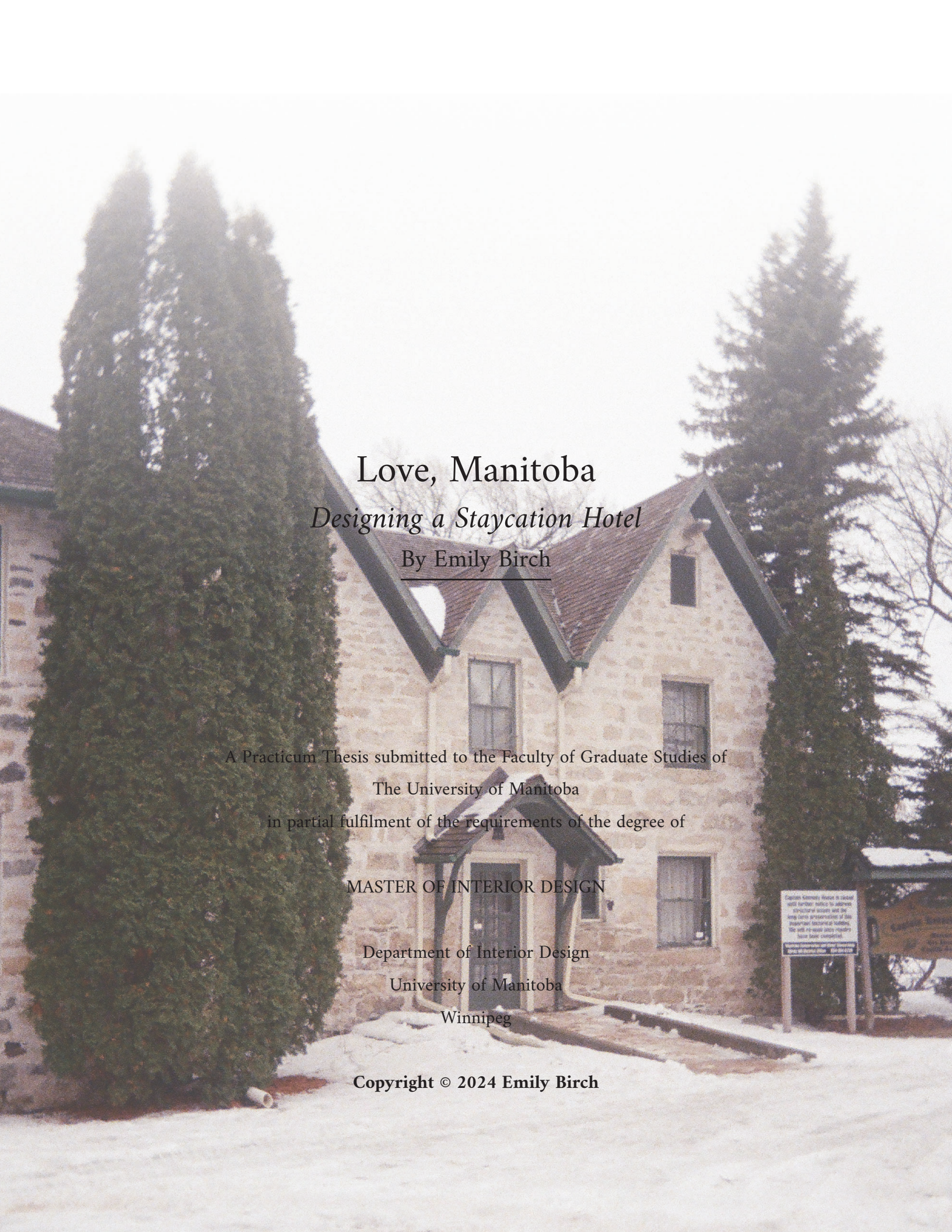




Love, Manitoba

Designing a Staycation Hotel

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A Practicum Thesis submitted to the Faculty of Graduate Studies of
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MASTER OF INTERIOR DESIGN

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Abstract

Travel is a practice that many members of society feel a natural inclination towards. A new and sometimes foreign environment offers glimpses of an alternate life where reality can melt away. In the wake of the Covid-19 pandemic, this ability to travel freely was taken away from many who considered it to be a part of their routine. This practicum explored ways in which the local context of a location not typically seen as a destination, could be marketed as a desirable staycation by examining tourism trends and changes in response to the pandemic, how interior design principles such as adaptive reuse and experiential design can use history and site context to create an interior space that encapsulates qualities of a province, and how interior design used in a tourism context can create a memorable staycation experience for Manitoba residents.

The previously mentioned concepts will be studied and applied in the design of a small-scale boutique hotel. Natural elements of the site and provincial context combined with the strong sense of community that is often felt by residents and visitors of the city come together to inspire and influence the design at all points of the process. Maintaining inclusive design principles, and carefully designing a unique experience in which a combination of private spaces and public social spaces are desired, this hotel will experiment with a level of flexibility not typically associated with other projects of the same typology. The examined literature focuses on the concepts of memorable tourism experiences, experiential design, adaptive reuse, and visiting friends and relatives tourism. The conclusions derived from the study respond to the questions of a) how hospitality and experiential design strategies combine to encourage travel within Manitoba; b) how experiential design could be used to create a memorable staycation experience; and c) how can the memorable characteristics of a province and community influence the interior design of a physical space.

To Cynthia – Thank you for providing me with a sense of levity throughout this entire process. Even in times of high stress, your support and calmness helped keep me grounded and focused. Your check-ins on my wellbeing also were so appreciated, and made me feel like a person, rather than just a student. You have been with me throughout the last six years while I have been in the faculty, and I really appreciate the constant support.

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To my parents – Thank you for all of this. You both provided this life for me, and the opportunity to attend university. Your encouragement to follow my dreams, and pursue a second degree, while frustrating at times, has paid off and brought me here. I have never had bigger fans, and I know that you are always in my corner. Thank you for not giving up on me when I snapped at you at two in the morning because I was stressed. I love you both forever, and I am so lucky to have you. Now lets celebrate!

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Manitoba is often perceived as an underdog province, with Winnipeg being the problem child of the Canadian family. While those who were not born and raised in the city enjoy poking fun at it, residents like myself seem to have a strange affection towards it that is unshakeable. It is not uncommon to see articles that use blanket statements to describe an entire place such as one published by Macleans titles “Welcome to Winnipeg: Where Canada’s racism problem is at its worst” where the author labels Winnipeg as “becoming Canada’s most racist city”.¹ Adam Petrash calls these stereotypes by name in an article published in the Winnipeg Free Press titled *Don’t believe the stereotypes*.² He opens the article with the following: “The whole North End is a ghetto. All the people who live in River Heights are snobs. Wolseley is filled with nothing but granola-crunching tree huggers and Transcona is trash.”³ It is these generalized blanket statements made about and because of a small group that are loud in their opinions that contribute to the negative image often given to Winnipeg in particular. In an article titled *What everyone gets wrong about Winnipeg except Winnipeggers* published by the Globe and Mail in late 2023, journalist Shannon Proudfoot who visits the city is stunned by what she finds in comparison to her expectations noting that “If Canada were a high school, Winnipeg would be the overlooked, artsy, chill kid who would have been the most fun person by far to be friends with – if only you were smart enough to figure that out before graduation”.⁴ This was an extremely refreshing take on the city of Winnipeg compared to the often negative stories. While within the city, many are able to appreciate their home, there are also those who have not explored or experienced Manitoba outside of their city of residence. This practicum project aimed to create a memorable staycation experience for residents of rural south eastern Manitoba that captures the essence of what it means to live in Manitoba.

The term *staycation* is defined by Merriam Webster as “a vacation spent at home or nearby”.⁵

¹ Macdonald, Nancy. “Welcome to Winnipeg” in *Macleans*, January 22, 2015.
² Petrash, Adam. “Don’t believe the stereotypes” in *the Winnipeg Free Press Community Review*, February 27, 2013.
³ Petrash, Adam. “Don’t believe the stereotypes” in *the Winnipeg Free Press Community Review*, February 27, 2013
⁴ Proudfoot, Shannon. “What everyone gets wrong about Winnipeg except Winnipeggers” in *The Globe and Mail*, December 28, 2023. Accessed May 30, 2024 from <https://www.theglobeandmail.com/politics/article-winnipeg-what-to-know-wab-kinew/>
⁵ Merriam Webster Dictionary. Staycation.

Explore is defined by the same source as “to travel over [new places] for adventure or discovery.”⁶ These are two terms whose perceived meanings have been re-evaluated over the course of the past three years. When Covid-19 began spreading around the world, travelling and exploring as it was known *before* was changed. As folks were forced to cancel vacations and spend time in their homes and cities, exploration and travel became something different, something of a smaller scale. Shortly, even in the cold Manitoba winter, more people were outside participating in cold weather activities as it was something to do. A walk along any section of river running through neighbourhoods demonstrated people coming together to create their own fun even in the coldest of temperatures. In the summer, hiking trails around the province of Manitoba became populated with locals looking for adventure. Campsite booking websites for the provincial parks were overloaded with reservations in 2021 with “nearly 11,000 reservations made in 4 hours [almost doubling] total opening day numbers [in 2020].”⁷ This showed that rather than quit travelling because the scope of destinations was exponentially decreased, the interest simply shifted to find what was available.

A planned *escape* is something that has become extremely sought after as society has moved to an era where everyone can be reached 24/7 at the touch of a button. Work has become an all-consuming practice with the concept *work-life-balance* being almost non-existent.

Throughout this document, you will notice that at times there is a shift between a first person, and a passive narrative voice. This is an intentional decision based on the context and meaning behind this practicum project. Due to the inspiration behind the typology, and the reasoning being based on personal experiences and interactions from a lifetime of living in the project location, using a first person perspective better conveys the highly emotive and sensual aspects of this project, while the passive voice, is much better suited to more evidence based sections. There will also be mention of a pandemic throughout the document and it is important to mention that, unless specifically noted otherwise, this is referring to the Covid-19 pandemic beginning in March of 2020.

⁶ Merriam Webster Dictionary. Explore.
⁷ Hoye, Bryce. “Manitoba campsite reservations surge on opening day amid glitches, hours-long waits” on *CBC News*, April 5, 2021.



Typology

During the Covid-19 Pandemic beginning in 2020, consumers were faced with the reality that travel is a luxury that could be taken away in an instant. Once the option to go on vacations, or even small getaways was taken away, there was a sense of large-scale cabin fever. A common sentiment that could be heard around Manitoba was that residents felt stuck in their home province and wanted a place to go that could feel like an escape while still remaining in the same vicinity as per government implemented regulations at the time. A resort in the Whiteshell Provincial Park saw an increase to their business by 25-35% beginning in May of 2020 comparatively to the same time the previous year, mostly being booked by residents of Southern Manitoba who had to cancel other travel plans such as cross province or international borders.⁸ Simultaneously, several local news outlets were filled with headlines about the tourism industry suffering greatly due to the everchanging restrictions. CBC News ran an article titled *Where to ‘staycation’ in Manitoba this summer during COVID-19 pandemic* and included an itinerary featuring a drive to see the aurora borealis, a stay in the yurts at Clearwater Lake Provincial Park, or some kayaking near Flin Flon.⁹ The president and CEO of Travel Manitoba is also quoted as saying the provincial tourism sector was looking at between a 30-60% drop from their \$1.6 billion revenue annually, particularly places like Churchill who see mostly out of province travellers.¹⁰ In response to this, Travel Manitoba launched *Explore Manitoba from Home*, a campaign that encourages Manitobans to visit various attractions and parks within the province, rather than marketing to visitors from out of province.¹¹

According to statistics from 2019, Manitoba has a hotel and motel market size of six-hundred and thirty-three point nine million dollars and two-hundred and forty-six related businesses in

⁸ Klowak, Marianne. “Resorts, cottages in Manitoba inundated with bookings from within province and beyond” in *CBC News*, June 22, 2020.
⁹ Bergen, Rachel. “Where to ‘staycation in Manitoba this summer during COVID-19 pandemic” in *CBC News*, May 10, 2020.
¹⁰ Bergen, Rachel. “Where to ‘staycation in Manitoba this summer during COVID-19 pandemic” in *CBC News*, May 10, 2020.
¹¹ Bergen, Rachel. “Where to ‘staycation in Manitoba this summer during COVID-19 pandemic” in *CBC News*, May 10, 2020.

operation.¹² In 2021, just under one billion dollars was contributed by the food and accommodation industry in the province.¹³ While the main audience of this hotel is inhabitants of Manitoba, it is important to note that there are still visitors who come to Manitoba and may be interested in staying at a hotel with a carefully designed and curated experience, and those guests will be welcome as well. To support this rationale and typology, the concepts of outside, placemaking, memorable tourism experience, visiting friends and relatives tourism, and adaptive reuse will be further examined in the literary analysis segment of the document.

This practicum is proposing the design of a small boutique hotel in the province of Manitoba that invites locals from the area to venture out of their immediate neighbourhoods, but explore and ‘vacation’ within their home province with a secondary focus on non-local guests visiting the province. With a small number of rooms, the hotel will be a niche experience with a consumer centred approach to design. The focus of the design will be to bring elements that highlight some positive qualities about Manitoba that may be frequently overlooked into the space. It also connects the interior to the exterior and one of the main natural elements in the province, the Red River. Each room will be designed and configured differently rather than a copy and paste of a single design making it possible to have a different experience at each visit. This will also allow for even more opportunities to showcase features of the province that are noteworthy.



Project Overview

Love, Manitoba responds to the tight-knit and diverse community that exists in Manitoba, and seeks to create a place to draw those who may have lost touch with the wonderful parts of life that the province has to offer, or visitors of residents who cannot believe they ended up there. While beginning research for this project, I stumbled upon a Reddit thread that stuck out to me: *Those who left Winnipeg, was it worth it to you?*¹⁴ The user who created the thread expressed feeling stagnant as they age, and

¹² IBISWorld. Hotels and Motels in Manitoba.
¹³ Government of Canada. Manitoba Sector Profile.
¹⁴ Ghostfacethrillaa. “Those who left Winnipeg, was it worth it to you?” on Reddit, 2022.

considering moving to another city in Canada, however, many responses mention leaving, only to come back several years later with one user even quoting the Eagles saying “you can check out [any time you like], but you can never leave..”¹⁵

Prior to the Covid-19 Pandemic, I had built and lived a life very focused within the south end of Winnipeg. My school, friends, and family were all centered there and I saw no reason to venture beyond that invisible boundary. The pandemic hit during my second year of University, and my first year in the Faculty of Architecture, meaning many new people had recently come into my life from various places and backgrounds. During this time when there seemed to be no options aside from boredom, the peers I had gained in my life showed me that there was so much more to explore than I had initially thought. I spent the next year expanding what I thought I knew about the province and what it had to offer by visiting local business, walking instead of driving, going outside of the city, and attending various community events. This created a permanent shift in my life in terms of choices I now make daily. Today, I am known as the go-to person for various local recommendations of where to go and what to try, and it feels like an honour to do so. When considering what this practicum should be, it became obvious that it needed to be a physical manifestation of all that I love about my home, for others to experience. This space will be a showcase and an experience meant to highlight pieces of the province in a compact area.



Project Rationale

The government of Manitoba states that “As one of the province’s leading industries, tourism has unlimited potential for growth [in Manitoba]”¹⁶. In attempt to foster this growth, there was even a ‘tourism strategy’ put forth to focus on bringing visitors to the Northern parts of the province by emphasizing the natural beauty the area can offer. As was demonstrated by the rapid onset of regulations responding to the most recent global pandemic, the ability to travel beyond the boundaries of ones resident province can be taken away on very short notice. While the practice of staycationing grew

¹⁵ _ser_kay_. Replying to “Those who left Winnipeg, was it worth it to you?” on Reddit, 2022.
¹⁶ Government of Manitoba. Look North Tourism.

during the pandemic, it has since waned again as life returned largely to pre-pandemic demand. This project aims to create a permanent space in the market for staycationing by implementing theories of adaptive reuse, experiential design, and memorable tourism experience, thus creating a destination that aims to provide local Manitobans with a newfound appreciation for the land and community they are a part of.



Questions of Inquiry

- How could hospitality and experiential design strategies combine to encourage travel within Manitoba
- How experiential design could be used to create a memorable staycation experience
- How can the memorable character and natural landscape of a province influence the design concept of a physical space.



Literary Analysis

During the Covid-19 pandemic that affected the world over, there were particular industries that suffered significantly due the nature of their services. The industries of hospitality and tourism were two that suffered large economic loss¹⁷. Statistics Canada shares that “ Tourism jobs fell 28.7% annually in 2020, with most of the drop occurring in the second quarter. All tourism categories were down in 2020, with food and beverage services (-32.3%) and accommodation (-35.2%) contributing most to the overall decline”.¹⁸ Prior to investigating the specific concepts that can provide guidance into the design of this practicum project, it is important to give some context into the tourism industry in North America and Canada specifically.



Tourism

When considering the effects of the Covid-19 pandemic on the tourism industry, Maryann Conrad and Erika Cornelius Smith write that some of the major factors that worsened the effects were the inconsistencies spanning across various locations regarding regulations and policies¹⁹ . The tourism industry across North America provides several million jobs, and as noted by Conrad and Smith, many of these opportunities go to members of the population who are more vulnerable, particularly immigrants and youths.²⁰ This is very significant as the pandemic caused an estimated 75 million jobs to be unstable due to the lack of business²¹. In the United States of America, tourism focused cities such as Las Vegas, Nevada, and Atlantic City, New Jersey, create far more opportunities of employment than is averaged across the country, demonstrating a need to protect these jobs²². One element that offset some of the challenges specific to these regions, was the introduction of alternate revenue streams, in these

¹⁷ Conrad, Maryann and Erika C. Smith. “Resiliency or Regression? A Case Study Analysis of the Impact of Coronavirus (Covid-19) on Tourism-Dependent Economies in the United States.” In *Domestic Tourism and Hospitality Management*, (1-28). United Kingdom: Apple Academic Press , 2023.

¹⁸ Statistics Canada. Impact of COVID-19 on the tourism sector, second quarter of 2021.

¹⁹ Conrad, Smith. Resiliency or Regression, 1-28.

²⁰ Innovation, Science, and Economic Development Canada. Government of Canada releases new Federal Tourism Growth Strategy. 2023l

²¹ Conrad, Smith. Resiliency or Regression, 1-28.

²² Conrad, Smith. Resiliency or Regression, 1-28.

cases, online gambling and casinos²³.

Statistics Canada completed a survey regarding the impacts of Covid-19 on tourism related businesses and found a percentage of fifty-seven percent had to close for a period of time during the pandemic.²⁴ When considering how much revenue the tourism industry brings in annually, it is hard to imagine anything being able to affect it, however, most of that money is through hotel bookings and services such as restaurants or excursions booked and hosted by hotels and resorts. Therefore, when the hotels and restaurants are empty, and the flights are grounded, the money associated with it is also gone.

Considering Canada brings in less international travel than its Southern counterpart, it still owes a large part of its economic status to the same industry. Dillan Theckedath estimates that roughly 28% of total Canadian tourism revenue comes from inbound trips²⁵. Due to the Covid-19 Pandemic, the Canadian tourism sector fell 40% in 2020 from 2019²⁶. With tourism being the fourth fastest growing industry in the world, it is important to capitalize on this and ensure the province of Manitoba is not missing out²⁷. In 2019, the tourism industry in Canada earned forty-five billion dollars, which is also equivalent to roughly two percent of Canada’s gross domestic product.²⁸ In a further breakdown of the Canadian tourism industry, a total of nine point four percent of that is dedicated to accommodation and another 63.8% come from food and beverage.²⁹ Comparing that to Manitoba’s numbers, the provincial percentage of accommodation in the tourism industry is higher at twelve point three percent and fifty-five percent accounted for by food and beverages, which is lower than nationally.³⁰

To summarize, this practicum project exists within an industry that produces significant revenue for the province, and country as a whole, however it remains susceptible to risk in situations such as a global pandemic. In an attempt to mitigate some of that risk, the project aimed to target the demographic of nearby local residents so that the travel limitations would be less impactful on the hotel.

