

The Winnipeg Boutique Business Hotel - a high tech facility fostering collaborative business networking

by

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PREFACE

First of all, I would like to thank my advisor, Dr. Cynthia Karpan, for all the encouragement and supervision. Her continuous support throughout the practicum helped me meet the goals and, most importantly, give me the direction on how I should approach the practicum project. I am thankful to her for believing in my practicum proposal and supporting me throughout all the challenges and difficulties I faced in my practicum project.

Secondly, I would like to thank Jason Shields, who helped shape the practicum and guided me on reshaping my focus on the subject matter more prominently. I would also like to thank my external advisor on my practicum, Katherine Isaac, who supported me when my confidence was down and I needed the encouragement that I can finish this practicum in style. Without my external and internal advisors, it would be a daunting task to accomplish.

I want to thank our committee members for supporting my subject matter and suggested relevant changes in my proposal to make it stronger and more appealing. Their wealth of experience and knowledge guided me in exploring the practicum. To my family and friends, thank you for supporting me in a time of thick and thin. Without their backing, this would not be possible.

Finally, to the business owners and especially business hoteliers, I want to thank them who are going through difficult times of recovering from the COVID-19 pandemic. Though it will take them years to recover, I am confident that they will work hard and adapt to the pandemic conditions and come back to regular days and ready for new challenges in the future.

ABSTRACT

Many industries have benefited from advancements made in technology. Online meetings, working from home, communicating via email have reduced cost, saved time, and create opportunities for business people to optimize their infrastructure and time. Despite having all the remote and online options available at ease, nothing can replace in-person meetings. Hotels are not only a place to stay but can have a multitude of functionalities. They can hold dedicated spaces that accommodate the business community's needs, such as meeting rooms and conference centres. Some hotels are based on a specific theme to serve a particular audience. Business hotels are specifically designed to support the business community. These hotels are equipped with dedicated and spontaneous spaces so that business

conversations can initiate from anywhere within the hotel. Despite having dedicated spaces, all other common areas like lobbies, restaurants also possess potential where participants can discuss a business venture.

This interior design practicum focuses on a boutique business hotel in downtown Winnipeg that will invite business communities locally and internationally and will promote Manitoba's existing business infrastructure. The proposed boutique hotel is located at 230 Main Street in Winnipeg, Manitoba. The province has a diverse range of industries and contributes to Canada's economy. Manitoba has experienced stable economic growth and has one of Canada's lowest unemployment rates (Manitoba, n.d). Looking at Manitoba's positive business indicators, this practicum project explores

how people associated with various industries established in the province can be brought together to discover and create new business opportunities that benefit the province of Manitoba and beyond.

iii. FOREWORD

The main inspiration for choosing the practicum topic comes from my love for hospitality design. Before coming to the University of Manitoba, I worked with interior firms in Dubai, United Arab Emirates. I got the chance to work on numerous hotel projects ranging from luxury hotels to budget hotels. I also worked on business hotels like Ibis and Novotel. This practicum project provided me with the opportunity to explore how I can take a hotel project from scratch and design it after researching published books, journals and existing hotel projects.

In the early days of the practicum project, my focus was mainly on tourism and the economy. At that time, all reports on the economy and tourism were positive, and trends supported

my subject matter. Soon I realized there was no challenge involved in my proposal, as everything was predictable and sorted. However, I suggested that businesses can flourish due to this hotel project. My advisor liked the earlier proposal's business aspect and asked me to develop a boutique business hotel concept.

After the focus shifted to the boutique business hotel, new challenges emerged as I discovered this subject matter. I researched how a business hotel works. It was more than just a place for visitors to stay. Every participant in the business hotel has a vital role to play. The project's exciting element was to understand how a business hotel can provide ideal opportunities for investors, entrepreneurs, and business people to exchange their experiences and create new ventures. The typology helped in defining spaces that were required in this project. These spaces were designed, keeping in view the idea of discovering and creating new business opportunities.

During the development of this practicum project, the COVID-19 pandemic gave me another challenge to rethink this hotel project's functionality while researching this project. Since there is no building code for social distancing criteria, it was challenging to address the COVID-19 scenario. However, the successful development of COVID-19 vaccines in 2021(Mallapaty et al., 2021) and the positive economic outlook of Canada(Hagan, 2021) made me propose a pre-pandemic design proposal.

I believe the design and layout should be flexible enough to accommodate as many users as possible. Therefore, the business zone included flexible offices to facilitate many user groups. These user groups consist of individual users, a one-on-one meeting group, and a collaborative user group ranging from four to six people. Dedicated meeting spaces and conference centres are specially designed for the business community to hold meetings, events, and conferences to exchange ideas and feel comfortable talking to strangers who

are also potential business partners in the future. The act of discovering and creating new business ideas in a hospitable environment gives actors and participants confidence in exploring Manitoba's business setup.

It was also essential to highlight Manitoba's rich character because I wanted to design the hotel so that people in business can feel connected to the province. Therefore, the site selection was important, which already has a rich history and connection with people living in the neighbourhood. Fortune and Macdonald block has a rich history and has witnessed the city develop over decades. The site is centrally located and close to the important landmarks of the city of Winnipeg. The building possesses rich architecture, which is unique to the city, and the buildings close to it also complement its style of architecture.

With this practicum project, I hope that it allows future designers to research and study how environments can accommodate spaces that give its user more confidence in

discovering business opportunities.

iv. KEY TERMS

Entrepreneur: An individual who creates a new business, taking risks and enjoys rewards.

COVID-19: Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus.

Node: In business networking terms, ‘nodes’ are identified as the actors, agents or members in the network which can be entrepreneurs, institutions and firms.

Networking: In the business and entrepreneur’s world, networking is a business activity in which actors such as business people and entrepreneurs meet and coordinate to potentially create a business opportunity.

Hospitality: It is an industry that includes a variety of services including hotels, entertainment events, restaurants etc. In this practicum, the hotel is the focus and restaurants in some capacity.

Manitoba Character: This phrase has been used primarily in the context of the Manitoba province. Character in this practicum means specifically the uniqueness of the province. Its attributes, persona, features and qualities are normally focused on when this term is used.

Province: This word is used primarily for the province of Manitoba in Canada.

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CHAPTER 1 : INTRODUCTION

1.0: INTRODUCTION

The concept of hospitality appeared at the dawn of human civilization. For centuries, improving and obtaining new functions, the idea of hospitality has come so far, turning into a strong and most extensive branch, bringing substantial income, both to the owners and to the country (Spang, 2020). Today, the hotel business contributes to the economic growth of individual states and plays a vital role in improving the lives of increasingly mobile people in the context of globalization (Khan et al., 2020). In the last decade, the domestic tourism services market and, as a result, the hospitality industry has been developing rapidly, especially in the country's large industrial and financial centres. However, it should be noted that the significance of this segment for the national economy is generally significantly lower than it is in this sense in developed countries (Khan et al., 2020).

Hotels are considered as one of the essential economic components in the development of a society (Bunghez et al., 2016). In some cities, the government takes incentives in the development of the hotel. Hotels are a necessary element of our lives as it provides a temporary

place to stay and experience new places. They have a positive impact on societies regardless of the scale of the property (Suzuki, n.d.). One of the positive effects of hotel development helps in creating job opportunities for people living in close neighbourhoods. Indirectly the money earned by the employers gets circulated to other businesses when they spend their money on housing and other necessities.

Secondly, hotels help make visitors and people feel at home by providing a safe and quality place to stay. Hotels with excellent services help retain customers, resulting in a ripple effect. Visitors who have had particularly good experiences often communicate their positive experience to other travellers.

Thirdly, hotels help in promoting local businesses and food, which results in sustainable tourism goals along and supports the economy (Musavengane, 2019). Hotels can use a wide range of sustainable and green practices that can save the environment from any kind of harm. These sustainable practices may include the implementation of renewable energy programs, installing energy-efficient appliances, recyclable towel and linen programs and installation of water-efficient

devices (Abdou et al., 2020). Hotels can also use durable products rather than disposable ones. If local people are hired in the hospitality sector then the employment rate in the region will also be enhanced and by training the employees, the local culture of the region can also be promoted. These tactics are beneficial for supporting the economy and environment. Travelling guests get to know the city attractions and local cuisine when the hotel takes an active part in promoting famous landmarks and businesses. A successful hotel benefits the local economy by generating revenue and improving the quality of life. It urges the government and other local investors to invest in hospitality projects to keep up with the demand for lodging facilities in the surrounding neighbourhood (Acquisition International, 2019).

Traditionally, hotels are generally known as temporary places that provide lodging facilities away from home. There are different types of hotels such as business hotels, resort hotels, hotel apartments etc. Business hotels are specifically designed to target the travelling business community. A business hotel's main facilities comprise meeting rooms, conference centres, and remote offices in some cases.



Figure 1: GDP distribution of Manitoba by 2019 Statista (2021)

Business travellers typically work during the weekdays, and due to that, business hotels expect more occupancy during the business days (Landman, 2020). The excellent facilities of a business hotel help business travellers and entrepreneurs to exchange information and network better with like-minded travellers.

The province of Manitoba encompasses several industries where the key mechanisms of the economy entail manufacturing, financial services, agriculture, hydroelectricity and natural resources. However, it has been determined that Manitoba is rich in natural resources and fertile farmland. The provincial economy does not rely upon any single industry or commodity. The primary economy or the revenue is generated by a market economy based on ample natural resources. The other major sectors of Manitoba include transportation, manufacturing, mining, forestry, energy, and tourism

Figure 1 indicates that the construction sector accounts for nearly 7.85% GDP distribution of Manitoba (Statista, 2021). In a survey conducted by the Manitoba Chambers of Commerce (2019), 78% of business owners in various sectors were optimistic that their businesses would grow in 2020.

Additionally, 72% of the business owners believed that the provincial economy was heading in a positive direction. However, the economic situation has changed dramatically in the recent past due to COVID-19. Like other business sectors, the hospitality sector is also facing hardships as occupancy rates have decreased drastically in the past few months.

Nevertheless, there are some positive indicators for businesses in general and the hospitality sector. Manitoba's province is allowing companies to reopen in phases with strict health measures in place (Manitoba, 2020). The Manitoba Hotel Association (MHA) is working with the provincial government to safely reopen the hotel operations in stages (Manitoba Hotel Association, 2021). Canada's government has also offered multiple programs to support the business to stay operational until the pandemic is over.

Most recently, in the midst of 2021, the vaccine campaign of the province met the target result, and the Government of Manitoba has decided to reopen the province and eased restrictions for fully vaccinated people. The slow and gradual reopening of the province is a positive indicator of coming back to a usual life scenario. The Government

of Manitoba is allowing almost all commercial buildings to operate regularly with strict health measures(Unger, 2021). The reopening of retail outlets and businesses is excellent news for the hospitality industry. After the disastrous year of 2020, things are looking promising in 2021 for retail firms and the reopening of the Canadian Borders for fully vaccinated travellers.

The hospitality industry, especially the accommodation sector, makes the economy of the region robust as it enhances the growth of local retail sales, results in greater tax revenues, improves the living standards and increases employment opportunities as well (Sovani & Jayawardena, 2017). The factors associated with the hospitality industry that directly or indirectly support the economy includes empowered employees, use of technology, highly standardized services to attract tourists from all around the globe, innovation, marketing and customer relationship management (Aynalem et al., 2016). These factors also make the hospitality business model effective along with boosting the economy. For instance, if the employees in the hospitality sector are fully trained and the desired hospitable environment is provided to

the customer, then they are more likely to visit the destination more often which will increase the revenue generated by the hospitality sector. The purpose of this interior design project is to design a business boutique hotel that will encourage and facilitate investors, entrepreneurs, and business professionals to explore new business ventures in Manitoba and with Manitobans.

This hotel project investigation utilized carefully selected theories to support decision making. This practicum project's site is the Fortune Building, located at 230 Main St, Winnipeg. This building has heritage status and has three floors with approximately 7000 square feet per floor. The building is centrally located with important landmarks such as the Red River, The Forks, and the Manitoba Legislative building as shown in (Figure 2).

This hotel project was designed to cater to business consumers' needs who have ties to the province of Manitoba. The business hotel offers a dedicated meeting room and flexible office spaces that promote business networking opportunities by providing energetic, innovative and creative spaces for entrepreneurs to discover and plan business ventures. The

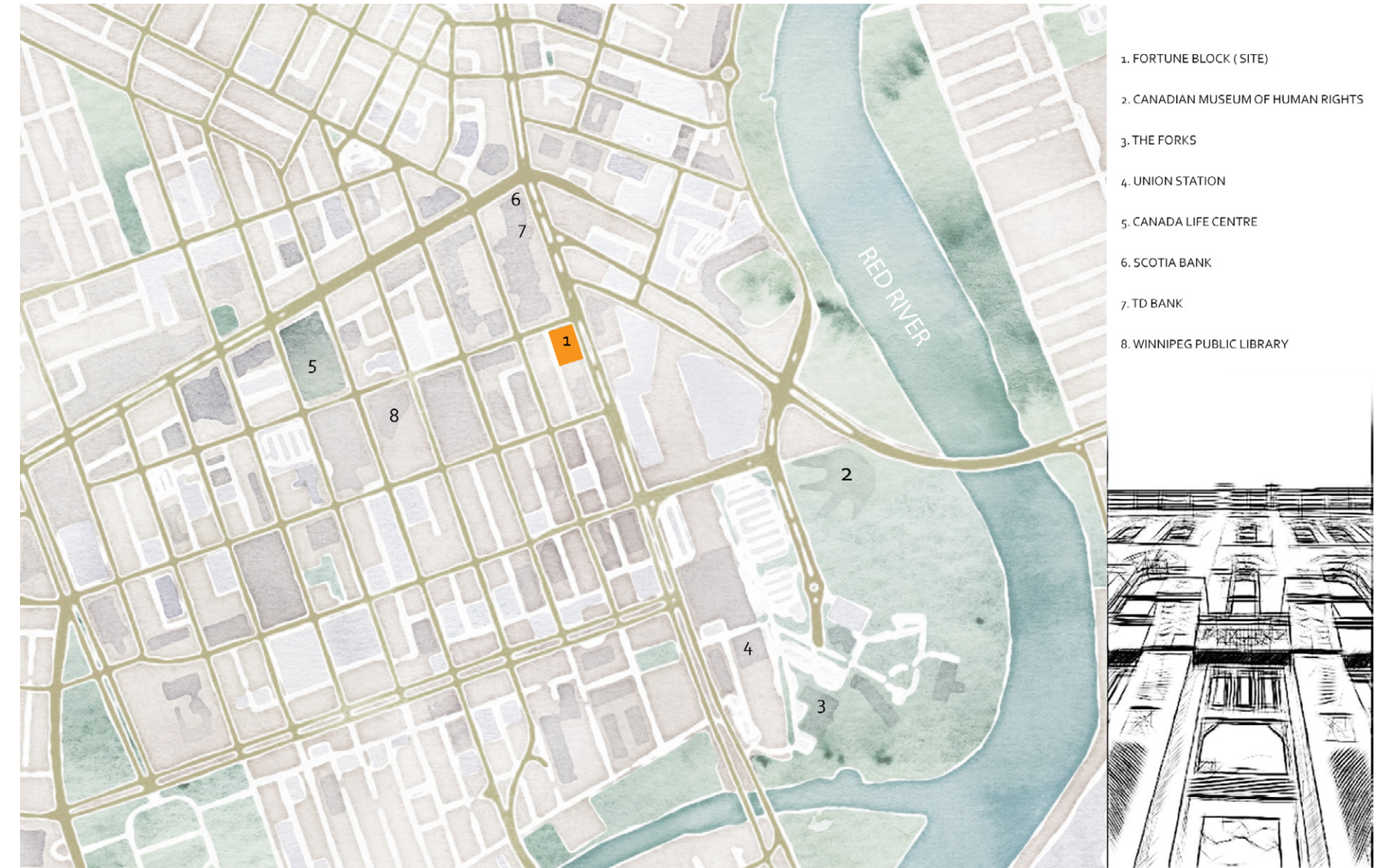


Figure 2: Important Landmarks around the Hotel Site

energetic element is achieved with the careful selection of materials such as fabric colours, lighting temperature and access to daylighting. The innovative and creative feature is addressed by the collaborative space planning of the flexible office space. Group seating with shared working tables will activate creativity among the business professionals.

These flexible spaces are equipped with state-of-the-art technologies to facilitate business users. These technologies include high-speed internet, integrated sockets in the furniture, floor and walls for ease of access, web conferencing possibility with flat-screen television integrated into the meeting room. A dedicated print station is also available for business users to print, scan and send documents.

1.1: CHAPTERS OVERVIEW

All the chapters are interlinked, and every chapter contains a summary and conclusion that provides vital information for the next chapter.

Chapter 2 is the most critical part of this practicum. It anchors the projects by delving into related theories and concepts and then applying the findings from design precedents to each successive chapter. The three major

theories that formulate this business hotel's idea are Discovery and Creation, Business Networking, and Network Hospitality.

The aspect of discovery and creation is discussed in the first part of Chapter 2. This overarching theory holds the key to designing this practicum project. It pairs with the idea of business networking and network hospitality theories to define the project's core.

A state of uncertainty and challenges surrounds entrepreneurs and business people (Townsend et al., 2018). For instance, due to COVID-19, business people face restricted travel which is impacting the overall growth of the business and they are supposed to meet the clients in different regions. Secondly, entrepreneurs are more vulnerable to uncertainties due to financial constraints. Hence, entrepreneurs try to find opportunities using the information surrounding them. New opportunities are created by the interaction and learning from other entrepreneurs (Alvarez & Barney, 2007). Discovery and creation theory will explain various scenarios related to how opportunities are made and how entrepreneurs react to the case given their system.

The second theory of Business Networking is

discussed in the light of research conducted by Emmanuella Todeva (2006). Todeva (2006) discusses the idea that a business network is a system that connects specific types of actors and activities. The actors within a business network collaborate and exchange knowledge. They learn new information from the exchange and then apply it towards an individual or common goal. Business networking promotes risk management and reduces ambiguity and scepticism to increase business performance through collaboration among entrepreneurs. The interaction between the actors in a network results in exchanging services, products, information and joint ventures (Todeva, 2006).

The third and final theory is networking hospitality applied to the business hotel from Jennie G. Molz (2014). She observed the idea of network sociality and developed her own version of network hospitality. By looking considering the network sociality framework of Wittle (2001), Jennie formulated her network hospitality framework. This theory of network hospitality is based on the idea of welcoming strangers. This theory is important in a hotel context since new and returning travellers provide visitors with accommodation, food, and aid

services.

The face of hospitality has evolved over the decades, and users access and experience these shapes of hospitality face-to-face and in an online mode. The element of trust has been one of the question marks in a network society. In this case of the business hotel, the reputation of a host can only improve if the guests leave a positive reference on a visible portal. The better the reputation of the hotel, the higher the degree of trust among the business community. There are numerous ways of strengthening the trust factors, i.e., quality of service, unique offers, excellent services catered to serve business personals. Similarly, the trust factor in a hospitality environment improves depending upon the quality, and the accuracy of the information exchanged.

The investigation literature helped inform the hypothetical end-users requirements. In turn, these requirements informed the hotel's design in layout, space planning, zoning, programming etc.

Chapter 3 explains a selection of existing hotel projects that served as precedents for this practicum. All the selected hotels are from the boutique hotel classification.

Boutique hotels are smaller in size as compared to traditional large-scale hotels. They are designed based on a theme that portrays a unique character and design language—the number of rooms in a boutique hotel range from 25 to 125 rooms (Hospitality School, n.d.). All the selected hotels are located in the North American continent, with a couple of the hotels based in Canada, i.e. the Hotel Hazelton in Toronto and The Loden Hotel in Vancouver. The third hotel is the Hu Hotel in Memphis, Tennessee. All three hotels inspired the design of the boutique hotel because they incorporate a wide range of amenities, conference rooms, meeting rooms, public gathering space and an exuberant hospitable environment.

The boutique hotels include architectural details, location, proximity to important destinations, facilities, uniqueness, character, dedicated and spontaneous places to collaborate, covering everything a business person is looking for in a business hotel.

Chapter 4 analyses the chosen site and the building. The key findings in Literature Review and design precedents guided the selection of the site and the building. The site was selected because of its excellent location, proximity to

important landmarks such as the Canadian Museum of Human Rights, Canada Life Centre, and The Forks. The existing building, namely the Fortune and Macdonald block, has a rich century-old history. The architectural details on the structure create the perfect setting for the new business hotel because the surrounding neighbourhood also contains buildings with a lot of history and architecturally rich designs that complement the chosen site. This chapter looks into the opportunities and constraints for both site and the building, which directly impact the final design. The chapter explores the opportunities and constraints of the hotel site and building that are valuable in forming the boutique hotel design solution.

Chapter 5 is a design program based on, in part, information from the previous three chapters. The programming clearly defines the project scope and the deliverables. It lists all the interior spaces description of each area, furniture fixtures and equipment (FFE) and environmental requirements. Clearly defined user types include primary, secondary, and tertiary users. Finally, zoning diagrams and spatial adjacency matrices show the interconnections of the spaces.

Chapter 6 presents the final design proposal. The

design proposal amalgamates findings from chapters 2,3,4 and 5. The chapter discusses the design concept formulated by two main ingredients: the business hotel and the Manitoba character. The design proposal describes how the concept is achieved by planning interior design and selecting elements supporting the Manitoba theme. The spatial organization is examined in great depth to demonstrate the spatial arrangement of dedicated business spaces, spontaneous spaces for collaboration and a specialty restaurant. Hotel Lobby, Specialty Restaurant, Flexible Offices, Multi-purpose Hall, and Guestrooms is discussed in detail with the aid of 3d visualization, floor planning and material board.

In conclusion, the final chapter of the practicum highlights designing the boutique business hotel. It explains the challenges faced while developing a business hotel design. Finally, the chapter explains that this business hotel is essential to Manitoba, the business travellers in North America and especially Winnipeg. It can contribute to society, the region's economy and assist future business travellers in participating in a central location to create new business possibilities for years to come.

1.2: RATIONALE FOR THE PROJECT

Hotels that fosters collaborative business networking in Winnipeg, Manitoba, Canada have been explored previously as well (Burga and Rezania, 2021). Some of the situations such as changing customer demands, use of advanced technology in hospitality, climate change, pandemic, and competitive marketplaces lead the hospitality sectors to face various economic, financial, and sociocultural problems for delivering great value to the customers.

The research indicates that firms of the hospitality sectors have to encounter different kinds and levels of risk and competition as compare to the other industries (Ye et al. 2020). This is because of the crowded and homogeneous marketplace, low entry criteria along high exit barriers that have increased the number of customers that are price-conscious. Winnipeg is densely populated as on average, nearly 1,430 people per kilometre square are present. Moreover, a wide range of hotels can also be found in the region with the same services and nearly the same prices, and this ultimately creates a homogeneous marketplace when the hospitality sector is concerned. This indicates that

the customers have a wide range of options to switch from one competitor to another, while the decision of switching to different hotels in the same region is dependent upon the affordability and hospitality services.

In return, it has been found that hospitality industries must learn to embrace an entrepreneurial spirit along with introducing new products and services and move towards the decentralized and organic structure of the organizations. Networking and collaboration, especially in the hospitality industry, could directly bring all the knowledge, expertise, capital, and other resources from different operators (Mei et al., 2017).

However, recent research highlighted various approaches for collaborating innovation in the hospitality or hotel industry. Business networking is referred to as forming a mutually beneficial relationship with other stakeholders and potential clients or customers. The networking exertions of a business owner lead towards small businesses (Abbas et al., 2019).

Collaborative networking in hospitality enables the individuals to collaborate with like-minded people to enhance

their business and industry knowledge. This is because the way in which the people are connected to each other also modifies when the changes in the industry are observed (Camarinha-Matos et al., 2019). Meanwhile, collaborative networking and innovation have gained popularity in many fields and the application of these principles or theories in different sectors has been growing in scope and importance. Indeed, in recent years, different scholars have devoted increasing attention to different aspects of collaborative innovation and networking strategies and the opening of collaborative networking opportunities for the opening process of hotel and hospitality firms (Marasco et al. 2018). As stated previously, studies were found in different sectors such as retail, business and healthcare, but very few of these studies were based on the collaborative business networking of the hotel and hospitality industry (Oskam & Boswijk, 2016; O'Callaghan, 2013; Memon, 2013). This practicum thus fills a gap and adds specific information to about collaborative networking and innovation within the hotel industry.

1.3: SITE SELECTION CRITERIA

This proposed boutique business hotel is at 230 Main

St, Winnipeg, close to the essential landmarks in the city. The site is ideal for business travellers as the site is well connected with transit lines. Business hotspots, commercial banks, and retail outlets are also in the close vicinity of the site. The site was selected because of the following factors:

LOCATION:

The most important aspect for a business traveller while choosing a business hotel is the proximity to event spaces, restaurants, important landmarks, airports and transit lines. Every business traveller has different criteria for choosing their hotel, but the overall consensus is that the location should be given the most priority while choosing their business hotel. Therefore considering the location factor, the Fortune and Macdonald block's location is ideal as essential landmarks, banks, restaurants are close to the hotel site, and connections to transit lines are readily available. The Fortune block is only 16 min (10.9 km) away from the airport and the Mcdonald block is 14 min (7.7 km) away from the airport. These are the least distance the business travellers can have from the hotel to the airport, saving their time and decreasing the probability of getting stuck in the traffic.

ACCESSIBILITY:

The site is accessible for vehicles, pedestrians and people taking the bus. The building is fully accessible and primarily welcomes not only business travellers but it's also open to visitors and guest speakers.

PROXIMITY TO DESTINATIONS:

As mentioned earlier, proximity to a destination is vital as it saves valuable time and money for the business traveller. The hotel is close to important landmarks such as The Forks, the Canadian Museum of Human Rights, the Royal Bank of Canada, and Bell MTS Place. The proximity to important landmarks gives an overall idea that this site is an excellent choice for introducing a boutique business hotel.

HISTORY AND ARCHITECTURAL DETAILS:

Location and close landmarks is not the only reason this site is selected. Visitors also choose hotels on the history, culture and design of the hotel. Since one of the aims of this project is to showcase the character of Manitoba, selecting a site with rich history and architectural details supports the cause. Therefore, the Fortune and Macdonald blocks fit perfectly in this scenario as the site is surrounded by

landmarks rich with architectural details and history.

1.4: RESEARCH QUESTIONS AND OBJECTIVES

The strong economic outlook of the province, the rich history of Winnipeg, and beautiful architectural details in downtown Winnipeg are compelling reasons to understand how a business hotel can succeed in this city. The questions that these practicum project addresses are:

- How the design of the boutique hotel support collaborative business networking?
- What challenges exist in promoting collaborative business networking in Winnipeg, Manitoba, Canada and how they can be resolved?
- How can this business hotel become a centre stage for business owners to share knowledge and create new joint ventures?
- What design considerations need to be implemented to reflect Manitoba character and provide for a unique experience?
- How can the facility implement the latest technologies to ensure that business travellers can communicate virtually securely and seamlessly?

1.5: INVESTIGATION PROCESS AND THEORETICAL FRAMEWORK

The research questions and objectives mentioned in the above section were addressed with the following investigative techniques.

EVALUATION OF THE EXISTING SCENARIO:

This investigation technique was used to determine if Winnipeg's city has the infrastructure and services favourable to establishing a business hotel in the city. After looking at the province's recent developments (indoor/outdoor horticultural attraction, new homes and airport) and strong economy, the city provided a solid foundation of research that helped in crafting the practicum project's programming, rationale, and design objectives. The recent development projects in the Winnipeg, Manitoba include Red River Innovation Center, Canada's Diversity Garden at Assiniboine Park, True North Square, Winnipeg Art Gallery Inuit Art Center and Portage Place redevelopment (mywinnipeg.ca, 2021)

LITERATURE REVIEW:

This method was necessary for analyzing critical thinking on relevant subject matter theories. Views and reviews of different authors on business networking, discovery

and creation, and networking hospitality were extracted, analyzed, and applied to the hotel project's design processes and programming.

DESIGN PRECEDENTS:

The design precedents three different hotel projects in North America. The precedents were selected, keeping in mind the boutique and business aspects of the hotel. All the existing hotel projects cover an array of possibilities that are relevant to a business hotel. Each precedent provided critical insights about design elements, programming, design language and materiality. The theories discussed in the literature review also resonated with the selected design precedent that helped create a cohesive design solution.

