel design trends in 2017 will be molded around creating multi-purpose spaces that produce a feeling of authenticity for today's guest. In part one of our *Top Trends in Hotel Space Design* series, we spoke with Malcolm Berg, founder of **EoA**, a Miami-based hospitality design firm about some of the top design trends he's seeing in hotels this year. Here's what he had to say.

Public Privacy.

When it comes down to it, the hospitality industry is really about serving guests in a way that meets their particular needs. In 2017, there's even more of an emphasis on creating **multi-purpose** spaces that humanize the experience and bring people together.

Human beings are social by nature. We like to hang out in groups and be around other people, but we also want our own space," Berg says. "What this means for hotel design, especially hotel lobbies, is more spaces of cross-pollination. Spaces that offer a blend of public and private options for people who want to be in a public area but also have their privacy, to spaces where people can gather as a group to eat, dine, work or communicate."

Authenticity.

“Ten years ago, everything was very similar in terms of hotel design, but with the influence of technology, there’s an expectation to be ‘wowed,’” says Berg. “Hotel guests today – especially millennials – want something that feels unique or special. Hotel furniture is becoming more **customized** and innovative in the way it looks and feels, incorporating design elements from the location and culture to create an authentic experience for the guest.”

Natural Finishes.

Another design trend that supports authenticity, according to Berg, is furniture that celebrates the natural beauty of materials. “Hotel furniture is relying much more on a patina,” he says. “We’re seeing more natural finishes and interesting textures being combined in hotel furniture design to reflect what is seen in nature. Using wire brushed wood patterns to resemble natural wood, for example. It all appears to be natural and real, thus creating that authentic and unique experience that guests today are looking for.”

*In part two of our top trends in hotel space design blog series, we talk with Pam Niemann of **Niemann Interiors**, a hospitality, commercial and residential design firm located in Winter Park, Fla.*