²³ Conrad, Smith. Resiliency or Regression, 1-28.
²⁴ Innovation, Science, and Economic Development Canada. Government of Canada releases new Federal Tourism Growth Strategy. 2023
²⁵ Theckedeth, Dillan. Canada’s tourism economy / Dillan Theckedath. Ottawa : Library of Parliament, 2014.
²⁶ Theckedeth, Dillan. Canada’s tourism economy / Dillan Theckedath. Ottawa : Library of Parliament, 2014.
²⁷ Government of Manitoba. Look North Tourism.
²⁸ Government of Canada: Industry, Sector, and Tourism Branch. *SME Profile: Tourism Industries in Canada*, 2020
²⁹ Government of Canada: Industry, Sector, and Tourism Branch. *SME Profile: Tourism Industries in Canada*, 2020
³⁰ Government of Canada: Industry, Sector, and Tourism Branch. *SME Profile: Tourism Industries in Canada*, 2020

The following literary analysis explores the topics of memorable tourism experiences, experiential design, adaptive reuse, and visiting friends and relatives tourism. Each of these concepts had a connection to the design and intentions of the project, and the literature acted as an informant into the design process. By considering tourism concepts, an additional perspective was added to the interior design project, and more insight into the desires of the consumer was gained.



Memorable Tourism Experience

While at one time physical attributes of a space and the act of partaking in *tourism* were enough to sustain the growth of the sector and the businesses involved, there is now literature that considers what makes a tourism experience memorable. Prior to understanding this theory, it is important to consider what *experience* may mean to different people. A common literary definition is “a daily encounter [and] liminal phenomena”³¹ while a more mundane explanation relating to tourism would be “enjoyable, memorable, and engaging encounters”³². Experience is also something that is personal to individuals. While many will objectively experience the same phenomena, their memory and opinions of the experience will differ. This concept is expanded upon by Kim as he states that while the sights and facts of the location fall under what is known as semantic memory, how each visitor remembers their experiences is episodic memory.³³ Episodic memory is a particular form of storage and retrieval in the brain that includes specifics regarding context for the memory.³⁴ This distinction makes it clear that it is not possible to design an experience that will be exactly the same for each user, however, if the goal is simply to create something that is both unique and positive, that is much more attainable on a large scale.

³¹ Hosany, Sameer and Erore Sthapit and Peter Björk. “Memorable Tourism Experience: a review and research agenda.” *In Psychology and Marketing Vol.39 (8)*. (1467-1486). HOBOKEN: Wiley, 2022.
³² Hosany, Sameer and Erore Sthapit and Peter Björk. “Memorable Tourism Experience: a review and research agenda.” *In Psychology and Marketing Vol.39 (8)*. (1467-1486). HOBOKEN: Wiley, 2022.
³³ Kim, Jong-Hyeong. “The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences.” *In Tourism Management Vol. 44*, (34-45). OXFORD: Elsevier Ltd, 2014.
³⁴ Ghetti, Simona and Bunge, Sylvia A. “Neural changes underlying the development of of episodic memory during middle childhood.” *In Developmental Cognitive Neuroscience Vol.2 (4)*. (381-395). OXFORD: Elsevier, 2012.

It is stated that a Memorable Tourism Experience (MTE) evaluation is dependent on a minimum of “the tourism experience at a given space or time, and [also] a process of generating memories related to the experience of its consumption”.³⁵ Hosany et al., mention that in order for businesses to compete, they have focused more on the experiences in addition to services and products provided.³⁶ In an economy such as that of tourism, the market is saturated with options for the consumer to choose from. Hotels need to find ways to maintain relevance and stand out when potential guests are considering booking. Designing experiences through the design of a space can be a method to achieve this as it is unlikely that multiple hotels will provide identical experiences.

Memorable Tourism Experience is the second in a two-part process of creating a desirable destination for the consumer. Jong-Hyeong Kim points out that when considering the likelihood of a guest visiting or returning, the first step is to attract them to the destination.³⁷ It is mentioned that this initial attraction is often achieved through imagery of the place, and creating an alluring picture for the guest that draws them in, however once they have arrived, the goal shifts slightly to creating returning visitors. ³⁸ It is important to ensure that the actual stay matches and even exceeds the perceived and anticipated results of the experience, as that will build trust with the consumer and encourage a repeat visitor. It can also be said that in general, people are looking for new experiences, particularly when it comes to travel and/or staycations. The presence of variety in options from accommodation, to food menu, to activities can make it more appealing to visit more than once, as it will not be perceived as becoming boring or anticipated. This idea of having many possibilities could be a tactic for creating memorable tourism experiences for guests of the hotel.

³⁵ Coelho, Mariana de Freitas and Marlusa de Sevilha Gosling and António Sérgio Araújo de Almeida. “Tourism Experiences: core processes of memorable trips.” In *Journal of Hospitality and Tourism Management Vol 37*, (11-22). AMSTERDAM: Elsevier Ltd , 2018.

³⁶ Hosany, Sameer and Erore Sthapit and Peter Björk. “Memorable Tourism Experience: a review and research agenda.” In *Psychology and Marketing Vol.39 (8)*. (1467-1486). HOBOKEN: Wiley, 2022.

³⁷ Kim, Jong-Hyeong. “The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences.” In *Tourism Management Vol. 44*, (34-45). OXFORD: Elsevier Ltd, 2014.

³⁸ Kim, Jong-Hyeong. “The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences.” In *Tourism Management Vol. 44*, (34-45). OXFORD: Elsevier Ltd, 2014.

While it has been difficult to isolate criterion to be used in the measurement of MTE, it seems that in those who have been able to report their experience, the majority have been positive with strong connections to familial or interpersonal relationships, self-growth, positive recollection, and freedom³⁹. Freedom as it relates to this project should be considered as a freedom from the day-to-day. Guests of the hotel are presumably seeking a *staycation*, and this can be from responsibilities at home, or at work. This freedom is also an opportunity for self-growth, and learning about who they are in a setting with no set expectations of them. In this context it can be said that, freedom is referring to a freedom to exist for yourself, away from external responsibilities and expectations.

Some criticisms of the theory that have come up is evidence of a geographical and cultural bias, and a focus on positive experiences only rather than a further exploration into negative memorable experiences ⁴⁰. New literature emerging attempts to fill in these gaps in the research, however for the purposes and goals of this practicum project, the focus will remain on creating positive memorable experiences.

When considering memorable experiences to be had in Manitoba, some of the examples that come to mind are as follows:

- Hiking trails
- Fort Whyte
- Oak Hammock Marsh
- Winnipeg Jets Whiteout street parties
- The Forks River and Skating trails
- Birds Hill Park (all seasons)
- Assiniboine Park
- Rainbow Stage

³⁹ Coelho, Mariana de Freitas and Marlusa de Sevilha Gosling and António Sérgio Araújo de Almeida. “Tourism Experiences: core processes of memorable trips.” In *Journal of Hospitality and Tourism Management Vol 37*, (11-22). AMSTERDAM: Elsevier Ltd , 2018.

⁴⁰ Hosany, Sameer and Erore Sthapit and Peter Björk. “Memorable Tourism Experience: a review and research agenda.” In *Psychology and Marketing Vol.39 (8)*. (1467-1486). HOBOKEN: Wiley, 2022.

- Bridge Drive-In
- Northern Lights viewing (across the province)
- Camp grounds (across the province)

In looking at other Master of Interior Design practicum projects completed by others before me, there are several that encompass values and ideas that have informed my own. *Little Kapwa: redefining the cultural center* by Antoinette Baquiran explores what it looks like to be Filipinx in Manitoba, and how to create a safe space that celebrates that, and brings others with similar experiences together.⁴¹ *Love, Manitoba* looked to create a safe space for all Manitobans that celebrated the overall meaning of what it means to live in the province. Whether that means identifying the diversity in race, culture, sexual orientation, age, or any other descriptive factor, the positive qualities of Manitoba came together in this project to identify its own unique identity and culture. Another practicum project that helped in guiding the direction of this project is *Encouraging community interaction and activating urban life: an alternative hotel design for twenty-first-century travellers* written by Celeste Main.⁴² This project touched on reviving an urban setting by creating a hotel aimed at the current needs of the modern traveller, and questioned how the hotel could reach beyond only affecting those staying there, but the surrounding city context as well.⁴³ This project gave inspiration to *Love, Manitoba* through its examination of expanding the reach of the typical hotel typology. While Main’s project was centered around the downtown area of Winnipeg, *Love, Manitoba* is focused on getting away from the city, while still creating a lasting memorable experience for those who may live within it.



Experiential Design

In order to make this hotel a destination worth visiting, applying experiential design practices in the design process was important. Professors Kun-Huang Huarng, Stefano Bresciani, and Alberto

⁴¹ Baquiran, Antoinette. *Little Kapwa: redefining the cultural center*. Manitoba: University of Manitoba. 2024.
⁴² Main, Celeste. *Encouraging community interaction and activating urban life: an alternative hotel design for twenty-first-century travellers*. Manitoba: University of Manitoba. 2022.
⁴³ Main, Celeste. *Encouraging community interaction and activating urban life: an alternative hotel design for twenty-first-century travellers*. Manitoba: University of Manitoba. 2022.

Figure . Table describing VFR Accomodations

Ferraris define experiential interaction design as follows:

“Experiential interaction design refers to the design of a whole system (instead of just a design object) that offers great experiential interaction for users.”⁴⁴. The reason that experiential design is relevant in tourism is explained by Nicola McLeod, Deborah Hayes, and Alix Slater as being due to a new type of traveller that looks for a more immersive and culturally rich experience, rather than one-size-fits-all tourism.⁴⁵ Considering retail as another market which faces challenges in terms of its competitive nature, there has also been a shift towards focusing on creating special and memorable experiences in brick and mortar stores.⁴⁶ In more simplistic terms, the general consensus when it comes to defining expectations of any form of experiential design, going above and beyond what has typically been considered normal is the goal.⁴⁷ An example of a chain of stores that has attempted to implement a more experiential approach is Aritzia and the A-OK Café. By introducing the café element, there was an opportunity for the store designers to create a more intimate setting that invites the shoppers to sit and socialize, potentially even make connections with one another. The café does not offer Wi-fi which is an



Figure 1. A-OK Café in Aritzia Winnipeg

intentional choice to encourage interaction. The use of brass and gold fixtures, paired with a rich green marble and ambient warm lighting provides the café with a feeling of luxurious intimacy in a mall setting which is not always expected. The scent of the coffee also carries into the clothing area of the store, activating another sense, so whilst shopping, the guests can begin to imagine themselves elsewhere than in a mall. Aritzia doing this renovation came

⁴⁴ Huarng, Kun-Huang and Stefano Bresciani and Alberto Ferraris. “Experiential interaction design model.” In *Journal of Business Research Vol. 118, (486-490)*. NEW YORK: Elsevier Inc
⁴⁵ McLeod, Nicola and Deborah Hayes, and Alix Slater. “Reading the Landscape: The Development of a Typology of Literary Trails that Incorporate an Experiential Design Perspective” in *Journal of Hospitality and Leisure Marketing Vol. 18 (2-3)*, (154-172). 2009. ABINGDON: Taylor & Francis Group
⁴⁶ Servais, Elisa and Quartier Katelijn and Vanrie Jan. ““Experiential Retail Environments” in the Fashion Sector”. In *Fashion Practice Vol. 14 (3)*. (449-468). ABINGDON: Routledge. 2022
⁴⁷ Servais, Elisa and Quartier Katelijn and Vanrie Jan. ““Experiential Retail Environments” in the Fashion Sector”. In *Fashion Practice Vol. 14 (3)*. (449-468). ABINGDON: Routledge. 2022

shortly after EQ3 did something similar by offering the EQ3 Bistro within the furniture store. Having two stores create these unique multisensory shopping experiences in Winnipeg was something new for the area and made it particularly attractive to its target demographic of young women. As a coffee enthusiast, I found myself wondering if a clothing retailer could really make a good cup of coffee, and therefore was drawn in by my curiosity to give it a try. Prior to these two examples, some Indigo stores did have Starbucks locations located inside the store which did create a multisensory shopping experience, however, many of them closed down the coffee shops after the pandemic. These examples demonstrate multisensory marketing and experiences in retail environments. While this practicum project is not selling a particular project, some of the principles included in this practice are transferrable to the hospitality industry and have been used before. A local example of this, are the 300 Main apartments in downtown Winnipeg. The building owners partnered with a local candle making company, Coal & Canary, and each resident that moves in, receives a custom 300 Main Coal and Canary candle that was made specifically for this building, creating a unique scent to be associated with the particular space. There are also several hotels that use the sense of smell to create a curated atmosphere such as Rancho La Puerta in Mexico, which “took the scents of the plants and flora existing on the property, and combined them to create a scent that is used throughout the hotel, but also available for purchase”.⁴⁸ The Gramercy Park Hotel in New York City is also known for its large wood burning fireplace in the lobby, which creates a scent of its own through the entire hotel, therefore the hotel partnered with Le Labo fragrances based in France, and created their own scent as well.⁴⁹ This is a strategic method, as scent is a very powerful method of invoking memories by association. It has been stated that “scent memory is thought to be the strongest of all the senses showing significant memory for odours decades after first smelling the scent”.⁵⁰ It is common to come across a scent that reminds an individual of a particular time in their life, and being able to create something such as a scent that can be associated with memories of a stay at the hotel would be a way of contributing to creating a memorable tourism experience, which will be examined further in this literary analysis.

⁴⁸ Wood, Jennifer. *Hotels that Smell So Good, You'll Want to Move In*. Conde Nast.

⁴⁹ Wood, Jennifer. *Hotels that Smell So Good, You'll Want to Move In*. Conde Nast.

⁵⁰ Spence, C., Puccinelli, N. M., Grewal, D., & Roggeveen, A. L. (2014). Store Atmospheric: A Multisensory Perspective. *Psychology & Marketing*

An idea that is brought up by Huarng, Bresciani, and Ferraris with regards to the goal of experiential design is that of curiosity. They state that the first step to having a successfully executed experiential design, the curiosity of the user must be piqued, as it will create attraction and potentially stimulate other senses as well.⁵¹ The following important aspect that is mentioned in the text is the motivation of the user, as it is the factor that dictates how long the user remains committed to the place or activity.⁵² The hotel will be marketed as a way to experience several memorable aspects of the what it is to be in Manitoba, and this will be the selling feature that gains the attention and curiosity of the prospective guests.

In terms of application to the hotel setting, there will be two areas of focus, the visual and the offered amenities. In order to create an experience that is distinctive enough to create a memorable experience, there will be layers to the design of the hotel. The first layer being visual is crucial as for many, what they see is their first impression. Creating visual cues that will tie to qualities and/or characteristics of Manitoba, particularly the prairie sky will be the first step in creating an experiential hotel. Following that, there will need to be curated activities and amenities that contribute to the experience and those will help with the immersion of the guests into the hotel. While a lot of this design will be done through the interior finishes, in this scenario it is also important that the interior translates and extends beyond into the outdoor portion of the site.

While it can seem counter-intuitive to consider what occurs beyond exterior walls when discussing the practice of interior design, it is becoming more and more important to create an interior that also works cohesively with the exterior. Sally Stone and Ed Hollis discuss this in relation to the concept of *Outside*⁵³. As an early example of a designer who practiced using this concept, Stone and Hollis point to Carlo Scarpa and his work on The Fondazione Querini Stampalia. He made various statements regarding the practice of viewing a building and how he felt that should occur, however what

⁵¹ Huarng, Kun-Huang and Stefano Bresciani and Alberto Ferraris. “Experiential interaction design model.” In *Journal of Business Research Vol. 118, (486-490)*. NEW YORK: Elsevier Inc

⁵² Huarng, Kun-Huang and Stefano Bresciani and Alberto Ferraris. “Experiential interaction design model.” In *Journal of Business Research Vol. 118, (486-490)*. NEW YORK: Elsevier Inc

⁵³ Stone, Sally and Ed Hollis. “Outside.” In *Inside Information|The Defining Concepts of Interior Design*, (63-72). United Kingdom: RIBA Publishing, 2022.

is relevant to this topic is his belief “that the interior and the exterior should exist together, intimately connected and each reliant upon the other⁵⁴.

Creating a connection between the interior and exterior of a built space, enhances the holistic quality of the designed space. Rather than creating a disconnect between the experiences had when traversing the threshold delineating indoor and outdoor, careful design practice can help to create a seamless transition and mood when interacting with the space. There is a growing area of research relating to connections between individual well-being, environment quality, and nature. Melanie Smith summarizes the key findings from sources such as the New Economics Foundation and the Millenium Ecosystem Assessment on this topic as follows:

“...increasing number of studies emphasise the importance of environmental quality and Ecosystem Services for human wellbeing... [while others] suggest that the more you relate to nature, the more positive your emotions and the greater your life satisfaction. [Another] takes this argument a stage further and argues that lack of contact with nature can be highly detrimental to health.”⁵⁵

While this is an interior design project, it is still important that in addition to designing the interior environment very intentionally, adequate consideration be given to the exterior conditions and the effects on guests who spend time at the hotel. In addition to the health and well-being consideration, in a social-political climate when environmental protection and preservation is of extreme importance, building a relationship with the natural environment upon which a site sits should be an emphasis of all design practice. Manitoba has a strong agricultural presence in the global market, particularly exports of grain and oilseeds.⁵⁶ This means that agriculture is also a large part of the Manitoban identity, and the farmlands and natural resources that are used to support the industry are incredibly important, again, emphasizing the connection between people and nature.

In an attempt to design a cohesive and thorough space from the inside through to the outside, *Love, Manitoba*, will be able to build a connection to the land and the surrounding contexts that will

⁵⁴ Stone, Sally and Ed Hollis. “Outside.” In *Inside Information|The Defining Concepts of Interior Design*, (63-72). United Kingdom: RIBA Publishing, 2022.

⁵⁵ Smith, Melanie. “Generation Y, Nature, and Tourism.” In *Nature Tourism*, (46-55). New York: Routledge, 2017.

⁵⁶ Province of Manitoba. *Sector Profile At A Glance: Agriculture*. 2024.

draw local residents as well as those who must travel slightly further. Based on the literature, it becomes increasingly important that when considering a site for this project, the boundaries beyond the building shell must be carefully considered to allow for a full experience to be designed and experienced. Creating spaces for guests to socialize and take in the natural environment in a gently guided manner will encourage the appreciation of what is available and what exists. It is often a point of discussion in news articles that the pace at which people operate is growing rapidly, and this is also represented in urban growth and development, a need to know what is next. There is an opportunity with this project to say, what is already in existence has value, and does not need to be reinvented. There is beauty in age, in imperfection, in history, and in what is different from now. To be able to sit in a building that has been around for over a century, and look at the natural surroundings creates a reflection point for guests to slow down and consider if there needs to be a next for every part of life.

At the end of the day, as interior designers, people are at the center of what we do. The spaces that are carefully designed by those in the profession are designed for use by people to suit their needs. As this is the case, it is important to consider the comfort of the end-users when designing a space. As this practicum is focused on designing a hotel, there is a challenge presented by the fact that the end-users will be constantly changing. In the text *Making Places for People: 12 Questions Every Designer Should Ask*, Christie Johnson Coffin and Jenny Young explain some different considerations that should be made when designing.⁵⁷ One of the questions that the authors listed as being important to ask is “Does this place balance community and privacy?”, which presents a connection to the topic of this practicum project. It is important to provide people with opportunities to socialize and build connections with those they cross paths with, however, it is also important to allow for spaces to recharge in peace when desired. Having a hotel that can provide both types of spaces is important to the project as it wants to celebrate and emphasize the strength of the Manitoban community, but also is a place to escape the busyness of day-to-day life.

⁵⁷ Johnson Coffin, Christie and Jenny Young. “Does This Place Balance Community and Privacy?” in *Making Places for People: 12 Questions Every Designer Should Ask*, (99-115). London : Taylor & Francis Group, 2017.