Figure 3 shows the overall structure of the practicum project. Each chapter provides vital information for each subsequent chapter. A highlight of the diagram is that the Literature Review shows how the boutique business hotel idea is formed with the solid foundation of the three major theories, i.e. Discovery & Creation, Business Networking and Network Hospitality.

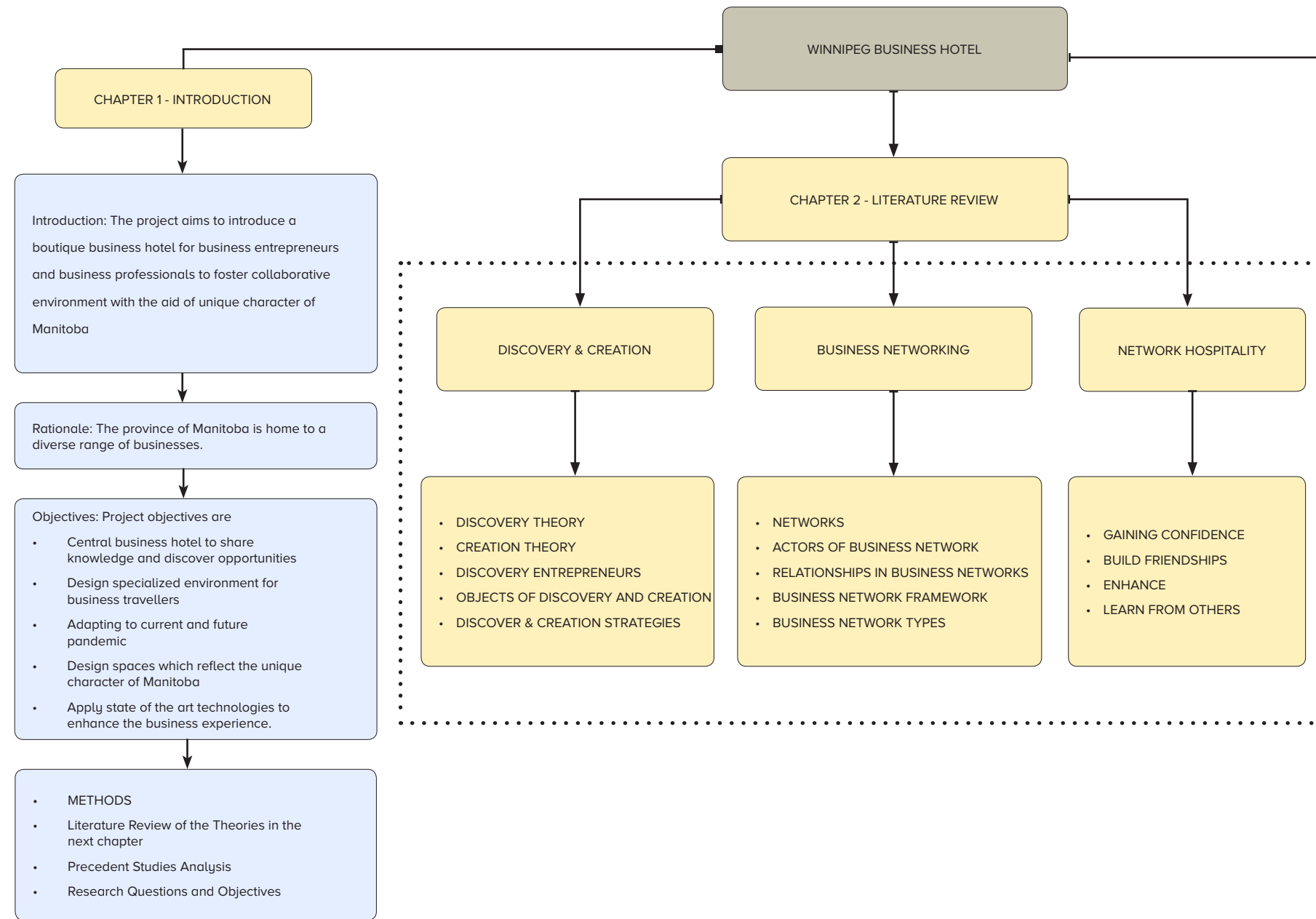
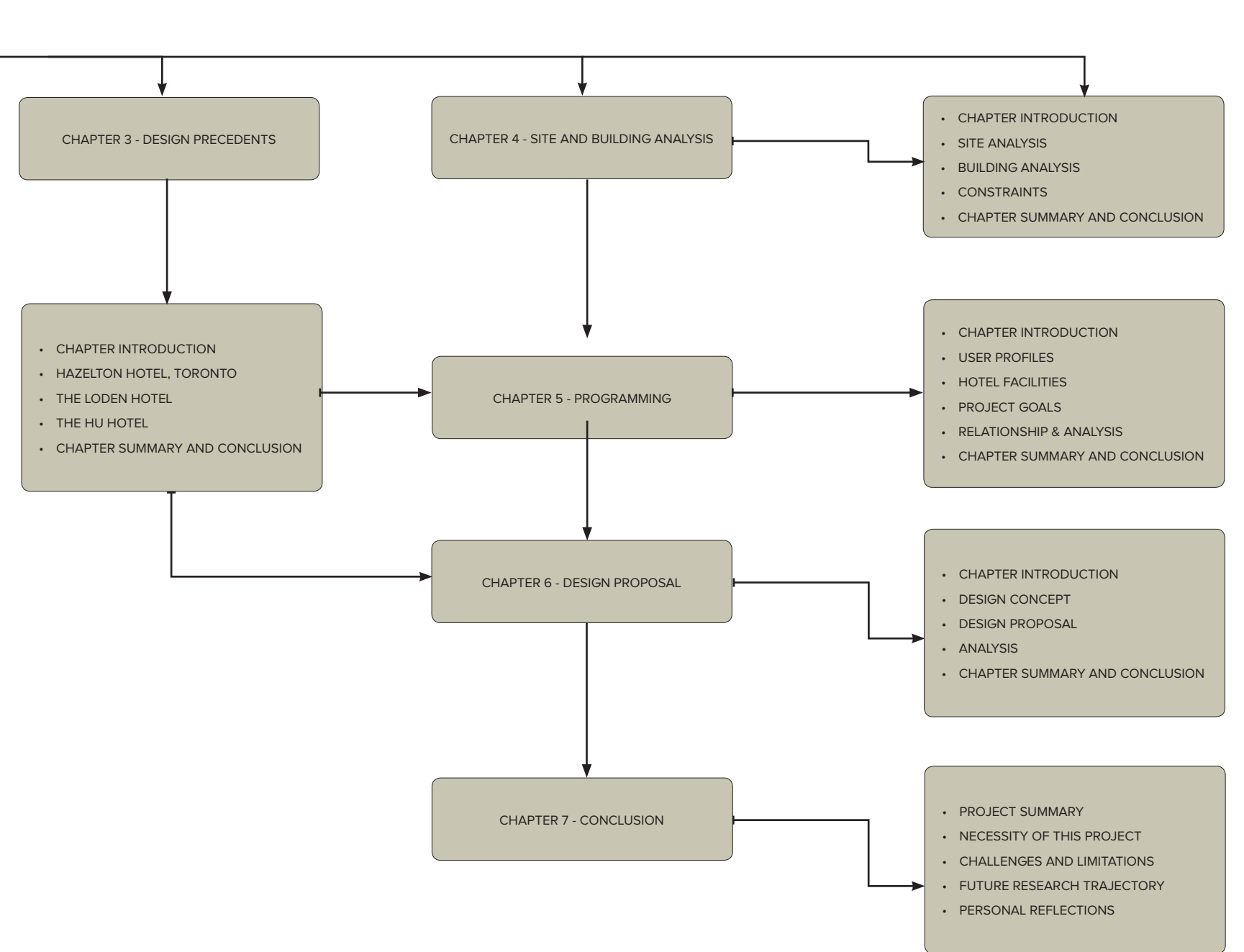


Figure 3: Theoretical Framework



CHAPTER 2 : LITERATURE REVIEW

2.0 INTRODUCTION

This chapter is the core of the practicum and explains theories relevant to the design of a business hotel. This chapter discusses three fundamental theories including business networking, discovery and creation, and business networking. The literature review examines how the design of a boutique business hotel will allow business travellers and entrepreneurs to have the possibility to discover and create opportunities available in the proximity of the city of Winnipeg and beyond. Since, the provincial economy is substantial, there are a lot of opportunities to be discovered (Distasio et al., 2015). For instance, the diversification of the hospitality services to gain a competitive advantage. The hotel will help individuals and corporate companies exercise their entrepreneurial skills to explore the opportunities and create new excellent opportunities for the province and the business community.

This chapter is the core of the practicum and explains theories relevant to the design of a business hotel. This chapter will first highlight the overarching view of Discovery and Creation in the light of theory by Alvarez and Barney (2007).

The focus then shifts to the idea of Business Networking, which will explain how actors, activities and industries connect to form this specific kind of network. Todeva (2013) reviews relationships in business networks, types of different business networks and explains business networking's positive effects on the social and economic scenario.

The theory of business networking is critical to understanding the whole infrastructure of how participants or actors interact together in a network to improve business performance. The Discovery theory highlights the fact that the opportunities within the business also exist independently of the entrepreneurs. However, the Creation theory argues that the individuals' actions are required to explore the opportunities (Alvarez & Barney, 2007).

The third and final theory in this chapter is the theory of network hospitality. Network hospitality is a term coined by Molz (2007) to describe how users in our mobile society create relationships by utilizing online networks and the eventual face-to-face meeting for engagement in the hospitable services.

The collaboration among multinational businesses and

individuals in a business network can determine how they can benefit from each other. However, when business networking in a hospitality environment is concerned, the customers' can benefit from face-to-face meetings to exchange rich experiences from the past, learn from those experiences and create new opportunities. The business hotel aims to provide these experienced business actors with an energized atmosphere, so they have all the possibilities to share and gain knowledge and expand their networks.

In the whole procedure of hotel development, the new era also demands innovation. According to González et al. (2017), transforming the new concepts into widespread use and commercial success is considered innovation. In other words, it can be said that innovative thinking leads to invention, and the concept also aligns with the discovery and creation theories, as first, the opportunities are discovered and worked upon so that they can be transformed into innovative and meaningful creations.

2.1: DISCOVERY AND CREATION

Opportunity and uncertainty revolve around the life of entrepreneurs. They are always seeking and creating chances

to succeed and learn. Entrepreneurs take the uncertainty factor as a challenge and process the information in detail and effectively implement the idea (Bolton & Thompson, 2013). But before delving into the intricate details of how entrepreneurs discover and create opportunities, it is essential to identify what entrepreneurs are and what opportunities are and how they are created. An entrepreneur generally is an individual who owns a new or existing business, which can be small or large. They are forward-thinking individuals who are always looking for positive change, creating new ideas and exploring new opportunities despite the element of risk (Stapp & Longenecker, 2016). In economic terms, an opportunity occurs when there are imperfections in most markets in most societies. These imperfections or shocks are openings for far-sighted entrepreneurs who want to generate revenue by exploiting these weaknesses in the business world.

There are two useful techniques to find opportunities that businesses and entrepreneurs utilize, namely Discovery and Creation. In the discovery method, entrepreneurs find opportunities with the help of information available to them. Information related to the discovery method is accessible

to them by analyzing past experiences, statistical data, and market trends. In discovery theory, entrepreneurs study the variation in technology, customer inclinations and industry-specific attributes (Alvarez & Barney, 2007). Discovery theory also suggests that opportunities develop due to the tension created in social, demographics, political, regulatory and technological factors. Figure 4 represents the sequential journey of entrepreneurs in the discovery and creation of new opportunities while figure 5 represents the iterative journey.

In the creation theory, the approach of entrepreneurs is adventurous. This approach is an alternative to the discovery method that exploits existing conditions and forms opportunities. In this approach, the chances for new business ventures are not objective and assumed beforehand. Entrepreneurs devise different opportunities to develop their interaction with the environment based on their inputs. The ideas and possibilities originate endogenously in the creation theory.

There are similarities and differences between these two entrepreneurial actions. Both approaches are forming opportunities due to the tension created by various factors

in the markets and society. However, in the creation theory, there is no link between the previous study and historical data. The beauty of creation theory is that entrepreneurs are always learning, exchanging ideas, taking risks, surprising themselves with positive results. It is not always necessary that they succeed, but a considerable profit awaits them when they are successful. The success factor in the creation theory

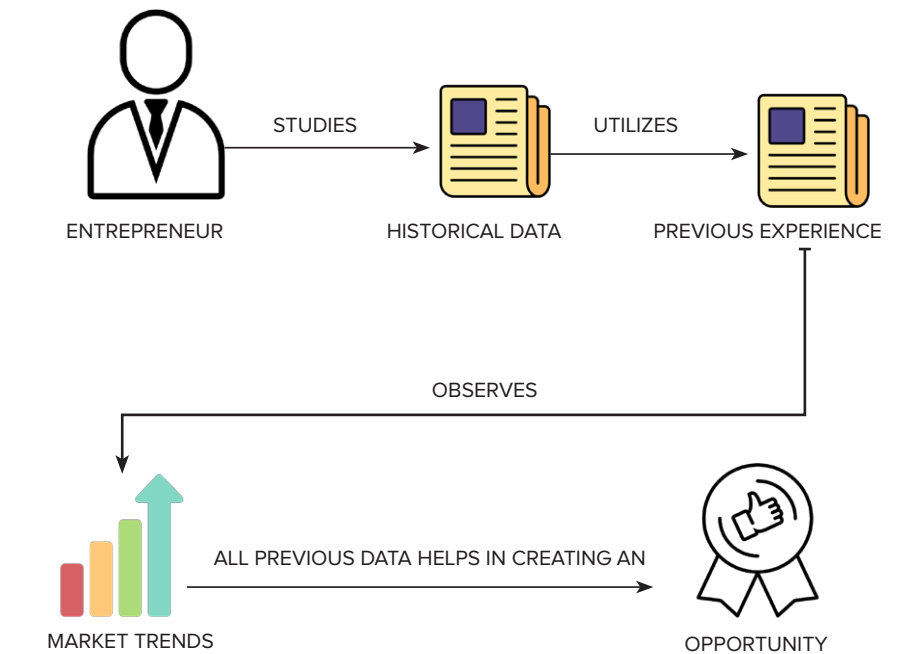


Figure 4: Approach of Entrepreneurs in Discovery method to create opportunity.

solely depends on the entrepreneurs' decision-making power (Alvarez & Barney, 2007). Alvarez and Barney (2007) argue

that while the formation of an opportunity is solely based on an entrepreneur's actions, those 'actions' should not be sightless. In the book "THE SOCIAL CONSTRUCTION OF REALITY," Berger and Luckman (1967) mention that the creation of opportunities happens with entrepreneurs' repeated actions. Entrepreneur's starting point is their reliance on their ability, and then afterwards, they test their data in their respective industry. If the results are favourable, they will continue further. But recent studies show that their initial conviction about an opportunity is not correct most of the time.

According to González et al. (2017), social entrepreneurs are the main actors in the theory of discovery and creation, however, there are different actors as well who have similar characteristics of entrepreneurs, such as communities and international business which can also determine emerging opportunities. Additionally, certain factors are involved in the discovery of an opportunity and transforming it in commercial entrepreneurship, these characteristics or factors are the entrepreneur's knowledge of the new solution, idiosyncratic prior knowledge, entrepreneurial alertness and social networks with which the entrepreneurs are associated. On

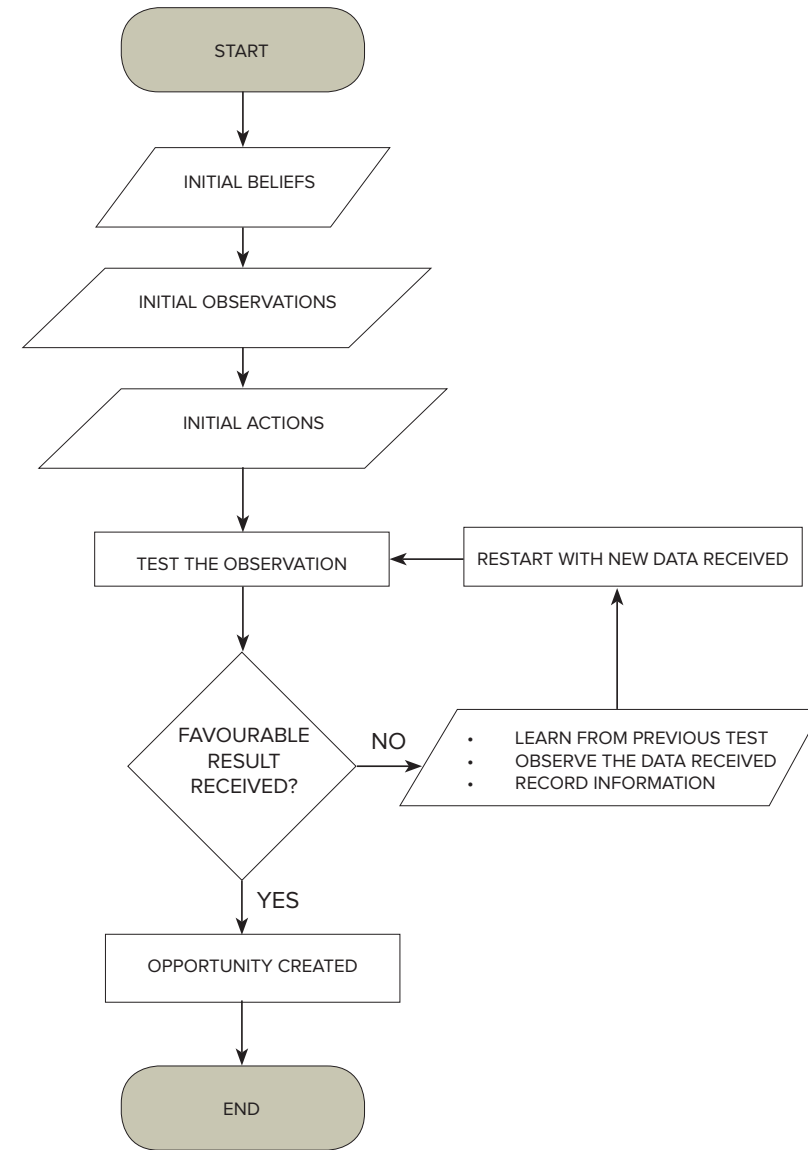


Figure 5: Iterative approach of Entrepreneurs in Creation method to create opportunity

the other hand, the creation of opportunities involves the use of resources, consistent and consciously test conventional limitations, creative capabilities of entrepreneurs, identification of the customer needs and suitable action to introduce new solutions within a particular industry. Overall, the entrepreneurial opportunity is comprised of new ideas or inventions that may result in achievement, possible values and favourable conditions for the achievement and actions for implementation. Therefore, entrepreneurs come up with another new idea by learning from the outcomes of their initial test. This cause and effect process generated by the entrepreneur's efforts continues until a favourable result is not reached, thus ultimately forming a new opportunity that was initially unknown to them but took shape throughout the creation process.

2.1.1: IMPLICATIONS OF THE DISCOVERY AND CREATION THEORY

The unpredictable and predictable characteristics of discovery and creation supported the hotel's design. Since the available opportunities are predictable in the

discovery theory, dedicated spaces such as meeting rooms and conference centres are included in the hotel. As these spaces are predictable, business people and entrepreneurs would know beforehand that these formal spaces are dedicated to meetings, corporate events, and exchanging ideas to create new business opportunities.

According to Wu et al. (2019), the predictable areas are the dedicated spaces in the interior design and construction projects, including flexible offices, conference rooms, and meeting rooms. The business personnel can comfortably discuss the opportunities and business ventures without hassle. However, the unpredictable space is also considered as active entrepreneur spaces, including a gym, restaurant and hotel lobbies that are easily accessible to all the citizens. In the unpredictable space, dialogues are also exchanged between the visitors, and the individual with entrepreneurial characteristics can easily identify the new business opportunities.

Boutique hotels are distinguished by small-scale operations, local ownership, vernacular originality, and one-of-a-kind travel getaways. These hotels are marketed

as places where travellers can learn about indigenous populations, indulge in unique experiences, and connect with native communities – all of which are cornerstones of “creative tourism” (McIntosh & Siggs, 2005). This review assesses heritage hotels as innovative experience-based environments, focusing attention on two sources of literature: writings on ‘experiential economy’ in hospitality/management studies and research studies on ‘architectural geography’ (McIntosh & Siggs, 2005).

Historic boutique hotels are an essential cornerstone of the urban cultural environment enjoyed by heritage explorers. On the other hand, boutique hotels are at the forefront of new ideas in architectural design, interior design, hospitality management, and innovative marketing. Such ‘hip hotels’ not only capture innovative personality types as clients (design-conscious visitors and creative experts) but are also purveyors of indigenous inventiveness, led by creative executives, evolving young creatives, artists, and architects (Knutson, 2000). The case studies of historic boutique hotels in the UAE and UK highlight the intense blending of cultural tourism and vernacular inventiveness. (Knutson, 2000).

The next section explains how hospitality environments

like hotels can provide a platform for business people and entrepreneurs to discover opportunities to create new business ventures by learning from participants’ experiences and exchanging ideas.

2.1.1. CONNECTION OF CUSTOMER’S EXPERIENCE WITH THE DISCOVERY AND CREATION OF OPPORTUNITIES

The concept of “experience” is not a new one in humanistic geology. Individual anecdotes in and experiences with places shape a destination image (Teo & Chang, 2008), contributing to landscapes with significance and sentiments for individuals. This study suggests two conceptualizations of the relationships between “experience” (creative impulses) and “hotels” (cultural environments). For starters, marketing and tourism planning studies focus on providing us with knowledge and insight into the “experiential economy,” which is valuable in formulating tourist venues as experiential environments. Furthermore, narratives in the “geography of architecture” highlight how buildings affect people and activities. Therefore, it is argued that the architectural design of tourist destinations has the inventive capacity to exacerbate profound experiences (or “affect”) for both hosts and guests.

This is what boutique hotels do so successfully in heritage settings (Teo & Chang, 2009).

2.2: BUSINESS NETWORKING

According to Ford and Mouzas (2013), business networking is defined as the attempts made by an individual to develop or change the structural or interactional relationship, which is directly or indirectly involved with the management in the business landscape. It can also be perceived as the problem-driven and conscious attempts made by one or more actors within a business to change the element of interaction and relationship with others. When the linkages in the business networking are concerned, then it can be observed that the entrepreneurs, management, corporations and people are the main nodes and actors in the network, aiming to keep the business operations continue.

Relationship and communication between the actors are the main components of business networking, this is because there are no hierarchies in business networking and the network can easily be modified, structured or organized by the willingness of the participants or actors to exchange relationships. The relationship between the two actors

within the business network can be tested with the help of communication and cooperation. According to Jørgensen & Ulhøi (2010), a possibility is present that the two actors in the network might not trust or know each other, so the interaction can enable them to build relationships for future alliances along with new opportunities to explore. Within this network, the effective performance of the actors or participants is also considered important as it can impact the overall outcome of the relationship or interaction.

The communication, interaction and cooperation aspects within the business networking have the effect of reinforcing and developing experiences and practical ideologies. On the other hand, flawed relations are distinguished by infrequent communications among casual acquaintances (Jørgensen & Ulhøi, 2010). Prevalence of strong connectivity, it could be argued that the network facilitates communication, collaboration, recurrent exchange of information, and increased knowledge diffusion across the organization.

As far as the types of business networks are concerned, then it can be observed that electronic conferencing, emails,

joint seminars, mentorship and business clubs are considered as the arrangement of the business network in which the people interact with each other. However, the author (Van Aalst, 2003) argued that these business networks are more likely to get replaced by more formal arrangement such as the use of technology, relationship with colleagues, representatives from other organisations and stakeholders. As mentioned previously, communication and co-operation are the two factors that strengthen the business networks, these aspects can be addressed in both horizontal and vertical manner.

Horizontal manner is associated with the communication between the competing, research and different firms, while the vertical arrangement of the network is between the supplier and clients etc (Molz, 2014). When these theories and views are compared to the current design project, it can be observed that the hotel will provide formal arrangements such as offices and meeting spaces) both horizontal and vertical to the business network and people to comfortably and professionally interact with each other while exchanging innovative ideas.

Business networks have a wide range of characteristics that are based on the actions and reactions of the participants

included in the network. According to Fuchs (2009), producers and customers are the two essential nodes in the business network. These producers and customers enable the business to identify the customer needs and demands. Links in the network are interactive as well, as it might be possible that the contract is formed between the nodes or a transaction has taken place. Grängsjö and Gummesson (2006) have defined that the networks are dynamic and can be modified according to the requirement. However, self-management is also practised in business networks, such as the formulation of teams and leaders. In contrast, the nodes or participants in the business network are more likely to share a common goal, purpose or vision.

Today electronic means are greatly utilized to form an interaction between business network nodes, but in reality, humans form the network. A high level of concerning respect and agreed codes are required in electronic discussions, and a successful contribution is only made when trust is developed between the nodes (Van Aalst, 2003). During COVID-19, virtual teams have become the source of communication between the network nodes, but this kind of interaction is found to

be successful only when task-oriented, face-to-face social interactions are made. This indicates that, during COVID-19, virtual contacts are being made between the participants of the business network, but still the need for physical interaction cannot be eliminated. Hence, this boutique business hotel in downtown Winnipeg will enable the participants in the business network to conduct face-to-face meetings to explore Manitoba's business outlook. These interactions are more trusted than the virtual interactions as highlighted in the characteristics of business networks.

As per Richards (2011), solid relationships are stimulated by a sense of togetherness, solace, and protection and are components of a multi-tactical relationship. Network links can be perceived from either a business or a social perspective. Entrepreneurial corporations use business connectivity to align with their equivalents and improve the productivity of their operations.

Companies improve their production due to the exchange of knowledge within the network. Manitoba's economy comprises a network of industries that contribute to the economy of the province. Due to the interchange of

knowledge, trade, experiences, this network of enterprises generates revenue. Therefore, as a result of Manitoba's stable economy, it gives opportunities to participants of other networks to join a flourishing network of industries to gain new knowledge and value for themselves and their organization (Figure 6).



Figure 6: Manitoba's economy comprises a network of industries

Todeva (2006) notices that one of the advantages of a business network is that it acts as a strong link between social and economic factors in a society. Its structure brings together people of business, entrepreneurs from different industries on a professional level. Some essential features of a network include access to a variety of information, great learning opportunities, improvement in performance and innovation techniques (OECD, 2003). All these opportunities can be provided to the business networks once this hotel design project will be completed.

Corporate network connections are identified as vital enablers of the performance and efficiency of entrepreneurial organizational orientation operations to obtain evolving business possibilities. According to McIntosh & Siggs (2005), bolstering social connections facilitates firms to improve operational efficiency. As a result, social connections are crucial information sources for both organizations and individuals. Furthermore, the multitude of social network users boosted significantly from 2.14 billion in 2015 to 2.46 billion in 2017 and is expected to approach 3.02 billion by 2020 (Statista, 2020). Social network connections are

described as an individual's interpersonal relations with other social groups who share a common interest, such as peers, family, co-workers, consumers, clients, or management staff. The advent of informal social networks has resulted in a previously unheard-of level of information exchange. Social media platforms are useful for information dissemination and communicative linkages that offer social connections, assistance, knowledge, a feeling of belongingness, and the sharing of personal viewpoints, feelings, encounters, and social identity. Due to the nature of information exchanging and operational meetings, the pivotal function of social networking has been widely addressed in marketing practice and entrepreneurial ventures. These companies have used social media to develop more appropriate marketing initiatives and idealistic branding. Customers' engagement, intervention, and connections are encouraged, and their experiences are communicated.

To benefit from socialization, entrepreneurs construct social capital through social networks. Social media applications are portrayed in digital operating systems (e.g., Instagram, Flickr, LinkedIn, YouTube, Digg, Google Reader,

Facebook, and Twitter) and are becoming an influential source for the hospitality and tourism industry by integrating travellers from inactive to effective co-producers of experiences about peer-to-peer hospitality and tourism service proposals, as a result, they have an impact on organizational performance. As a result, it is believed that the concept of related hospitality businesses contains a set of other companies. Airbnb is the dominant player and most well-documented case in peer-to-peer lodging; this study examines the company as a projection of the networked hospitality hypothesis in particular.

