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Five Top Architects On How Hotels Can Adapt To The New Normal



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Travel

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A hot topic among designers across the world is how hospitality will overcome the new challenges hotels face in the time of COVID-19. Here, some of the top architects in hospitality share their thoughts on how hotel design may evolve going forward.



Inside the soon-to-open Four Seasons Hotel Tokyo at Otemachi. COURTESY OF JEAN-MICHEL GATHY



Monica Armani's latest project is Morning Breeze, a one-off designer villa in the Costa Blanca for Somium Properties. [-] COURTESY OF MONICA ARMANI

Monica Armani

Drawing on her design DNA—with early influence from her father, the internationally renowned architect Marcello Armani—the Italian architect and interior designer [Monica Armani](#) realises contemporary architectural projects with a Bauhaus design sensibility. The architect's latest project is [Morning Breeze](#), a one-off designer villa at Las Colinas Golf and Country Club in the Costa Blanca for [Somium Properties](#).

“I believe that hotel design will have to focus more on creating larger private spaces and welcoming lobbies that are closer to a domestic environment in being very flexible spaces. In locations that allow it, this hospitality model will become the norm as guests look to use spaces for a moment to recharge, an opportunity to see things from a new perspective. With the awareness that our jobs can now be done in many ways and that creativity is increasingly becoming a powerful driver for the productivity of our future, this may be an opportunity to be seized for the hotelier.”



Architect and interior designer Monica Armani is known for her Bauhaus design sensibility. COURTESY OF MONICA ARMANI

“I think that in general people will move less frenetically thanks to new styles of work and vacation. We will probably stay in hotels less often but for slightly longer periods and will expect more from hotel services. Hotels should aim to create an experience by telling as much as possible the stories and excellence of the area where the hotel is based. In other words, hotels must go beyond the concept of hospitality alone to become a driving force, a landmark for the place where they were built.”