Adaptive Reuse

In addition to the aforementioned methods of creating an immersive experience that speaks to the province, is by, quite literally, inserting the guests into a piece of history. This project is able to do this as it is an adaptive reuse of an existing heritage building that holds significant history in Manitoba. Adaptive reuse can be thought of as giving new life to a building that has already lived one. As interior designers in a time when resources are becoming more scarce, it is more important than ever to utilize what has already been built rather than to start over. The re-purposing of a building is a beautiful concept

as opposed to its ugly counterpart of erasing pieces of history. Sally Stone explains in her book *UnDoing Buildings* “[buildings] can be allowed or even encouraged to evolve, to sustain new uses, and accommodate new users”.⁵⁸ She also explains that by utilizing these existing sites, the environments that are created have more depth and significance as a result, and can be considered a term she refers to as “architectural palimpsest”.⁵⁹ This concept can be interpreted as a method that designers can use to create and tell a new story, by building upon and taking inspiration from an old one.⁶⁰ When considering some of the goals of this project being to create depth, pique curiosity, create connection, and tell a story, it becomes exciting to think about

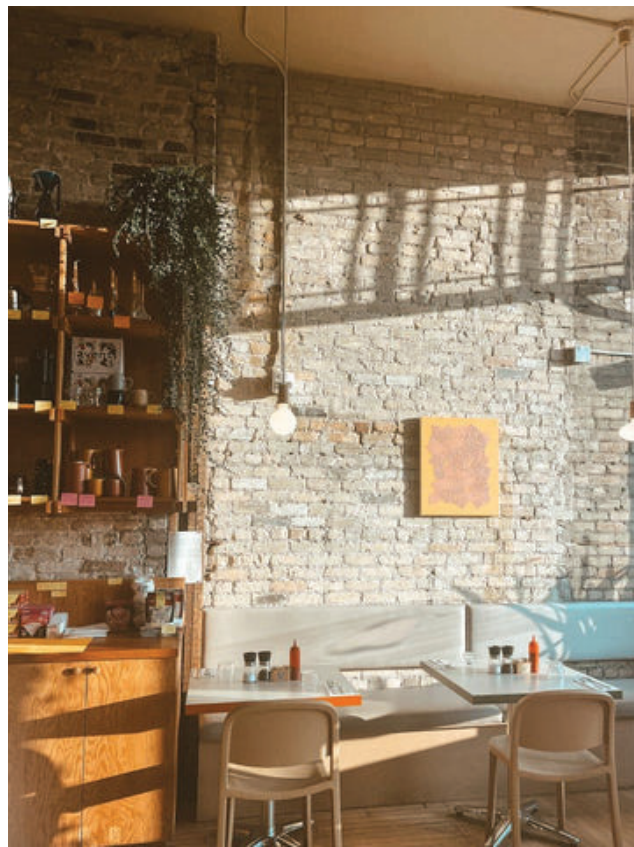


Figure 2. Modern Electric Lunch in Downtown Winnipeg

⁵⁸ Stone, Sally. “Introduction” in *UnDoing Buildings: adaptive reuse and cultural memory*. (1-16). New York : Routledge. 2019

⁵⁹ Stone, Sally. “Introduction” in *UnDoing Buildings: adaptive reuse and cultural memory*. (1-16). New York : Routledge. 2019

⁶⁰ Stone, Sally. “Introduction” in *UnDoing Buildings: adaptive reuse and cultural memory*. (1-16). New York : Routledge. 2019

the possibilities that exist in using a building that has existed for much longer than any of the potential users of the space.

Winnipeg is often overlooked by its own residents in terms of its architectural characteristics, however, I believe that is due to people looking in the wrong places. It is common to find film crews using the Exchange District for movies that are set in New York or Chicago. Many holiday films on the Hallmark Channel are filmed throughout the downtown Winnipeg area and look beautiful, however, locals do not always see it that way. On weekends, the streets are mostly empty, with shops having limited open hours on Saturdays and Sundays. While the design and art communities do appreciate what exists in the city, there is more that can be done. The Exchange District in downtown Winnipeg is so full of beautiful and complex buildings that have stories, and the potential to be revived. While many of the discussions surrounding adaptive reuse are centered around the exchange, doing this project outside of the city provides a reminder of what can be done in the more urban settings.



Figure 3. Modern Electric Lunch in Downtown Winnipeg

There is a restaurant in downtown Winnipeg along Main Street called Modern Electric Lunch, and it is an adaptive reuse project that has been quite successful. Located in the Fortune Building, the façade has been renovated to look more modern, but maintains a lot of the characteristics that were traditional to the times it was initially built. The interior is a very clever mixture of using architectural elements to tell the story, mixed with objects. For example, original brick walls are visible all throughout the space, and hung on those walls are receipts from the original *Modern Electric Lunch* that show the prices and menu items that were ordered long before the days of seven dollar lattes. This example combines adaptive reuse and interior design to create an immersive and experiential dining environment in the center of the city. By channelling that tactic of mixing architecture and history with some modern design choices such as colour use, the hotel can be a successful example of an adaptive reuse project that adds to the overall richness of the hotel.



Visiting Friends and Relatives Tourism

While the intention of the hotel is to be a staycation destination for those living in the Rural south eastern area of Manitoba, it is important to acknowledge the type of tourism industry that currently exists in the province: Visiting Friends and Relatives Tourism. Visiting Friends and Relatives Tourism has long been hypothesized as the oldest form of travel on record while historically receiving very little recognition.⁶¹ There is record of the first occurrence of this type of travel dating back to 1685, with a woman by the name of Celia Fiennes travelling to and from the abodes of known friends and family.⁶² Despite the history and significance of this genre of travel, it has notably been absent from academic discourse in favour of even more niche topics such as events, sports, and even gastronomy.⁶³ The Winnipeg tourism industry is one of Visiting Friends and Relatives. The majority of people visiting Winnipeg are doing so because they have a connection to the city, not because there is a strong attraction

⁶¹ Backer, Elisa. *VFR Travel Research: International Perspectives*. Edited by Brian King. Bristol, UK; Blue Ridge Summit, PA : Channel View Publications, 2015.

⁶² Backer, Elisa. *VFR Travel Research: International Perspectives*. Edited by Brian King. Bristol, UK; Blue Ridge Summit, PA : Channel View Publications, 2015.

⁶³ Backer, Elisa. *VFR Travel Research: International Perspectives*. Edited by Brian King. Bristol, UK; Blue Ridge Summit, PA : Channel View Publications, 2015.

for tourists.

A lack of clear parameters surrounding visiting friends and relatives tourism has been said to contribute to the lack of credibility and value associated with the topic as pointed out by Julio R. Munoz, Tom Griffin, Michael Humbracht.⁶⁴ One aspect that can contribute to this confusion is that in past research, when the traveller is asked questions relating to the purpose, goal, or motivation behind the trip, there is a grey area about where it begins to fall under VFR.⁶⁵ For example, if someone is travelling to a mountainous destination with the intention of hiking, but happens to have a friend living there who offers accommodation, does that make the trip one that falls under the umbrella of VFR? Alternately, a traveller travelling to a destination and meeting up with a friend there, would this singular interaction then place them in the VFR category? It is pointed out that it is very possible that the recorded numbers of VFR travellers that exist are much lower than in actuality, which contributes to the lack of perceived value in the industry.⁶⁶

While this information is important to acknowledge and understand about the tourism economy in Manitoba, it did not heavily influence the design of the hotel. While visitors from outside Manitoba are welcome, and represent a group of expected visitors to the hotel, they are not the target demographic.



Summary of Analysis

The focus of the design for the hotel was creating a rich and immersive space for guests to be able to sit in the history and feel a connection to the surrounding Manitoba after researching the interior design concepts of adaptive reuse and experiential design. Careful attention to detail was placed on paying homage to a life that was lived by the building, and carefully bringing it into the current age by

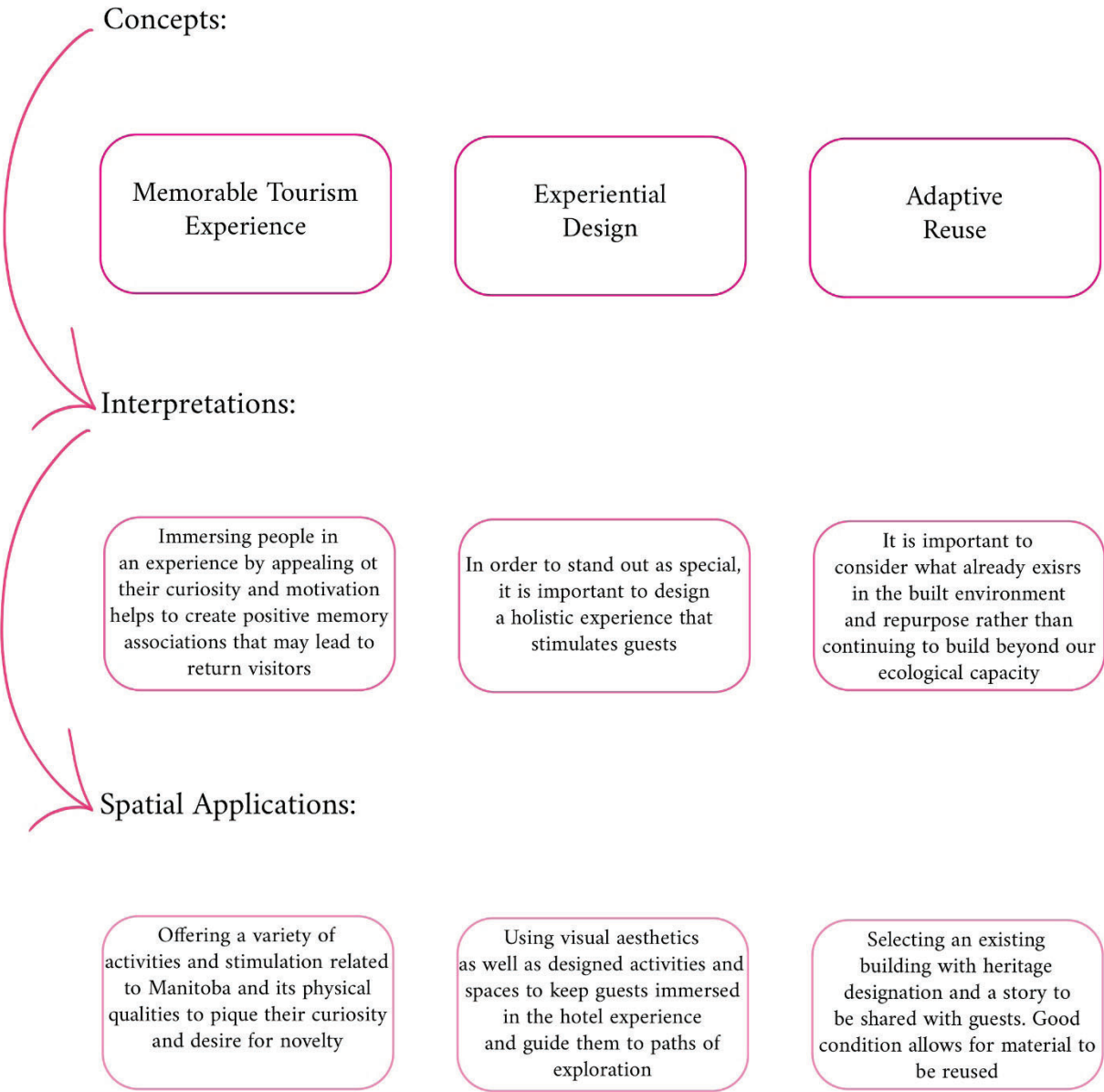
⁶⁴ Munoz, Julio R. and Tom Griffin and Michael Humbracht. “Towards a new definition for “visiting friends and relatives”.” In *The international journal for tourism research Vol. 19 (5)*, (477-485). HOBOKEN: Wiley. 2017.

⁶⁵ Munoz, Julio R. and Tom Griffin and Michael Humbracht. “Towards a new definition for “visiting friends and relatives”.” In *The international journal for tourism research Vol. 19 (5)*, (477-485). HOBOKEN: Wiley. 2017.

⁶⁶ Munoz, Julio R. and Tom Griffin and Michael Humbracht. “Towards a new definition for “visiting friends and relatives”.” In *The international journal for tourism research Vol. 19 (5)*, (477-485). HOBOKEN: Wiley. 2017.

doing a study of the site, and learning about the context of the area.

The tourism concepts of memorable tourism experience and visiting friends and relatives tourism give a perspective of the types of visitors that this hotel may get based on its location, as well as what the guests will need in order to create positive association with the trip and remember it fondly. It also gave insight as to what kind of experiences are sought after and create memorable experiences for guests that may draw them back to visit again.



The following selection of precedents contribute inspiration to this practicum presentation. Through an in depth analysis of features, location, positive and negative characteristics, the reasonings will be explained. In an attempt to assure the selections are relevant, they have been selected from similar geographical regions, within the country. Looking to already existing successfully designed projects is an important step towards designing something new. As *Love, Manitoba* seeks to emphasize the wonderful parts of the province, taking inspiration from well loved destinations from Manitoba seems like a natural step in the right direction.



Pineridge Hollow

Birds Hill, MB Canada

Pineridge Hollow is located on the outskirts of Birds Hill Provincial Park, between the communities of Pine Ridge and West Pine Ridge. The current site sits approximately thirty minutes from downtown Winnipeg. The original Pine Ridge Hollow was opened by a woman named Jan Regehr in 1992, and it was just a log house that was converted into a small gift shop outside of Winnipeg.⁶⁷ The store became popular, and the business expanded to create a more home-like experience. Jan expanded Pineridge Hollow to serve tea and lunch as she felt passionately about being able to offer the community homecooked meals. This led to becoming a teahouse and gift shop.⁶⁸

As the success of the teahouse continued, more space was required. An additional carriage house was built in 1996 in order to accommodate the amount of food preparation required for the business, and it was intended that any extra space was to remain personal use for the family. In 1998, it was evident that the business had outgrown the space it was occupying, and it was necessary to relocate. Rather than finding a new building, the owner worked with what was then known as Winnipeg Hydro, to move the existing house and carriage house 1.5 miles to where Pineridge Hollow is located today.⁶⁹

Several renovations were made to the original building which brought it to its longstanding state of having an patio enclosure, petting farm, full restaurant, and a furniture and clothing store. It remained

⁶⁷ PineRidge Hollow. *Our Story*. PineRidge Hollow. Accessed May 19, 2024.

⁶⁸ PineRidge Hollow. *Our Story*. PineRidge Hollow. Accessed May 19, 2024.

⁶⁹ PineRidge Hollow. *Our Story*. PineRidge Hollow. Accessed May 19, 2024.

in that form for some time, until in 2022, a large renovation took place to create a compound of sorts. Designed by DLUX Design & Co., *The Village at Pine Ridge* was created.

The Village includes a dozen individual commercial retail units, four kilometers of winding paths through the natural landscape, and what are referred to as “forest rooms” – geodesic domes containing woodstoves and welcoming plush furniture. Within these units are a variety of retail shops including a market, a coffee shop, a restaurant, an Indigenous owned and operated store, and several others. There is also a large structure designed to resemble a barn that is host to a variety of events based on the season. There have been craft shows, concerts, movie sets, and even a sheltered skating rink hosted there.

While the Pineridge Hollow business has been successful since its inception, the amount of visitors that can be accommodated has increased exponentially with the recent addition of more space and attractions. It should be noted that there is said to be plans in place for some sort of accommodation beyond the forest rooms to allow guests to stay for prolonged amounts of time. This creates a destination for guests to visit and wander, while taking in the natural Manitoba landscape. Being in such close proximity to a provincial park creates opportunity for guests to experience a variety of activities based on the season.



Figure 5. The Original Pine Ridge Hollow

Birds Hill Provincial Park is home to a vast network of trails ranging from walking to horse-riding to horse and carriage to cross-country skiing. There is also an observation tower to spend time in and get a better vantage point of the area. There are also two beaches within the park that are open to the public in the summer, and include beach volleyball courts on site. Many Winnipeggers also spend some time in the park during the summer for the annual Winnipeg Folk Festival. The festival, which is one of the most popular and successful events hosted by the province, brought in \$1,604,676.00 in revenue in

2022. With day-passes available, Pineridge Hollow could provide welcome respite after a day of concert-watching for guests of the festival.

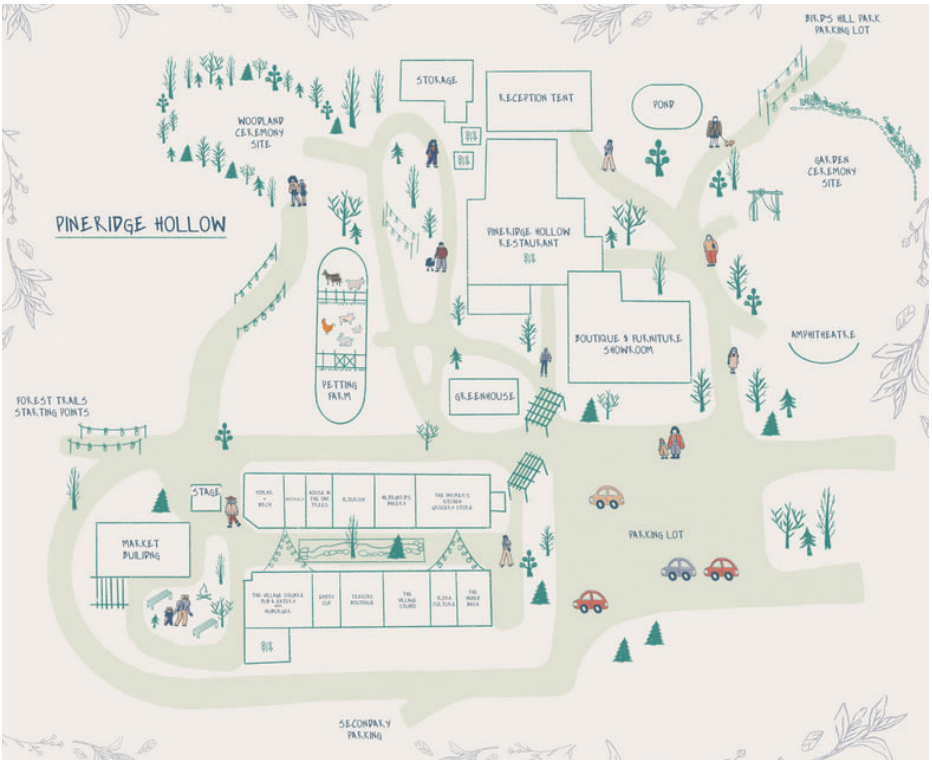


Figure 6. Map of The Village at Pine Ridge



Figure 7. Winnipeg Folk Festival

commute between the city of Winnipeg and Pineridge Hollow. It is possible to hire a taxi for transport to the site, however this is not an ideal method of transportation for many. This requirement for private transportation contributes to an environment that appears to be marketed towards a specific socio-economic class. Beyond the transportation discussion, the shops that are located in *The Village* are very

While there are many positive attributes that can be associated with Pineridge Hollow, there are some drawbacks that must be mentioned. As the site is located a thirty minute drive from central Winnipeg, transportation to and from the location can be a challenge for individuals without access to a personal vehicle. Cycling from within the city could be a feasible option for those with experience, however the requirement of using high-speed roads creates an element of danger to the cyclist. There are no public transportation options that

expensive, and not at an everyday purchase price point. One clothing boutique has a relatively small collection of women’s clothing that are mostly within the one-hundred to two-hundred dollar range. The toddler clothing from the same shop also have a high price tag, with rompers costing forty dollars or more.

In addition to what has previously been mentioned, there are major attractions that encourage so many to return to the site. The restaurant which places an emphasis on the idea of farm to table, grows a lot of its own food in greenhouses and creates delicious meals that are memorable to those who have gone. The petting zoo is also a very attractive feature for families that have young children, and the goats are often seen interacting with them. There are also simple but effective photo areas woven between the trees outside of the restaurant where visitors can pose for pictures together to commemorate their time there. The craft sales that happen frequently are also draws of a crowd, particularly during the holiday seasons, in addition to a studio that can host small private events, yoga classes, and camps that are run by various local businesses. *The Village* is also fully licensed to serve alcohol, and develops creative cocktails using local ingredients for the adults to enjoy. When visiting *The Village*, it often feels as though the guests are in a small town, isolated from dense urban areas due to the lack of street noise, and the presence of fresh air. The cohesive aesthetic and proximity of units to each other also contributes to creating a tight-knit community feeling which makes it a comforting place. *Love, Manitoba* will take inspiration from the environment that has been created at Pineridge. The separate entities that are the retail units which contribute to a larger picture are something that are a part of this practicum project. A key takeaway from the environment created at PineRidge is the distance from the city of Winnipeg due to the nature of the typology. As a place designed for relaxation, quiet and connection to natural elements are important to the success of the project.



Figure 8. The Village



Figure 9. Pine Ridge Hollow Restaurant



Figure 10. Restaurant Vestibule



Figure 11. Forest Room



Thermëa

Winnipeg, MB, Canada

Thermëa Nordik Spa is a wellness centre located in the neighbourhood of Crescentwood within south Winnipeg. It is next door to a popular nine-hole golf course called Crescent Drive and a large municipal park of the same name. Thermëa focuses on wellness through massage services and what they call thermotherapy.⁷⁰ Thermëa spa is owned by the Nordik Group which is based out of Gatineau, Quebec which is near the Ottawa-Quebec border. The Nordik Group focuses on wellness and have opened three spas across Canada, the first being Nordik Spa-Nature in Old Chelsea, Quebec. This spa went on to become the largest in North America.⁷¹ Thermëa in Winnipeg opened in 2015 and is the only spa of its kind across the prairies.⁷² Lastly, only two years ago in 2022, Thermëa Spa Village opened in Whitby Ontario, within the Greater Toronto Area and spreads over a 358,000 square-foot site making it the largest in Ontario.⁷³ The Nordik Group have demonstrated the ability to build attractions that grow and remain in demand beyond the decade mark. In Winnipeg, the idea of an outdoor spa without having the experience with Thermëa would seem undesirable, however the company found a way to embrace the cold winters in addition to the rest of the seasons, and create an experience to be enjoyed year round.