The study investigated the past, present, and long-term influence of Airbnb and related themes on hospitality and tourism professionals (Wyman et al., 2020). These perspectives served as the foundation for future scenarios in a perceptual discovery that, first and foremost, must become an aspect of the academic debate on the future of the tourism and hospitality industry. Simultaneously, our scenarios may have significant practical ramifications. The study expects they will add value to the growth of constructive policies for municipal authorities and other government agencies and strategic responses in the proficient hotel industry.

2.2.1: IMPLICATIONS OF BUSINESS NETWORKING THEORY AND DESIGN

Referring to the theory of business networking in design, it can be said that the hotel project is providing an opportunity for both national and international business networks to flourish in the region. As the project has been focused on providing hospitable and comfortable spaces to the businesses, which can be adjusted and configured as per the needs of the client or the business community.

The design will enable the nodes in the business network to hold conferences, events and meetings to comfortably exchange ideas with the existing and future business partners along with exploring Manitoba's business setup.

It has been previously mentioned that the designated spaces are required by the business personnel to discuss new business ideas and opportunities in the region, while the spaces like gyms and lobbies are enough for the entrepreneurs to discover new opportunities. Hence, to some extent, the theory has an implication to the design of the boutique hotel. This may include the designing of the office meeting and conference spaces, along with ensuring the availability of all

amenities in the gym and restaurant so that the entrepreneurs can discuss the ideas in the hospitable environment if they meet like-minded people in such spontaneous spaces.

2.3: NETWORK HOSPITALITY

Germann Molz (2004) proposed the term “network hospitality” to define how users in our mobile social system form correlations with one another through the use of networking sites and eventually face-to-face meetings. Network hospitality connections are defined by both face-to-face experiences and conversations online that are emotionally powerful but transitory. The whole concept of network hospitality was derived from Wittel’s principle of network socialization (Wittel, 2001). Network sociality refers to how scientific and social alterations have influenced the dynamics of social interactions, having to rely more on large channels and electronic connectivity than the community’s physical proximity. According to recent literature, this segment of the sharing economy exists further than the territorial barriers of a community and involves strangers sharing conversations that take place through a technology-assisted business format. Faith and a feeling of connection are significantly positive to

network socialisation, essentially enabling individuals to stay connected and have more interesting conversations (McLaren, 2006).

According to Molz (2014), network sociality is focused on individualisation while network hospitality prefers sharing with strangers. Intense relationships are formed in sociality and in hospitality, the customers are made to feel like a guest (Table 1).

NETWORK SOCIETY	NETWORK HOSPITALITY
Individualization	Sharing with strangers
Ephemeral and Intense relations	Feeling like a guest
From narrative to information	Engineering randomness
Assimilation of play and work	Pop-up assemblages
Technology	Guests without hosts

Table 1: Network Hospitality Versus Network Sociality: Molz (2014)

Wittel (2001) suggested that the network sociality develop information from narratives. This is because shared and common histories are no longer the roots of the relationship. The lives of the people are now connected with the help of random interactions to exchange information rather than enduring narratives.

Society nowadays is becoming more mobile and networked as people from all around the globe travel from one place to another to meet new people. This indicates that mobility and networking to a greater extent have been entangled through the prism of hospitality. The more people live social and professional lives online, on the phone and on the move, the more they find themselves performing as a guest or a host within the hospitality network along with encountering others.

The more professional and social lives on the move, on the phone, and online, the more people find themselves performing as hosts or as guests and encountering others in various contexts of hospitality. As hospitality network systems grow and prosper, it is critical to comprehend how the services within the hospitality network are fulfilling the needs of the customers and how this may influence conventional lodging products in the sense of the experience economy. While there has been growing developments in these kinds of organizations in both mainstream media and educational research, there is an increased need to recognize what elements of the experience economy are evident for guests

in these network hospitality encounters and what implications this could perhaps have on the lodging sector as a whole.

As a result, this practicum aims to determine the significance of the network hospitality experience for the visitor and give a deeper insight into network hospitality as a distinct adjunct to traditional lodging. By completing this research, the experience economy theory will be applied to an area it hasn’t been thus far in the hospitality literature, expanding on the experience economy theory and increasing the understanding of network hospitality’s potential impact on traditional lodging (Martins, 2020).

The sharing economy is a recent phenomenon in the provision of many products, along with lodging products. Internet companies facilitate a channel of owners outlining their available products to enhance their use. At the same time, customers rent products from peer groups rather than buying them from traditional companies. Network hospitality webpages, online communities of tourists who open up their homes to other travellers as an adjunct to traditional lodging by providing spare rooms and lounge chairs, are one such product devised in response to shifting consumer demands

In many respects, lodging network hospitality differs from the peer-to-peer commute. Two key distinctions are the switch from the preliminary online to the supplementary face-to-face experience. The interaction is undoubtedly shared since the guest makes no monetary fee to the host. The lodging network hospitality framework incorporates an online system to allocate free collective lodging, an extra room in the host's home or the couch/floor in the host's home, which becomes a face-to-face experience during the sharing experience where hosts can also become regional advisors.

According to Langford & McDonagh (2003), sharing occurs through connectivity; in terms of lodging network hospitality, guests can distribute the host's residence through open access conferred by the host and the online portal. Examples of hospitality networks in the lodging industry entail be Welcome, Hospitality Club, Couchsurfing, and Servas International. According to Langford & McDonagh (2003), facilities offered and consumed through peer-to-peer travel can be regarded as distinct from conventional hotel services, resulting in varying demands and assessments of service from guests.

In 2001, Andreas Wittel presented his version of Network Sociality, in which he mentions that the transition from communities to networks has notable outcomes. This transition affects not only the social life setting but also the nature of everyday interaction. Traditionally in a community, there is a sense of belonging and face-to-face interaction. With these interactions and exchange of shared values, they have a common history. On the contrary, Network Sociality is mainly informational and consists of short-lived meetings between individuals. The interaction and sharing of knowledge may be short-lived, but they are recurring and intense. Wittel's (2001) theory of network sociality took inspiration from Castell's (1996) view of the network society. Castell notices the upward trend of the information era and the globalization of technology such as the Internet. Wittel's social networking theory represents the new direction of the digital age and the social and professional connections created.

According to Wittel's point of view, the first feature suggests that since the individuals' characteristics are no longer dependent on the community, they are likely to introduce their individuality and role in society. The second

feature says that since the individuals participating in these communities do not have a shared history, the interaction is brief and powerful. They meet for quick meetings, exchange information and disintegrate. The third point says that the relationship amongst the society members is to share information rather than building a shared memoir. Fourthly Wittel mentions that the concept of work and pleasure blur. It is not easy to differentiate between work and fun as it becomes unnoticeable. Professionals become familiar with other colleagues and create network opportunities. In addition to that people also work from home and when on holidays. In the last key feature, Wittel agrees that trending technology contributes towards network sociality.

2.3.1: IMPLICATIONS OF NETWORK HOSPITALITY THEORY FOR DESIGN

The theory of network hospitality is becoming more focused on virtual relationships with a digital connection as people have found new and convenient ways to connect and socialise with others. The characteristics of network hospitality can also be linked to the face-to-face interactions within the hotel, as it was mentioned previously that physical interaction

is considered more trustable in the business world.

Overall, the main focus of this design project is to create a hospitable network for businesses and entrepreneurs within a hotel, enabling them to collaborate, interact and exchange ideas as per the characteristics involved in the theory of network hospitality. The interaction with the hotel site can be made in both physical and virtual manner, and this idea is also supported by the network hospitality as it facilitates the designers to provide a wide range of options to the host so that the standard and highly hospitable environment can be provided to the guest.

The Boutique hotel has aimed to facilitate the business personnel and entrepreneurs in hospitality destinations by providing private bedrooms, flexible offices, dedicated meeting rooms to professionally treat the customers on-site. Additionally, the interaction through the virtual spaces will also be supported by ensuring high-speed internet connectivity so that the interaction between the business network nodes can be made with the help of uninterrupted virtual meetings and conference calls.

2.4: CHAPTER SUMMARY AND CONCLUSION

The literature review provides a solid foundation that influenced the design of the hotel. The boutique hotel has essential characteristics and presence in the hospitality world. It is well known for its unique style, architectural elements and design language that makes it different from a conventional hotel. The volume difference among different parts of the hotel adds a mystical experience to the space. Narrow corridors, tight visual angles add an element of discovery while walking through the hotel spaces.

The business networking theory helps in identifying the role of entrepreneurs in the hotel environment. Their action and nature of the reaction are pivotal in designing the meeting spaces and flexible offices. The business network results in flexible and adjustable spaces since the participants are always connected in an intangible and tangible fashion where sometimes they need to be close to each other on the other hand, very flexible and loose. Network hospitality theory helps bring the business network participants to discover and create opportunities in a hospitality environment. It provides the perfect atmosphere for business people and entrepreneurs to experience a hospitality

environment while working on a new business adventure. The hospitality atmosphere gives a platform for strangers and well-known business people to interact, feel comfortable, secure, and safe to create better business models for the economy that directly affects the province and business people working in Manitoba to achieve business goals.

CHAPTER 3 : DESIGN PRECEDENTS

3.1:INTRODUCTION

The design precedents include three hotel projects that support the concepts examined in the literature review. The selected hotel projects provided factual information on space planning, design language, material selection, architectural style, boutique and business hotel characteristics. All precedents overlap in terms of design, facilities, materiality in some capacity, but each precedent is analyzed in more detail further in the paper. Since the practicum proposed location is in Winnipeg, the precedents were chosen to cover the North American context. The first precedent study focuses on The Hazelton Hotel, which is selected because it falls under the boutique hotel category and has unique design elements related to the hotel interiors.

3.2. THE HAZELTON HOTEL

Nominated for

- Canada's Leading Boutique Hotel 2020 (World Travel Awards, n,d)
- Canada's Leading Hotel 2019, 2018, 2017, 2016, 2015,2014 (World Travel Awards, n,d)
- Canada's Leading Hotel Suite 2019,2018,2017,2016,2015



Fig 7 : The Hazelton Hotel exterior (Hazelton Hotel, 2021).

- North America's Leading Luxury Hotel 2012,2011,2010 (World Travel Awards, n,d)
- North America's Leading Luxury Hotel 2010 (World Travel Awards, n,d)

This luxurious boutique hotel was designed by Page + Steel Architects Planners and the world's famous interior design firm Yabu Pushelberg. Hazelton is comprised of nine floors that offer 80 beautiful luxurious guestrooms and 18 penthouses. This construction of the hotel was completed in 2007 and won various awards, including the Pug Award in

2008 for the best commercial architecture(The Hidi Group, 2019).

In the year 2020, when the global pandemic hit the world, the hotel utilized the pandemic time to upgrade its guest experiences. A brand new Spa and the One restaurant by Chef Mark McEwan is upgraded. The cohesive design of the hotel interior is achieved by ensuring that the same interior designers work on the renovation. Therefore Yabu Pushelberg worked on its renovation to maintain the rich look and feel of the interiors (Canadian Interiors, 2020).

"The Hazelton was born with the vision of bringing international luxury to Toronto. This exciting next step reasserts our passion for continually elevating the standards of luxury within our city, as well as within the wider global hospitality industry," says Hani Roustom, Managing Director, The Hazelton Hotel (Cision US Inc, 2020).

LOCATION: According to a survey conducted by Choice Hotels International, the survey discovered that 73% of business travellers preferred the hotel's location (Jones, 2014). Svenja Ullrich, with over 25 years of experience as a business traveller, also stresses that location is the top factor

among business travellers when they are choosing a hotel (BCD TRAVEL, 2017).

The hotel is located in the heart of Yorkville district, Toronto. Yorkville is the centre of fashion, arts and offers various options of shopping and dining. This district with rich culture and tradition is a perfect setting for this hotel. Toronto Pearson International Airport is 30 minutes away from the hotel location. Toronto is one of the major airports of Canada and offers flights to most parts of the world. The site's viability is an excellent advantage for business travellers and tourists for easy access and excellent visibility. Important landmarks around the hotel include the Royal Ontario Museum, Bay Station, Dundas Square, Harbourfront Centre. The famous CN tower is approximately half an hour's drive away from the hotel. People coming from outside the province can use VIA RAIL Canada. Union Station is the closest to the hotel, and customers can take taxis to reach the hotel.

ROOMS:

The property offers sixty-two beautifully designed guest rooms and fifteen spacious suites. This boutique hotel covers all the significant facilities a business traveller would need.

ROOM NAME	SIZE	UNIQUE FEATURES
Deluxe Room	464 – 568 sq.ft	Features zebrawood dressing room and galaxy green granite ensuite bathroom with deep soaking tub and a separate shower.
Luxury King Room	536-707 sq.ft	Features a separate seating area with either a comfortable chair or a two-seater sofa.
Luxury Queen Room	623-684 sq.ft	Features two queen size beds and a comfortable seating area, with a zebrawood dressing room and galaxy green granite ensuite bathroom.

Table 2 : The room options with unique features provides variety for visitors to choose rooms according to their requirement.

SUITE NAME	SIZE	UNIQUE FEATURES
Executive Suite	764-857 sq.ft.	Executive Suite is exceptional in every way with a spacious sitting area and a king-size bed in the bedroom.
Avenue Suite	1236 sq. ft.	The Avenue Suite features a 450 square foot windowed seating area and a king-size bed in the bedroom.
Hazelton Suite	1236 sq. ft.	Features a spacious 450 square foot windowed seating area, separate dining area, and a king-size bed in the bedroom.
Bellair Suite	1860 sq.ft	Features a spacious 800 square foot windowed seating area, 2 lounge areas, media centre, wireless touch screen remote media controller, and a separate dining area capable of seating up to 10

Table 3 : The suite options at the Hotel Hazelton Toronto provides guests with larger size accommodation

Deluxe Room, Luxury King Room and Luxury Queen Room are the three types of guestrooms this hotel offers to its visitors.

Their functionalities and their sizes are given in table 1.

The hotel also has hotel apartments that can be rented and purchased. There are four suites: Executive Suite, Avenue Suite,

Hazelton Suite and Bellair Suite. The detailed information for the suites is listed in table 2

MEETING AND COLLABORATION SPACES:

The hotel offers limited dedicated meeting and collaboration spaces. Despite the limitation, the collaboration

spaces are fully equipped with technology and nicely designed. There are three meeting rooms with one theatre room for a private screening of the product launch. The detailed description of meeting spaces is shown in table 3.

PUBLIC AREAS AS SPONTANEOUS COLLABORATION

SPACES:

Few hotel lobbies are designed in a way that blurs the fine line between a formal meeting and a casual conversation.

These days business travellers often hold quick meetings in hotel lobbies face to face or online. In the hotel lobby of Hazelton, there are interesting pockets of spaces where

visitors can hold meetings without affecting the surrounding visitors much. The rich interiors and comfortable seating add value to the business travel experience. There are benches for casual talk along the corridor, thus offering more opportunities for visitors to have a meaningful conversation, which may lead to a possible business conversation if the participants are entrepreneurs or business people.

Hazelton Hotel received the Pug Award for best commercial architecture in 2008. The exterior of the building features red bricks and a limestone façade. The rooms are spacious, with ceilings as high as 10 feet. To borrow maximum

EVENT VENUE	SIZE	FACILITIES
The Yorkville Room	889 sq. ft. of event space	Dividable space
The Neil Young Room	264 sq. ft. of space with 145 sq. ft. vestibule	<ul style="list-style-type: none"> Private dining and meeting space for 16 people 264 sq. ft. of space with 145 sq. ft. vestibule Special catering services by 'ONE' at The Hazelton Hotel
Executive Boardroom	403 sq. ft. of event space with natural light	Printing, Workstations, White Board
The Silver Screening Room	Size not available, the pre-function area is 715 sq feet	Digital Projector Special Catering by 'One' Restaurant.

Table 4 : The range of event spaces at the Hazelton Hotel covering variety of functionalities that an event organizer requires.

daylight into the interior spaces, the architects introduced windows from floor to top.

The style of the interiors is modern and sleek. The design language of the hotel speaks luxury and comfort. The reception counter is customized and is made of expensive black marble with brass detail. The lobby's hard finishes consist of green marble flooring, brass metal screen partitions and comfortable furniture. The walls of the lobby area consist of leather panelling. The furniture pieces in the lobby area are a mix of curvilinear and rectilinear shapes. Brass metal detail uplifts the details of furniture pieces in the area. The colour selection for the fabrics of the furniture is warm and soft. Large artworks created an exciting accent to the lobby area. Black, white, grey, beige are the dominant colours being used overall in the space.

The ambience of event spaces are inviting and elegant. The Yorkville Room is the largest of the event spaces, which can entertain up to seventy-eight guests. This dedicated meeting room has a high ceiling, mirror panels and a pre-function area, which is excellent for spontaneous networking. Beige Leather panels, the bronze mirror panels add a rich and



Fig 8: Exterior Façade features red bricks and limestone finish (Hazelton Hotel, 2021).



Fig 9: Groups of seating in the lobby also creates a chance for visitors to have a casual talk / one on one meeting (Hazelton Hotel, 2021).

soft touch to the room. Soundproofing has been enhanced in this meeting room with the introduction of carpet and leather wall panels, which helps avoid unnecessary sound during meetings. This room has the option to divide into two different rooms, which can be useful for holding two separate events or, depending on the programming requirement of the event, can help arrange the furniture accordingly.

The Neil Young room is a smaller event space that can accommodate sixteen guests. The atmosphere of this room is high energy and vibrant as red suede walls surround it. The room is divided by the tall foldable glass panel partition as it connects to the “One Restaurant.” This room is ideal for private dining for business and corporate events. The executive boardroom is dedicated to business meetings, and it accommodates ten people. The materiality is very similar to guestrooms. Warm tones are applied to the carpet and Eames executive chairs. The final event space is the silver screening room where business travellers and event holders can arrange a private screening of product launches and corporate presentations. Twenty-five guests can be accommodated in this screening room.



Fig 10: Bench in the corridor provides an excellent opportunity for visitors to have a casual talk without creating much disturbance (Hazelton Hotel, 2021)

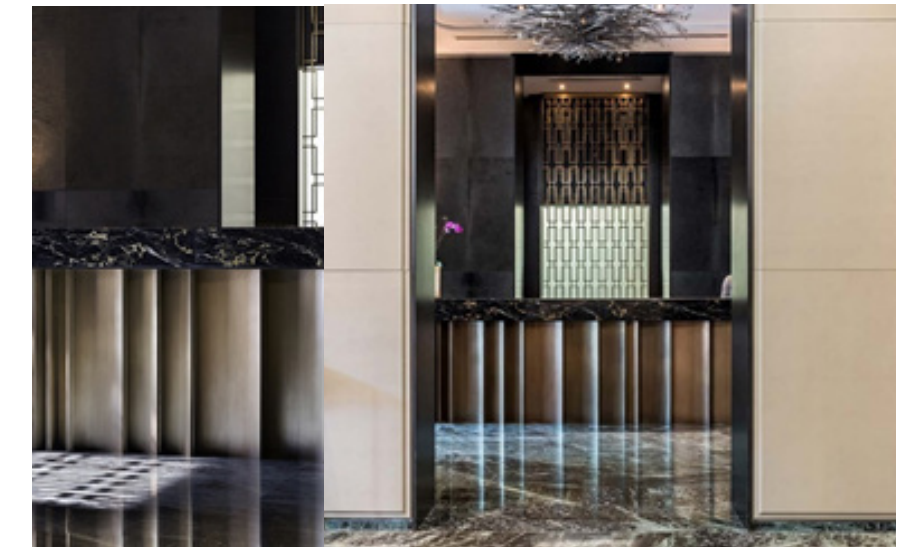


Fig 11: The Hotel Reception counter on the left showing brass detail and black gold marble top, the image on the right shows reception counter from far with customised chandelier and metal screen feature wall (Hazelton Hotel, 2021).



Fig 12: The Yorkville Room can accommodate over 78 guests and offers multiple layouts (Hazelton Hotel, 2021).



Fig 13: The Neil Young Room can accommodate 16 guests and is ideal for business and personal events (Hazelton Hotel, 2021).

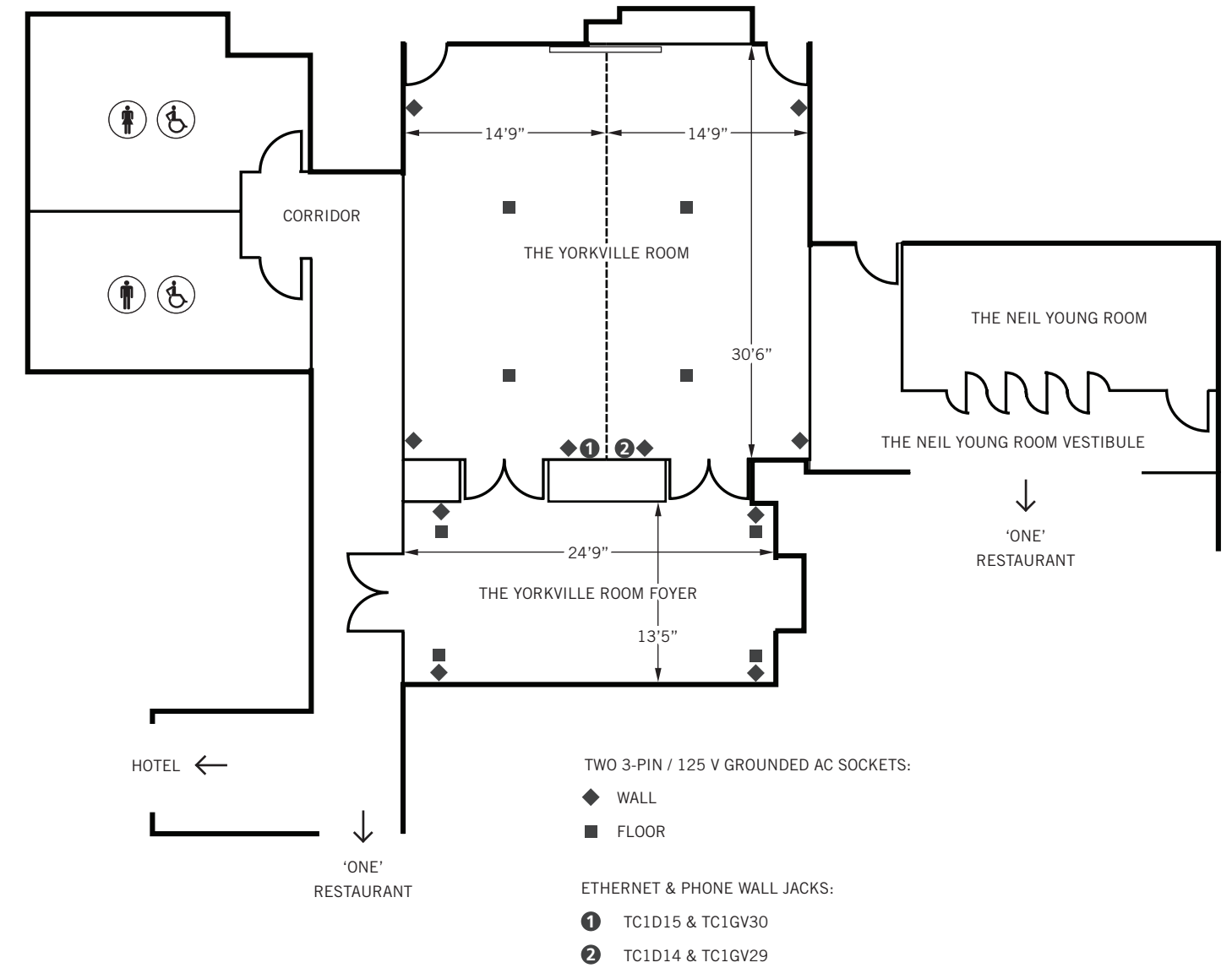


Fig 14: Both the event spaces are side by side with The Yorkville Room having its own foyer (Hazelton Hotel, 2021)

Large leather sofas give comfort to the attendees, and dark walls around the room's perimeter help focus on the main large projector screen. The room also has a foyer, allowing business people and entrepreneurs to hold a casual conversation and exchange information to create chances.

The design language from the public areas of the hotel continues into the guestrooms and suites. According to the hotel's website, the interiors "evoke grandeur with a splash of 1940s inspired Hollywood glitter (Hazelton Hotel, 2021)." Neutral colour walls add airiness to the interiors. The colour selection of the furniture fabrics are soft green, grey and warm brown. The rooms are fully carpeted with silk material, which adds softness to the space. The luxurious materiality also continues inside the washrooms, where expensive green marbles are used. The rooms have a study table as a standard that is ideal for business travellers and tourists to concentrate on their essential work. Business travellers need to have high-speed internet and digital screens. Each room has high-speed internet included in the room price and a high definition screen.

"One Restaurant" is the hotel's main dining space,



Fig 15: Executive Boardroom, ideal for business meetings (Hazelton Hotel, 2021).



Fig 16: The Silver Screening Room for a private screening and product launches (Hazelton Hotel, 2021).

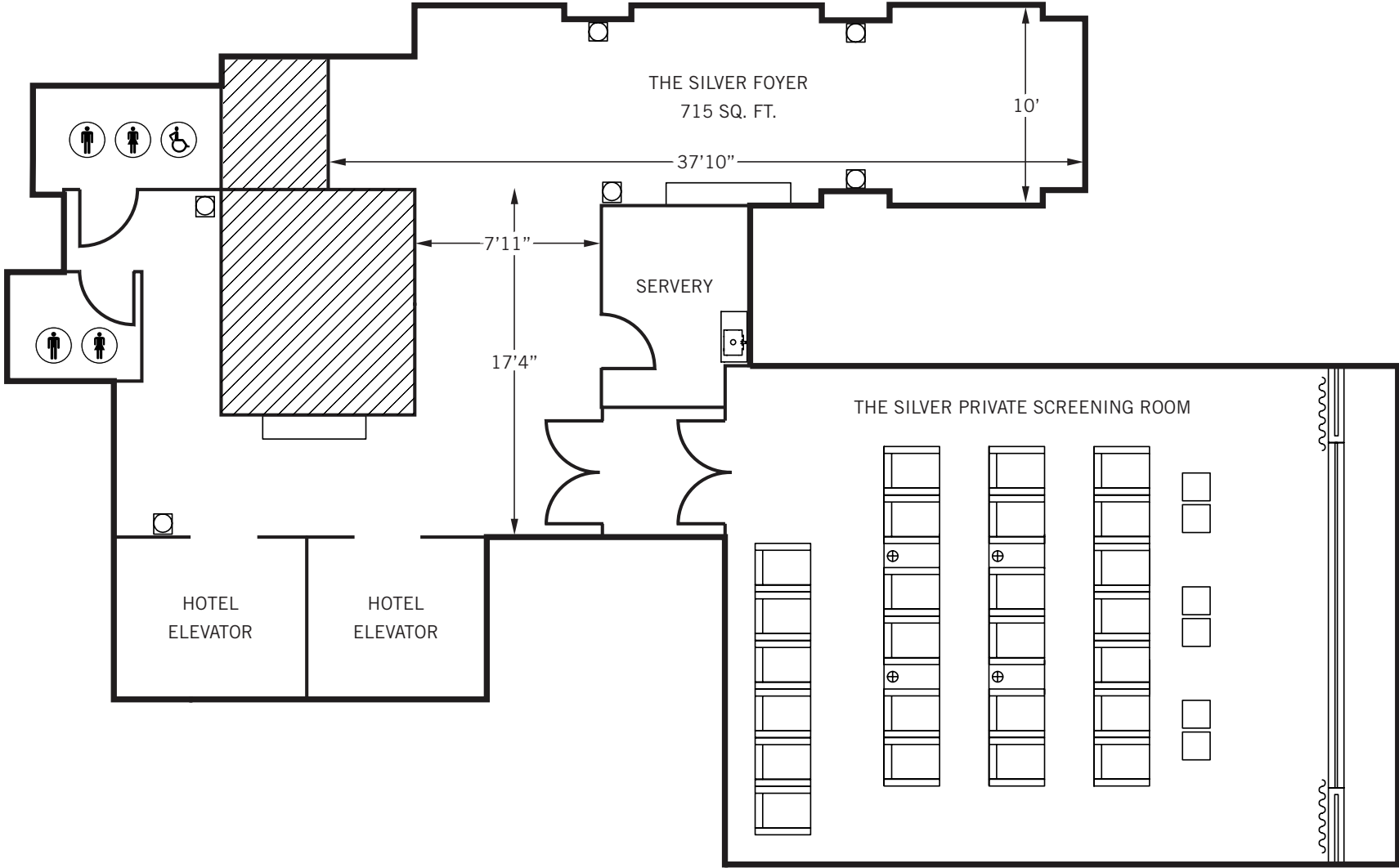


Fig 17: Layout shows screening room layout with a pre-function area (Hazelton Hotel, 2021).

which offers a modern upscale dining experience to its visitors. The restaurant also has a private dining space offering a rich atmosphere that is great for business meetings. Expensive marble, brass details and warm leather panels speak luxury about this restaurant. The chairs are comfortable, having a

velvet and leather finish. The hotel also features a spa, which is accessible to hotel guests and visitors. Other amenities include a modern gym and a saltwater pool. All the public areas are designed with expensive and luxurious material to maintain the overall



Fig 18: Guestroom showing soft materials applied through the room with a study area (Hazelton Hotel, 2021).

design theme's cohesiveness.

3.2.1. Precedent Selection and Connection with Literature Review

The appropriate selection of the hotel in the design project is necessary as it must reflect the design thoughts, theories, ideas and language the researcher wants to. Considering the luxuries, amenities and other facilities provided by the Hazelton hotel in this



Fig 19: The One restaurant has a bar, group and banquet seating for conversation and enjoying the local cuisine (Hazelton Hotel, 2021).

section, it can be said that to a greater extent, the luxuries and comfort of this hotel reflect the design language that should be considered to provide a hospitable environment to the business people and entrepreneurs. The hotel's interior design also facilitates the business individuals with the corporate traveller facilities. It has been mentioned in the literature that dedicated spaces are required to conduct business meetings. Referring to this, hotel Hazelton provides spaces for meetings, conferences and holding events.

However, plenty of meetings and events associated with different business personnel, entrepreneurs and companies cannot be conducted simultaneously due to limited space. Apart from the meeting spaces, the hotel also incorporates luxurious guestrooms which enable the business network nodes and entrepreneurs to perform the task in the room as the rooms have working desks so the individual does not have to worry about going to the dedicated space to discover and create new opportunities. In the literature, it has been mentioned that business people prefer meeting rooms and other dedicated spaces to discuss new opportunities, while the entrepreneurial mind can identify such opportunities in the spontaneous spaces

as well. The Hazelton Hotel is filled with such spontaneous spaces as well, such as a spa, gym and restaurants. The presence of both the public areas and meeting spaces are complemented by the theory of discovery and creation, hence, it can be said that the hotel design and its amenities are in complete alignment with the aspects of theories defined in the literature. This includes the use of dedicated and spontaneous spaces to facilitate both business personnel and entrepreneurs. Furthermore, there are plenty of important destinations around the hotel site like Koerner Hall, Yorkville Village, Town Hall Square, Union Station and the most famous CN Tower.

Discovery and creation are restricted to the area within the cross proximity of the important landmarks near the hotel. The overall economic outlook of Toronto has a positive trend, and recently, seven major projects announced that are going through development stages, including Canada Square and Cadillac Fairview (Brain Station, 2021). However, this hotel might be expensive for various firms, but overall it provides quality, luxury, and ticks almost all business travellers' requirements which are required to focus on the undiscovered opportunities within the region.

3.3 The Loden Hotel, Vancouver, Canada

Architects: Hewitt & Kwasnicky

Developers: Amacon, Canada and Kor Hotel

Interior Designers: Babey Moulton Jue & Booth

Location: 1177 Melville Street, Vancouver, British Columbia

Total Rooms: 77 (70 rooms, seven suites)

Year Completed: 2007

Overall Square Footage: N/A

Selection Criteria: Boutique Hotel, Business Hotel

This luxury hotel in downtown Vancouver is comprised of 15 floors hosting 77 rooms, including seven suites. The developers Amacon of Canada and Kor Hotel from the USA started the hotel's construction in 2004 and finished in 2006. The principal architects for the hotel were Hewitt & Kwasnicky. The interiors are designed by Babey Moulton Jue & Booth, who have over 30 years of interior design experience dealing primarily in Hospitality and Residential projects. Loden Hotel opened its doors for its guest in 2008 and has received numerous international awards, including Top Hotel Canada, Vancouver #1 by CNTraveller in 2020 and 2019 and the Best Boutique Hotel in Vancouver by The Georgia Straight in 2017

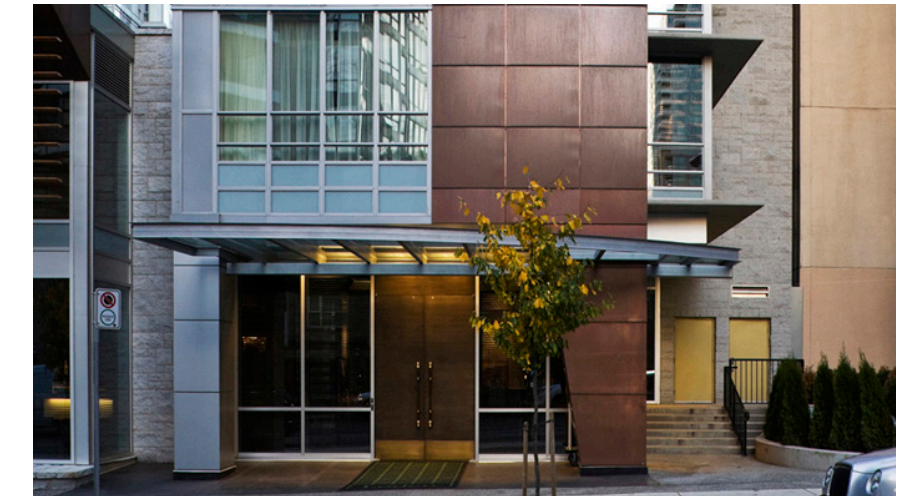


Fig 20: Exterior view of The Loden Hotel, Vancouver, Canada (Hewitt + Company, 2022)

and 2018.

Guestrooms: The hotel rooms have been carefully designed according to the theme and are strategically allocated in the hotel. Loden Signature, Signature Corner, Park Vista, and Garden Terrace are the hotel rooms' main hotel rooms. The loden signature is designed with a contemporary residential-style with the king-size, queen, double, and a wheelchair-accessible guestroom

SUITES:

The hotel offers a couple of options in the suites category, namely "One Bedroom Suite" and "Halo Penthouse". The single bedroom suite has interesting, curved glazing that

Guestroom Type	Options	Unique Features
Loden Signature	<ul style="list-style-type: none"> One king-sized bed Two queen-sized beds Two double-sized beds Wheelchair accessible (one king bed) 	<ul style="list-style-type: none"> These signature rooms have been designed with a residential contemporary feel. Signature Accessible, Signature Double and Signature Queen have the connecting room option. Area of the rooms starting from 400 sq ft
Signature Corner	<ul style="list-style-type: none"> One king-sized bed 	<ul style="list-style-type: none"> Floor to ceiling windows with exposure to south and north of the building. Climate control occupancy sensor for an energy-efficient solution. Working desk with connectivity hub with views to the outside.
Park Vista	<ul style="list-style-type: none"> Only king-size bed available 	<ul style="list-style-type: none"> Unique views of North Shore Mountains, Stanley Park and Coal Harbour Marina. High Definition TV with connectivity for external devices, Lighting pre-sets for different ambient lighting moods. Dedicated working desk with views of the outside. Integrated in-ceiling sound system and high-speed internet. Climate control with sensors for cooling and heating. Full height floor to ceiling curved glass wall.
Garden Terrace	<ul style="list-style-type: none"> Available only on the 2nd floor of the building 	<ul style="list-style-type: none"> High Definition TV with connectivity for external devices. Each Garden Terrace room type has a private patio containing a garden and waterfall. Climate control with sensors for cooling and heating.

Table 5: The table above shows a variety of apartments with unique features at The Loden Hotel with unique features and configurations.

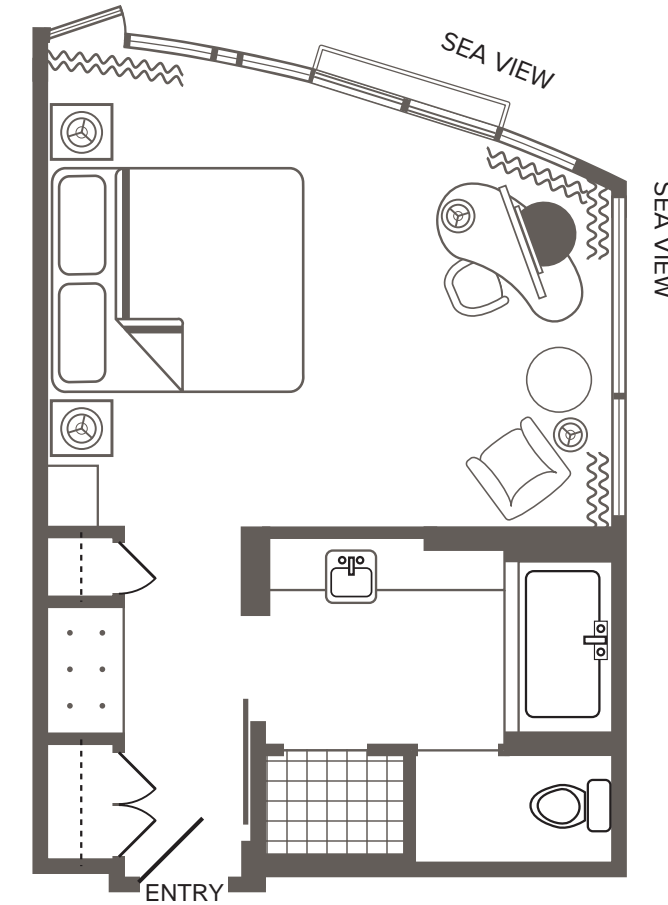


Fig 21: Park view guestroom provides excellent views due to full height windows which is a great selling point for the hotel facility (Hewitt + Company, 2022).

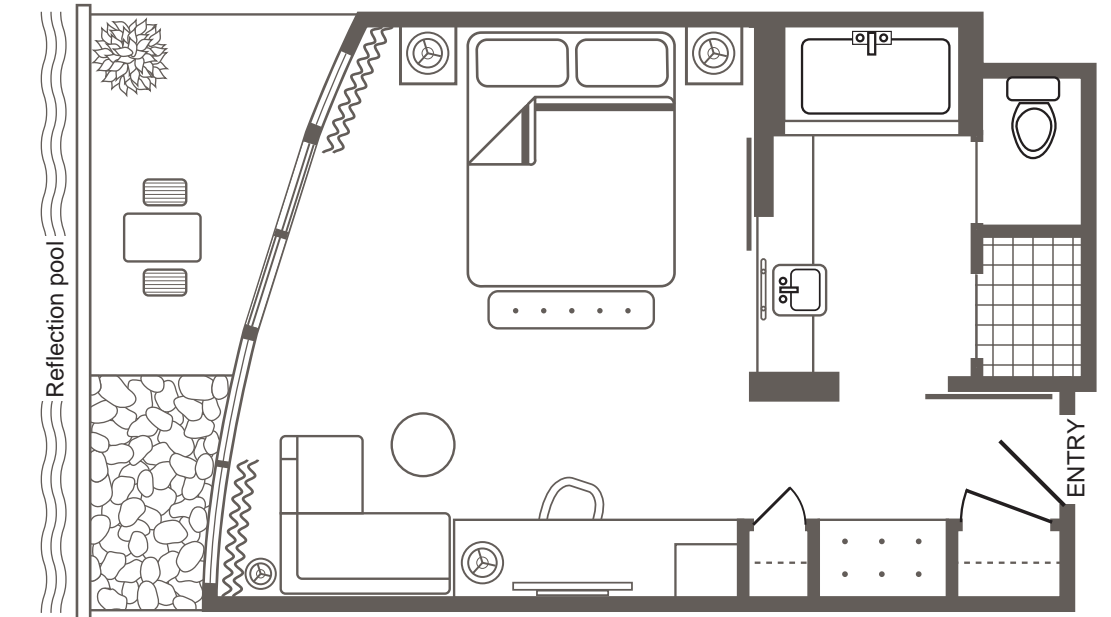


Fig 22: Floor plan of Garden Terrace showing external patio with reflection pool(Hewitt + Company, 2022)

gives the visitors priceless views of the Coal Harbour and the North Shore Mountains. The suite size is fairly large at 800 sq. ft that contains a large bedroom area, living room and a dedicated working desk. A business traveller has all the facilities in this suite after a regular day of meetings. Travellers can relax, enjoy the views, and enjoy the central workstation for corporate commitments, as shown in the Figure. The Penthouse is double in size as the one-bedroom suite at 1600

ft and has two bedrooms and direct access to 1400 sq feet. The suites are very roomy, and if things are discussed in the context of the business traveller, the suites can easily have a dedicated meeting area for small meetings and collaboration, which can be perfect for a virtual office.

MEETING AND COLLABORATION SPACES:

The hotel offers various meeting and event spaces options to its visitors. There are five venues available for

SUITE TYPE	OPTIONS	UNIQUE FEATURES
One-Bedroom Suite	<ul style="list-style-type: none"> Large king bed with living area. 	<ul style="list-style-type: none"> High-definition Television with a gaming console Curved glass walls showing Coal Harbour and the North Shore Mountains. Working desk The size of the suite is 800 sq ft
Halo Penthouse	<ul style="list-style-type: none"> Huge penthouse with an area of 1600 sq. ft One type of penthouse with two bedrooms with the main one as Master Bedroom and Central Bedroom as the other room in the big suite 1400 sq. feet patio for holding receptions and meetings. 	<ul style="list-style-type: none"> 55 inch LED HD TV with custom plug and play console with power connections for Master Bedroom 37 Inch HD tv for Central Bedroom 50 inch HD Tv for Living Area Dedicated private terrace for exclusive events Adjustable light controls for ambient lighting

Table 6: The table displays the wide range of suite options available for business professionals and the visiting guests with holding receptions

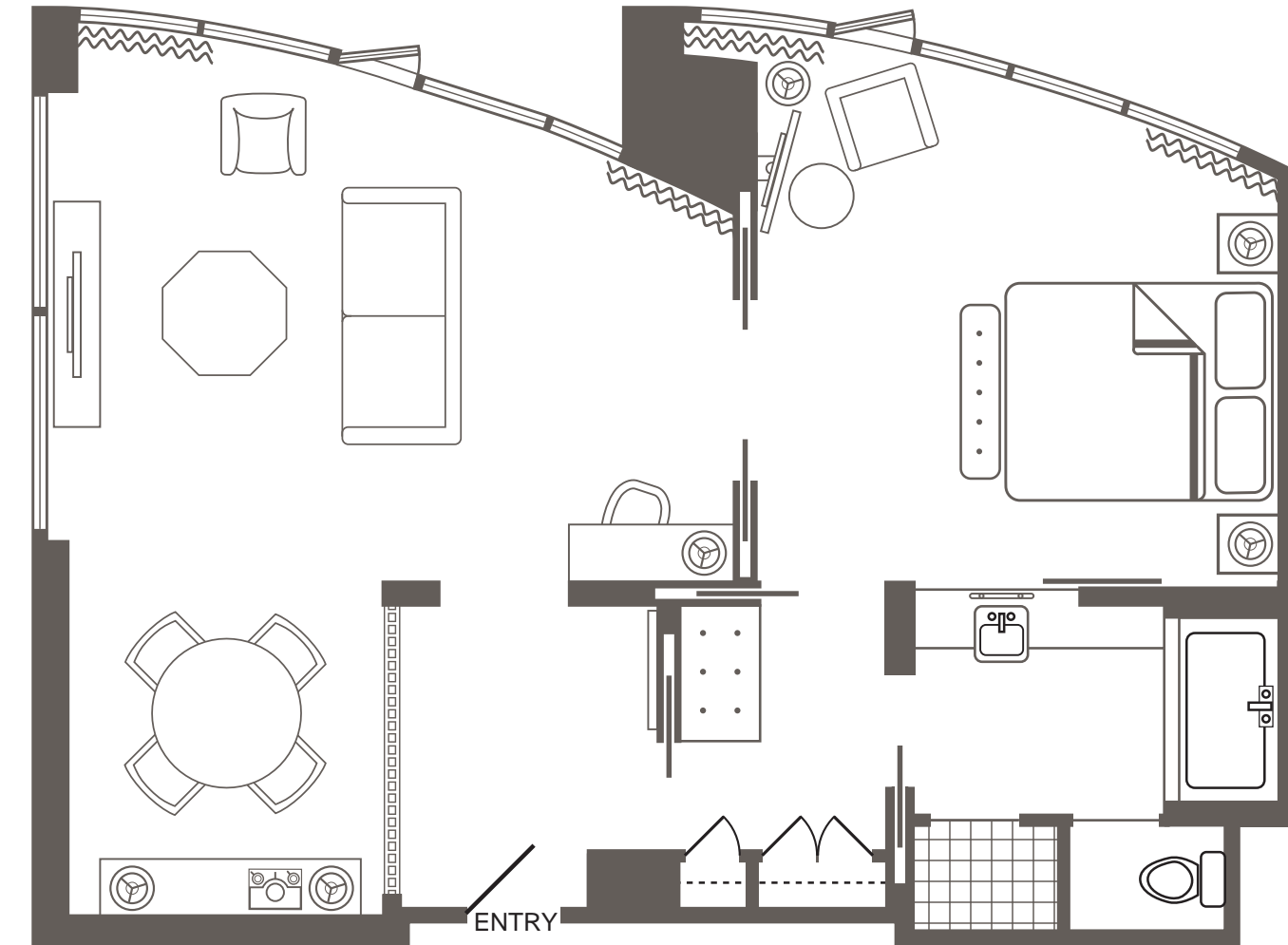


Figure 23: The one-bedroom suite has a working desk situated at the centre of the suite (Hewitt + Company, 2022).



Figure 24: The One bedroom on the left has a contrasting colours scheme (BAMO, 2022)

the business community to choose for corporate events, conferences, and private meetings. The most significant meeting space is the Halo Penthouse, with an area of 1,600 sq. ft, whereas the smallest is the Grand Salon, with 425 sq. ft. The Grand Salon can be reconfigured and has a connecting door with the Petit Salon, which gives the option to increase the total capacity of the event and hold a reception before the visitors can attend the meeting. MDC Suite is ideal for executive meetings and has a boardroom-style configuration with a capacity of eight people. The materiality of the MDC

Suite is rich and luxurious, with carpet flooring for acoustics and comfort. The Halo Penthouse and Terrace has the biggest capacity where the attendees can enjoy the views of the surroundings.

Public Areas as Spontaneous Collaboration Spaces:

The Loden Vancouver provides plenty of excellent opportunities for a collaboration discussion. The hotel has partnered with a speciality restaurant adjacent to it and is listed on its website. Although it is not part of the hotel, it is supporting the local cuisine and neighbourhood business. The

MEETING SPACE TYPE	MAX CAPACITY	COMMON FEATURES FOR ALL EVENT SPACES	UNIQUE FEATURES
	8 people	<ul style="list-style-type: none"> Hi-speed internet. 42” TV minimum with Apple device connection Catering from local Tableau Bar Bistro Dedicated Service Staff and technical support to provide on-site troubleshooting. 	<ul style="list-style-type: none"> Floor to ceiling window Round table meeting configuration 50 “LCD television Wireless Internet Whiteboards Seating Area In-house technical support
Petit Salon	18 people	<ul style="list-style-type: none"> Office supplies for meetings 	<ul style="list-style-type: none"> Ideal for private gatherings 42” digital screen with wires internet In-house technical support
Grand Salon	24 people		<ul style="list-style-type: none"> Drop-down projection screen (46 inches) Laptop connectivity Ideal for presentations, personal celebrations and meetings
Halo Penthouse	50 – 70 people		<ul style="list-style-type: none"> Floor to ceiling windows View of Vancouver’s Coal Harbour and waterfront Retractable Roof

Table 7: The Loden Hotel provides four different meeting spaces for holding events that can accommodate people ranging from 8 to 70 persons.

Tableau Bar is an award-winning bar that provides hotel guests to enjoy the local culture and food while having casual business conversations. The wellness centre, hotel lobby, penthouse terrace are the spaces where visitors can relax, energize, refresh and initiate discussions, including a business talk. Design Language: The exterior of the hotel is modern, and it complements the structures surrounding it. Aluminium panelling and glass panels are used on the surface of the building. The interior designers have provided the visitors with an array of design themes to match their style. The customers have a variety of options for the rooms at their disposal. Residential styled rooms provide an essence of home to the customers, whereas if the guests want to relax



Figure 25: Hotel Lobby with warm ambience provides an atmosphere of comfort where guests can have a talk, meet while enjoying the ambience (Bamo, 2022)

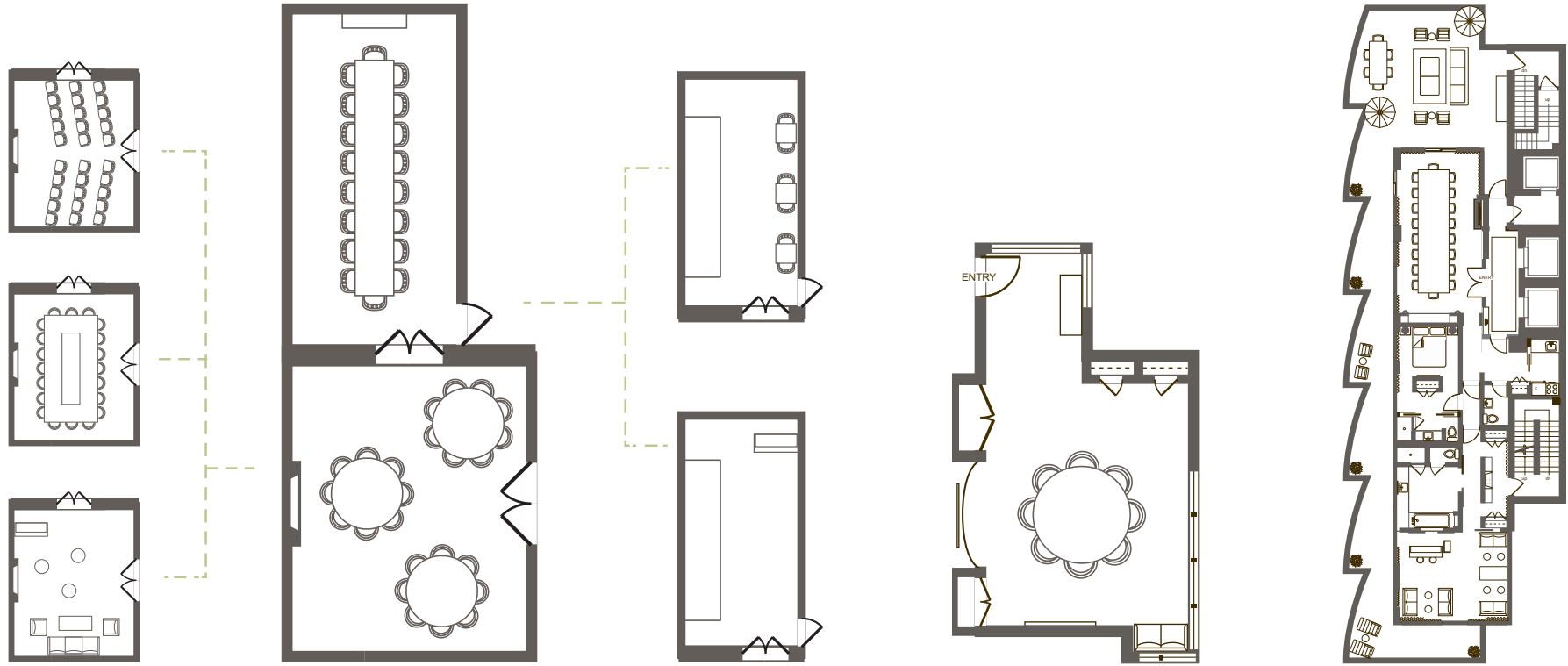


Fig 26: The Loden offers a variety of dedicated meeting and event spaces with multiple layout and configuration option (Hewitt + Company, 2022).

and feel comfortable, they can choose the garden terrace rooms. The designers have introduced the floor-to-ceiling window to provide the guests with a full view of the beautiful surroundings. Overall the design style of the interiors can be classified as modern contemporary. The full-height windows give it a modern touch, whereas the curvilinear shape on some chosen pieces of furniture like study chairs and lamps give it a contemporary feel. The designers have also used modern geometric patterns on cushions, carpets and flooring. The selection of materials for the public areas like speciality bar, hotel lobby, and few meeting spaces like dark oakwood and leather chairs portray richness and luxury. Overall the hotel materiality speaks luxury and comfort. The marble panelling in the lobby, suites and the bar add luxury and richness to the hotel. The punch of colours on fabrics and soft fabrics like velvet and silk carpets add richness to the hotel experience.

3.3.1. PRECEDENT SELECTION AND CONNECTION WITH LITERATURE REVIEW

A number of factors and reasons have been considered before choosing Loden Hotel as a design precedent. One of the most potential reasons to select this hotel is its prime

location, which enables the individual staying in the hotel to reach the important landmarks in less time. Another reason is that; this hotel does not have an ordinary interior design as the hotel has received the “Top Hotel Canada” award because of its boutique hotel characteristic, and since the following design project is based on the boutique hotel, hence, the selection of this hotel as a design precedent becomes more important. In the literature, it has been highlighted that nodes in the business network are more likely to be in hurry, so they look for the hotels which are near to the airport and important landmarks.

At any time, they might need to rush to the airport to attend meetings in other regions as well, and getting stuck in traffic over a long route from the hotel to the airport is the worst-case scenario, which may impact the future choices of the individual regarding the hotel. Hence, this indicates that the location is the most important aspect that is considered by the business people and entrepreneurs. The airport is only 14 kilometres away from the Loden hotel. It is also easily accessible from the transit and water route, making it the most potent choice to be selected as the design precedent.

The theory of discovery and creation is also applicable to the design, amenities and location of the hotel, as it also incorporates public and formal meeting areas. The new development projects are also under construction in the region.

These include Broadway plan, Olympic Village, Pearson Dogwood Lands and Skeena Terrace Planning Program. The new developments in the region hold the potential to attract global investors. Hence, the construction projects around the Loden hotel influence the business people on both national and international level to explore the province of British Columbia and see if there is a niche that can be exploited and more business opportunities can be created within a region along with strengthening the business network in the hospitality sector. Hence, it is said that the characteristics of the Loden Hotel, especially the location supports the theory of discovery and creation, in addition, it provides an opportunity for business professionals and entrepreneurs to collaborate and communicate with the other business communities with the region to discover new opportunities through which the economy can be made

stronger along with enabling the business network nodes to expand their network. Furthermore, the beautiful interiors and hospitable spaces inside the hotel connect with the theory of network hospitality. The environment, interior design and both the dedicated and spontaneous areas support new and existing visitors to feel comfortable and introduce themselves to new strangers who might become potential business partners in the future.

3.4: Hotel Madison Memphis, USA

- Architects: George M. Shaw & Charles O. Pfeil
- Designers: Aparium
- Client:
- Location: 81 Madison Avenue, Memphis
- Total Rooms: 77 (62 rooms, 15 suites)
- Year Completed: 1906
- Year Renovated: 2016
- Overall Square Footage: 15,143 m² (163,000 sq ft)
- Selection Criteria: Boutique Hotel, Business Hotel
- Awards and Accolades
- CNTravelers Readers Choice Awards 2017, 2020 (CNTraveler, n.d.)
- Nominated for Reader's Choice Awards 2017 (CNTraveler, n.d.)

This boutique hotel is located at 79 Madison Avenue, Memphis, Tennessee, in the USA. The hotel, formally known as Madison hotel, got its name as Hu Hotel from Hugh Lawson White Brinkley, an important figure in the history of Memphis



Figure 27: Hotel Madison Exterior View (Zirkel, 2016)

City who planned the existing building currently housing the facility.