The facilities that are available at the Thermëa Nordik Spa in Winnipeg include massage treatment rooms, a full restaurant, a cold, hot and warm pool, relaxation rooms, outdoor bar and pizza oven, fire pit room, and several sauna treatment rooms. These treatments are important to the spa, as they are a key part of the Nordik traditions and rituals that the space is based on, and they are feasible in cold climates. There is also a strict rule about keeping the volume down when on site, and there are employees who will walk around to enforce it. This ensures that the tranquil environment not be interrupted for those trying to enjoy. There are many places to move around to while visiting, and guests are encouraged to cycle through the pools and treatments.

While Thermëa itself has a lot to offer, there are other aspects to be considered that draw in

⁷⁰ Thermëa. *Who We Are*. Thermëa. Accessed May 16, 2024.
⁷¹ Groupe Nordik. *Current Spas*. Groupe Nordik. Accessed May 17, 2024.
⁷² Groupe Nordik. *Current Spas*. Groupe Nordik. Accessed May 17, 2024.
⁷³ Groupe Nordik. *Current Spas*. Groupe Nordik. Accessed May 17, 2024.

Figure 12. Market in the barn at Pine Ridge.

consumers. It is easily accessible via public transits with two bus-stops extremely close by. If accessing the spa via Pembina Highway, there are also bicycle lanes for those who prefer to commute in that way. In addition to the level of access, the site selection for the spa is quite exemplary. The spa is located far enough from the nearest major road there is very minimal traffic noise that penetrates the area. The large trees that surround it also act as a sound and wind block which helps contribute to the silence that can be found there. If guests did not know better, it is possible to believe that it is a hidden retreat within a forest. When browsing the Thermëa Winnipeg website, it can also be said that the company tries to emphasize the Nordik Groups commitment to sustainability and that the operation of the spa is beneficial to both those who visit and immerse themselves in the experience, as well as the surrounding landscape. While they have taken small steps towards this such as recycling paper, and printing double-sided, they are a long way from achieving a more major milestone such as net-zero.

While Thermëa Nordik Spa is a highly desirable attraction, there is a missed opportunity when it comes to offering accommodations. In looking at potential competition for the Nordik Spa in Winnipeg, Ten Spa is located within the Hotel Fort Garry and offers indoor focused amenities. The Thermëa website does have a tab called accommodations, however it leads to a list of hotels nearby to the site along with their ratings and prices. Another consideration is the cost of visiting the spa. The *Classic Massage* treatment is one-hundred and fifty-five dollars, while the *Specialty Massage* is one-hundred and sixty-five dollars. The *Body Care Treatments* begin at one-hundred and thirty-nine



Figure 13. Aerial view of Thermëa

dollars and end at one-hundred and seventy-five dollars. The *Thermal Experience* which includes the pools, saunas, and relaxation rooms is eighty-six dollars. In addition to all of these options, there is food and drink available through the restaurant for those willing to incur the additional cost. Lastly, the availability of parking can act as a deterrent to those commuting by personal vehicle. While there is a parking lot available, it is shared with Crescent Drive Golf Course, and is often full. It is not uncommon that cars begin to park along the adjacent roads, however those end up quite full as well, particularly on weekends. This can be avoided by using public transit as previously mentioned.

Thermëa can act as an influence on the experiential design aspect of *Love, Manitoba*. The way the spa has an effect of making guests feel as though Thermëa is somewhere far away from reality is something that could be very alluring paired with a hotel. Another thing to consider is the range of facilities that are included on the site, without being vastly overcomplicated. The simplicity of the pools surrounded by minimal landscaping and the relatively small size of the enclosed spaces for the amenities could translate well into the site of *Love, Manitoba* as it is not a very large site but will have many features.

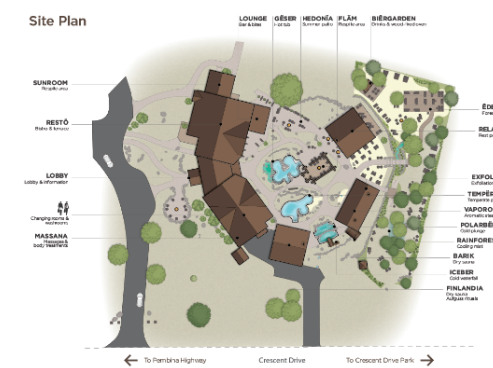


Figure 14. Map of the property

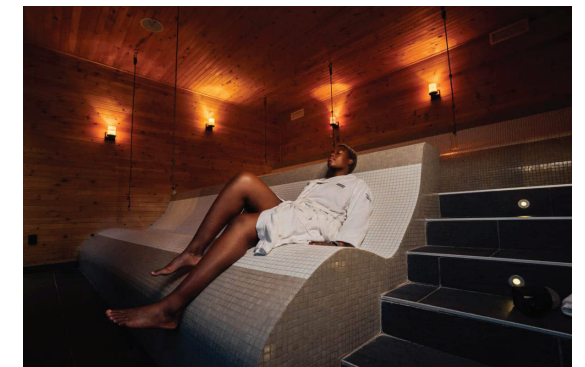


Figure 15. Relaxation Room in Thermäa

The Smith Hotel

Kingston, Ontario, Canada

The Smith Hotel located in Kingston Ontario is an adaptive reuse project of a nineteenth century church building and is run by Benjamin Hotels. The church was originally built in 1824 by an architect well known for creating this style of building throughout the province, John Power.⁷⁴ While the church was rebuilt twice throughout the eighteen hundreds, it still retains pieces from the original erection of the building.⁷⁵ Through the careful mixture of modern industrial finishes and organic ones, it is clear that one of the goals of the hotel is to honour and maintain some of the original character that has been in existence for decades. This juxtaposition between old and new is very interesting both in concept and design execution. This excerpt taken from the hotel website encapsulates the mission quite clearly

“We have a passion for preserving historic buildings and turning them into unique modern spaces. From a selection of vintage records to refurbished century-old wood, everything at The Smith Hotel was hand-selected with purpose and design at the forefront.”⁷⁶

With the limitation of working within an existing building, the hotel only has ten rooms for booking. The rooms each have seventeen-foot high ceilings offering a unique ability to engage vertical circulation in the design.⁷⁷ Within each room of the hotel, which are called lofts, is an independent kitchen which offers guests the option of cooking their own meals rather than dining out while staying there. A selection of beverages and light snacks are also offered and come from Canadian companies. There are five types of lofts that can be booked on site, Two Bedroom Premium Terrace, Two Bedroom Premium, King Premium, King, and Queen.⁷⁸ The smallest loft being the queen still has a footprint of five-hundred and fifty square feet, and appears more cozy than cramped. Above the lofts in the hotel is what is called *Sanctuary Coworking* which is a workspace that guests can feel free to use throughout



Figure 16. Lobby of Thermēa



Figure 17. Restaurant

⁷⁴ The Smith Hotel. *History*. The Smith Hotel. Accessed May 17, 2024.
⁷⁵ The Smith Hotel. *History*. The Smith Hotel. Accessed May 17, 2024.
⁷⁶ The Smith Hotel. *About Us*. The Smith Hotel. Accessed May 17, 2024.
⁷⁷ Johnson, Kimberly. *This 19th century church in Kington, Ont. is now a luxury hotel*. CTV News Ottawa. 2022. Accessed May 17, 2024.
⁷⁸ The Smith hotel. *Lofts*. The Smith Hotel. Accessed May 17, 2024

their stay. Private meeting rooms are also available, but must be booked ahead, and come with a cost.⁷⁹ The associated mezzanine of the space also acts as a place to host various types of events there and can be booked ahead of time.⁸⁰ The hotel is in a very central location of Kingston. It is very close to City Hall, the waterfront, and Queen’s University. This allows guests to visit the area by foot and not necessarily need to worry about arranging transportation for the duration of their stay. There is also easy access to public transit stops and routes nearby which can take visitors to other parts of the city.

An aspect of the hotel that will be brought into *Love, Manitoba*, is the fact that it has partnerships with local and/or Canadian-owned companies to supply products for the hotel as well as for retail purposes. This commitment to being part of the community creates a connectedness that is admirable. The rooms within the hotel also all have differing layouts and configurations which provides an opportunity to return several times and be in a new environment each time. While *Love, Manitoba* has its rooms separate from the main building, there will be a series of configurations to offer a variety of experiences for the guests. The Smith Hotel is a good example of a niche boutique hotel that is not exceedingly large and offers a very limited amount of rooms, but due to the attention to detail that went into the project, makes each one special.

Unfortunately, as is common in adaptive re-use projects, there is limited accessibility to the site. The hotel claims to have retrofitted the building, however the design of each loft includes stairs therefore it is not accessible for someone with limited mobility.⁸¹



Figure 18. Kitchen in one of the lofts.



Figure 19. Loft seating area.

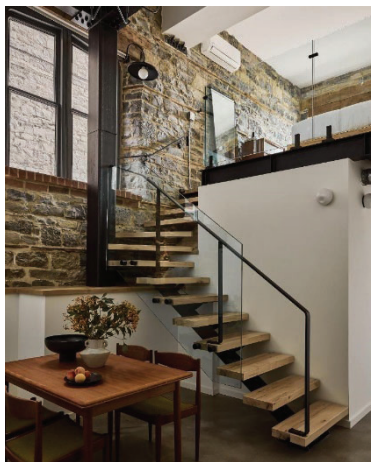


Figure 20 . Each loft has stairs.



Figures 21 & 22 . Each loft is designed differently.

⁷⁹ The Smith Hotel. *Work and Events*. The Smith Hotel. Accessed May 17, 2024.
⁸⁰ The Smith Hotel. *Work and Events*. The Smith Hotel. Accessed May 17, 2024.
⁸¹ The Smith Hotel. *Frequently Asked Questions*. The Smith Hotel. Accessed May 17, 2024.

Precedent	Memorable Tourism Experience	Experiential Design	Adaptive Reuse
The Village At PineRidge	- Created spaces to host unique experiences outside of the city - Built within existing forest to immerse guests fully in the landscape	- Scents from Hildegard's Bakery, Pineridge Hollow Restaurant, Empty Cup, and outdoor fires fill the space - Multiple buildings to move through, all designed with same intentions to create a compound	The original PineRidge house was renovated to accomodate growing needs of the business.
Thermëa	- A unique typology based on a foreign tradition, desirable and intriguing - Different from North American spas in Winnipeg	- Various scents infuse the indoor and outdoor spaces (scents in saunas, product in baths) - Soft, calming music plays throughout the entire site to influence guest moods and energy	N/A
The Smith Hotel	- Incorporates modern technology in a historic site (mobile concierge service) - Provides opportunity to experience this former church in a unique way	- Unique suites for different experiences and surroundings during each stay - Physically immersed in the history of the place through maintenance of original materials	- Historic church modified to suit new needs for hotel. - Maintained much of the original structure and finishes while incorporating modern styles

Figures 23. Connection between precedents and literary analysis.



Chapter Four: Site Analysis & Programming

The site was selected based on criteria that was either required (R) or preferred (P). The criteria list is as follows:

- Space for a minimum of 4 rooms (R)
- Strong connection to natural environment (R)
- Connection to a local community (R)
- Low levels of noise (man-made) (R)
- Potential to host events and activities (P)
- Adjacent retail opportunities (P)
- Existing restaurant OR space to add one (P)
- Walkable distance from amenities or activities (P)
- Viable through all seasons (P)
- Removed from dense urban areas (P)



Figure 24. Map of St. Andrews



Lockport, Saint Andrews, Manitoba

A rural municipality located North-East of the City of Winnipeg, Saint Andrews is a community with a population of roughly 11,723 as of 2021.⁸² Of this number 7,700 are between the ages of fifteen to sixty-four, making up a strong majority.⁸³

There are six wards that make up the area of St. Andrews, and Captain Kennedy House falls into Ward two. Each ward has its own councillor that is elected to sit alongside the mayor for a four-year term.



Community Composition and Demographics

The community of Lockport is a very small one with a total population of four-hundred and forty-five people according to the 2021 census.⁸⁴ The community sits on just under two and a half square kilometers of land.⁸⁵ Officially, it is considered an unincorporated community by Statistics Canada, and both Lockport part A and part B exist, however, in this project, only part A is being analyzed.⁸⁶ The demographics used in this section are based on the census for the Rural Municipality of St. Andrews as there is more data to draw from. The majority of St. Andrews is aged between forty and sixty-four, which is older than the intended audience for this project. The largest following age group is ages fifteen to thirty-nine, making up approximately 27% of the region.⁸⁷ This is primary targeted age demographic for *Love, Manitoba*.

⁸² Statistics Canada. *Census Profile, 2021 Census of Population: St. Andrews Profile table*. Statistics Canada. Accessed May 10, 2024.
⁸³ Statistics Canada. *Census Profile, 2021 Census of Population: St. Andrews Profile table*. Statistics Canada. Accessed May 10, 2024.
⁸⁴ Statistics Canada. *Census Profile, 2021 Census of Population: Lockport Profile table*. Statistics Canada. Accessed May 10, 2024.
⁸⁵ Statistics Canada. *Census Profile, 2021 Census of Population: Lockport Profile table*. Statistics Canada. Accessed May 10, 2024.
⁸⁶ Statistics Canada. *Census Profile, 2021 Census of Population: Lockport Profile table*. Statistics Canada. Accessed May 10, 2024.
⁸⁷ Statistics Canada. *Census Profile, 2021 Census of Population: St. Andrews Profile table*. Statistics Canada. Accessed October 27, 2024.

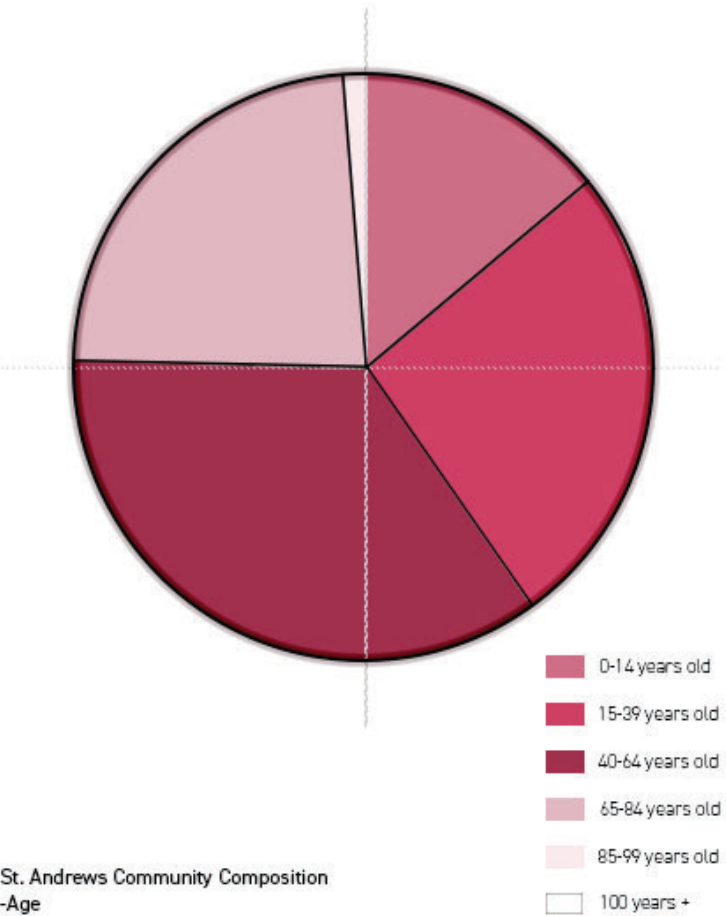


Figure 25. Community Age Demographic Chart



History and Attractions

Lockport has made a name for itself across southern Manitoba by being home to some classic destinations. The Skinners Wet n’ Wild Waterpark was a staple for many children growing up in the province, and stopping for the well-known Skinners hot dog and slide fries was a great way to cap off the day. While the waterpark has been abandoned for quite some time, both Skinners restaurants remain in operation. In addition, Lockport is also home to the Half Moon Drive-In, an old-fashioned diner near the Locks on the river. While it has been updated and restored, it still maintains the charm of a classic diner, and attracts large crowds for the duration of the summer. This community and its diner have been a part of my story as long as I have been alive. My great aunt started a tradition decades ago, that



Figure 26. Half Moon Drive In

whenever a family member got a new car, they would drive everyone out to the Half Moon Diner. While this tradition has not stayed in strict practice, my family has continued to visit every year for picnics, family photos, and just a nice drive out of the city. For that reason, I knew the intimate closeness that can be felt in the area, and it felt right as I was envisioning what I wanted this project to become.

There are also often car meet-ups with enthusiasts driving their vintage restored cars to meet at the restaurant, and following it up with a drive along River Road. While there does not appear to be an



- | | | |
|---|---|--|
|  1.St. Andrews Anglican Church |  3.Red River |  5.St. Andrews Lock & Dam |
|  2.Captain William Kennedy House |  4.Skinners |  6.Half Moon Drive-In |

Figure 27. Landmarks Map

official car enthusiast club in Lockport, the number of properties that sports several pristine cars in the driveway would suggest that there is a car collector community within it as well. There is one house in particular that my father has always pointed out because there are several sports cars parked in the driveway at all times. St. Andrews and Lockport in particular have more to offer than restaurants and car shows however. Lockport also is home to the St. Andrews on the Red Anglican Church. The construction of this church occurred from 1845 to 1849, and overlooks the river.⁸⁸ The church and the surrounding property all hold provincial heritage designation and is still functioning to this day, making it the oldest stone church in use throughout Western Canada.⁸⁹

When visiting, guests are greeted with a beautiful stone and iron gates surrounding the building, and a cemetery flanking each side. While it appears to be extremely



Figure 28. Corvettes on a lawn



Figures 29 & 30. Classic cars outside of Skinners

⁸⁸ Canada's Historic Places. *St. Andrew's on the Red Anglican Church*. Canada's Historic Places. Accessed May 10, 2024.

⁸⁹ Canada's Historic Places. *St. Andrew's on the Red Anglican Church*. Canada's Historic Places. Accessed May 10, 2024.

tall, in part due to its gothic style, it is only one and a half storeys.⁹⁰ I last walked the grounds of the church on a cloudy day, and the atmosphere felt beautifully haunted. There was no noise except for some birds, and children in the distance, presumably from the school across the street. The signage warning against trespassing after dusk also contributed to the scene of a small town where the residents my get up to exploring when they do not think there is anyone to bear witness to their mischief.

In addition to the church, Lockport is also home to another important historic structure: the St. Andrews Lock and Dam. Opened in 1910 by Prime Minister Sir Wilfred Laurier, the facility is now one-hundred and fourteen years old.⁹¹ Despite its age, the structure designed by H.E. Votelet, an engineer



Figure 31. St. Andrews Church Trespassing Sign



Figures 32 & 33. St. Andrews Church Details

⁹⁰ Canada's Historic Places. *St. Andrew's on the Red Anglican Church*. Canada's Historic Places. Accessed May 10, 2024.
⁹¹ Government of Canada. *St. Andrews Lock and Dam*. Government of Canada. Accessed May 10, 2024.



Figures 34-36. Images of the exterior of the St. Andrews on the Red Anglican church

from Montréal, still retains most of its original parts.⁹² Likewise to the church, the lock and dam is still in use during the summer season and helps maintain the correct water levels on the Red River.⁹³ The significance of the structure is in part because it is a Caméré style dam, meaning it contains ‘curtains’ made of slats of wood which are adjusted higher or lower in order to control the flow of water through the dam.⁹⁴ The maintenance to this type of dam is more rigorous, as the curtains must be changed out manually by workers, and this typically occurs at the three-year mark.⁹⁵ There are layers of importance to this particular lock and dam. The first being that, while unconfirmed, it could potentially be the only surviving and functional Caméré style dam in the entire world, earning it recognition from the Canadian

⁹² Government of Canada. *St. Andrews Lock and Dam*. Government of Canada. Accessed May 10, 2024.
⁹³ Government of Canada. *St. Andrews Lock and Dam*. Government of Canada. Accessed May 10, 2024.
⁹⁴ Government of Canada. *St. Andrews Lock and Dam*. Government of Canada. Accessed May 10, 2024.
⁹⁵ Government of Canada. *St. Andrews Lock and Dam*. Government of Canada. Accessed May 10, 2024.

Society of Civil Engineering to be a National Historic Civil Engineering Site.⁹⁶ The second layer, is the fact that across the Canadian Prairies, there are no other locks. Lastly, it is the largest Lock and Dam of this particular style in the world, and it lives here in Manitoba.



Figure 37. St. Andrews Lock and Dam in 1923.



Figure 38. St. Andrews Lock and Dam in the 1930's.

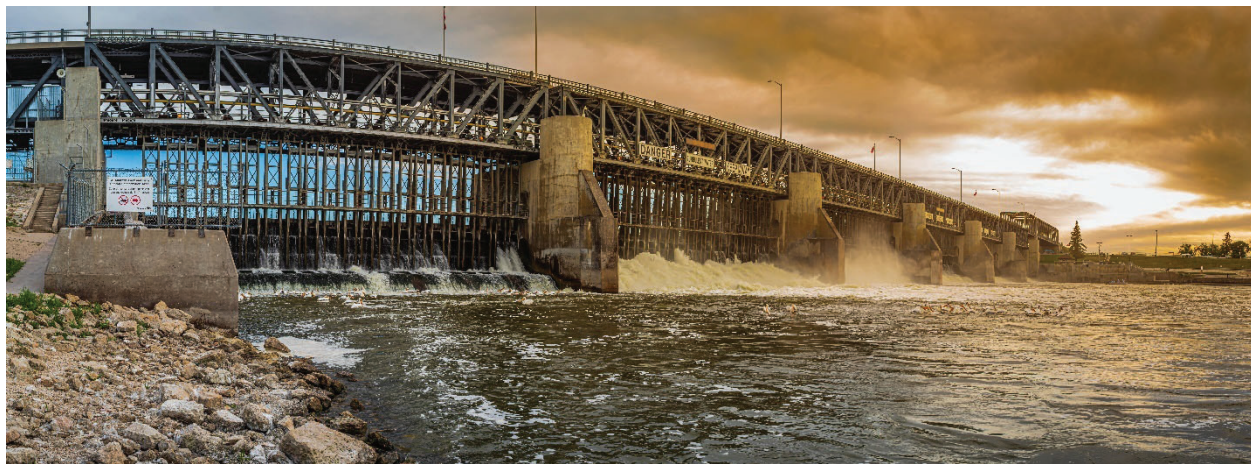


Figure 39. St. Andrews Lock and Dam.

⁹⁶ Government of Canada. *St. Andrews Lock and Dam*. Government of Canada. Accessed May 10, 2024.



417 River Road - Captain William Kennedy House

The proposed site for this practicum project is Captain William Kennedy House at 417 River Road in Lockport Manitoba. This falls within the rural municipality of St. Andrews. As the site is located outside the boundary lines of Winnipeg, it offers seclusion and quiet that is difficult to achieve in an urban setting. The journey to get to the building, is a beautiful one. River Road is a long winding road that is bookended by the river, and a mixture of very traditional and modern homes. The speed limit on the road is slow, forcing commuters to take in the surrounding areas, and also limiting traffic noise. As you drive along towards the destination, you will be surrounded by flocks of pelicans flying towards the locks, and seagulls catching their dinner. The light hitting the river creates a sparkle that can not be adequately captured via digital image, and feels like an invitation to jump in. Having taken the journey to reach the site several times, I can say that the beauty does not diminish during any season, the view simply changes.

The area also has a large variety of bird species that can be seen while visiting. A brief look at an online bird sighting website shows that there is no shortage of interest in the birds either. There is also a wide variety of tree species along the river as well, which provides beautiful colour schemes in the fall, and ample shade in the summer. The large trees on the site also provide some wind shelter between the selected building and the river. The trees located on site include but are not limited to: Pine, Red Osier Dogwood, Black Ash, Peach Leaf Willow, White Spruce, Cottonwood, Northern White Cedar, and Siberian Elm.

A large part of the appeal of Captain Kennedy House is that it rests on the banks of the aforementioned Red River giving guests a front row seat to the beautiful vista regardless of the season they choose to visit. By taking guests away from the urban density of Winnipeg, they can be away from their regular daily activities, and encouraged to seek peace in the area. The house is only a short walk from the aforementioned St. Andrews on the Red Anglican Church, and is also nearby to both St. Andrews School and St. Andrews Community Club. Directly to the West of the site is the River Road Provincial Heritage Road which is frequently used by fisherman or those wanting to set up a picnic.

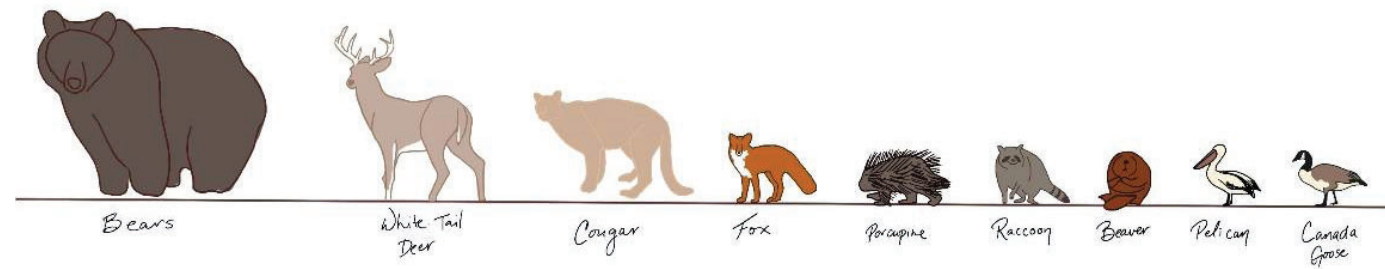


Figure 40. Common animals seen in southern Manitoba

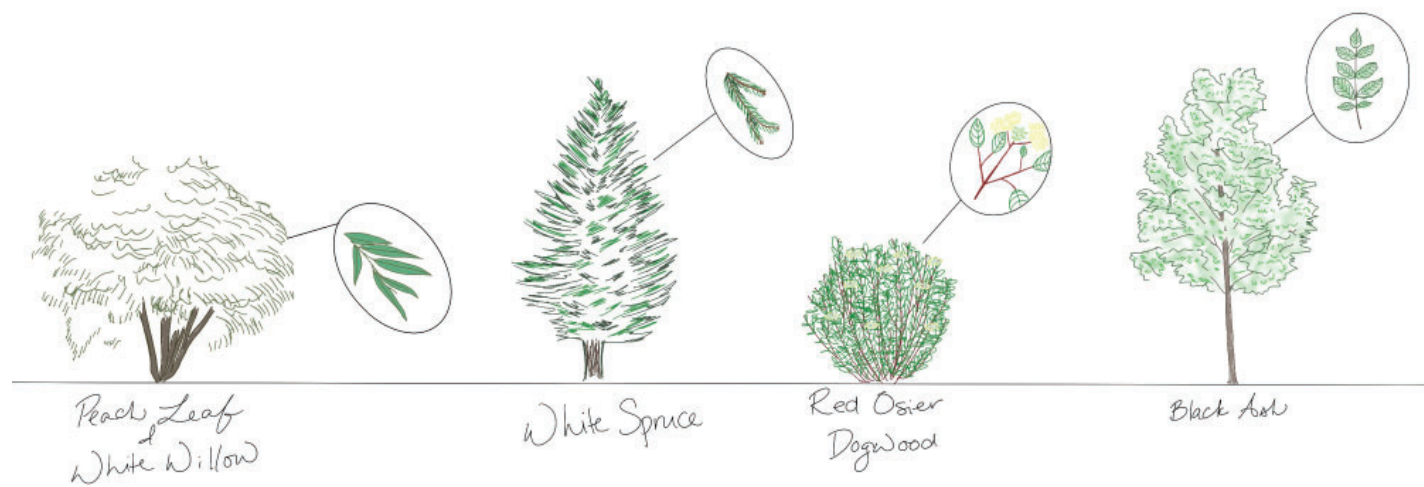


Figure 41. Some of the trees found in southern Manitoba

With a thick tree line surrounding the property, there is still an element of seclusion. On the site that will be maintained in this project is a volunteer based English Garden that leads right down to the river. While there is one government employee who oversees the gardening and maintenance, it is mostly a community effort which encompasses the spirit of the hotel.

July 2024



Figure 42. The Captain Kennedy House Property in Different seasons

The building is was built in 1866 for its namesake and his family.⁹⁷ The Kennedy House was also built by the same stonemason, Duncan McRae, that worked on the historic church across the road.⁹⁸ In 1985, it was designated provincially as a heritage site, and is protected under that title.⁹⁹ The original stone is still in extremely good condition, and demonstrates a level of craft that should be appreciated. The stones of varying colour, shapes, and textures were quarried from the banks of the Red River, creating a direct tie between the house and the land upon which is sits.¹⁰⁰ It is one of those places that upon entering, you can feel the history, and begin to imagine the stories of those who have occupied it before you. Some of the features that lend themselves to creating this impression, are the deep windowsills, and the large hardwood doors and moulding that remain. There are also think baseboards that are matching original wood to the floors and staircase. The entire house is quite dark with one pendant light in each room besides the kitchen. The floorplan of the house includes two floors, and a basement and attic, neither of which are currently accessible to the public. The second floor contains a second staircase attached to a room that was originally used for slaves. Finding this out during a site visit was a sobering reminder that while it is a beautiful house that is admired today, there is a dark history that accompanies it. While this project is an adaptive reuse project that significantly changes the interior, that history will not and should not be erased.

The materials that are prevalent throughout the interior space are mainly Tyndall stone, hardwood, and various textured wallcoverings. The wallcoverings that are currently in the dining room and museum space are not original to the site, and give the space a dated feeling, however, it is not difficult to imagine a time when this was a grand home, and a family would sit around the table eating together. Prior to being owned by the province of Manitoba, there were several owners who renovated and changed the use of the building, first being a residence, followed by an unofficial museum, then finally becoming a tea house.¹⁰¹ This building came to mind for this project, as I have fond memories of visiting it with my

⁹⁷ Historic Resources Branch of Manitoba. *Manitoba Provincial Heritage Site No.16*. Government of Manitoba. Accessed March 10, 2024. 6

⁹⁸ Heritage Winnipeg. *News*. Heritage Winnipeg. Accessed May 20, 2024.

⁹⁹ Historic Resources Branch of Manitoba. *Manitoba Provincial Heritage Site No.16*. Government of Manitoba. Accessed March 10, 2024.

¹⁰⁰ Turner, Bob. Red River Tourism. *Tea With the Captain is Long Overdue*. Accessed September 20, 2024.

¹⁰¹ Heritage Winnipeg. *News*. Heritage Winnipeg. Accessed May 20, 2024.

grandparents for afternoon tea as a child. At the time, I had just discovered a love for photography, and felt like I had entered a whole new world. I could not stop taking photos of every part of the house and its surroundings. When we went for a walk in the gardens after tea, I found a natural archway in the trees along the river that I got my grandparents to pose in; this arch was still there when I returned this year. It remains owned by the Department of Sustainable Development within the province of Manitoba, and has recently undergone renovations on the foundation to ensure it remains in good condition.¹⁰² In order to bring the building into present day, there were also some renovations done by Republic Architecture based in Winnipeg, to make it accessible by adding a wider entryway and a universal toilet room. It has now been closed since 2015 to undergo these various renovations, and some are eager to get back into the tea house.¹⁰³ This is good news for those who share similar fond memories of visiting this space and look forward to returning shortly.



Opportunities and Constraints

Similar to any project, it was important to consider both benefits and challenges that the chosen site holds. Captain Kennedy being an old building adds many unique sensory and experiential features that cannot be manufactured as communicated in the previous paragraph, however the age also creates obstacles. Beginning with opportunities presented at this site, there are many, some of which I have already touched on.

Journey– While the site location is approximately twenty-five kilometres from the Winnipeg city center, it creates an opportunity to embark on a journey and see sites not normally experienced. As the seasons change, the commute does as well, providing new colours and silhouettes. The hotel can also be a destination, or a stop on the way to another adventure.

Connection to nature – The site being near the river and surrounded by trees will create a sense of calm for guests. This also achieves the goal of considering the positive effects on humans

¹⁰² Historic Resources Branch of Manitoba. *Manitoba Provincial Heritage Site No.16*. Government of Manitoba. Accessed March 10, 2024.

¹⁰³ Turner, Bob. Red River North Tourism. *Tea With The Captain is Long Overdue*. Accessed September 20, 2024.

when connected to the outdoors.

Low Levels of Artificial Noise – Due to the smaller population and lower population density as compared to the city of Winnipeg, there are less sources of man-made noise such as traffic and construction in the area. St. Andrews has a population density of 15.9 persons per square kilometre compared to 1623.3 persons per square kilometre in Winnipeg.¹⁰⁴

Historic Landmarks – The site is near several unique landmarks, many of which have information about them nearby. This makes for interesting excursions for guests on their way to or from the hotel, or while they are enjoying their stay.

Natural Daylight and Quality Views – The front of the site faces north towards River Road and the many trees surrounding, however, the back veranda and proposed rental units face South directly towards the River. This orientation allows those sitting either indoors or outdoors towards the rear of the property to have a panoramic view of the sun's path throughout the day.

Heritage Designation – The building being a heritage site protects much of its character and visible history. For a place designed to showcase unique aspects of the region, having a lived-in home that has mildly creaking floorboards, and some weathering of the original stone adds to the charm and authenticity of the space.

The following characteristics are constraints that I have observed both while visiting the existing site and designing the *Love, Manitoba* Hotel.

Transportation – The site being located in a small rural municipality means that there is a limited or non-existent amount of public transportation. In the most recent census of the area, it was shown that 92% of those eligible to work and who reside in St. Andrews drive vehicles as their main form of transportation.¹⁰⁵ It is unclear where exactly they are travelling to, however,

¹⁰⁴ Statistics Canada. *Census Profile, 2021 Census of Population: St. Andrews & Winnipeg Profile table*. Statistics Canada. Accessed October 27, 2024.

¹⁰⁵ Statistics Canada. *Census Profile, 2021 Census of Population: St. Andrews Profile table*. Statistics Canada. Accessed October 27, 2024.

for those coming from Winnipeg, or further South to the hotel, anything other than a personal vehicle is impractical.

Heritage Designation – While I have also considered this to be a strength of the site, it also creates additional obstacles from a design standpoint. The heritage designation limits what can be done to the building such as any modifications to the exterior, with few exceptions. One of these exceptions is widening the front door in order to improve accessibility which is currently being done to the site. Adding accessible features as recommended or required by the National Building Code of Canada and/or the Manitoba Building Code is extremely difficult as it is very important that the existing building be protected. For the purposes of this practicum and fulfilment of the program requirements, the exterior of the building including doors and windows were not modified in any way. Interior walls except those directly attached to the stairs that remained were all removed, and a lift was added for accessibility purposes.

Surrounding Amenities – While there are many interesting landmarks, the immediate area has a limited amount of amenities. St. Andrews does have a small community owned airport which can charter airplanes, however it is mainly used for flight training.¹⁰⁶ There is a grocery store just over one kilometre away from the site, and the nearest hospital is approximately seventeen kilometres away.

Building Size – The Captain Kennedy House is quite small for the typology of this project. Choosing to use satellite pre-fabricated structures for the rooms created more opportunities for spaces to be included in the main house.

¹⁰⁶ St. Andrews Airport. *Home*. St. Andrews Airport. Accessed October 27, 2024.



Figures 43-46. Journey to the site



Figure 47. Captain William Kennedy House.



Figure 48. Captain William Kennedy House Sign.



Figure 49. Information Plaque.



Figure 50. Existing Dining Room.



Figure 51. Existing Attic



Figure 52. Enclosed Veranda.



Figure 53. Rear exterior



Users and adjacency requirements

The intended users of the hotel are residents of Winnipeg and surrounding areas, as well as friends and family of residents. The hotel will not be geared towards children, and will have a target age demographic of twenty to sixty. Love, Manitoba is designed to accommodate short term stays rather than long term guests. Those who wish to hold special events, such as weddings, in the event center will also be encouraged to stay on site for the duration. The spaces will tentatively be divided as follows:

Space	Sqft	Qty	Activity	FFE	Users	Atmospheric Quality
Lobby	250	1	- Greet guests - Entry point	- Desk - Lift	- Receptionist - Guests	- Warm - Cozy - Intimate
Kitchen	800	1	- Prepare food - Receive product	- Ovens - Exhaust Fan - Cooktop - Prep Tables - Refrigeration units	- Chefs - Hotel Staff	- Bright - Minimal
Dining Room	500	1	Host guests for meals	- Tables - Chairs	- Guests - Serving Staff	- Intimate - Serene
Veranda	500	1	- Host guests for meals - Seating area	- Tables - Chairs	- Guests - Serving Staff	- Refreshing - Peaceful
Common Washroom	100 each	3		- Toilet - Sink - Grab Bars - Towel Dispenser		
Staff Room	700	1	- Rest spot - Eating area	- Table - Chairs - Refrigerator - Microwave	Various Staff	- Calming - Cozy
Library	700	1	- Reading - Relaxing	- Shelving - Soft Seating	Guests	- Familiar - Cozy - Warm
Meditation Room	500	1	- Relaxing - Rest - Meditation		Guests	- Clear - Intimate - Dark
Individual Rental Units	200 each	6	- Sleep - Store items - Gather	- Bed - Soft Seating - Television - Sink - Toilet - Shower	Guests	- Cozy - Intimate - Calming - Neutral
Event Space	2000	1	- Store items - Gather		- Guests - Event Attendees	- Open - Light - Flexible
Storage	800	3			Staff	
Mechanical	50	1			- Staff - Technicians	
Electrical	50	1			- Staff - Technicians	

Figure 54. Spatial requirements chart

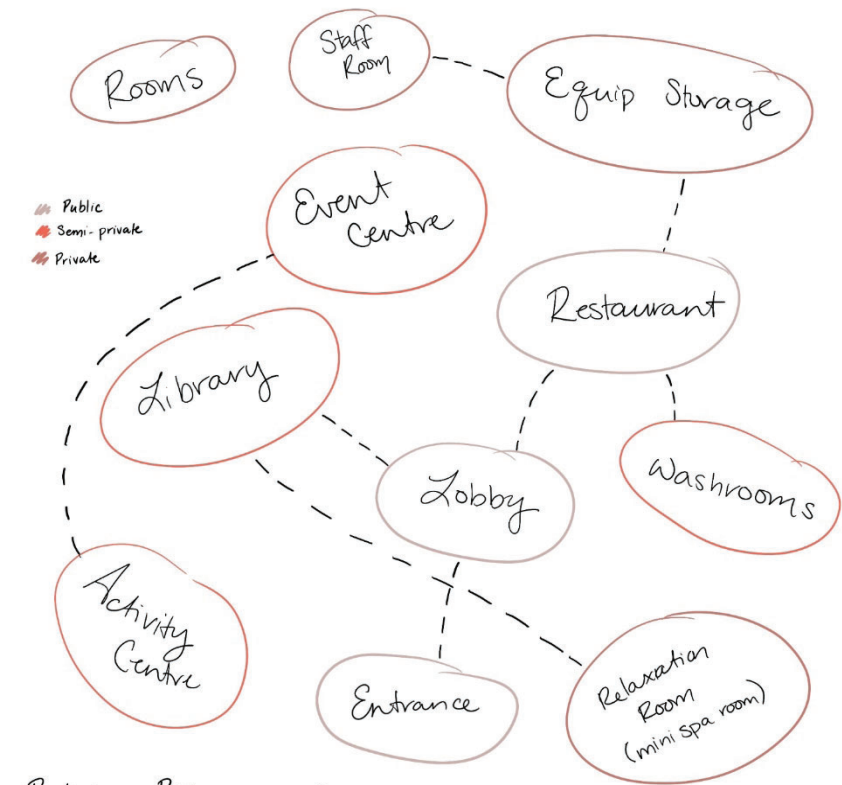
There will be both guests, and employees utilizing the space to varying capacities. In order to best serve and accommodate all users of the space, the following breakdown was used to inform the design of each space.

Preliminary bubble diagramming was used as a method of beginning to visualize how each respective space would look as a whole of the hotel. Creating a visual representation of relationships both desired and undesired guided the design and showed the thought path to achieve the desired result.