Location:

The hotel is centrally located in downtown Memphis and is close to the city's major attractions. The visitors can reach the hotel in approximately fifteen minutes from the Memphis International Airport, 13 kilometres away. There are over 77 restaurants and 23 major attractions within a half-kilometre radius. Belz Museum of Asian & Judaic Art, Memphis Cook Convention Centre, and AutoZone Park are major attractions close to the hotel property.

Guestrooms:

The hotel has a total of 110 rooms of varying sizes. Some rooms are smaller as 240 sq feet, whereas the larger rooms are approximately 900 sq feet. Regardless of the size, each room is carefully designed and reflects comfort and luxury. Through the room windows, the guests can enjoy the view of the Mississippi River or the city view (LITTMAN, 2021). There are three categories

GUESTROOM TYPE	CATEGORY	SIZE	UNIQUE FEATURES
Two Double Guestroom	Classic	520 sq ft	<ul style="list-style-type: none"> • Working desk ideal for visitors and business travellers • Climate control for indoor air quality and comfort. • ADA complaint • High Definition TV
King Guestroom	Classic	240 sq ft	<ul style="list-style-type: none"> • Working desk ideal for visitors and business travellers • Climate control for indoor air quality and comfort. • High definition TV
One Queen Guestroom	Classic	242 sq ft	<ul style="list-style-type: none"> • Working desk for visitors and business travellers • Electronic safe to secure documents and important items • Climate control for indoor air quality and comfort • High definition TV

King Deluxe	Deluxe	312 sq ft	<ul style="list-style-type: none"> Working desk for visitors and business travellers Electronic safe to secure documents and important items Climate control for indoor air quality and comfort High definition TV
King Superior One Bedroom Suite	Suites	852 sq ft	<ul style="list-style-type: none"> Views of Mississippi River Separate living room Spacious working station Climate control for indoor air quality and comfort High definition TV
King Junior River View Suite	Suites	400 sq ft	<ul style="list-style-type: none"> Views of Mississippi River. Separate living room. Spacious working table. Climate control for indoor air quality and comfort High definition TV
King Junior Suite	Suites	470 sq ft	<ul style="list-style-type: none"> Separate living room. Spacious working table. Climate control for indoor air quality and comfort High definition TV

Table 8: The guestrooms at the Hu Hotel showing guestrooms and suites with its unique features.

of rooms, namely Classic, Deluxe and Suites. In the classic category, there are three types of rooms: Double Guestroom, King Guestroom, and One Queen Guestroom. There is only one type of room available in the Deluxe category. In contrast, there are three options available in the suites category: King Super One Bedroom Suite, King Junior River View Suite, and

King Junior Suite as shown in the table below.

MEETING AND COLLABORATION SPACES:

The hotel offers a range of spaces that can hold events according to the needs of the visiting guests despite having a limited area due to the boutique nature of the hotel. The most significant event space is the Ballroom which can hold

corporate events to weddings.

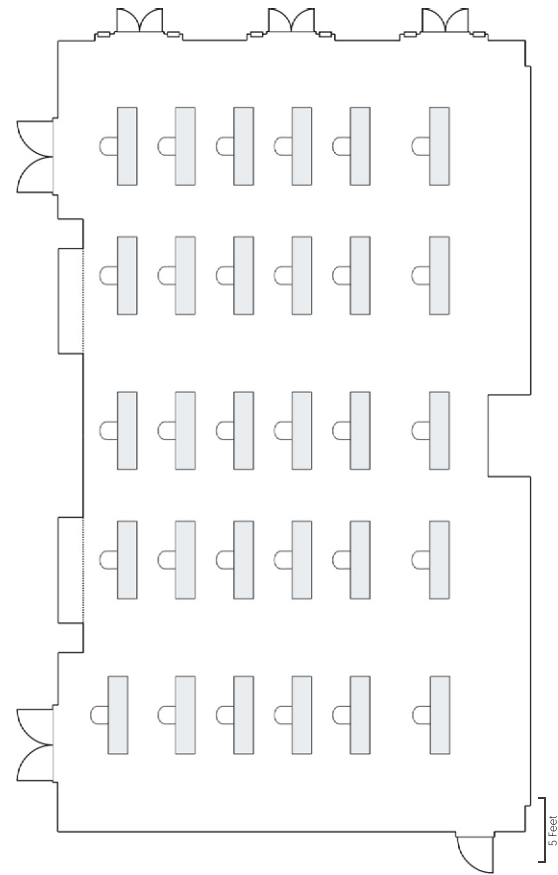
The Ballroom has approximately 2000 sq feet, can accommodate up to 343 people and can be divided into two separate spaces if required. The other meeting rooms include a 14 person capacity boardroom. The boardroom is a dedicated meeting space for corporate events which offers high-speed internet connectivity and audio-visual equipment

for presentations. The final meeting space is called “The Mezzanine,” which can accommodate 15 people working as a small event space with a pre-function area ideal for guests to introduce themselves to each other and have a meeting before the meeting. The table below shows each meeting space’s capacity and unique features this hotel offers to its visitors and entrepreneurs.

MEETING SPACE TYPE	MAX CAPACITY	UNIQUE FEATURES
The Ballroom	343 (reception style) 30 Conference Style 40 Round table configuration	<ul style="list-style-type: none"> 2,052 sq. ft Contemporary crystal chandeliers Large, flexible space Room for up to 343 attendees (reception-style) Elegant function space available for cocktails, lunches or other festivities before or after events Can be divided into two spaces, Ballroom East and Ballroom West
The Mezzanine	15	<ul style="list-style-type: none"> 400 sq. ft private boardroom Room for 15 Perfect for corporate events or small, intimate gatherings Open function space is available, ideal for cocktails or lunch before a meeting
Boardroom	14	<ul style="list-style-type: none"> 405 sq ft 15’ x 27’ 14 person capacity High-back leather seats Large meeting table High-speed connectivity AV equipment

Table 9: Meeting and event spaces at the Hu Hotel.

**Hu. Ballroom
Conference Configuration**



**Hu. Ballroom
Rounds Configuration**

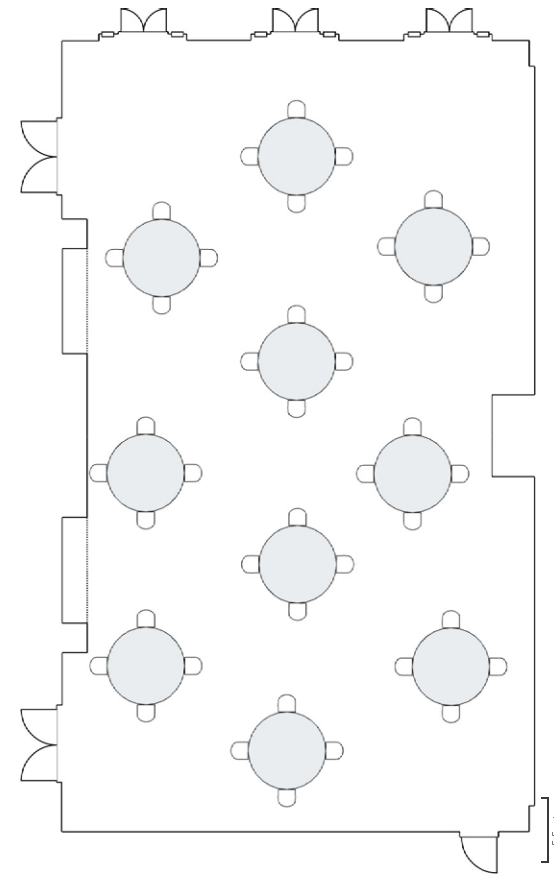


Figure 28: The ballroom showing two configurations with conference style on the left and round table style on the right(Hu.Hotel, 2022).

PUBLIC AREAS AS SPONTANEOUS COLLABORATION SPACES:

Apart from the dedicated collaboration spaces, the Hu Hotel also has potential spots where business travellers and entrepreneurs can introduce each other. The rooftop bar known as “Hu Roof” with a spectacular view of the Mississippi River provides an excellent setting for visitors to casually relish the surrounding views while talking about business and potential projects. The fitness gym is another possible space where like-minded entrepreneurs can connect while doing the workout. The hotel doesn’t have a traditional reception like in hotels but instead when a visitor walks into the hotel lobby,



Figure 29: The hotel lobby featuring the Hu. Cafe acts as a spontaneous meeting space for business networking and more (Hu. Hotel, 2022)

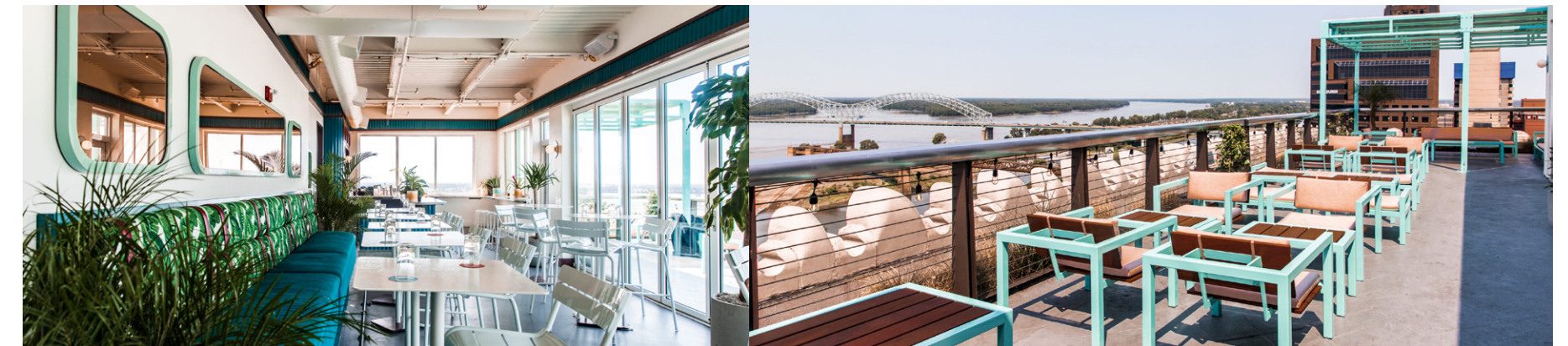


Figure 30: The Hu Bar overlooking the Mississippi River provides an excellent setting for business networking in a relaxed atmosphere (Hu. Hotel, 2022).

the guest can check-in at the bar located on the main floor of the hotel facility. The main floor bar called “Lucy’s” acts as a hotel lobby where visiting guests and business people can meet, talk with other potential entrepreneurs, and discuss corporate engagements.

DESIGN LANGUAGE:

The building, earlier known as Tennessee Trust Bank, was designed by architects George M.Shaw and Charles O.Pfiel in 1906. The design of the exterior depicts Beaux-Arts’ architectural style(Memphis Heritage, n.d.). This style is classical and was quite common in the United States from the year 1880 to 1930. The style reflects wealth and stature and shows the characteristics of Roman and Greek forms (Study, 2021). Since the initial use of this building was for a bank, the typology of the exterior suited the purpose. Even until 2002, the building was used primarily for offices. Since 2002, the building is used mainly as a hotel(Memphis Heritage, n.d.).

Aparium Hotel Group acquired the rights to operate this hotel in 2016. They decided to renovate the hotel and rebranded the entire hotel. The hotel previously named Madison hotel is now called the Hu Hotel. The new interiors



Figure 31: Hotel Lobby Hu Hotel shows customized rounded edges brass chandelier (Hu.Hotel, 2022).

featured blue and grey colours. The scope of work for the renovation included rooms, public areas, expanding the ballroom. The operator wanted to bring in a world-class hotel to the city and therefore hired Looney Ricks kiss and Home Design, a design firm from Brooklyn.

The designers took inspiration from the neighbourhood textures and colours and applied the theme to the interior spaces. The guestroom designs are enriched with brass metal, Carrara marble, and customized rounded edges shaped design elements. The rounded edges design language is primarily applied in the entire hotel. Bespoke design elements such as bar counter, customized brass trim chandeliers, headboards, workstation, accent mirrors and vanity counters contribute to a harmonious look that is successful, modern and upscale.

3.4.1. PRECEDENT SELECTION AND CONNECTION WITH LITERATURE REVIEW

Adaptive reuse of a historic building is the main reason which influenced the selection this hotel for the practicum project. Preserving the Historic and cultural architectural designs is of great importance in the practicum projects. Since the core aim of the project is to utilize the existing architectures in the region of historical importance, hence, the selection of the Hu Hotel building is a viable decision, as it reflects the history of downtown



Figure 32: Main hotel lobby with a barista also features bar counter with rounded edges that are being applied in the entire hotel (Hu.Hotel, 2022).



Figure 33: Headboard and working desk also features rounded edges design language(Hu.Hotel, 2022).

Winnipeg. Like in the previous examples, the hotel's location is central, and there are important landmarks like Renasant Convention Centre, Orpheum Theater and FedEx Forum. Since the rebranding of the hotel name, all its important spaces like restaurants, rooftop bar and the cafe used a common name of "Hu," which can be applied to this upcoming boutique hotel and this may help the hotel in attracting entrepreneurs and business personnel. Just like the previously mentioned case studies of different hotels. Hu hotel also consists of spontaneous spaces, for instance, fitness centre, restaurants, café, pool and lobby, along with the dedicated meeting areas and conference spaces.

Hence, it can be said that this hotel also supports the discovery and creation theory. From the luxurious hotel rooms and suites, the individuals can get a scenic view of the Mississippi River and Red River which are near to the hotel location. The tourist can easily visit the aforementioned landmarks as they are near to the hotel, enabling them to explore the region and new developments within the hospitable environment. As mentioned, business networking is an international activity, and this hotel provides excellent options for national and

international visitors to explore and interact with business destinations and recreational spots around the hotel site. The recent study also indicated that Memphis is one of the top seven destinations to start a business. Local government encourages new business startups, and organizations like MEMshop provide confidence in retail investors and active entrepreneurs to establish a new business in the city (Bolton & Thompson, 2013). Hence, it can be said the theories of business network and network hospitality are also supported by the historical design and location of this hotel.

3.5: CHAPTER SUMMARY AND CONCLUSION

All the design precedents capture the essence of a boutique hotel with dedicated spaces for business personals. They are great examples of boutique business hotels, while every hotel has its way of expressing its unique character and design. The Hazelton and the Loden hotel have relatively modern architecture, whereas the Hu Hotel has a classical exterior. The Hu Hotel has a surprise because all the interiors have been revisited and are modern and trendy. The meeting spaces in all the projects can have different layouts, which works perfectly according to the event typology. The

upcoming boutique hotel can take clues from these three projects and integrate dedicated meeting spaces with varying configurations so business travellers and corporate clients can easily pick their options while booking the event spaces.

In Hazelton hotel, the hallway has bench seating highlighted with accent lighting creates an interesting area where a private dialogue between two actors of the corporate firm can talk, discuss or exchange information. All the restaurants, wellness centres, hotel lobby and other public areas in all the precedents provide a break from dedicated meeting spaces while enjoying the unique themed design, artworks, local cuisine and culture, and city views to remind the sense of place and uniqueness of the hotel.

All the hotels have different ways of categorizing their rooms. The Loden Hotel classified it with the colour scheme, varying sizes, even added biophilic option to one of their guestroom types to add variety. The Hazelton has almost the same look and feels for all the rooms except for some details on the headboard and some pop of colours on the sofa, but the overall design looks cohesive and uniform. The Hu hotel applied the same detail for all the guestrooms like

headboards, wall cornices except minor changes like an accent chair with a pop of colour to show slight variance.

In conclusion, hotels have commonalities and uniqueness. In terms of functionalities, every hotel provides meeting space for business travellers depending on the hotel's footprint. The table below shows the information extracted from the literature review and design precedents to apply to the upcoming business hotel.

CHAPTER 4 : **SITE AND BUILDING ANALYSIS**

4.1: INTRODUCTION

The twin building of Fortune and Macdonald is situated at 226-234 Main Street. The Fortune building was built between 1882 and 1883. Charles Mancel Willmot and George W. Stewards were hired as the leading architects for the project. The building is named after Mark Fortune, who funded the project. Mark then sold the fortune block to Alexander Macdonald, who already was the owner of another building south of the Fortune block. Both buildings have the same architectural features despite existing as two separate blocks. The owner has recently renovated the building after two and a half years of renovation work (Galston, 2016).

4.2: SITE ANALYSIS:

This practicum project's site is The Fortune and Macdonald Blocks at 226 and 234 Main Street. The Fortune block is located at Main Street and St. Mary's Avenue, whereas the Macdonald block is on Main Street. The site is strategically located in the Downtown neighbourhood of Winnipeg.

Historically, Main street was a busy route for trade, seasonal habitation for First Nations groups. Slowly and gradually, the neighbourhood connected to the main street



Fig 34: Exterior View of Fortune Building (The Fortune Building, 2021)

acted as a main route for the foreigners for business and fur trade. After 1830, the main street was converted from dirt roads and wooden sidewalks to concrete and asphalt roads due to its importance in the region's economy. This road became the central connection point for Winnipeg, which experienced rapid development, especially after the introduction of the

Canadian Pacific Railway in Winnipeg. The after effects of the business trade and the regular visits of the businessmen also positively impacted the real estate scenario in the region. South Portage district is a part of Downtown Winnipeg. The neighbourhood was initially developed as a residential area. It has been one of the most densely populated residential areas in the 1940s. Over the last few decades, South Portage witnessed a lot of construction and development programs. Due to the recent development like Tru North Square, Bell MTS Centre, the neighbourhood offers confidence to the business community and investors to settle in this buzzing neighbourhood.

The hotel site is located on Main Street, as shown in the Figure. The existing site has few parking spots, which are accessible from the back lane of the building. The site is located at the corner of Main Street and St. Mary Avenue. Since the site is in downtown Winnipeg, it is close to important landmarks that are situated nearby of the hotel site, as shown in the Figure

4.2.1 PROXIMITY TO DESTINATIONS:

The Figure below shows the hotspots of destinations

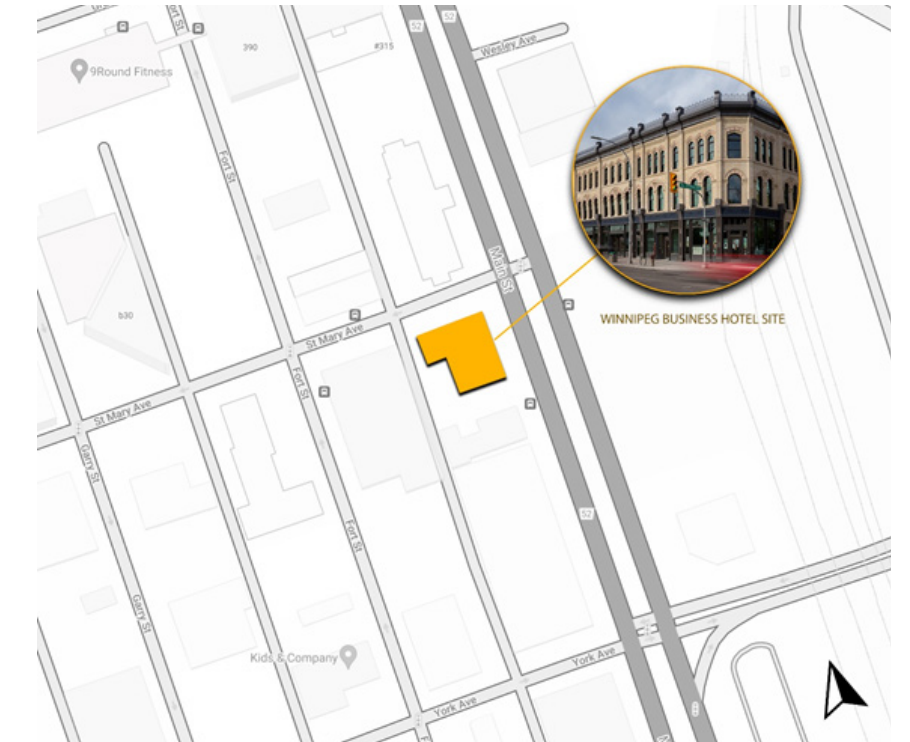


Fig 35: The practicum site is ideally located in downtown Winnipeg.

that are important for business travellers and entrepreneurs. The mapping includes Banks, restaurants, architecturally rich buildings, museums, public parking, shopping malls, conference centres and other hotels nearby. It is important to acknowledge that hotels can also work together towards collaborative hospitality, and this upcoming hotel can seek collaboration with other hotels to hold joint events when required.

4.2.2: SITE CONSTRAINTS

The location of the hotel is central and great for business travellers. However, there are few site constraints listed below.

- Despite the site's ideal location, the guestrooms can experience noise from the busy Main Street.

- The site does not have an opportunity to expand in the future. Apart from that, a traditional drop-off area might not be possible directly on Main Street for guests.
- Although there are parking spots in front of the building, the site will not be able to offer many parking spots as required by the visitors

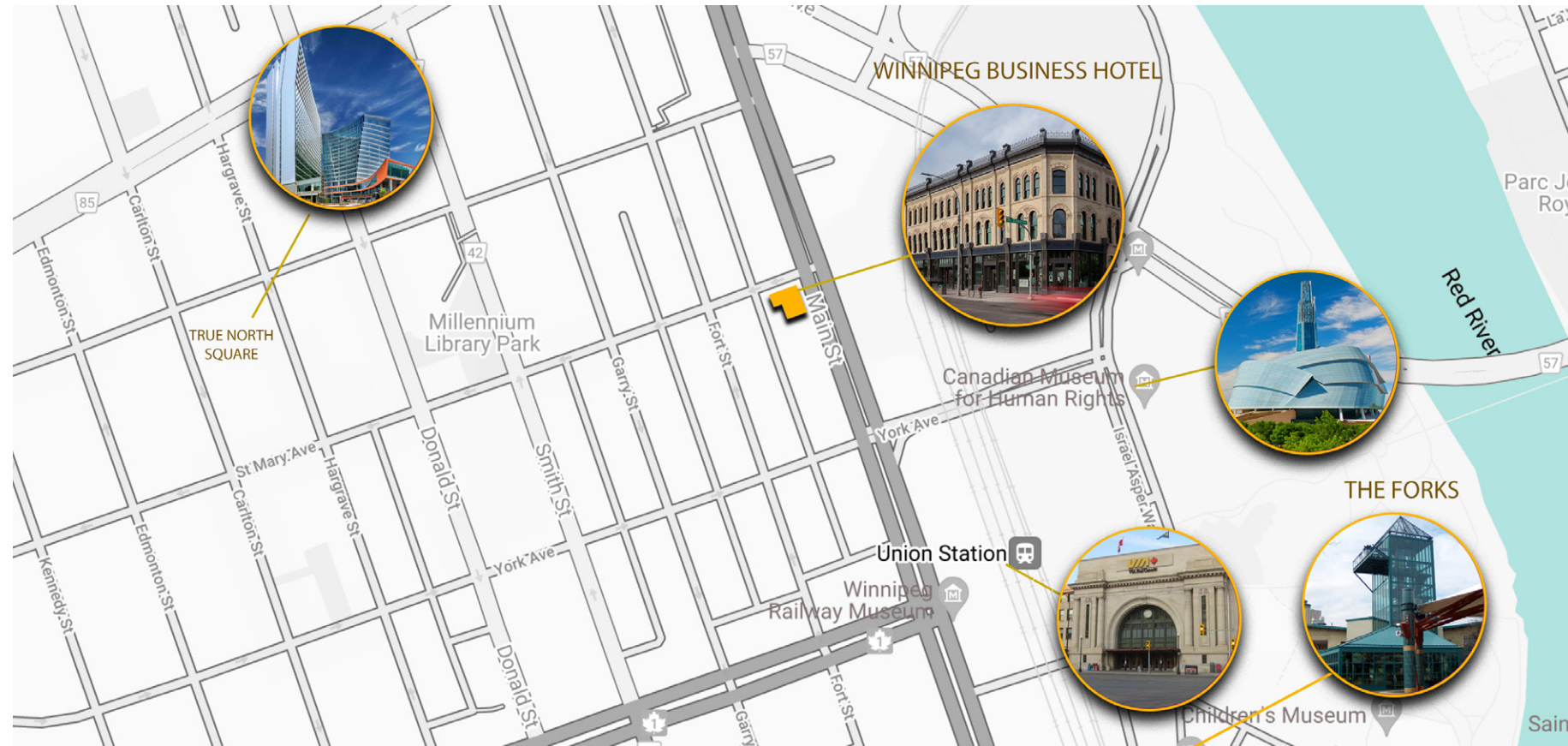


Fig 36: The proposed hotel will be ideally located around famous landmarks.

4.2.3 SITE OPPORTUNITIES

Following are the site opportunities that are vital for the upcoming hotel project

The site is located in an excellent location in the heart of Winnipeg. The hotel will provide a perfect opportunity for not only the business community but also its regular visitors who can enjoy the vibrant community and various local restaurants and other amenities.

- The location is easy to find and well-known to the public, foreign travellers and transport officials.
- The site offers tourist attractions to its visitors with Exchange District, The Forks and Red River nearby.
- The site also provides excellent views of the city's important landmarks, including the Canadian Museum of Human Rights and the Red River as a backdrop.
- Reaching the site is easy as it is very well connected with the ever-expanding transit lines of the city. Various bus routes to and from the hotel are available for its visitors. The site is just fifteen minutes away from the Winnipeg James Armstrong Richardson International Airport. Business travellers have a tight schedule. Its location

and well-connected transport lines are the main reasons the business travellers should choose this hotel for their business journey.

Following are the list of amenities available close to the hotel site

- The Forks - 850 meters
- The Common at The Forks - 800 meters
- Winnipeg Square - 300 meters
- Earl's Restaurant - 170 meters
- The Keg - 450 meters
- VJ's Drive Inn - 230 meters
- Scotiabank – Winnipeg Square - 550 meters
- Scotiabank – Broadway - 950 meters
- Hy's Steakhouse - 650 meters
- Royal Bank of Canada - 550 meters
- Bank of Montreal - 600 meters
- HSBC - 500 meters
- Cityplace - 500 meters
- Hudson Bay - 1.1 kilometres
- Portage Place - 1.1 kilometres
- Bell MTS Place - 750 meters



Fig 37: Map shows important business landmarks in downtown Winnipeg

- Shaw Park - 750 meters
- Canadian Museum for Human Rights - 450 meters
- RBC Convention Centre - 800 meters
- Millennium Library - 500 meters
- Hydro Place - 1.1 kilometres
- Ten Spa at The Fort Garry Hotel - 500m
- Inn at the Forks - 800m
- Manitoba Legislative Building - 1.4km

Apart from the above landmarks around the building, there are main business hubs which are specifically addressing the business community and offers lot of professional business solution which are running for sometime as shown in Figure on the left. These business hubs are

- Canadian Federation of Independent Business
- Business Council of Manitoba
- Entrepreneurship Manitoba
- Manitoba Chambers of Commerce
- World Trade Centre Winnipeg
- Chambre de Commerce Francophone de Saint-Boniface

These business hubs help the local community and

the visitors to address the importance of the province and the economic potential of Manitoba. These businesses encourages the visitors to invest in the province and create strong ties with the province

4.3: BUILDING ANALYSIS:

Location: 226 and 232 Main Street, Winnipeg

Macdonald Block Completion Year: 1882

Fortune Building Completion Year: 1883

Architects: C. Mancel Willmot and George W. Stewart

Number of Floors: 3

The architecture of the Macdonald and Fortune building depicts Victorian Italianate style. This style was primarily used for commercial buildings in the 19th-century. Ornamentation, mouldings, quoins, eaves, and segmental arch were some of the prominent Victorian Italianate style features. Currently, the Macdonald block is one of the few buildings remaining with its unique architectural style in the Downtown Winnipeg district. The construction of the building consists of solid brick walls, and the foundation is comprised of stone. Both the blocks consist of three floors, and they share a party wall.

The Fortune Block was inspired by the movable structures and Native tipis that were constructed by various Native groups that in 5,000- B.C. inhabited the region of Manitoba. In the 18th and 19th centuries, due to European considerations, the fur trade was also introduced in the region along with the construction of new traditional buildings in the West (gov.mb.ca, n.d.). The popularity of the fur trade in the region highlighted the need for the construction of more substantial buildings. In the culture of France and Britain, architectural traditional designs were produced with the help of technologies, which later become perfectly suitable with the architectural environment of Manitoba.