Primary Users	Age (approx)	Amount (max)	Activities Performed	Spatial Requirements
Hotel Guests	21-60	12	- Sleep - Eat - Explore - Socialize	- Privacy - Security - Storage for items
Kitchen Staff	16+	4	- Prepare food - Serve food - Organize kitchen - Set up dining room	- Adequate circulation space - Storage (cold and room temperature) - Easy access to exterior
Reception Staff	16+	1	- Check guests in & out - Provide assistance - Correspondance - Organize - Delegate tasks	- Worksurface - Ergonomic work station - Sightlines
Custodial Staff	21+	2	- Clean - Maintain - Contact service technician when required	- Storage - Adequate circulation space
Security	21+	1	- Watch entry during off hours - Survey property	

Secondary Users	Age (approx)	Amount (max)	Activities Performed	Spatial Requirements
Event Guests	10+	65	- Eat - Socialize - Dance	- Acoustic consideration - Privacy - Accessible
Friends & Family of Hotel Guests	21+	n/a	- Eat - Socialize - Explore	- Seating options - Acoustic consideration
Tourists	21+	n/a	- Explore grounds - Take photos - Eat	n/a
Activity Instructors & Hosts	21+	1	- Teach - Organize/clean equipment before & after use	- Work surface - Equipment storage
Tertiary Users	Age (approx)	Amount (max)	Activities Performed	Spatial Requirements
Delivery Personnel	21+	n/a	- Load & unload supplies - Communicate deliverables to staff	- Parking - Product drop off area - Easy access from vehicle to door
Repair Technicians	18+	n/a	Assess & repair issues with systems & equipment	- Easy access to serviceable areas - Light

Figure 55. User analysis



Preliminary Programming - Bubble Diagram

Figure 56. Early bubble diagram

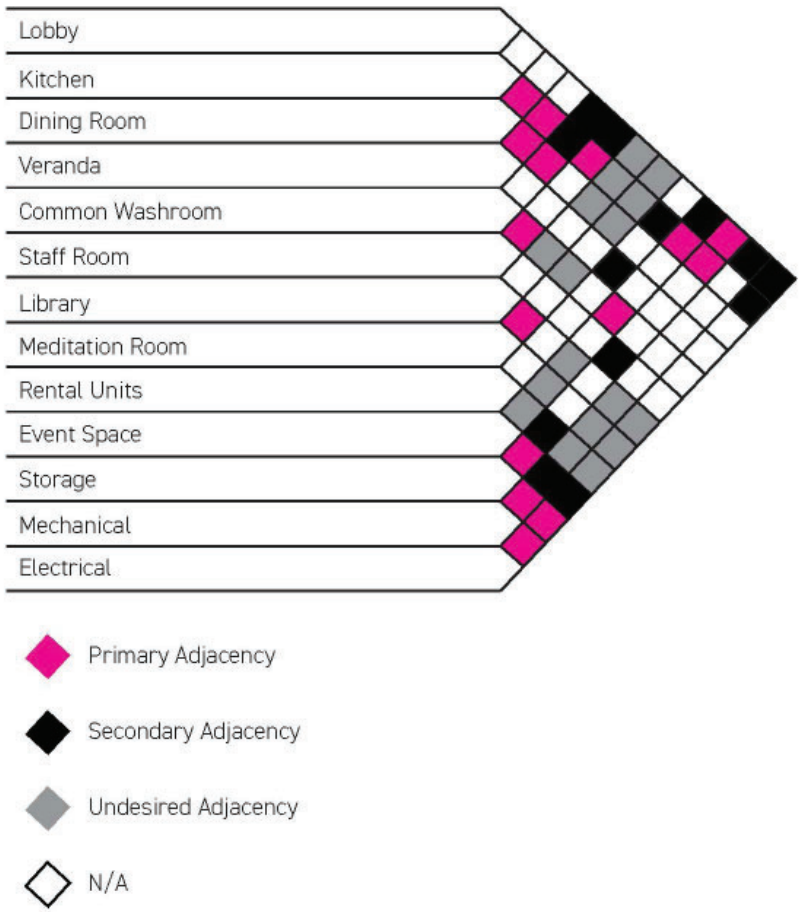


Figure 57. Adjacency matrix



Site Plan

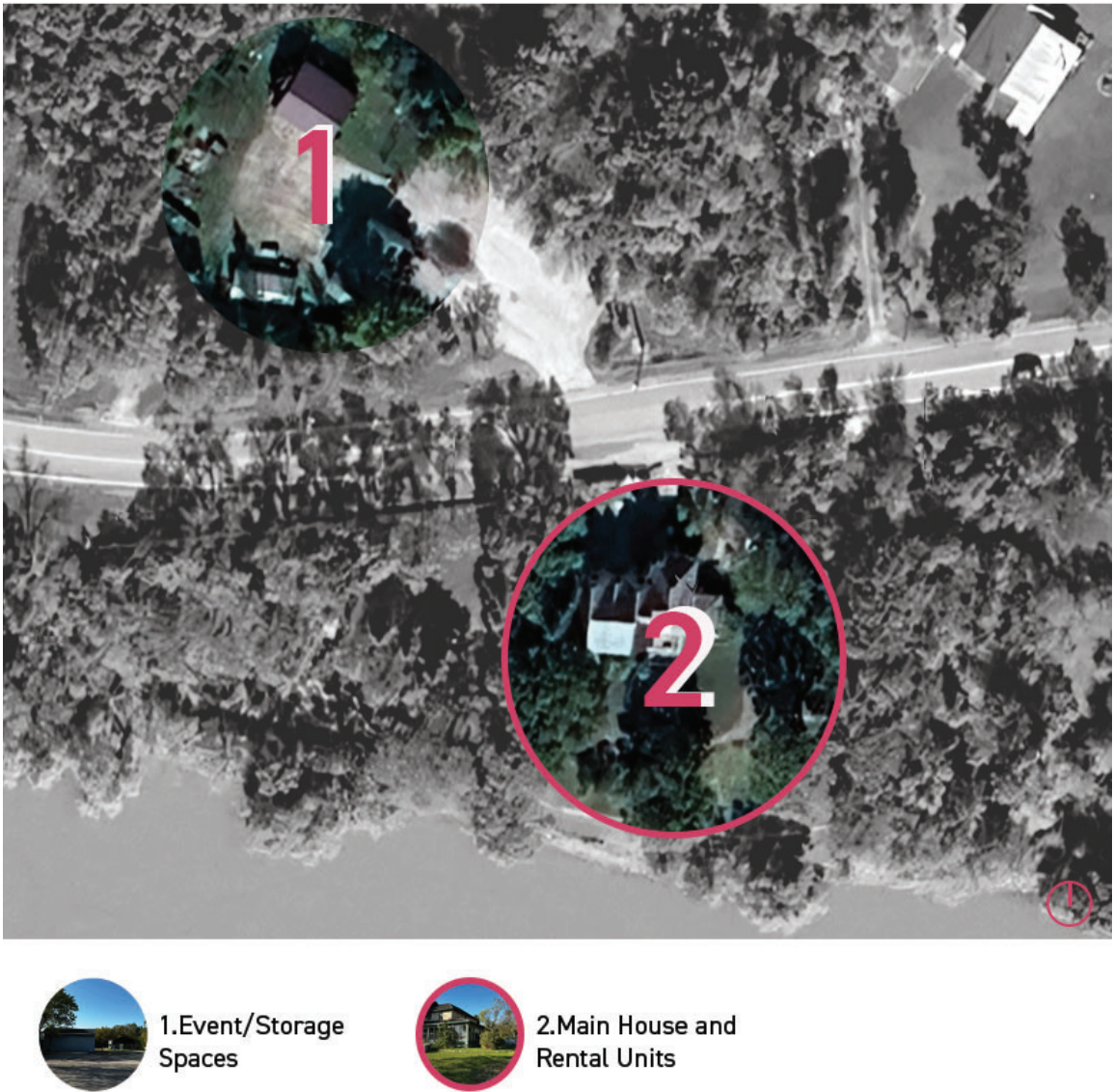


Figure 58. Site Plan

The entirety of the project is divided into three areas: the main house, the rental units, and the event and storage space. Within the main house will be the lobby, kitchen, restaurant and patio, library, and relaxation room. Directly South of the main house will be the rooms for guests on the property and the existing English Garden that leads down to the river. Across River Road from the main house in what is currently the parking lot used for the building, will be the event center and outdoor activity storage

and gathering place. The restaurant will serve a selection of meals inspired by various cultures that are present in Manitoba, and will partner with local chefs to create rotating menus to allow even repeat guests to have different experiences. The kitchen will be commercial grade, however, it will remain small as the focus of the restaurant will be to create meals that feel home-cooked as a connection to the tight knit community it is based out of. The rooms will be pre-fabricated structures built by a local Winnipeg company called Holz, with some custom modifications to suit the needs of guests. Each room will be furnished slightly differently with varying materials. There will be some individual rooms in addition to a group configuration option for any groups that may be travelling together. The library will contain a curated selection of books that will explore topics such as the history of Manitoba, the architectural community of the city, and other works mainly by local authors of groups. The relaxation room will be the *Love, Manitoba* version of a spa. While small, it will provide a place of solace and quiet to unwind. To continue to provide opportunities for relaxation outdoors, there will be fire pit area and sauna with a view of the river. The event center will be quaint but airy. There will be large doors that open to create an indoor/outdoor area for flexibility particularly during the summer. Events that would be suitable for the space would be small weddings, birthday celebrations, retirement parties and other similar occasions.

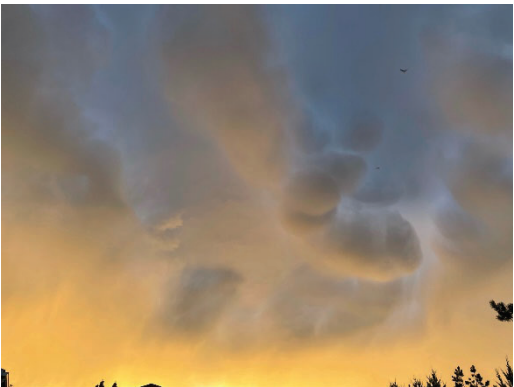
The goal of the activity centre and meeting point will be this projects version of a concierge. It is a touchdown point for guests to go and choose what kind of activity they would like to embark upon. As part of the goal for this project is to encourage Manitobans and any visitors to embrace the province during all of its seasons, this will be a way to encourage people to branch out and try new activities. The facility will have a selection of winter and summer activities to be borrowed by guests, such as, skates, toboggans, snowshoes, kayaks, lawn games, and other small pieces of equipment. There will be provided maps and guides for nearby businesses and amenities, as well as walking paths and areas to spend time. These activities can also encourage guests to mingle and venture out together, again naturally showing off the friendly nature of many locals.



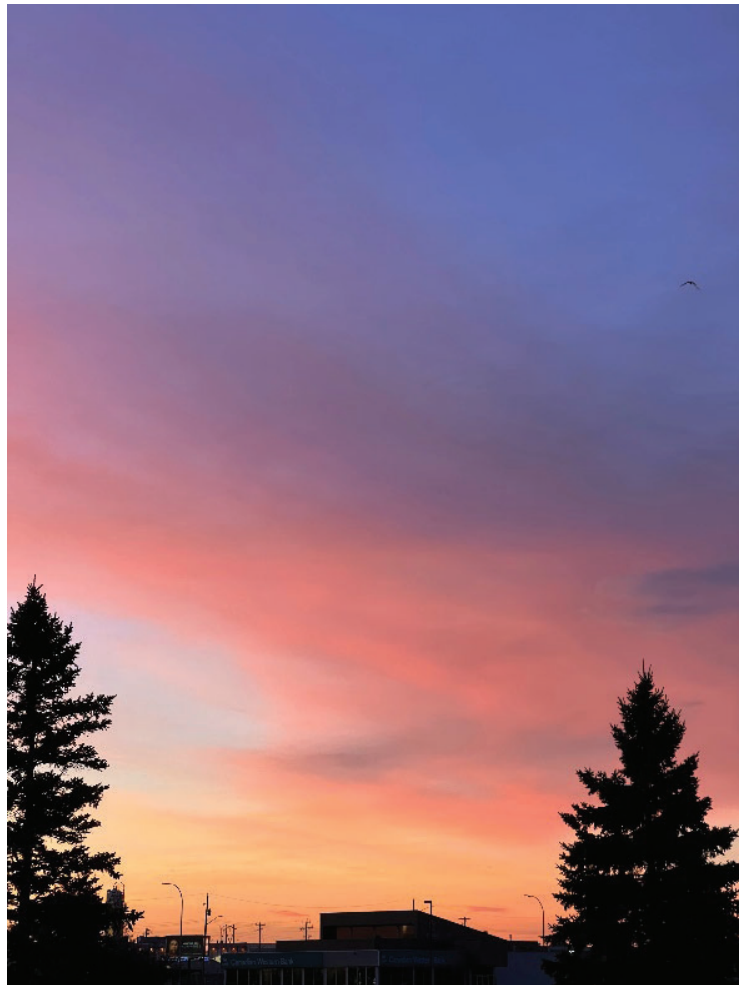
Conceptual Studies



Figures 59-61. Sun in Manitoba



During the process of considering what it is to be a Manitoba resident, and brainstorming what a physical experience that can be or is shared by everyone residing here, one thing stuck out to me: the prairie sun. It is not unusual for me to be looking forward to a sunset at the end of my day, or feeling grateful to be awake in time to watch it rise. The colours that get put on display in the Manitoba sky are so rich, and vivid, it is a unique and undeniable beauty. As a social media user, I can safely say based on how many images and posts I see across various platforms commenting on the beauty of the so-called golden hour here, that I am not the only one who cherishes this part of my day. A friend who lived here briefly moved home to Vancouver, and upon reflecting



Figures 62 & 63. Sunsets in Manitoba

together about her time living in Manitoba, she said “One thing Winnipeg has that Vancouver can’t compete with, is the sunsets”.¹⁰⁷ Local Manitoban artists such as Dawn Schmidt, Gail Sawatzky, and Kathleen Crosby all take inspiration from the natural environment directly surrounding them, and their paintings often include sunsets on the horizon.¹⁰⁸ Examples of these paintings can be found on display in local galleries such as Pulse Gallery in the Exchange District in Winnipeg.

In addition to the physical beauty that is visible to the eyes when admiring the skyscape, the sunset also represents a lot of what this hotel aimed to create with its environment as well. Sun is often associated with warmth and comfort, two spatial characteristics that *Love, Manitoba* seeks to embody. By using textiles and finishes that represent or create warmth and comfort, this spirit of the sun will be emphasized and exaggerated throughout the hotel. The colour palette used is inspired by the various shades that appear in a sunset which gave a wide range to play with. After examining several pictures and paintings of sunsets and rises, I noted a pattern in the layers and curves that appear, sometimes in a radiant form, sometimes in a wave. This guided some of the forms used throughout the spaces of the hotel. In addition to the sun, there are tributes to things that bask in it in Manitoba, like agricultural crops, bare trees in the winter, and glittering snow on a cold day. These are all ways that the physical space will provide connection to the experience of living in Manitoba, forgetting about the city. By taking all of these features into consideration, finishes that would reflect the sunset onto each floorplate during the sun’s peak hours creates a fully immersive environment for guests in the hotel.

Sun and daylight often also go hand in hand with feelings of safety and security which are positive attributes of a hotel environment. The complete envelopment of my field of view in a warm glow as the sun lowers is a feeling that I wish I could bottle and share with others as if a hug that could be transferred among friends. The interior design of this hotel has become my method of achieving this goal, and the physical manifestation of one of my favourite feelings to experience.

¹⁰⁷ Sophia Thomson, text message to author, 2020.

¹⁰⁸ Pulse Gallery. *Artists*. Pulse Gallery. Accessed October 29, 2024.



Figure 64. Lobby perspective



Building Walk-through

The first space that guests will be greeted with upon visiting the hotel is the lobby on the first floor. Located directly across from the main entrance, it includes finishes that pay tribute to the original structure of the house such as river stones and hard wood closely matched with the existing wood of the staircase directly beside the front desk. The atmosphere

of this area will be quite intimate and cozy with warm ambient lighting. This entry point will set the expectation and atmosphere of the experience so it is important that it encompasses and represents what the goal is meant to be which is provide a relaxing staycation destination. Directly to the left is the



Figure 65. Lobby wall elevation



Figure 66. Dining room perspective

Manitoba Memories wall which encourages guests to describe a memorable experience they had either while staying at the hotel, or while experiencing the province, on the back of a printed image. From the

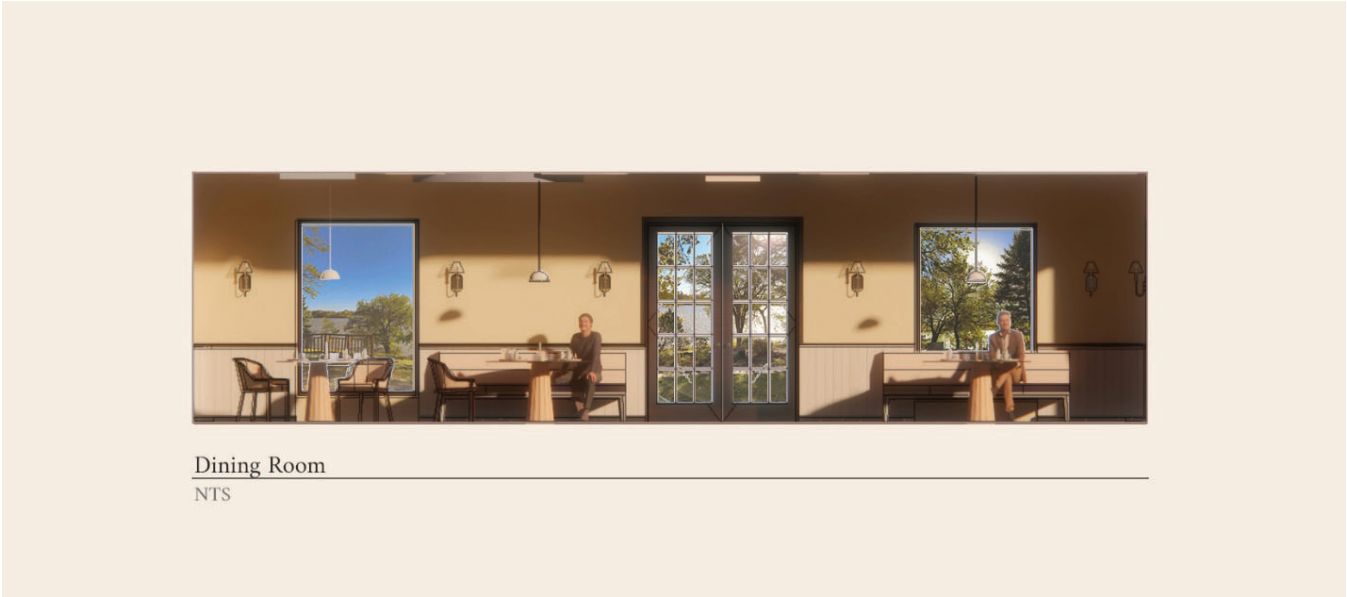


Figure 67. Dining room elevation

lobby, there is clear view directly into the dining room. The dining room features a ceiling detail that is reminiscent of the setting sun and layers of colour as they appear. There is also a fireplace included using tyndall stone to provide warmth during nights and cold weather. From the dining room guests can access

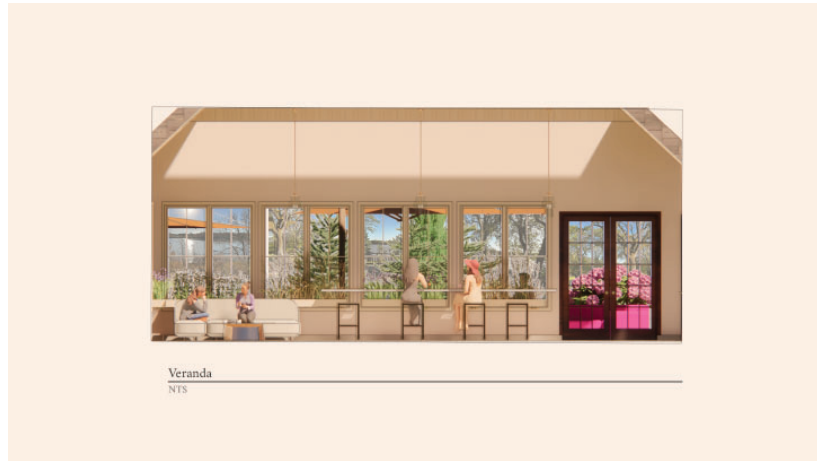


Figure 68. Veranda elevation

the enclosed veranda that overlooks the river. This is meant to be a retreat from the main building. While it can be used for additional dining seating, it can also be a social space for games, or conversation, or simply observing the goings-on outside. With various seating options, this space gives options to the guests in terms

of how they would like to use it. Window boxes have been built onto the existing windows, and they contain small bunches of native Manitoba plants such as prairie grass, wheat, and crocuses.

From the dining room, there is a corridor that leads to the small kitchen, and staff room. The kitchen features a commercial stove and oven, a commercial fridge and freezer, and dishwashing station. While it is a commercial kitchen, it is small in size as the anticipated demand will not be as significant as a restaurant. There will be a rotating menu bi-monthly, and each one will be in partnership with a local chef. This will help to encourage the community connection element of the hotel by expanding from one



Figure 69. Veranda perspective

creative mind to several. This also will provide a unique dining experience for the guests each time that they return.

The second floor is a guest space. The first thing that greets the guest when arriving on the floor or leaving their rooms in the morning is a coffee and breakfast station. This space can also offer a second option for dining for those who are not wanting to dine in a very public and open setting. This ties into the freedom of choice for



Figure 70. Guest room perspective

the guests in allowing them options to dine how they are comfortable. There is a large custom island in the centre of the landing that encourages guests to visit and interact with one another. There is concealed storage underneath for dishware and supplies, and also to allow for integrated power to the island. There are also large magnetic boards mounted to the wall that feature the daily activity schedule, events in the



Figure 71. Guest room perspective

community, and a *get to know you* section. Tucked into the wall is a small supply area that is open for guests to access basic items that they may need during their stay. While having supplies openly available



Figure 72. Landing perspective

is not a decision that every hotel is willing to make, the *Love, Manitoba* hotel wants guests to have a freedom of choice, to access what they need on their own without asking permission.

This floor has three guest rooms each designed slightly differently. Each room has a wallcovering that is meant to immerse them in an abstraction of what can be seen while walking around the province;

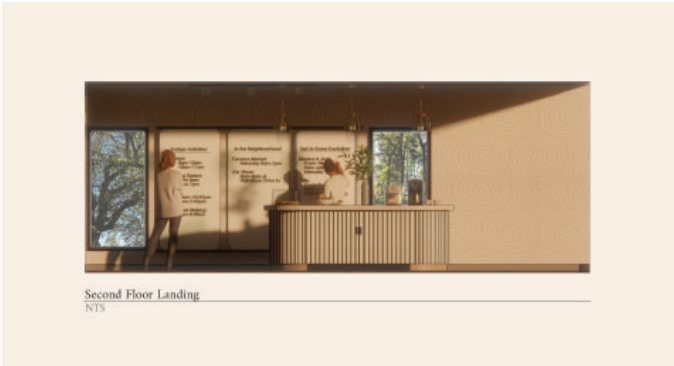


Figure 73. Landing elevation

snow covered hills, crops of sunflowers, and sunsets. There is a bed, seating option, washroom, and television in each room, with one of them being more spacious to accommodate various needs. The rooms are facing South towards the river or East towards the trees and property, not the road in front of the building.

The third floor is a recreational quiet area for guests. At the top of the stairs are curtains which divide the space and provide some sound insulation. Immediately behind them is the large library space

located in the attic. Due to the poor condition of the existing attic, this space was altered to become useable to the public. This room is meant to be the coziest space in the building, and inspiration was taken from reading a book outside in the sun, feeling it on your skin. Hanging faux leaves and flowers dangle from the vaulted ceiling, while the pot lights from above create shadows on the ground. The movement of the hanging elements make it feel like the guest is outside watching leaves fall. As seasons changing and leaves falling is very significant in Manitoba before the harsh winters begin, letting the guests have a moment of pause, before the leave hit the ground, caught in time floating mid-air adds an element of whimsy and magic to the space. Soft seating was selected for this space to encourage guests to make themselves comfortable. The main seating option is a long weaving couch, keeping with the concept of the shapes created by the sunset. This couch is also another opportunity to encourage interaction and closeness among users. From the library, guests are able to move to a small and intimate meditation space. This space is meant to be used as the guest feels is needed in the moment. It is a space that can be used individually, or in a small group. Furniture and designed elements are minimal in this space as it is meant for reflection. These quiet spaces also provide an opportunity for guests to sit with themselves and their thoughts and feelings. It can be a quiet moment away from the new experiences that they are going through to take mental inventory about what they like, dislike, or have learned about themselves.



Figure 75. Meditation Room



There are also a series of rentable units on the property outside of the main house. These are for guests who wish to feel closer to nature, but are not necessarily ready to go camping. These units are small pre-fabricated structures including a bed, small washroom, and seating area. While most guests are more willing to utilize these seasonally, they will be winterized for those wanting to experience winter time from a different perspective. They also have a direct view to the river, and a deck to sit on and take in the surrounding area. They are also near to the pathways on the property that will take guests directly to the English Garden on the West side of the main house.

Lastly, the event space across the street. While it is a smaller space, it is meant to feel at home, like a large living room where you and your closest people can get together and connect. With mostly

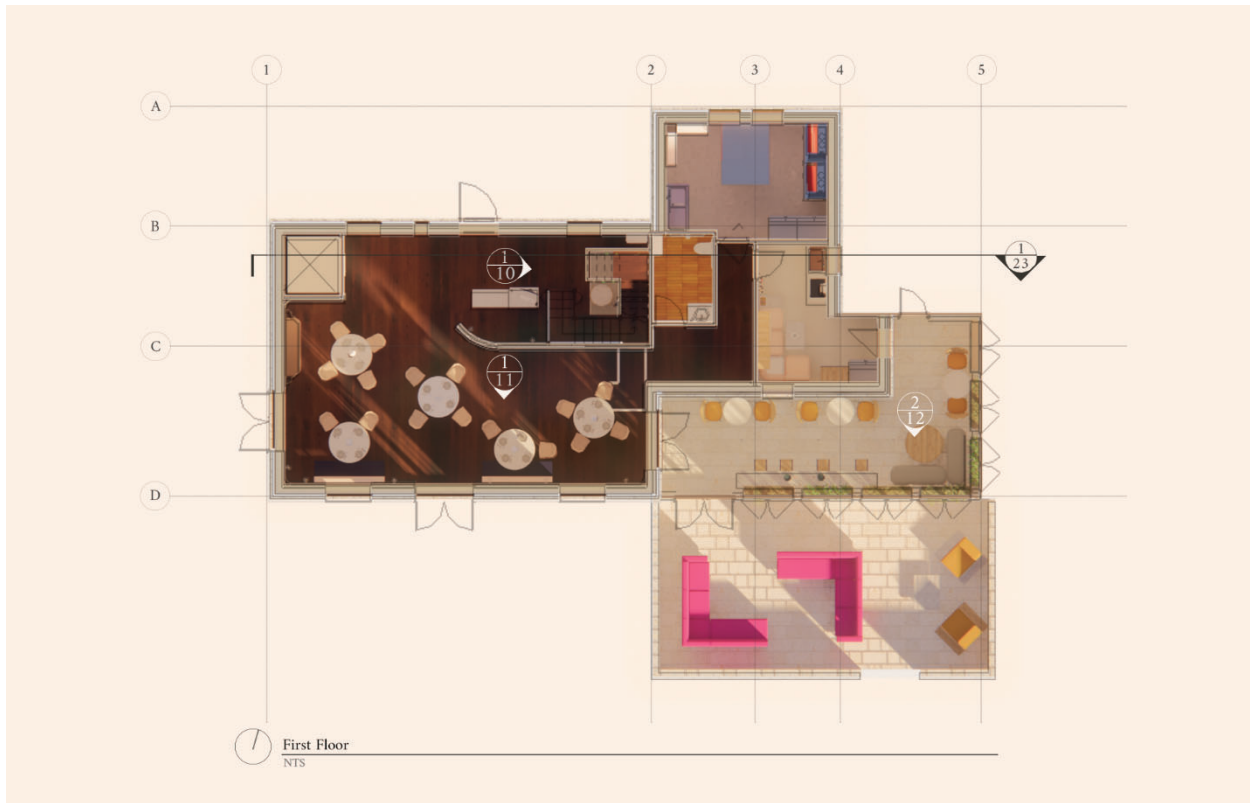


Figure 76. First Floor Plan

wood finishes, and lots of soft textiles it is meant to give warmth and comfort for intimate gatherings. When not in use, the building serves as a base point for outdoor activities that require leaving the property, such as skating, skiing, and canoeing. There is storage in the backroom of this space for the equipment, which is also accessible from the exterior for occasions when it is in use by an event.