The structures of considerable comfort were produced at that time with the help of professional builders, logs and high-quality material. After the surprising growth of architectural design in the previous decades in the region of Manitoba, which fulfilled the need of the new province, the decline in construction activities was also observed Great Depression and World War. The styles of the buildings that become popular in the 20th century were more often used as urban buildings, however, the buildings and other architectural structures

constructed in the 1920s, are more likely to reflect the recent trends. But in the 1950s and 1960s, the modern movement in architecture was observed which till today highlights the cultural importance through different architectural designs.



Fig 38: The exterior view showing the magnificent Canadian building of Human rights with city view as a backdrop (The Fortune Building, 2021).



Fig 39: Fortune and Macdonald Block facing Main Street(The Fortune Building, 2021).

4.3.1: EXTERIOR AND INTERIOR DETAILS

The exterior of the building is made up of solid bricks. The building has been recently renovated and shows the Victorian style dark blue cornice that wraps around the parameter of the building. The corbels are aligned with the protruded pillars that show rhythm in the building exterior. The facade facing St. Mary Avenue has corbels placed at an equal distance, whereas the facade facing the Main Street has

an asymmetrical arrangement. The windows on the top floor have a pointed arch, whereas the windows on the second floor have a rounded arch. The main floor facade has glazing with a rectilinear shape there.

All floors have unique features, yet they are integrated with uniform elements like corbels, pillars, and cornice details to create a cohesive exterior design language. The slight design difference on each floor allows allocating



Fig 40: Main Street Building Elevation (The Fortune Building, 2021).

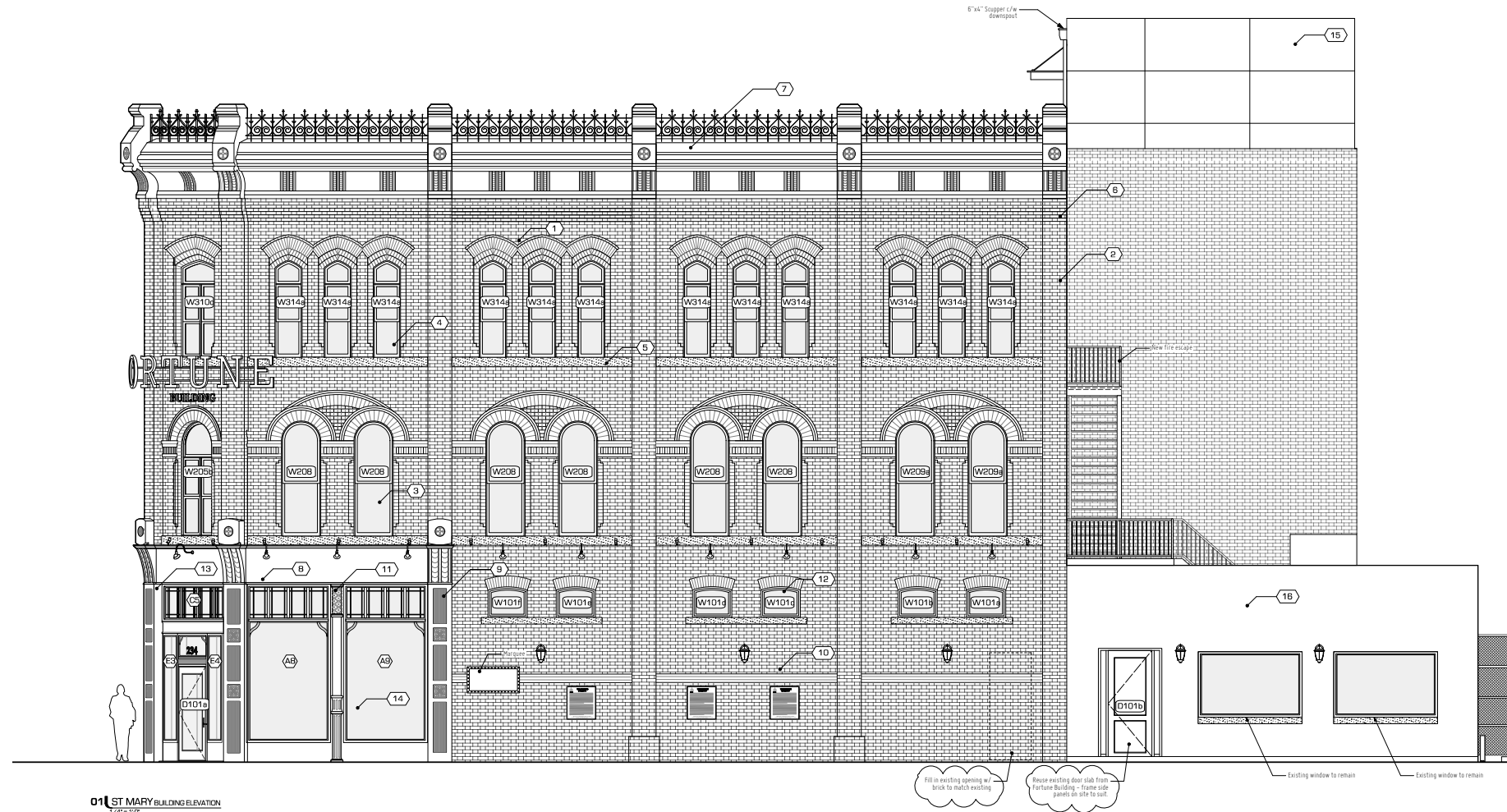


Fig 41: St Mary's Avenue Building Elevation(The Fortune Building, 2021).

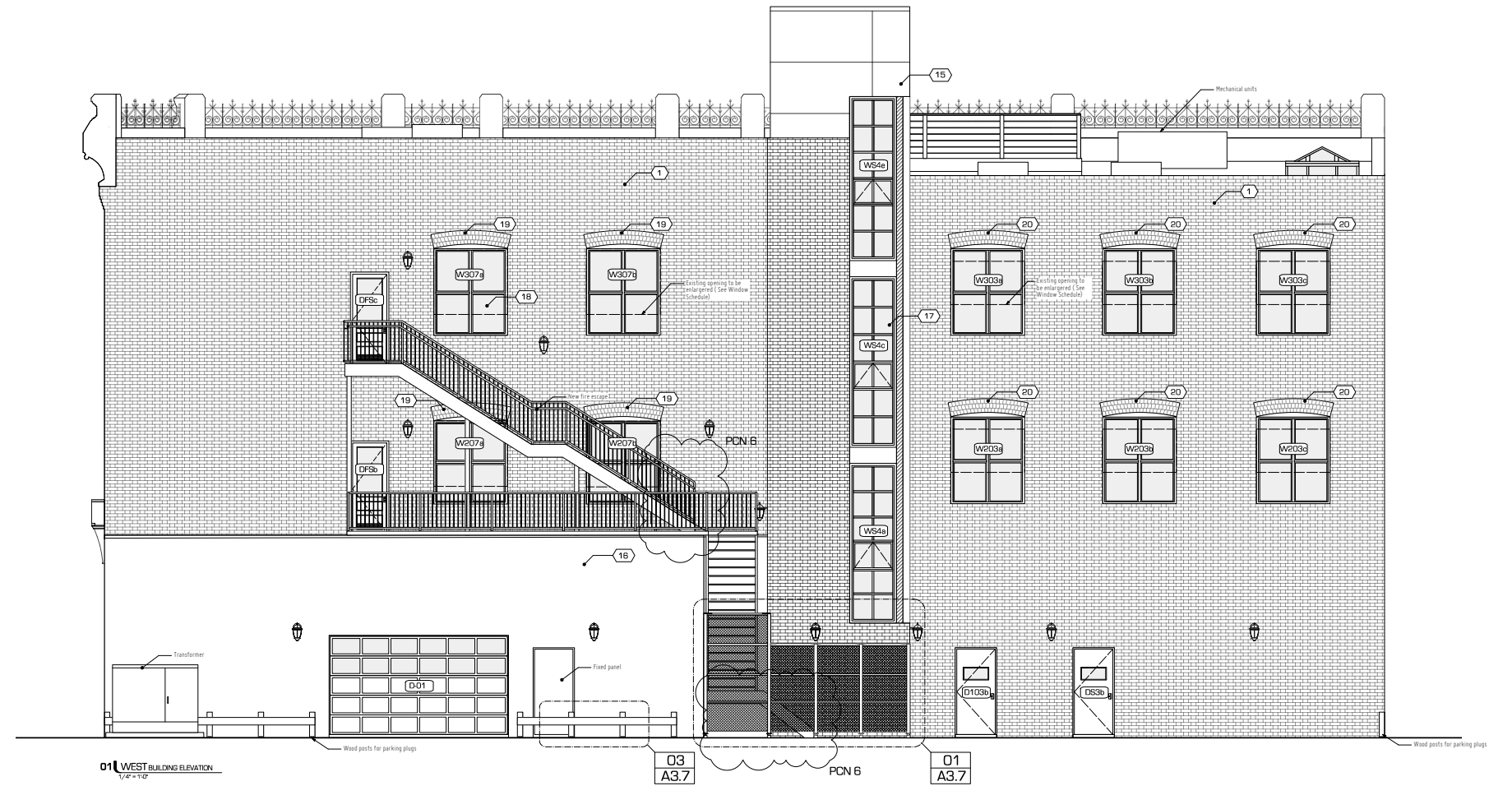


Fig 42: West Building Elevation(The Fortune Building, 2021).

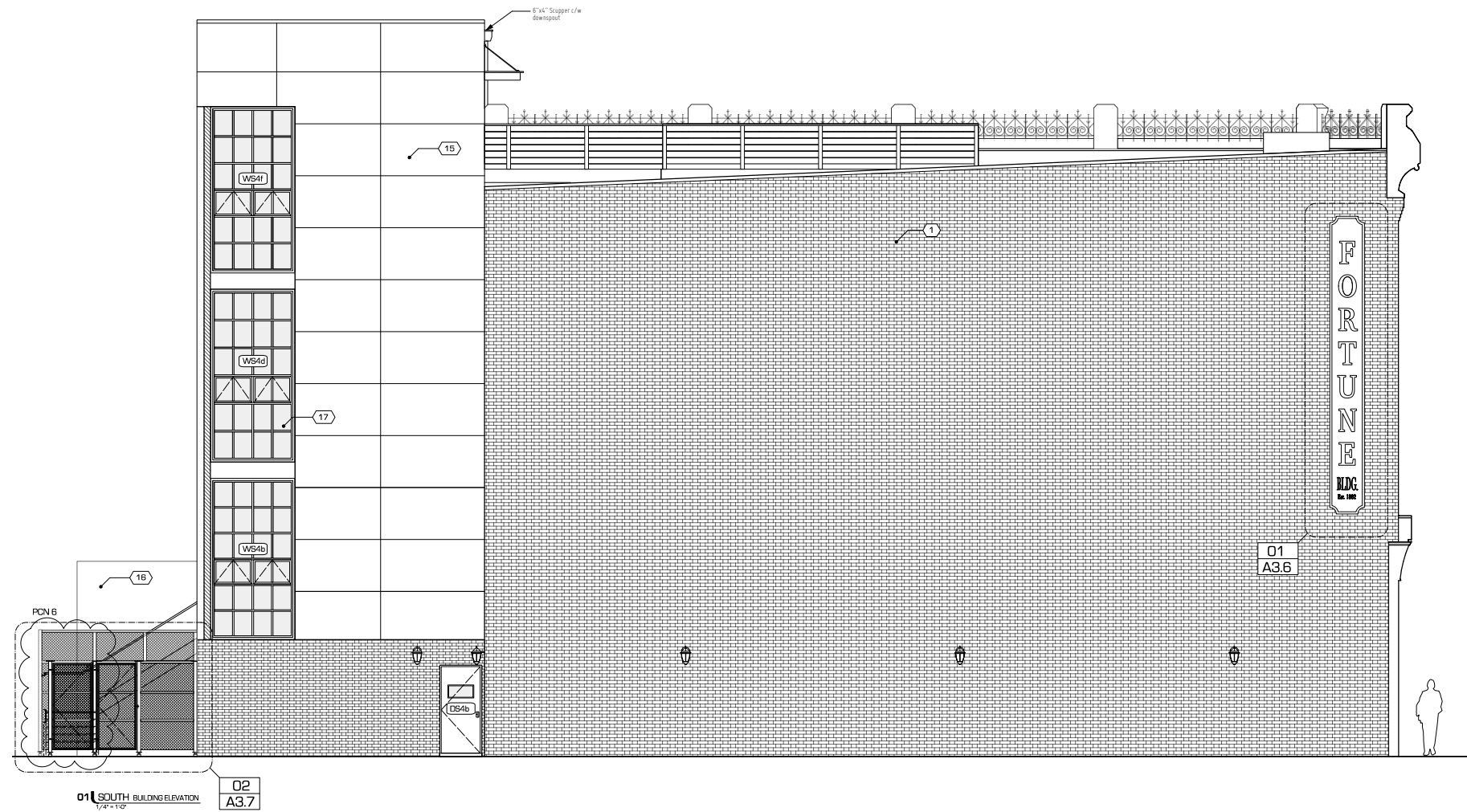


Fig 43: South Building Elevation (The Fortune Building, 2021)



Fig 44: Cornice details, corbel and window details give it a unique building.

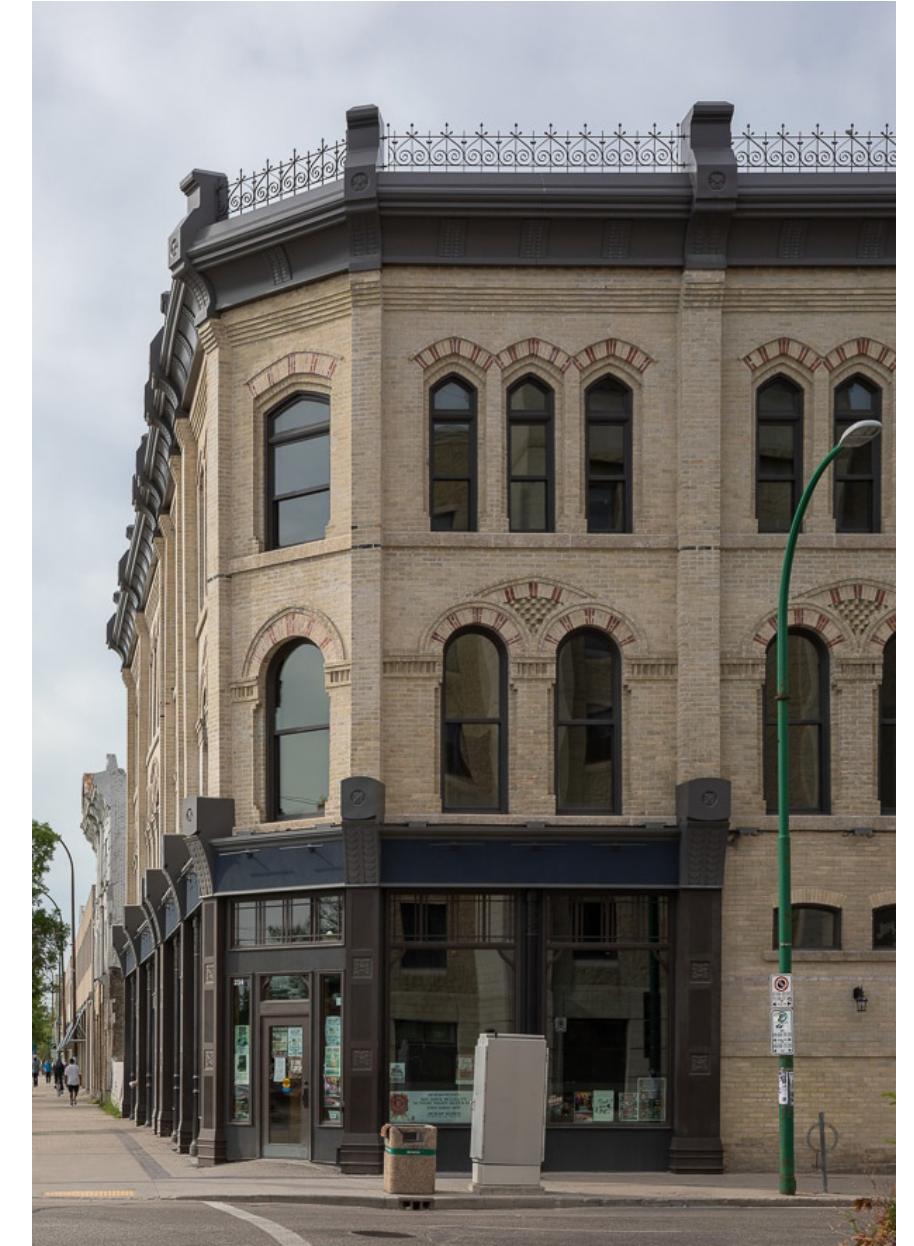


Fig 45: Windows are slightly different on each floor yet building design is cohesive due to same design language



Figure 46: Interior Hallway of Fortune Block shows the classical baseboard and moulding on the wall panel(The Fortune Building, n.d.)

each floor with different usage. Perhaps the main floor can be dedicated to public areas like meeting spaces, flexible offices, multipurpose hall, main entrance, hotel lobby and the specialty restaurant. The second floor can be dedicated to gym, admin offices and guestrooms, and the third floor can

be dedicated to rooms only. This categorization for each floor can help decide the theme or allocate colour scheme in the final design stage by getting clues from the exterior.

The property owners have recently renovated the interior spaces of the building and retained the historic

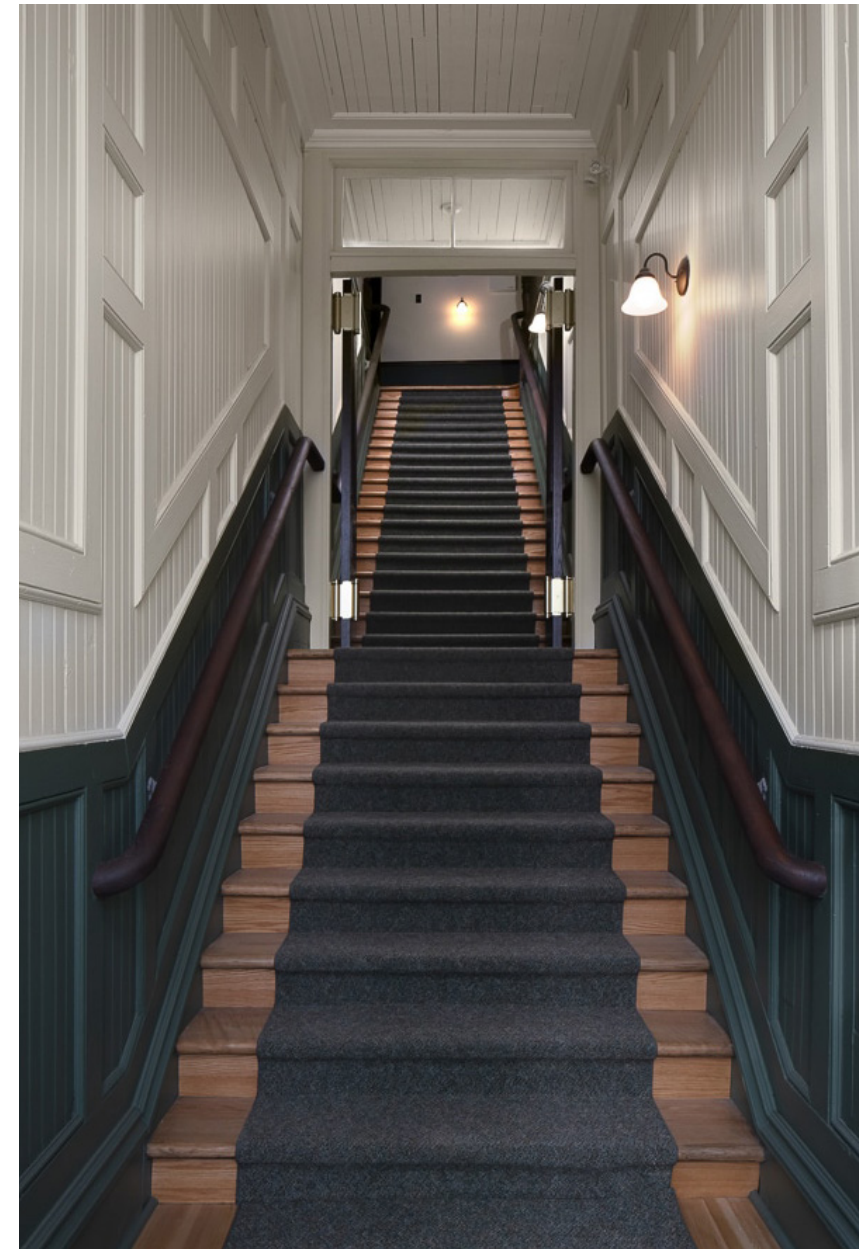


Fig 47: The original staircase of the building, which leads towards the 2nd floor containing offices, gym and guestrooms.

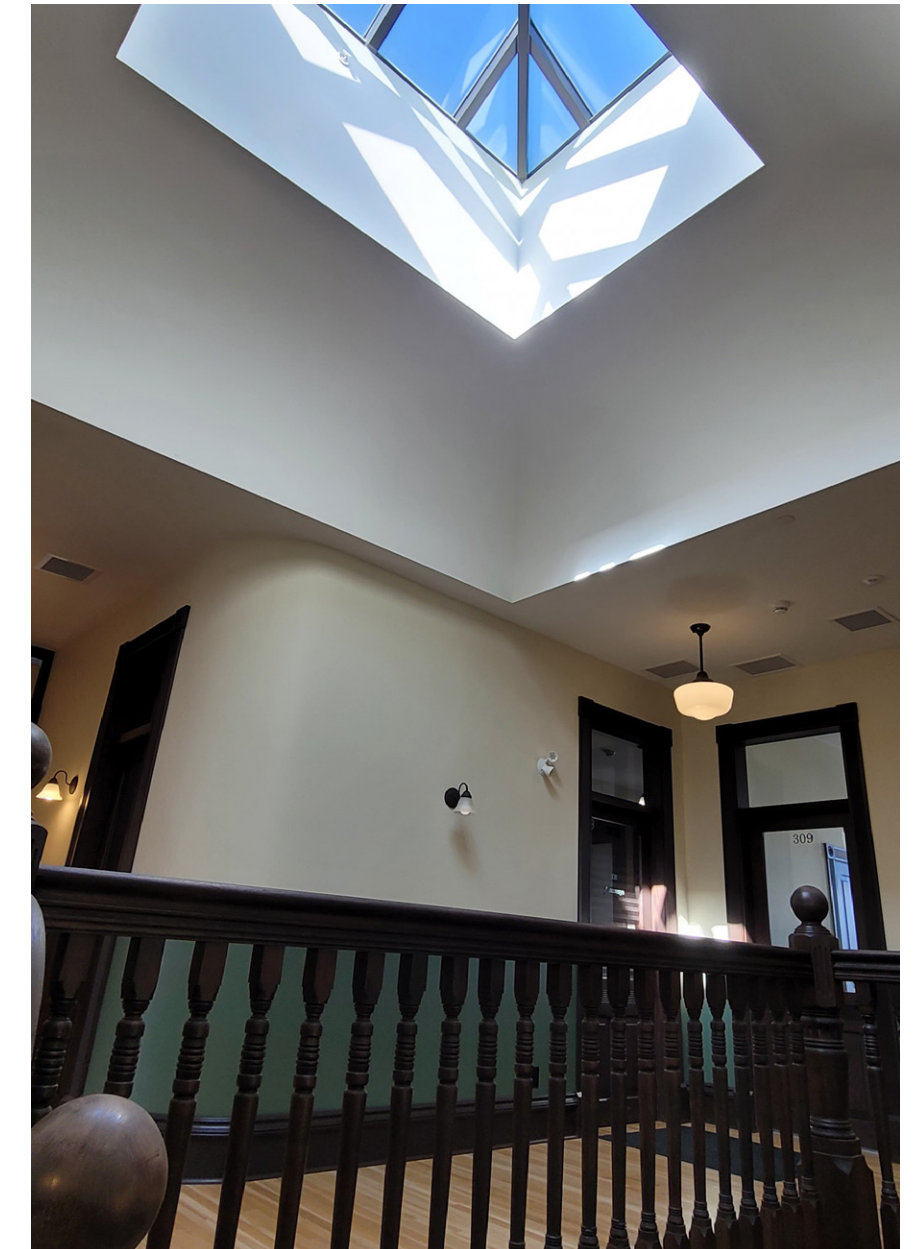


Fig 48: The skylight above the staircase provides an excellent opportunity for visitors to experience the atmosphere of the hotel

staircase as shown in Figure . The design language from the exterior has been borrowed into the space. The Victorian classical design language is visible in the interior space. The baseboard is ornate and has a classical profile similar to what is visible in the exterior of the building. Staircase details, moulding on walls and door details reflect the classical design language. The skylight placed on top of the staircase can be a central design element, and that can act as a design feature for the business hotel. Since it's a heritage building, the size of the windows cannot be changed. However, the existing size of the windows is adequate to borrow daylight

4.3.1: BUILDING CONSTRAINTS

- The building has heritage status, and changing or modifying any existing architectural details is not possible. Ideally, it would have been great to have full-height windows to provide maximum daylight from windows on the south and west wall of the building.
- The footprint of the building is fairly less than other boutique hotels, so careful programming is required to achieve the full solution for a boutique hotel. The programming chapter shows the total area needed to accommodate

the hotel development. The plot area is under 20,000 sq that includes all three floors, indicating it is achievable as programming suggests a similar number. However, in Chapter 6, the final design solution accommodates all the required spaces need for this hotel.

4.3.2: BUILDING OPPORTUNITIES

- The building has five entrances which give the opportunity to design and arrange spaces according to their needs. Public areas like restaurants and event spaces can be near to the entrances so that accessibility is quicker.
- The arrangement of windows on the second and third floor provides an opportunity to arrange rooms, suites accordingly. The main floor can be dedicated to meeting spaces, the specialty restaurant and other public areas.
- The existing architectural details provide inspiration to create interior elements to showcase the Manitoba character. Feature wall, wall and ceiling detail can reflect those details by borrowing the elements from outside to the inside.
- The North wall of the building can have the possibility to create an extension that can be fantastic addition to

the existing building. This extension be result in the main entrance for public spaces like hotel lobby, meeting rooms etc.

4.4: CHAPTER SUMMARY AND CONCLUSION

The existing building has a rich history and a strong presence in Downtown Winnipeg. The location is excellent for business travellers as there are important destinations in close proximity. The heritage building also provides an excellent opportunity for this structure to show the character of Manitoba. The local cuisine, history, unique work of art, excellent business services will leave a long-lasting impact on entrepreneurs and the business community. The existing site and building definitely can hold a boutique business hotel that can become one of the significant business centres in the city. The next chapter will take essential clues from the existing site and the building and use these clues to make important decisions in the programming that will directly impact the final design stage.

CHAPTER 5 : **PROGRAMMING**

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5.1: INTRODUCTION

The Winnipeg Boutique Business will provide entrepreneurs and business people with a centre stage to create new business opportunities and support the business community by sharing their previous experiences. The hotel will provide an active, energetic and inclusive collaborative environment for business professionals and entrepreneurs to discover and create new opportunities. The business professionals will get the chance to experience the province's character with carefully designed interior spaces while they are in dedicated and spontaneous places of collaboration.

5.2: CLIENT PROFILE

The owners of Fortune and Macdonald blocks have recently restored the 136 years old building. The main client desires to bring the business community and experience the rich architecture of these historic twin buildings. The Boutique Business Hotel strives to become a vital member of the Manitoba Hotel Association to support local hotel chains. At the same time, it wants to become a critical member of the Hotel Association of Canada on a national level. The hotel wants to give the region's business community and the lodging

industry the confidence needed in these unprecedented times and beyond by joining the associations mentioned above. Internationally, Boutique Business Hotel has a vision to partner with other business boutique hotels in North America in the next couple of years after the operations start. The second stage of the partnership will extend to Europe, Middle East and North Africa.

5.3: HOTEL OPERATIONS

The hotel will welcome its visitors around the clock, 365 days a year. The business events and conferences will be available until 11 pm. Since it is a business hotel, there is no standard check-in and checkout time because the facility wants to work with its customers to support them to maximize their stay. The hotel program includes holding events, conferences, private meetings to help people associated with different industries and enterprises who want to maximize their business potential and explore new business opportunities in the region.