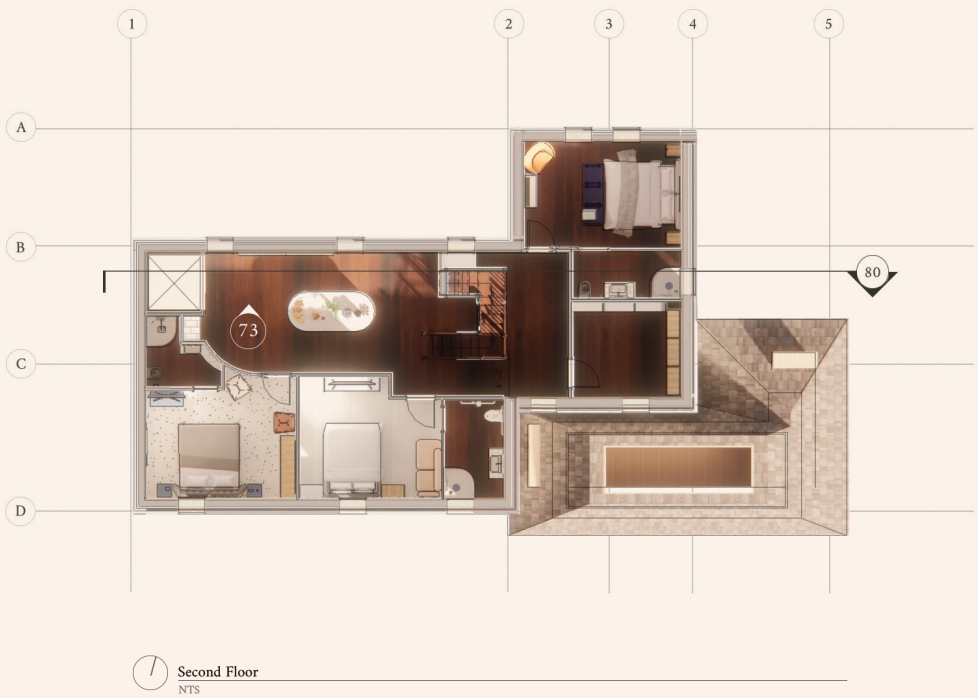


Figure 77. Second Floor Plan



Figure 78. Third Floor Plan

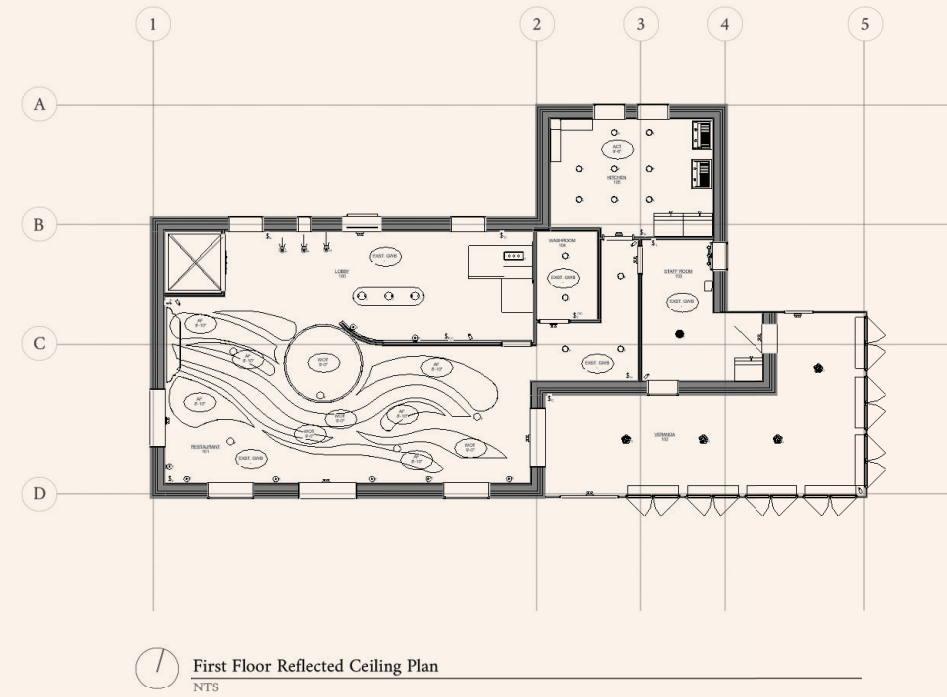


Figure 79. First Floor Reflected Ceiling Plan

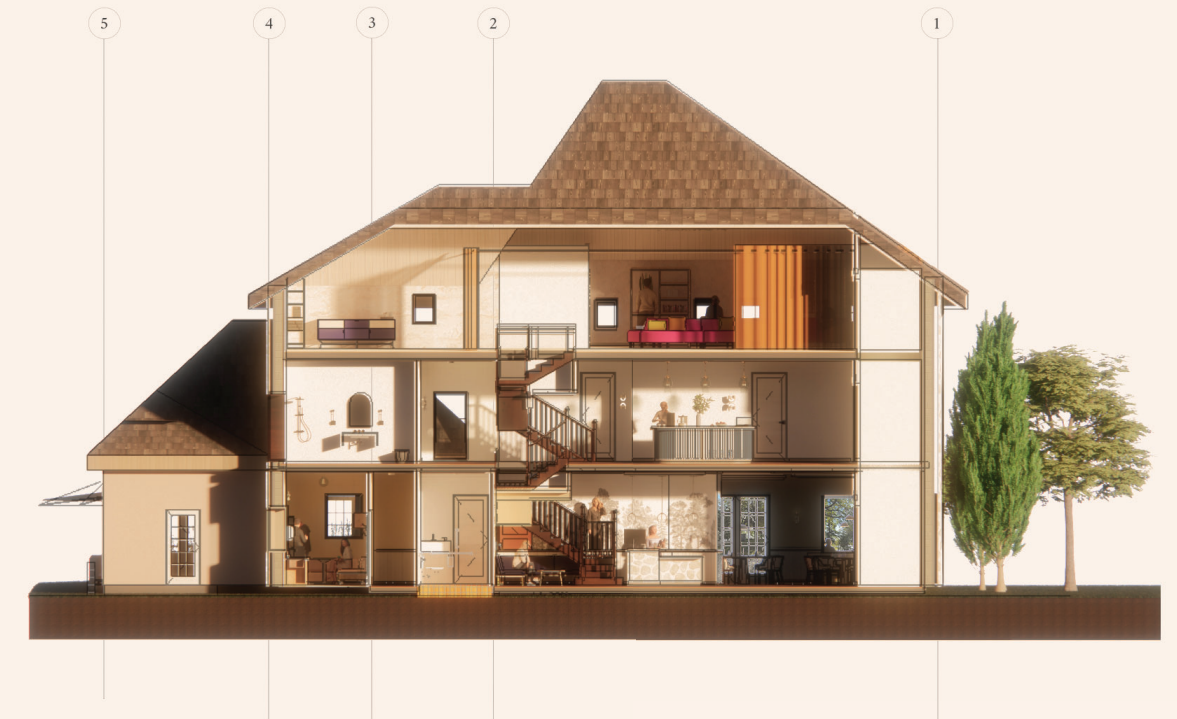


Figure 80. Section

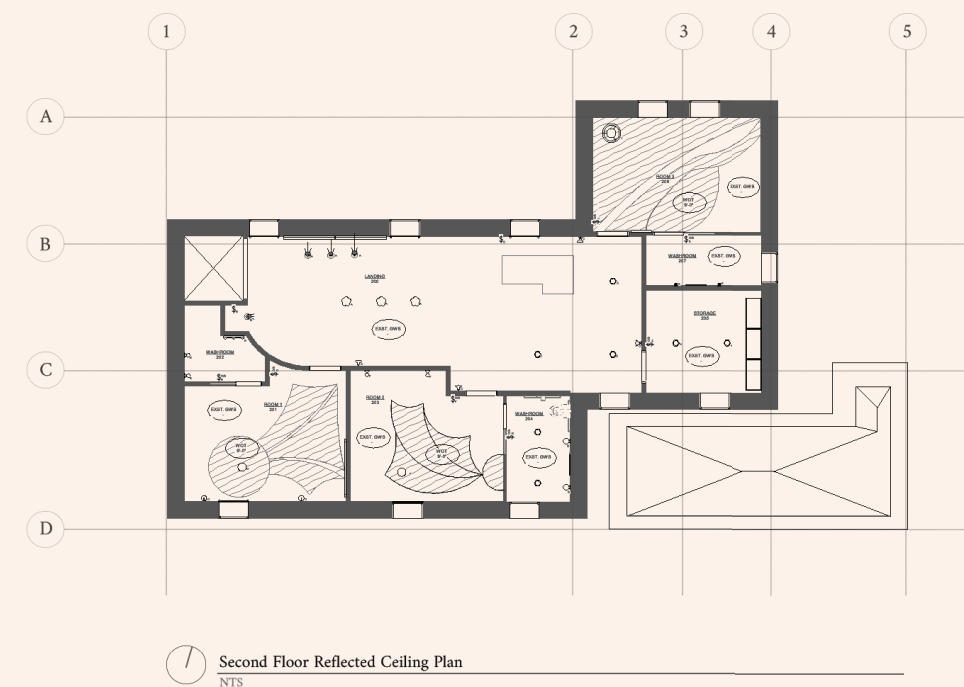


Figure 80. Second Floor Reflected Ceiling Plan

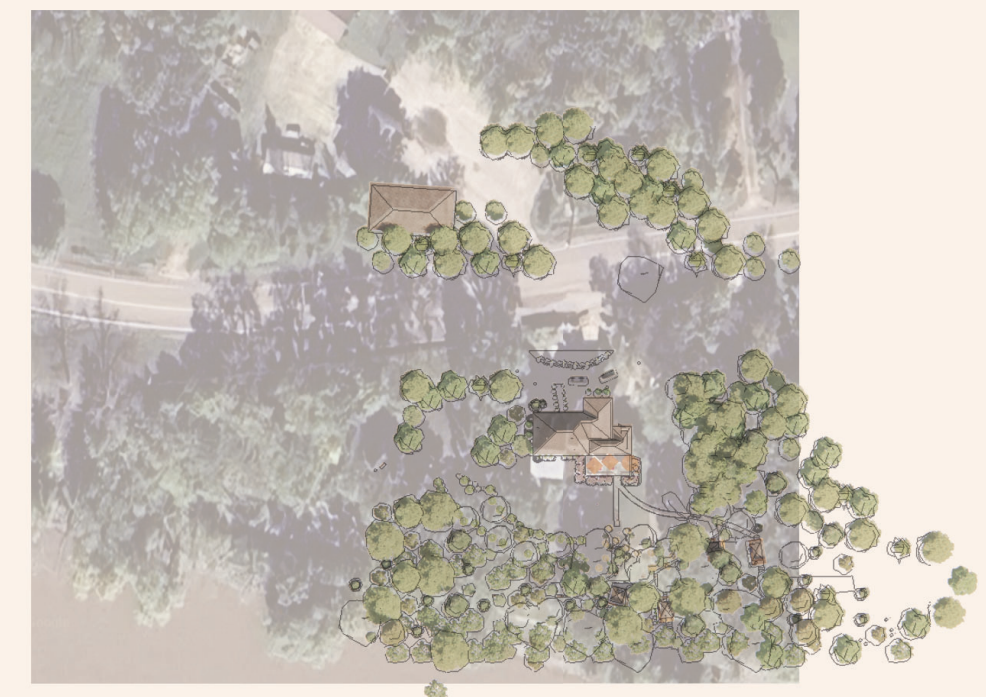


Figure 81. Roof Plan

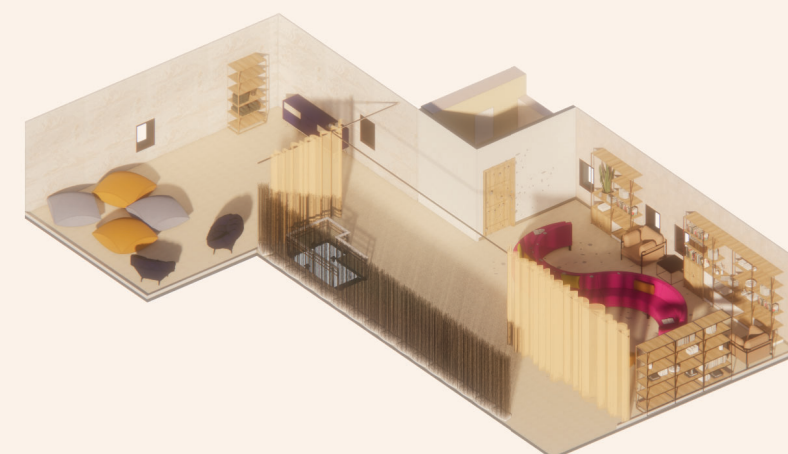
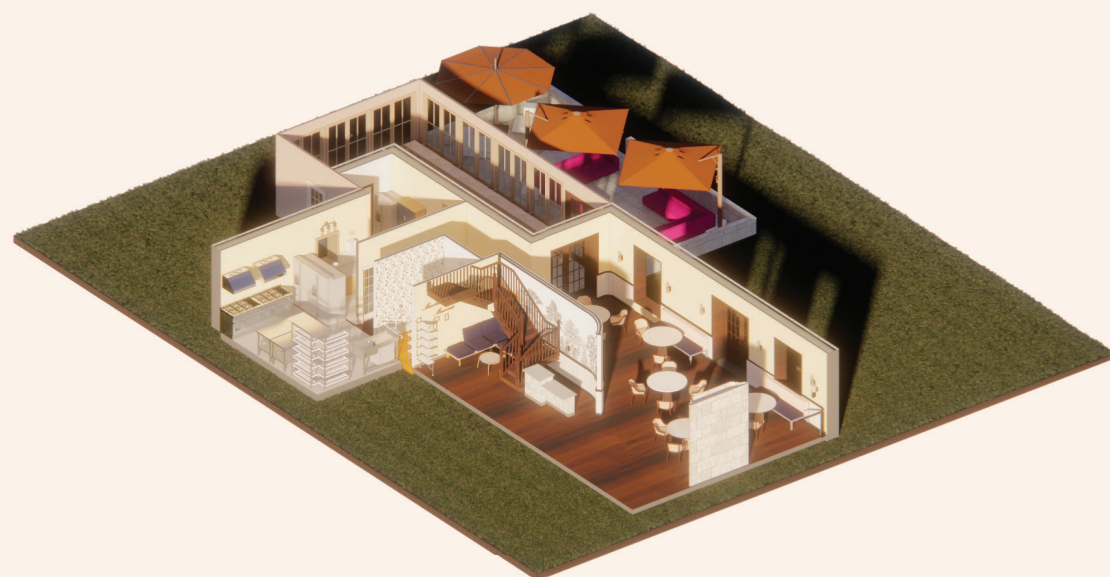
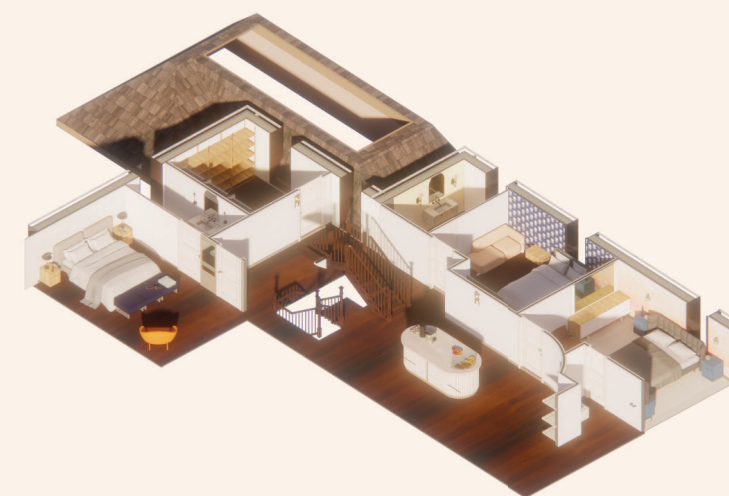
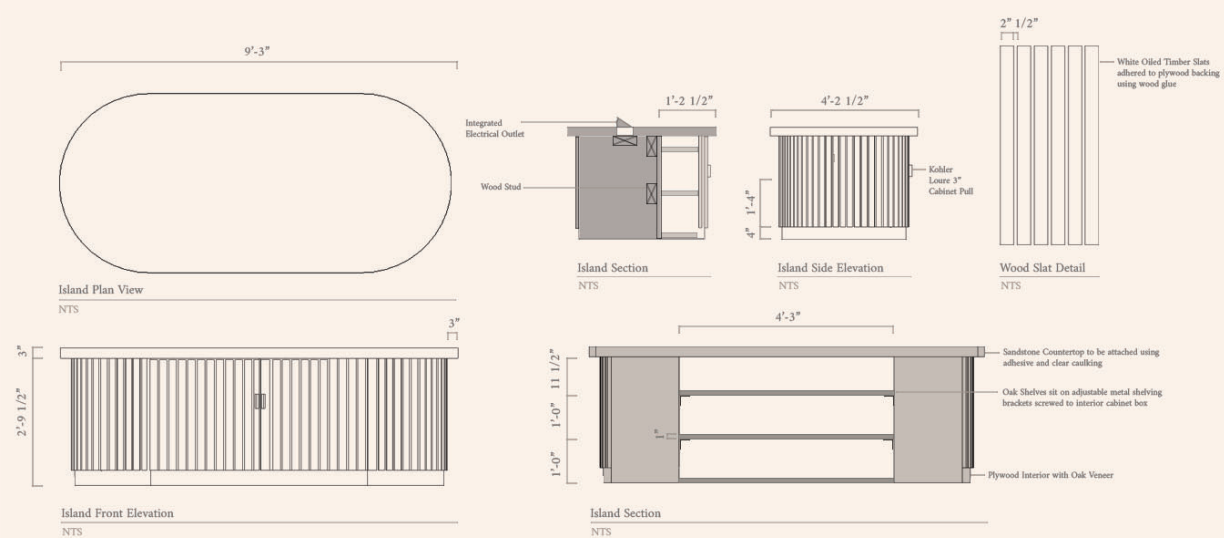




Figure 86. Outdoor room



Figure 88. View from Patio



Figure 87. Outdoor room

Figure 89. Winter Perspective





Conclusion

The idea for *Love, Manitoba* came in response to a pandemic and a defensiveness over my home project. It was extremely personal for me to create something that would do justice to the only place I have ever lived. Often simplified as a flat section on a map with a city riddled with substance abuse and a housing crisis, the Southern portion of Manitoba has always been deserving of better. Beginning with researching the impacts on the industry from Covid-19, and moving into creating travel memories, the project grew a life of its own and created itself. Using interior design as an expression of love in a way that felt equally intuitive and daunting was exhilarating and fulfilling. Creating a place for people feeling disconnected or underwhelmed with their home to attempt to highlight the positive elements and opportunities presented was a passion project come to fruition.

It was revealed through the research for this practicum that creating positive associations with travel memories increases the likelihood of return visitors, and in a community that is based on visiting friends and relatives tourism, word of mouth is a large consideration in the success of the business. Creating unique opportunities to interact and explore the property with guided but relatively unstructured activities makes the guest feel as though they are with peers rather than staff and can share in a new experience with fellow visitors of the hotel. Carefully designed forms and elements allows for the guests to experience the warm glow of the suns path not twice, but all day while exploring the hotel. *Love, Manitoba* is a unique experience for the province, creating an opportunity to staycation rather than leave. It is something special to be able to explore and discover new things about a place you live, and *Love, Manitoba* was designed for it.



Revisiting Research Questions

1. *How could hospitality and experiential design strategies combine to encourage travel within Manitoba?* Using hospitality considerations, and experiential design strategies such as creating immersive and dynamic spaces results in a unique experience that can be achieved close to home. By locating the hotel within the province, and within reasonable driving distance of rural southern Manitoban communities, a vacation and destination are within reach of the general population including those who do not enjoy travel.
2. *How experiential design could be used to create a memorable staycation experience?* Utilizing all available planes of a physical space to create a truly immersive design allows for the guest

Chapter Six: Conclusion

to experience something new. While staying at the hotel, the guest moves through spaces that have been designed to mimic and mirror the surroundings of the natural land within the province, while moving away from the busy and fast-paced amenities available in the city. As the design concept for the hotel was the prairie sun, finishes and materials were used that enhance and exaggerate the sunlight as it pours into the room, completely immersing the guest in its glow. In addition to the design concept, the building itself holds a long history, and by maintaining much of the original building, the guests are also immersed in the historic aspect. As explored in the research, utilizing various senses to create a holistic experience is crucial to creating positive memory associations with tourism, and that is what the goal was in selecting the finishes for this project.

3. *How can the memorable character and natural landscape of a province influence the design concept of a physical space?* Being present in the day-to-day and taking in what is happening on the immediate surrounding landscape provides endless bounds of creative inspiration. After spending time outdoors in various capacities, and conversations among residents and visitors, a clear experience common among many, and not exclusive to any group emerged. Taking the path of the sun, particularly the beginning and end of its daily journey was able to provide inspiration in various ways: form, colour, feeling, and tone. Towards the end of the project, it became evident that a lot of what I was attempting to accomplish was to bring the feeling of the prairie sun indoors. It is such a warm feeling that I want to bottle, and this is as close as I could come to achieving that. Choosing the materials that would be utilized in the space became about what would compliment, be reminiscent of, and emphasize the natural landscape surrounding the site, while also meeting the needs of the hotel.



Future Recommendations

Throughout the time period that this practicum was completed, there was an ongoing influx of academic papers relating to the impacts and patterns resulting from Covid-19. At the start, academic publications about the travel patterns and impacts on the hospitality industry in North America were relatively limited, as they were being reviewed. Now, more and more publications are available from

around the world. A more in-depth analysis of these impacts on the industry due to restrictions in a more localized region in North America would be valuable to be able to cater more significantly to Manitoba.

In addition to this, offering group or public transportation options would make the hotel more accessible for those without personal vehicles to get there. Also, expanding to adjacent properties and adding more small rentable units would create a feeling of community among all of the guests, while increasing the total revenue of the hotel. Further research into the amount of tourism specifically in St. Andrews, and movement throughout Southern Manitoba may also be useful in narrowing down target demographics and their travel patterns.

With respect to the design portion of this project, it would be interesting to consider more permanent and larger scale outdoor rooms for guests to stay in, rather than limiting them to small outdoor spaces. Due to its proximity to the river, erosion is a concern, in addition to the wind and cold temperatures. These complexities with regards to climate and site, made it too large for the scope of this project. With more time, it would be valuable to partner with someone with a background in ecology and agriculture such as a landscape architect or environmental planner to discuss potential future concerns with regards to the land the hotel sits on.

To further emphasize the importance of community to the identity of Manitoba, partnering with other local brands such as EQ3 to showcase their new furniture collections in the hotel, or Mondetta Performance Gear for athletic gear to partake in activities would be beneficial to the hotel. Having these connections to the community would be a way to showcase firsthand the talent and variety of Manitoba residents, and could expand the reach of these businesses, as well as the hotel.



Reflections

This practicum was my love letter to Manitoba, as I tried to make clear with the title. Getting to do the research was an eye-opening aspect for me, as I got to reach into the world of tourism and leisure travel, topics that I previously held little to no knowledge in. Learning about the innerworkings of the psychology that goes into creating positive customer experiences created a new perspective on how to go about designing this hotel. The research I did will forever come to mind when I travel to a new place.

Beyond the research, what I found more exciting was getting to talk to friends, family, colleagues, classmates, and strangers about what makes Manitoba special. Hearing a variety of experiences from those I know, and those I do not, gave a perspective to what is a common Manitoba experience and what are more hidden treasures.



Appendix

	Name of Practice: Emily Birch birchel@myumanitoba.ca Name of Project: Love, Manitoba Location: 417 River Road, Saint Andrews, MB				
Item	Ontario Building Code Data Matrix Parts 3 or 9			Building Code Reference	
				References are to Division B unless noted [A] for Division A or [C] for Division C.	
1	Project Description: ☐ New ☒ Change of Use	☐ Part 11 11.1 to 11.4 ☐ Addition ☒ Alteration	☐ Part 3 1.1.2. [A]	☐ Part 9 1.1.2. [A] & 9.10.1.3.	
2	Major Occupancy(s)	Group C			3.1.2.1.(1) 9.10.2.
3	Building Area (m²)	Existing 440 m2	New _____	Total 440	1.4.1.2. [A] 1.4.1.2. [A]
4	Gross Area	Existing 440 m2	New _____	Total 440	1.4.1.2. [A] 1.4.1.2. [A]
5	Number of Storeys	Above grade 3	Below grade 1		1.4.1.2. [A]&3.2.1.1. 1.4.1.2[A] & 9.10.4
6	Number of Streets/Fire Fighter Access	1			3.2.2.10. & 3.2.5. 9.10.20.
7	Building Classification				3.2.2.20.-.83 9.10.2.
8	Sprinkler System Proposed	☒ entire building ☐ selected compartments ☐ selected floor areas ☐ basement ☐ in lieu of roof rating ☐ not required			3.2.2.20.-.83 3.2.1.5. 3.2.2.17. INDEX INDEX
9	Standpipe required	☐ Yes ☒ No			3.2.9. N/A
10	Fire Alarm required	☒ Yes ☐ No			3.2.4. 9.10.18.
11	Water Service/Supply is Adequate	☒ Yes ☐ No			3.2.5.7. N/A
12	High Building	☐ Yes ☒ No			3.2.6. N/A
13	Construction Restrictions	☐ Combustible permitted ☐ Combustible	☐ Non-combustible required ☐ Non-combustible	☐ Both ☐ Both	3.2.2.20.-.83 9.10.6.
14	Mezzanine(s) Area m²				3.2.1.1.(3)-(8) 9.10.4.1.
15	Occupant load based on	☒ m²/person ☐ design of building			3.1.17. 9.9.1.3.
	Basement:	Occupancy N/a Load 141 persons			
	1 st Floor	Occupancy dining&bev Load 36 persons			
	2 nd Floor	Occupancy dormitory Load 36 persons			
	3 rd Floor	Occupancy dormitory Load 21 persons			
	(Additional floor areas continued on last page)				
16	Barrier-free Design	☐ Yes ☒ No (Explain) Working with heritage department to find solution			3.8. 9.5.2.
17	Hazardous Substances	☐ Yes ☒ No			3.3.1.2. & 3.3.1.19. 9.10.1.3.(4)



Figure 90. Furniture Collage

1. Steelcase Flex Active Frames
2. West Elm Work Greenpoint Bookcase
3. HAY Can Lounge Chair
4. Bolia Mega Floor Cushion
5. Established & Sons Quilt Lounge
6. Nora Lighting NMRT-653
7. Coalesse Circa Lounge System
8. Kohler Jabot 2-Light Sconce
9. Vibia Pin Wall Light
10. West Elm Work Greenpoint Storage Cabinet
11. BluDot Me Time Bed
12. Geiger Mantle Bench
13. BluDot Hunker Velvet Bed
14. BluDot New Standard Bed
15. BluDot Dang Console
16. Steelcase Flex Screens
17. Kohler Occasion Pendant
18. Coalesse Ensemble Lounge System
19. Custom Island with Storage
20. NaughtOne Ever Lounge Chair
21. BluDot Peek Storage
22. Bolia Floow Sideboard
23. Steelcase Work Valet Lockers
24. Lumenwerx Forma Cupola Pendant
25. Moooi Container Table
26. Geiger Landmark Chair
27. Kohler Celano Wall Sconce
28. Varo 110 Track Light
29. Custom Reception Desk
30. West Elm Boardwalk Lounge



Materials

1. Acoustic Felt in Oyster, Hush Acoustics
2. Acoustic Felt in Pewter-Haze, Hush Acoustics
3. Curves You Right Carpet in Bone, Flor
4. Strawberry Handblock Print Wallcovering, Schumacher
5. White Oiled Timber
6. Fondale Wallcovering in Ivory, Schumacher
7. Haze Wallcovering in Aurora, HD Walls
8. Existing Hardwood
9. Polished Brass
10. Matte Black Metal
11. Craft Juggler Eggshell, BEHR
12. Cornsilk Eggshell, Benjamin Moore
13. Swiss Coffee 12 Eggshell, BEHR
14. Freshen Up Carpet in Eggnog, Flor
15. Wildflower Embroidery Wallcovering in Linen, Schumacher
16. Paley Wallcovering in Blue, Schumacher
17. Tyndall Stone (existing and new)
18. Vista 5 Mural Wallcovering, Astek
19. Existing River Stone Masonry Walls
20. Balm in 008 Jaguar, Maharam
21. Bask in 020 Marlin, Maharam
22. Jasper Upholstery in 010 Dreamcatcher, Maharam
23. Polished Concrete Surface
24. Tellus Luxury Vinyl Tile in Solstice, Armstrong Flooring
25. Brushed Flannel Upholstery in Yellow Gold, DesignTex
26. Wide Corduroy Upholstery in 002 Belle, Maharam
27. Silicone Element Upholstery in Petal, DesignTex
28. Feather Bloom Wallcovering in Soft Neutral, Schumacher

Figure 91. Material Board

Fixture	Qty.	Manufacturer	Model	Location
Multi-floor Lift	1	Garaventa Lift	Electric Lula MRL Limited Use/ Application Elevator	North-East corner of main building, extending to top level.
Oven and Gas Stove Top	2	Fisher & Paykel	36" Series 7 Profession- al 6 Burner Gas Range RGV3-366-N	Kitchen
Range Hood	2	Fisher & Paykel	36" Series 9 Wall Range Hood HCB36-12_N	Kitchen
Commercial Refrigerator	1	Arctic Air	Two Section Solid Door Reach In Commercial Refrigerator AR49	Kitchen
Commercial Freezer	1	Arctic Air	Undercounter Commercial Freezer AUC48F	Kitchen
Preparation Tables	3	Southwest Solutions Group	Universal Workstation Stainless Steel Table SSG_Table_SST	Kitchen
Commercial Sink	1	KWC Group Management AG	Sirius Workroom Sink SIRX753	Kitchen
Commercial Faucet	1	KWC Group Management AG	F5E Electronic Pillar Tap F5EV1004	Kitchen
Soap Dispenser	3	KWC Group Management AG	Stratos Electronic Soap Dispenser STRX625	Kitchen and common-use washrooms
Paper Towel Dispenser	3	KWC Group Management AG	EXOS. Paper Towel Dispenser EXOS600EB	Kitchen and common-use washrooms

Figure 92. Furniture Fixtures and Equipment chart

Fixture	Qty.	Manufacturer	Model	Location
Multi-floor Lift	1	Garaventa Lift	Electric Lula MRL Limited Use/ Application Elevator	North-East corner of main building, extending to top level.
Oven and Gas Stove Top	2	Fisher & Paykel	36" Series 7 Profession- al 6 Burner Gas Range RGV3-366-N	Kitchen
Range Hood	2	Fisher & Paykel	36" Series 9 Wall Range Hood HCB36-12_N	Kitchen
Commercial Refrigerator	1	Arctic Air	Two Section Solid Door Reach In Commercial Refrigerator AR49	Kitchen
Commercial Freezer	1	Arctic Air	Undercounter Commercial Freezer AUC48F	Kitchen
Preparation Tables	3	Southwest Solutions Group	Universal Workstation Stainless Steel Table SSG_Table_SST	Kitchen
Commercial Sink	1	KWC Group Management AG	Sirius Workroom Sink SIRX753	Kitchen
Commercial Faucet	1	KWC Group Management AG	F5E Electronic Pillar Tap F5EV1004	Kitchen
Soap Dispenser	3	KWC Group Management AG	Stratos Electronic Soap Dispenser STRX625	Kitchen and common-use washrooms
Paper Towel Dispenser	3	KWC Group Management AG	EXOS. Paper Towel Dispenser EXOS600EB	Kitchen and common-use washrooms

Fixture	Qty.	Manufacturer	Model	Location
Grab Bar L	2	KWC Group Management AG	Contina 90 ° Angled Grab Rail CNTX22WR	All common-use washrooms. Left or Right side tbd
Range Bar Rail	2	KWC Group Management AG	Contina Grab Rail CNTX1100W	All common-use washrooms.
Waste Disposal Bin	2	KWC Group Management AG	EXOS. Waste Bin EXOS605EW	All common-use washrooms.
Toilet Roll Holder	9	KWC Group Management AG	Firmus Replacement Toilet Roll Holder FIRX211HP	All washrooms
Mirror	2	Roca	Luna Mirror A812117000	All common-use washrooms above sink.
Mirror	7	Roca	Luna Framed LED Oval Mirror A812410000	Guest room washrooms
Shower Head	7	Fontana Showers	Vienna Solid Brass Rain Shower Set Single Handle W/ Hand Shower Sprayer FS-7605R	Guest room washrooms
Toilet	7	Duravit AG	Duraplus Wall-Mounted Toilet 245709	All washrooms
Faucet	2	Kohler	Composed Wal-Mount Touchless Bathroom Sink Kohler-K_123C36-SANA	All common-use washrooms.
Faucet	7	Kohler	Premise Widespread Bathroom Sink Faucet Kohler-K_REC28733-3D	Guest room washrooms

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