Regular Hours for Business Conferences: Monday - Thursday:

9 am - 11 pm

Friday to Sunday - 9 am - 7 pm

Standard Lodging Check-ins - Available 24 hours

Amenities including Pool and Gymnasium - All days - 24 hours

All Day Dining and Speciality Restaurant - All days - 8 am to 12 midnight

The hotel will operate as per the schedule mentioned above. However, guests without appointments can check at the counter if their desired rooms are available since online booking is preferred through the website and the hotel application on mobile devices. Furthermore, in emergency and pandemic situations, the hotel will minimize its operations to avoid the spread of viruses and issue social distancing guidelines once at the site.

5.4: FACILITY ACTIVITIES

Along with the traditional lodging facilities, the boutique business hotel will provide the platform for its visitors to exercise business activities on-site and also in an online format. Following are the activities that this hotel will provide.

Hotel On-site facilities:

5.4.1: MEETING ROOMS

The facility will provide meeting rooms of various configurations to its business community. The reason to offer

an array of options is to accommodate business professionals as much as possible. For example, the smallest meeting room will accommodate a maximum of six people, whereas the bigger meeting room will host sixteen to twenty guests.

5.4.2: CONFERENCE CENTRE

The facility will have two conference centres. Both the centres will have the ability to host significant private or public events. The conference centres will be equipped with large projector screens to provide the presentation and product launch. These event spaces can also act as a fine dining restaurant with a banquet seating arrangement.

5.4.3: FLEXIBLE OFFICES

The flexible office space on the main floor will act as a second office for business travellers and entrepreneurs on the go. The hotel aims to accommodate multiple office configuration options for the visiting business professionals. The flexible office space will offer the entrepreneurs individual workstations and group collaborative working space. A dedicated printer station will provide daily office functionalities like printing, scanning, and faxing to facilitate users. Storage

counters and working tabletops will also be allocated in the space where users can have quick access to office supplies.

5.4.4: ONLINE SERVICES

The hotel infrastructure will ensure reliable wireless and wired networking is available on site. Every business traveller will have the facility to communicate and attend virtual meetings with a customized environment to mock the actual office environment. The hotel will provide a complete setup with the latest state-of-the-art equipment for the best

5.5.1: PRIMARY USERS

USER	JOB DESCRIPTION	BEHAVIOURAL NEEDS	PSYCHOLOGICAL NEEDS	SPATIAL NEEDS
Title	Duties	Activities / Frequency / Duration	Values	Aesthetic / Function
Business Travellers	Attend business meetings. Organize corporate meetings in dedicated conference rooms and board room. Using their skills and experience discover new business opportunities with	Attend events and conferences according to the schedule.	Corporate protocol with complete schedule assisted by the hotel staff.	Meeting Rooms. Access to flexible offices. Ability to hold events and conferences.
Non-Business Travellers	Areas to socialize, dine and rest. Utilize amenities such as gym and pool. Experience the rich Manitoba character portrayed inside the hotel interiors and exteriors	Stay at their reserved guestroom. Experience the Manitoba Character in the shape of speciality restaurant and interior designer of the hotel. Accompany business traveller during their official trip to the province.	Accessibility for guests with disabilities. Clean environment to relax and feel rejuvenated. Sanitized area to feel safe and secure	Safe and secure lodging facility with options to dine at the restaurant and enjoy other amenities at hotel side. Rooms should be comfortable and clean.

online meeting experience.

5.5: USER PROFILES

The user profile matrix displays primary, secondary and tertiary users of the hotel. Each type of user functionality, behavioural, psychological and spatial needs are listed below. Behavioural needs describe the functionalities each kind of user performs at the hotel. Psychological needs show the emotional values that affect the design, and spatial needs show the aesthetic and functional requirements.

Receptionist	Provide all the necessary information to visiting guests and business travellers. Assist and guide visiting guests about their queries.	Work in shifts in a 24 hour schedule. Perform duties according to the job description	Safe, secure and respectable environment for maximum performance at work.	Reception desk with storage and ergonomic chair for comfortable experience at work. Comfortable lighting for less stress during the shift. Printing and storage for daily operations
Operations Manager	Manage and handle all the daily operations of the hotel. Coordinate with external suppliers and internal staff including house keeping, human resource, food and beverage, security and finance department	Work daily at office and also on the hotel floor to oversee things. 6 days a week from 9 to 6.	Safe, secure and respectable environment. Clean and organized office for maximum performance.	Workstation with dedicated storage and filing system for records. Visiting area in the office for small meetings with external suppliers and staff
F&B Director	Responsible for the quality control of the produce used in the staff and restaurant kitchen. Coordinate with kitchen staff to maintain the quality and cleanliness of the kitchen	Work daily at office and also oversee things in the speciality restaurant and dedicated kitchen 6 days a week from 9 to 6.	Safe, secure and respectable environment. Clean and organized office for maximum performance.	Office space with comfortable lighting and storage for official work
HR Manager	Manage all the staff working at the hotel. Listen to their inquiries and respond to them by introducing hotel strategies	5 days a week from 9 to 6 pm with weekends off. Coordinate with staff and listen to their problems which is affecting the performance of the hotel	Safe, secure and respectable environment. Clean and organized office for maximum performance. Backing of the hotel owners to improve the performance of the staff working in the hotel overall.	Plenty of storage to keep track of all the staff working in the office. Digital storage attached with dedicated laptop for keeping all the records. Printing/Copying facilities for the HR Manager

Table 10: Table shows all the primary users with their job description, their activities and the environment they require.

5.5.2: SECONDARY USERS

USER	JOB DESCRIPTION	BEHAVIOURAL NEEDS	PSYCHOLOGICAL NEEDS	SPATIAL NEEDS
Title	Duties	Activities / Frequency / Duration	Values	Aesthetic / Function
Hotel Logistics Manager	<ul style="list-style-type: none"> Ability to plan, coordinate and manage logistics operations such as inventory. Ability to process shipments from different suppliers used inside the hotel. 	Duties as mentioned. Office hours = 6 days a week from 8 am to 5 pm.	Communication Cleanliness Organization Secured working environment	Privacy Storage Organized shelves for record keeping. Active lighting environment
Sales Manager	<ul style="list-style-type: none"> Layout a strategic business plan for the facility to generate maximum sales and compete with similar business hotels. Create corporate presentation for entrepreneurs and business community with better offers to invite the business community to the hotel. Create attractive offers for existing and new business people. 	Duties as mentioned. Office hours = 5 days a week from 9 am to 4 pm.	Communication Organization Security and Safety Cleanliness	Digital screen for corporate presentation to the client Storage Space Pre-set lighting for different light setup ranging from active to presentation mode lighting. Privacy with acoustic control for better presentation experience
Finance Manager	<ul style="list-style-type: none"> Provide hotel owners, operations manager with financial statistics for the overall financial scenario of the hotel. Calculate and issue salaries to the hotel staff. Provide financial statements and verify statement of records from external suppliers. 	Duties as mentioned. Office hours = 5 days a week from 9 am to 4 pm.	Communication Organization Security and Safety Cleanliness	Dedicated workstation with filing and storage system to maintain all the balance sheets. Storage shelves to keep all the hardcopies of the financial record. Locker system to secure all the sensitive data of the hotel.

Guest Speakers	To speak at the events organized by the entrepreneurs and business people associated with a corporate company.	Speaking at the event 1-3 hours No specific days depends on the event schedule	Safety Security Communication Protocol Event schedule	Adjustable lighting presets for
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Table 11: Table shows all the secondary users with their job description, their activities and the environment they require.

5.5.3: TERTIARY USERS

USER	JOB DESCRIPTION	BEHAVIOURAL NEEDS	PSYCHOLOGICAL NEEDS	SPATIAL NEEDS
Title	Duties	Activities / Frequency / Duration	Values	Aesthetic / Function
Supply and Delivery Drivers	Deliver kitchen produce and necessary supplies for restaurant, office and hotel amenities	Supply and Delivery Drivers Deliver kitchen produce and necessary supplies for restaurant, office and hotel amenities Driving delivery Twice in a week 1 – 4 hours Safety and security Communication with hotel management Accessibility Direct access to delivery and loading areas. Access to deliver and store items in the delivery area.	Safety and security Communication with hotel management Accessibility	Direct access to delivery and loading areas. Access to deliver and store items in the delivery area.
Security Officer	Provide security to the hotel guests and staff including all the hotel equipment inside and outside.	Provide security to the entire building as mentioned in job description. 24 hours shift at the hotel.	Accessibility Secure Communication Organization	Access to hotel doors, lockers and amenities. Access to building system storage. CCTV cameras for surveillance and digital monitors to observe the operations of the facility.
Repair and Service People	Provide routine maintenance to hotel equipment	Repair and Maintain hotel equipment	Accessibility Secure Communication	Access to doors, storage, guestrooms, public areas and lobby.

Table 12: Table shows all the tertiary users with their job description, their activities and the environment they require.

5.6: DESIGN OBJECTIVES

The overall objective of this boutique business hotel is to facilitate the business community in a way that is appealing, functional and practical. Following are the goals that reflect the literature review, spatial and design implications.

5.6.1: ORGANIZATIONAL GOALS

The organization of the entire facility will facilitate easy wayfinding. The visitors will be able to locate all the areas quickly with the help of different design elements like signage, wall treatment, floor transition, volume change. The idea is to design the space in a way that is easier to read, navigate and safe. The design will be not only appealing but also fully accessible for business professionals and regular visitors.

5.6.2: DESIGN GOALS

The heritage status of this building adds value to this upcoming hotel. The client requires to bring the business community to this central location in downtown Winnipeg so the visitors can not only work but also enjoy the beautiful history of the building and the surrounding. The design will reflect the Manitoba character, and that will be the takeaway

for its visitors. The existing architectural details that are on the exterior will also reflect in the interior spaces. The look and feel of the interiors will be a mixture of active and relaxing elements. Flexible Offices, meeting rooms, conference centres will have a more modern look. Hotel lobbies, waiting areas, a specialty restaurant will reflect the architectural details borrow from the exterior of the building to create the overall design more cohesive. Overall, looking at the dynamic nature of a business hotel, the hotel's design will assist its business community and help them relax and enjoy the city's history.

5.6.3: FUNCTIONAL GOALS:

The facility strives to become one of the leading business hotels in Manitoba and aims to provide maximum support to its existing customers and attract new entrepreneurs. Following are the main functionalities achieved via design. The hotel will consist of hotel lobbies to create spontaneous places for entrepreneurs to exchange information with like-minded professionals.

- A specialty restaurant reflecting the character of Manitoba will again act as an intuitive place for people to relax, unwind and discuss life and business matters, thus blurring

the line between work and play.

- Staff Office for the administration to manage the building.
- Business centre for hotel guests and visitors to check emails, browse the internet, send faxes and print documents.
- A total of 30 rooms and 16 executive suites will welcome business travellers with different layouts and configurations to meet the needs accordingly.
- Kitchen area to serve food to guestrooms and events when required.

5.7: SPATIAL REQUIREMENTS

The table below shows the spatial requirement of each area in the hotel. FF&E shows the furniture, the finishing and

the equipment required in the space. The atmosphere column describes the environment of the area. Apart from the spatial requirement table, a bubble diagram and an adjacency matrix diagram also helps in showing the areas which are directly and indirectly connected. Adjacent spaces are decided based on the nature of the functionality. Collaboration spaces such as executive meeting room, conference centre and flexible offices are located close by for easy access for visitors. Public Areas like the specialty restaurant, gym and hotel lobby are accessible from the hotel lobby directly and via the elevator.

SPACE	FF&E	ENVIRONMENT	AREA
Entrance	Concrete Flooring / Glazing / Manitoba Artifact	Inviting / Comfortable / Warm	250 ft2
Reception	Concrete Flooring / Storage / Seating / Feature Wall	Clean / Welcoming / Organized / Warm /	135 ft2
Lobby Lounge	Area Rugs / Laptop Tables / Coffee Tables / Concrete Flooring / Comfortable Seating / Armchairs / Side Tables / Floor Lamps / Hanging Lights	Relaxing / Comfortable / Empowering / Casual Business Talk /	450 ft2
Lift Lobby	Signage / Concrete Flooring / Indirect Lighting	Warm / Soft Lighting /	250 ft2
Specialty Restaurant	Bespoke Chairs and Tables / Manitoba Character Elements / Architectural elements from Exterior borrowed inside the interiors/	Warm / Comfortable / Organized / Relaxing	3000 ft2
Gymnasium	Anti-Slip Flooring / Concrete Tiles / Seating / Lockers / Sports Equipment / Treadmill	Active lighting / High Energy Atmosphere	1000 ft2

Swimming Pool	Anti-Slip Flooring / Decking / Day Beds / Seating / Bar Counter	Relaxing / Comfortable / Casual Business Conversation	450 ft2
Kitchen	Seamless concrete flooring / Commercial Kitchen Equipment / Downlights / Garbage Disposal Equipment / Washing Stations / Cooking Stations	Active Lighting / High Energy / Organized / Clean	850 ft2
Laundry Room	Concrete Flooring / Ironing Station / Clothes Storage / Lockers / Washing Machine / Dryer	Active / Secure / Private / Organized	100 ft2
Guestroom Type Standard	Carpet / Seating / Bed / Work Table / TV Unit / Wall-covering	Relaxing / Comfortable / Empowering / Option to Attend Live Conferences	300 ft2
Suites	Carpet / Seating / Bed / Dedicated Workstation / Meeting Area / TV Unit / Wallcovering	Relaxing / Comfortable / Empowering / Option to Attend Live Conferences / Corporate Meetings	450 ft2
Executive Boardroom	Carpet Tiles / Office Furniture / Digital Screen / A.C.T / Credenza / Storage	Light Pre-sets / Active / Empowering / Collaborative	400 ft2
Multi-purpose Hall	Carpet Tiles / Modular Furniture / Stackable Furniture / A.C.T with integrated light fixture/ Acoustic Wall Panels / Indirect Lighting /	Inclusive / Welcoming / Collaborative / Flexible Layout / Organized / Close to Reception	2000 ft2
Private Meeting Room	Carpet Tiles / Office Furniture / Digital Screen / A.C.T / Credenza / Storage	Light Pre-sets / Active / Empowering / Collaborative / Secure	450 ft2
Staff Lounge	Carpet Tiles / Kitchenette / Storage / Seating / Coffee Tables / Digital Screen	Active Lighting with Warm Indirect Lighting / Relaxing / Team Building / Huddle Space	450 ft2
Business Centre	Computer Stations / Printers / Fax / Carpet Tiles	Task Lighting / Organized / Secure / Practical /	250 ft2
Security	Working Station / Seating / Storage	Private / Secure / Comfortable / Organized	120 ft2
Storage	Storage Cabinets / Cleaning Equipment / Sink	Secure / Clean / Organized	2400 ft2
Mechanical Room	HVAC / Mechanical Equipment / Electrical Access	Secure / Private / Clean	110 ft2
Janitorial	Sink / Storage / Cleaning Equipment	Secure / Active Lighting	125 ft2
Public Washrooms	Concrete tiles / Bathroom Stalls / Sinks / Air Dryer	Clean / Warm Lighting /	900 ft2 (TBC)
Total Area Approx			14,440 ft2
Overall Total with circulation			14,400+25% of circulation = 18000 ft2 approximately

Table 13: Spatial Requirement table showing functionalities and the FF&E requirement for the hotel spaces.

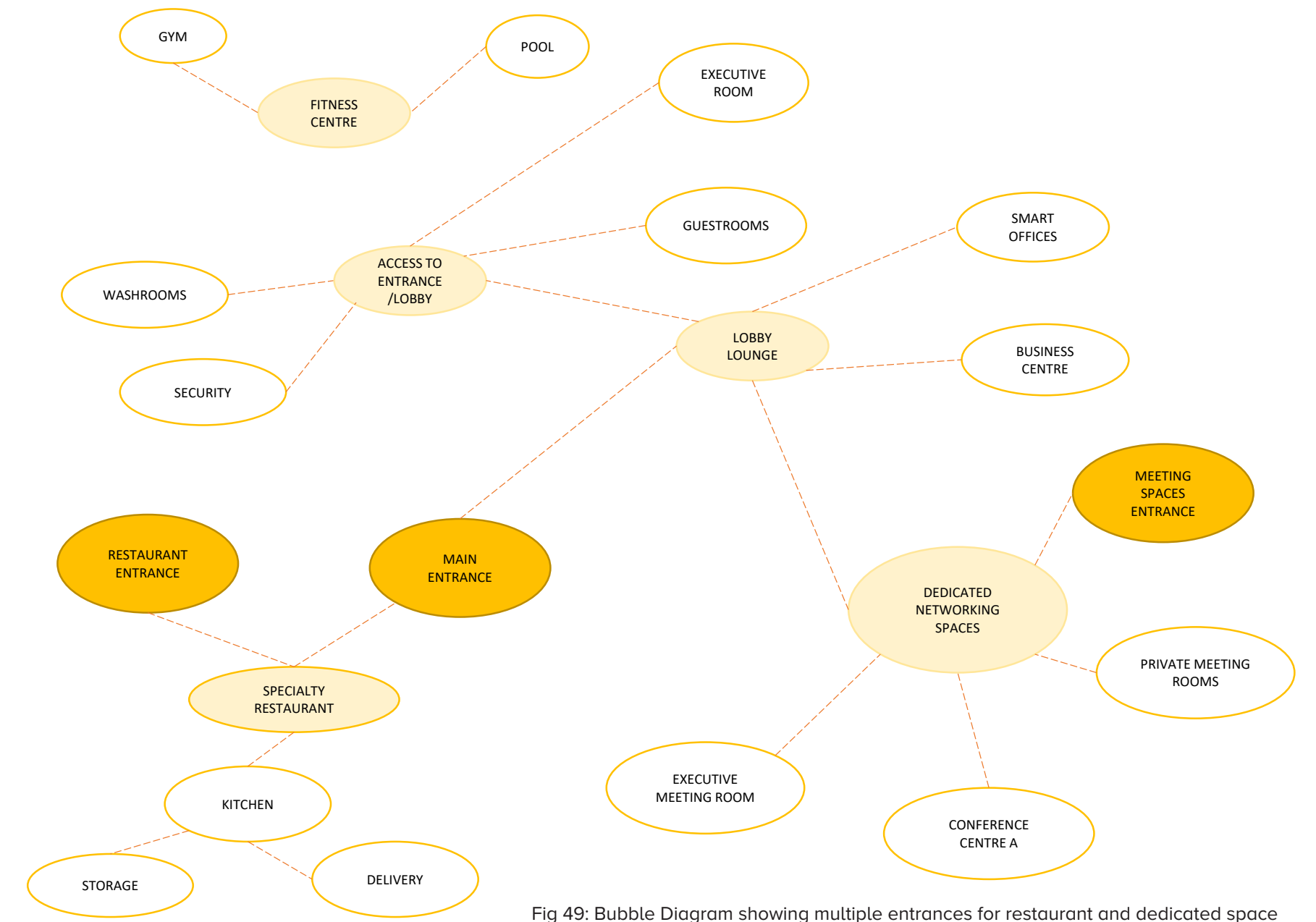


Fig 49: Bubble Diagram showing multiple entrances for restaurant and dedicated space for easy access to avoid high traffic through main entrance.

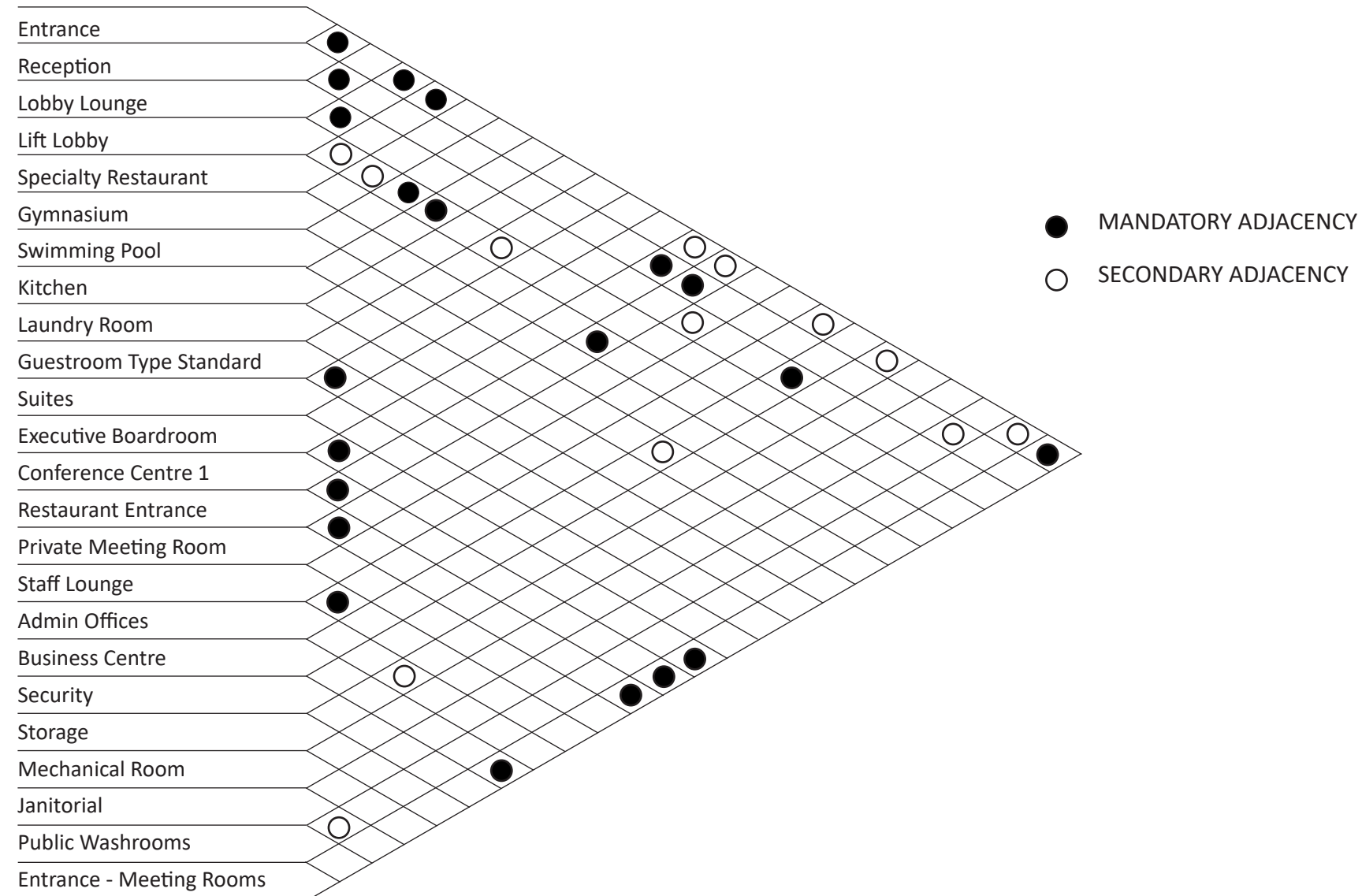


Fig 50 : Adjacency Diagram showing meeting spaces adjacent to meeting entrance whereas other adjacency are also shown.

5.8: CHAPTER SUMMARY AND CONCLUSION

This chapter discusses the overall programming of the hotel. It explains the client profile and their vision for the Fortune building. Facility operations demonstrate how the hotel will operate and specific times. The programming section also elaborates on the activities of the hotel and the aesthetics of each space. Finally, the programme familiarizes the spatial requirements with the help of a bubble diagram and adjacency matrix.

CHAPTER 6 : DESIGN PROPOSAL

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6.1: INTRODUCTION

The design proposal for the Winnipeg Business Hotel aims to provide a collaborative, supportive environment for business professionals while experiencing the unique character of Manitoba. This section explores the design concept and proposal as informed by the theory of discovery and creation, business networking, and network hospitality. This chapter explains how the relevant theories and design precedents informed specific design decisions for the proposed boutique business hotel.

As mentioned in the introduction, the design solution for this boutique business hotel focuses on a pre-pandemic proposal. Therefore, all the floor plans, construction drawings, visuals included in this proposal address the pre-pandemic situation.

6.2: DESIGN CONCEPT

The proposed design concept for the Winnipeg business hotel is a result of critical findings from literature review, observations recorded in the design precedents and understanding the needs of the business community and all the types of users that will interact within the hotel organization.

The design concept aims to provide business users with a platform to promote their social interaction with other business professionals by implementing an atmosphere where they feel comfortable, composed, dedicated and productive. The interior spaces must also provide spontaneous spaces where there is a possibility of collaboration for entrepreneurs. In addition, the interior spaces must reflect the character of Manitoba to explore the rich history, tradition, spirit of the province upon its users.

6.3: DESIGN PROPOSAL

Since the design concept revolves mainly on the character of Manitoba in a business hotel setting, it is crucial to identify and choose character-defining elements. The hotel aims to collaborate with local designers, furniture artists, painters, sculptural artists to achieve the design concept. The design proposal provides resolution for interior spaces aided with carefully planning, selection of materials, sustainable furniture and character-defining elements.

6.3.1: SPATIAL ORGANIZATION

The hotel building is comprised of four floors including a basement. The basement floor contains all the amenities

including storage space for dedicated offices and events, laundry, hotel restaurant and specialty restaurants. Other service areas such as the mechanical room, IT room and security room are also located in the basement. The other three floors are planned according to an ascending order from public areas to hotel rooms. The main floor consists of three main areas including a specialty-themed restaurant, the main hotel lobby and the dedicated business zone.

The hotel has three entrances accessible from St Mary's Avenue as indicated in the main floor plan with yellow arrows. The main entrance leads towards the hotel lobby and the entrance is highlighted with an awning that is visible from the exterior. The restaurant also has been planned with a



Fig 51: Main Floor Plan showing entrances to Restaurant, Offices and Hotel Lobby

direct entrance because of its operating hours. The third entrance is provided purely for the dedicated business zone where business professionals and entrepreneurs can access the working zone, meeting space and conference room. The staircase was retained to provide the users with a glimpse of this historic building that is situated between the hotel lobby and the meeting zone. There are two elevators one dedicated for visitors and the other one dedicated for service staff for easy access between multiple floors.

The second floor is dedicated to administrative offices, a gym and guestrooms. Individual working pods have been added on the second and third floors close to the guestrooms to provide a space for people staying at the hotel to work independently. They are

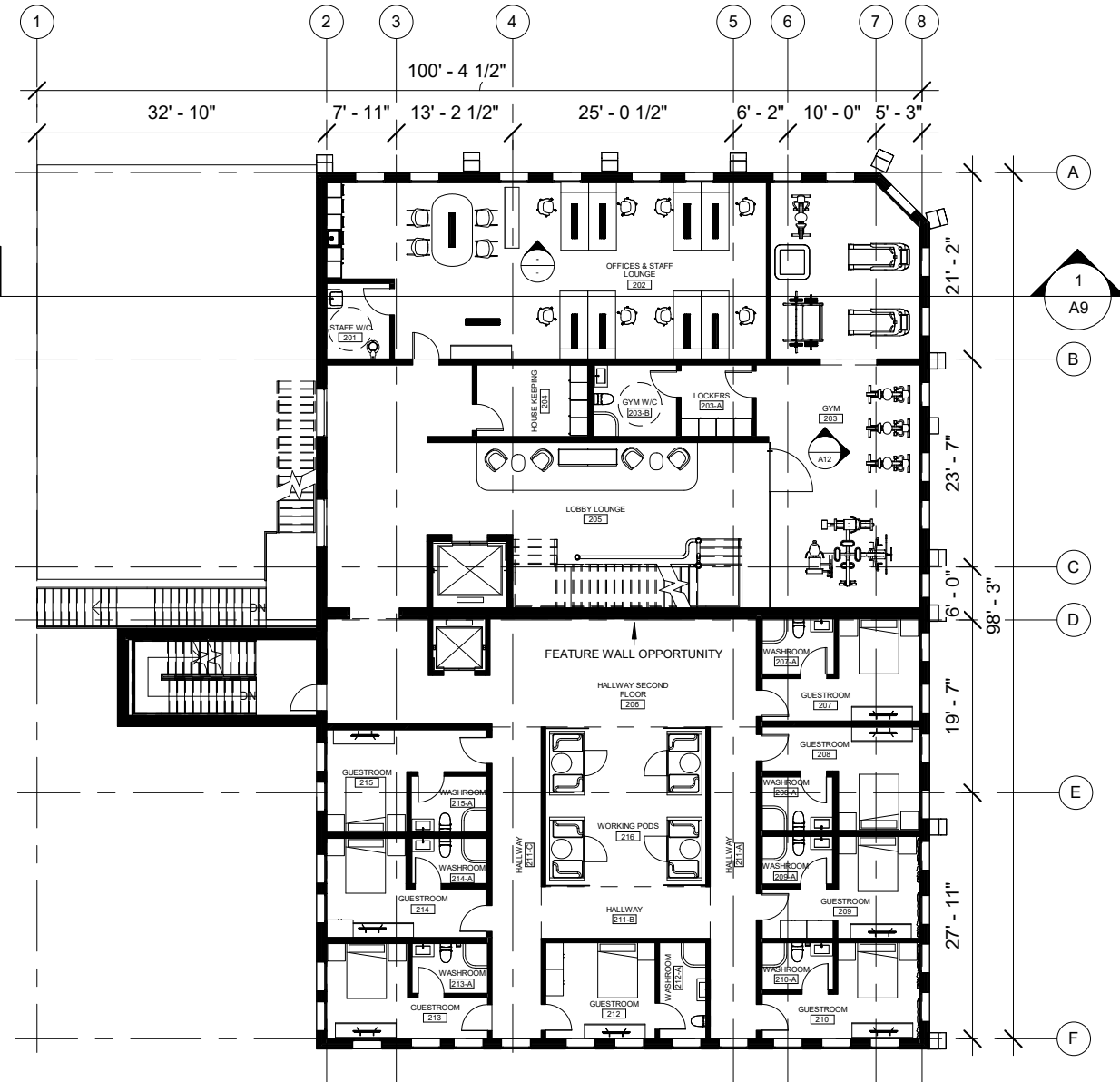


Fig 52: Second Floor Plan contains guestrooms, gym with offices

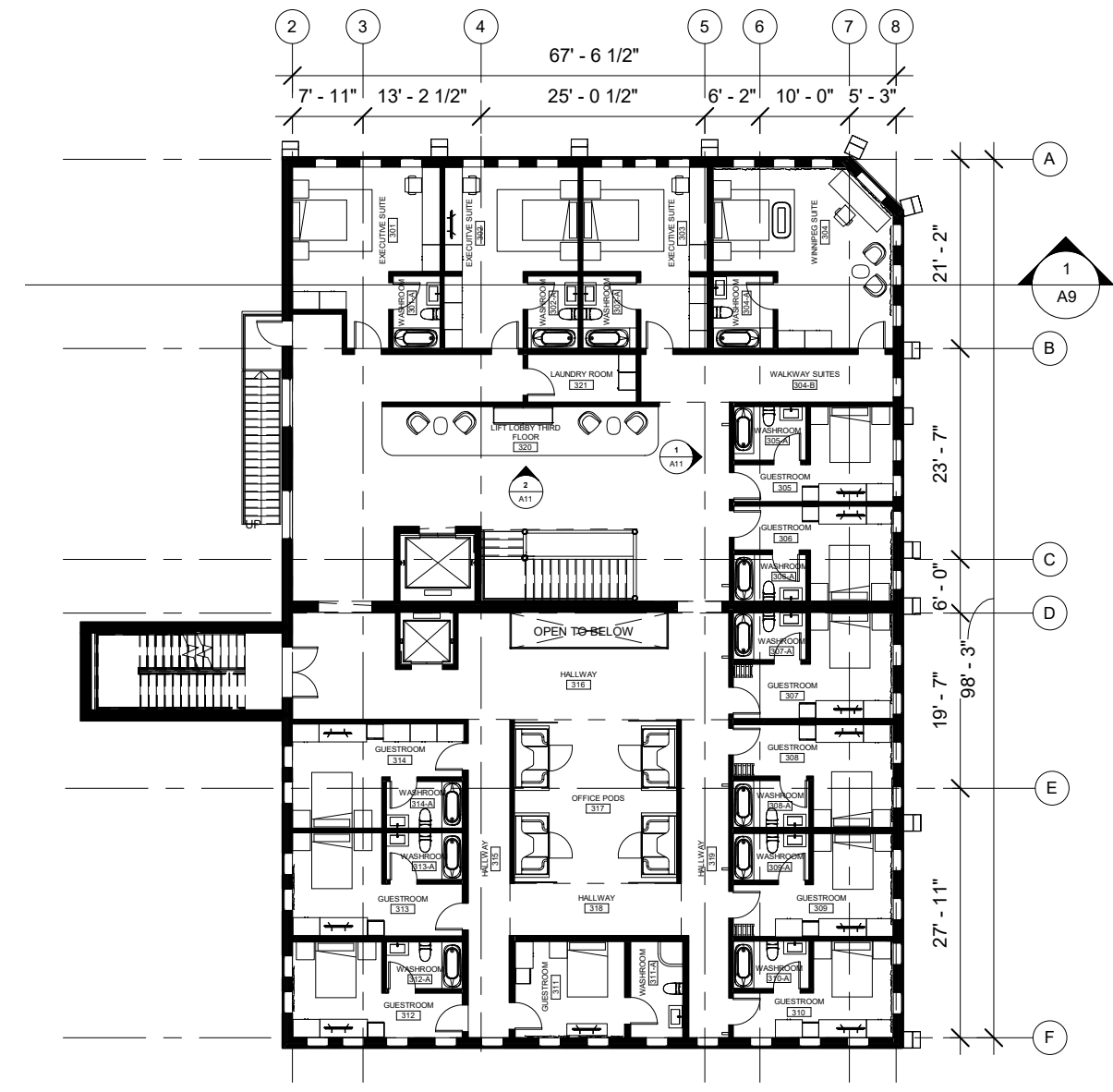


Fig 53: Third Floor is dedicated for guestrooms and suites.

The third floor comprises fourteen rooms including one large suite, three executive suites and ten standard guestrooms.

soundproof, which is excellent for concentration while working and can fit a maximum of 4 people in a single pod(Framery, n,d). The second floor also contains a housekeeping service room to clean and maintain the guestrooms.

6.3.2: COLOUR SCHEME, MATERIALITY AND FURNITURE SELECTION

In order to reflect the spirit and character of the province, it was vital to identify the colours, patterns, textures that are relevant and have a direct association with Manitoba. The hotel aims to partner with local artists from time to time to bring the latest design elements in terms of furniture, upholstery, sculptures, light fixtures, and customized accessories. This approach is sustainable and promotes crafts from local artists to boost visibility in the region and beyond.

The hotel has collaborated with a local furniture supplier called Design Manitoba to provide furniture pieces for the hotel interiors. As discussed in the design proposal, the element of storytelling is achieved by placing sculptural books at essential locations in the hotel, such as at side tables of the hotel lobby where people can sit and read about the province. Similarly, they are placed in the hotel restaurant

within the partition so people can access it and read essential facts while they are waiting for their orders at the restaurant. The hotel guestrooms and lift lobbies will also contain these sculptural books for guests to read about Manitoba’s rich culture, traditions, and importance. The hotel has collaborated with Debra Frances a local book sculptural artist. Her work is special and has given bookbinding a new dimension. According to Debra “a book is not just a book.” It is also a symbol, a touchstone, representative of the choice to sit and explore one’s thoughts or the thoughts of others. We read. We write. We think. We relate.” The hotel aims to apply similar thoughts to Debra’s and let the visiting custom think about why they are in the province, the relation of themselves with the province, and what they can absorb from this ever-evolving province.

The hotel also partnered with local furniture artists bigflow woodcraft and sacred geometry to produce wall features, custom console tables and guestroom furniture. The design language from the local artist is reflected into the space to showcase the connection with the province.

In terms of materiality, the hotel aims to incorporate local stones into the interior space. Tyndall stone is a type of

dolomitic limestone that is readily available in Manitoba and used in many buildings.

Abi Ault, an architectural researcher, says that “there is no other limestone like it in Canada,” He further mentions

6.3.3: MATERIAL BOARD



LEGEND

1. FABRIC TO CHAIR
2. PLANKS FOR GUESTROOMS
3. MARBLE FOR RECEPTION WALL
4. FABRICS TO THROW CUSHIONS
5. FABRIC TO STUDY CHAIR
6. LEATHER TO LOBBY ARMCHAIR AND SOFA
7. CARPET TO MULTIPURPOSE HALL
8. TYNDALL STONE FOR WALL AND FLOOR FINISH
9. KITCHEN TILES FOR RESTAURANT AND HOTEL KITCHEN
10. FABRIC TO MEETING ROOM CHAIRS
11. BRASS FINISH
12. STONE FINISH TO BAR COUNTER
13. STONE FINISH TO RESTAURANT TABLE
14. CARPET TO SUITE
15. CARPET TO HOTEL LOBBY WAITING
16. CARPET TO HOTEL LOBBY WAITING 2
17. WOODEN PLANKS TO BAR FLOORING

Fig 54: Material board showing locally sourced fabrics and hard finishes

that “It is so visually recognizable. It is a material that signifies the region and the architecture of the region.” Apart from that, Manitoba has possesses a rich variety of natural stones.

6.3.4: HOTEL LOBBY

The concept of the hotel lobby revolves around the idea of providing an impact to the visitors. The strong impression of the province is applied with the aid of multiple design elements. Upon entrance, the visitors are welcomed with the hanging blown glass chandelier inspired by the maple leaf symbol representing a deep connection with Canada. A local

stone is applied to the reception wall and the reception desk to support a sustainable approach. The back wall is split into two main finishes: marble and the other with Tyndall stone. The wall along the waiting area is treated with custom-made plaster artwork and has the same tone as the sitting area. Keeping the wall and sitting area with the same tone keeps the focus on the reception wall, which is the feature wall of the space. The furniture is sourced locally, with a couple of lounge chairs also known as “The Winnipeg Chair” placed next to the reception desk. The sculpture placed next to

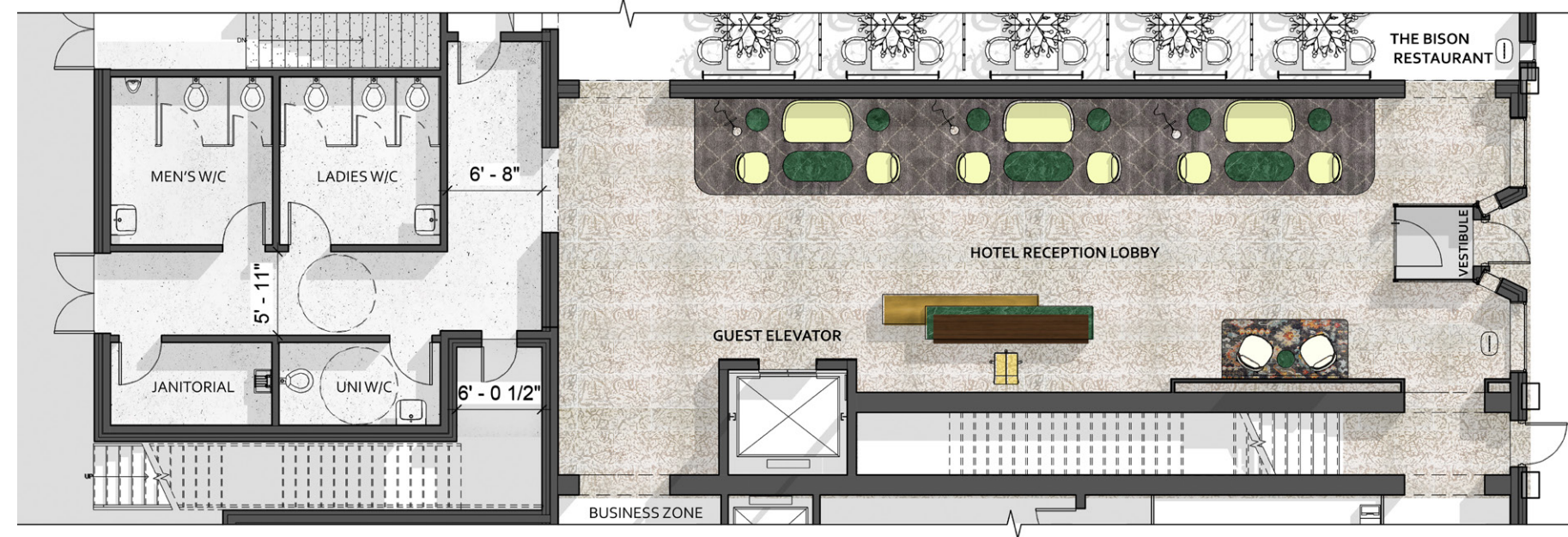


Fig 55 : Hotel Lobby Plan



Fig 56: Hotel Lobby Reception provides opportunity for the visitors to experience the character of Manitoba.

the feature wall is sourced in partnership with Winnipeg Art Gallery to promote prominent sculpture artists showing the character of the province.

6.3.5: SPECIALITY RESTAURANT

The specialty restaurant, also known as “*The Bison Restaurant*”, is named after the national symbol of Manitoba. The architectural details of the building inspire the design of the restaurant. The exterior arches are incorporated in the interior, which provides excellent opportunities to reflect the essential landmarks of the province. The experience for the dinners while having a conversation is memorable, surrounded

by those beautiful plaster artwork highlighted with lit arches. The idea is to provide a direct glimpse of the character of Manitoba while dining, and the extensive plaster work inside the arches aids that idea. The element of telling stories is also incorporated within the partition wall where dinners can pick up the sculptural book and read about the interesting facts about the province. A bison sculpture is also placed next to the counter, which is directly visible upon entering the space to create a visual impact for the visitors. The restaurant also features an open kitchen further in the back to make the atmosphere more intriguing, warm and exciting for the dinners.



Fig 57: The Bison Restaurant Floor Plan



Fig 58 : The Bison Restaurant, the speciality restaurant of the hotel is an excellent venue for the business professionals to have spontaneous conversation and also helps the hotel to generate revenue.

This restaurant is a vital part of the hotel because it helps generate revenue for the hotel operations, and striking design elements will invite more customers in the future.

6.3.6: FLEXIBLE OFFICES

The flexible offices are planned out in a way to accommodate as many users as possible. The flexible office space contains a dedicated meeting room where private meetings can be held, which can accommodate ten people at a time. A large prairie artwork surrounds the meeting space's design to depict a close connection to the province. The meeting room carpet is also sourced locally, showing indigenous patterns. The glazing of the meeting room can be diffused automatically to control privacy according to the user's request. There are options for business professionals in the

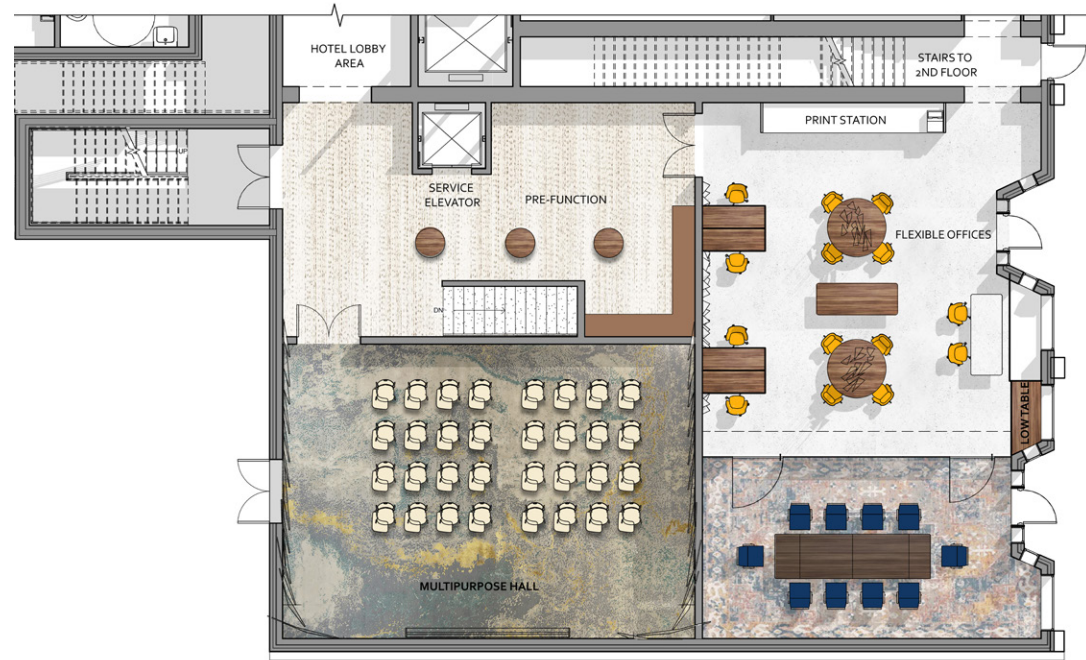


Fig 59 : The business zone containing multi-purpose hall, flexible offices, meeting room and pre-function area

central area of the flexible offices to choose a seating arrangement according to the requirement. There are dedicated workstations along the feature wall for individual professionals.

A more collaborative option is in the centre of the space, where a couple of round meeting tables are placed for a small meeting among four to six people separated by a commonly shared console. Another collaborative working area is situated along the exterior glazing to accommodate working one-on-one with your colleague or other business professionals. There is a dedicated printer and storage station on the south wall for office supplies



Fig 60 : The Flexible Office provides multiple seating configuration to the business professionals with dedicated meeting room and individual workstation.

to facilitate the business professionals. The east wall is the feature wall which is designed inspired by the local sculpture artist “Sacred Geometree”. The connected triangular pattern in wood briefly wraps from wall to ceiling. It continues to drop on top of the round table as light sculptures to act as task lighting.

6.3.6: MULTI-PURPOSE HALL

The multi-purpose hall is another critical area in the business zone of the hotel where it offers business professionals the to hold events of multiple types. The different events include lecture series, product marketing events, seminars, reception with a fine dining setting, career and job events and much more. The hall is connected with a pre-function area which is ideal for spontaneous conversation and preparing the attendees for the main event. The layout is not fixed for the multipurpose hall because of the nature of the space. It is connected with a storage space through the basement for easy access to carry furniture and meeting pieces of equipment.

The design language from the flexible office area carries into the multi-purpose hall and is prominent on the walls. The dynamic wooden panels are integrated with hidden

light to provide soft lighting in the hall. The ceiling design integrates the old map of Manitoba engraved highlighted with cove light to create another strong connection with the province’s character.

6.3.7: GUESTROOMS & SUITES

The guestrooms and the suites are designed to showcase a sense of belonging to the province. There are eighteen typical guestrooms, with eight on the second floor and ten on the third floor. There are four suites on the third floor. Since the rooms are smaller and compact, the colour

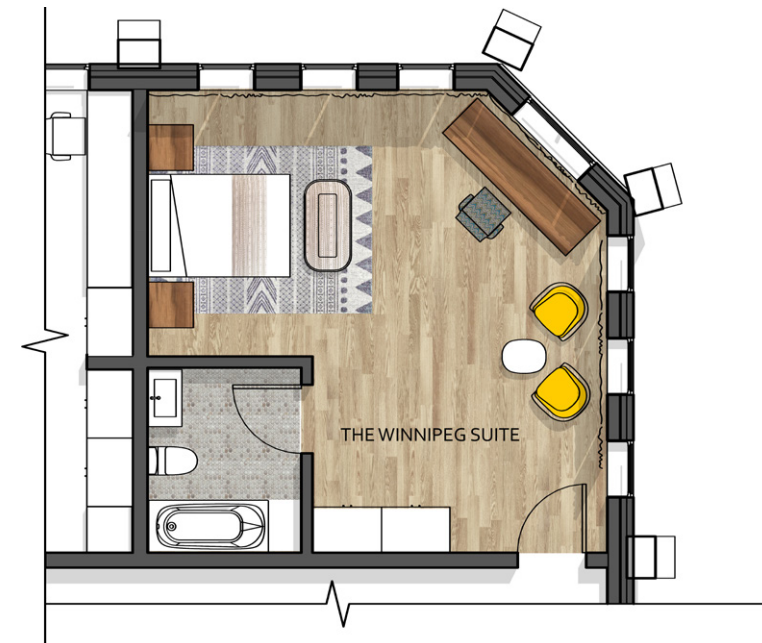


Fig 61 : Floor plan of the Winnipeg Suite



Fig 62 : The Flexible Office provides multiple seating configuration to the business professionals with dedicated meeting room and individual workstation.

selection and textures were essential to keep them not overpowering. Therefore lighter colours and textures are used to brighten up the space. The carpet under the bed provides softness to the bedroom. The pillow fabrics with the regional

pattern from local supplier Indigo Arrows provide an elegant touch to the entire theme. The headboard is padded for acoustics and sound control. The nightstands and the study desk designed by local artist “Sacred Geomtree” is another



Fig 63 : The guestroom and suites design incorporates locally sourced fabrics and custom wallpaper to showcase the character of Manitoba

step to promote local talent. Blackout and sheer curtains are light and airy due to the compact size of the rooms. The hanging light on each side table is customized and is also inspired by the creative works of “Sacred Geomtree.”

6.4: CHAPTER SUMMARY AND CONCLUSION

The proposed Winnipeg Business Hotel design aims to promote a collaborative working environment by providing business professionals with plenty of options to work, rest and play. The working areas for business professionals are designed to make them feel active, energized and creative with careful selection of materials, patterns and textures. The Bison restaurant is an essential element where visitors, guests and business professionals can take a break from their hectic schedule and enjoy the local cuisine and a short journey to the province.

Through interior design, the character of Manitoba is highlighted with the selection of design elements produced locally like feature walls, book sculptures, bespoke furniture, light fixtures and customized patterns.

The spatial organization of the facility is essential for the smooth workflow of hotel operations. The design of the building

is inclusive and accessible to incorporate users of a wide range except one fire stairs due to the heritage status of the building.

Although a much larger facility would be ideal for this typology, the project accommodates guestrooms, suites, office spaces for administration, a gym and restaurant for recreation and a multipurpose hall to hold events.

CHAPTER 7: **CONCLUSION**

7.0: OVERALL SUMMARY

The Winnipeg Business Hotel explores how a carefully interior design space can promote collaborative business networking. The unique design solution for this hotel project was formulated with the help of extensive research on the subject matter of discovery and creations, business networking and network hospitality. Combining all these theories supported with findings in the design precedents further strengthens this practicum project. In addition to that, a vital design ingredient of including the province's unique character made it distinguishable from other hotels.

In Chapter 1, under the subtopic of the research question, I have added these questions to my practicum project. I have answered these questions below and added my personal opinion and future research in this subject matter.

Question: How can an interior design environment help entrepreneurs support collaborative business networking?

Answer: In order to support collaborative business networking, a dedicated office zone is allocated on the main floor. The business zone acts as a venue where a visiting business professional can

- Attend meetings in the multi-purpose hall
- Hold events in the multi-purpose hall
- Organize meet and greet events in the pre-function area
- Work individually or work in a group setting.
- Option to rent meeting room and event spaces.
- The business guests staying at the hotel also can work in dedicated pods located on the second and third floors to work independently.

Question: How can this business hotel become a centre stage for business owners to share knowledge and create new joint ventures?

Answer: The first important aspect to support the business community is the site's ideal location. The project is located in downtown Winnipeg, one of the main attractions for the business community. This hotel offers plenty of options to its business community to exchange information with other business professionals. There are plenty of business hubs which are located nearby which helps attract the business community that includes

- Canadian Federation of Independent Business
- Business Council of Manitoba

- Entrepreneurship Manitoba
- Manitoba Chambers of Commerce
- World Trade Centre Winnipeg
- Chambre de Commerce Francophone de Saint-Boniface

There are many other business hubs other than the list provided above, which are close to the hotel and provide easy access to the business community. There are interior spaces specially designed for the business community with Manitoba's character that makes it a prominent business. The facility provides all the major necessities that a business traveller is looking for.

Question: How meeting and office spaces will be designed to accommodate the needs of business travellers?

Answer:

The flexible office space provides multiple options for business professionals, including individual workstations, one-on-one collaboration, and group settings depending on the scenario. They also have a dedicated meeting room with state-of-the-art technology to broadcast a meeting to other business communities outside the hotel. There is a dedicated printer station for quick access to stationery and printing facility

Question: What are the design considerations that need to be implemented in order to reflect Manitoba's character for a unique experience?

Answer: Different strategies were implemented to reflect the character of Manitoba. The first strategy was to identify local artists with whom the hotel will collaborate and possibly create a partnership to keep the outlook of the hotel fresh, energized and up to date with local Manitoba character so the visitors are always looking forward to seeing new sculptures, customized furniture, lighting fixtures and feature walls. The hotel will collaborate with Debra Frances, Sacred Geometree, Indigo Arrows, BIGLOW Woodcraft to showcase their work initially. The hotel aims to continue working with these talented individuals and local firms to bring freshness to the hotel design. In the future, the hotel will partner with more artists and local suppliers to update the look and feel of the hotel. The specialty restaurant "The Bison" also brings a unique edge to the hotel that is an important element for the hotel to generate revenue and also provide a chance to the diners to experience the rich character of the province.

7.1: PERSONAL REFLECTIONS

The inspiration to design a hotel was always there in my mind since I started working back in 2006 in Dubai. I consider myself fortunate to work on beautiful and upscale hotel projects during my career in Dubai. I always wanted to take charge and go through the process from point A to point B. Hotels are not easy to design since there are so many intricacies and tiny details that we might not cover in this practicum project. Hospitality projects, especially hotels, have massive scope since they involve operators like kitchen consultants, MEP engineers, landscape designers, architects, and local authorities to get approval.

Since the scope of hotel projects are larger, my committee members encouraged me to focus primarily on a business hotel with Manitoba character and work towards identifying the users of this hotel and possible collaboration with other businesses and firms located around the building. This approach gave me the direction I required to create a design concept around those vital ingredients. The resulting practicum re-examines the important design consideration to help design the business hotel. There were certainly some challenges

associated with the suggestions made by the committee. That is exciting because, in real-world working experience scenarios, these challenges are normal and differentiate us as interior designers with the ability to think critically.

There were two main challenges in this practicum project. The first challenge was to find those design elements that would make it unique and reflect the character of Manitoba. The second challenge that was very important to address was why a business professional should be using this hotel for meetings, events and as a second office away from their firms rather than any other office space that they can rent other than this hotel.

The first challenge of identifying the Manitoba character was tricky. As an interior designer, I needed to create that impact that lasts in the memories of a business traveller, so when they travel back to their origins, they can reflect on their travel to this hotel and think about what they have absorbed during their stay at the hotel. I started collecting data and information about local artists, patterns, colours, textures, design elements that can combine.

7.2: FUTURE RESEARCH DIRECTIONS

This practicum project was very challenging for me. These challenges are expected for a person who is not familiar with the culture, tradition and rich history of the country and the province. Despite the challenges, I was always dedicated and excited about proposing a project in the hospitality sector. Exploring a project in the hospitality sector was primarily due to my love of hotel design. The most challenging part was discovering and identifying a unique proposal that connects with Manitoba and the local neighbourhood. After discussion with my committee members, a business hotel was suitable and with a twist of showcasing the character of Manitoba.

This practicum started when there was so much uncertainty due to the pandemic. The pandemic certainly impacted me as a designer while thinking about different design solutions to this business hotel. There is certainly some positivity in fighting the pandemic, but we have to understand that now we need to live our lives fighting this pandemic. We cannot stop working and wait for the pandemic to end. As a designer, it is challenging and unique to think about how users can work in regular times and pandemic times. Indeed,

a solution can be provided for this hotel if there is a pandemic.

Hotels go through renovations after their first launch, and the design theme changes depending upon the approach from the owners, or they may have new requirements. I believe there can other ways that this hotel can reflect the character of Manitoba. It is quite possible for the hotel management to expand their network and collaborate with other businesses and local artists to provide better solutions to the business community.

The pandemic situation continues to evolve in our daily lives and it is challenging for hotel operators to identify what measures they can adapt to apply to the hotel guidelines without disrupting the smooth operations of the hotel. In the future the designers and researchers should find solutions that find a solution which does not stop the operations of hotel like the world has witnessed in the year 2020.

As an international student, I found it difficult to identify the character of Manitoba. I had to develop my own version of the character by finding information and design elements of the province to showcase in the hotel. I still believe there are other design elements that are missing from this hotel that can be accommodated in the future. There can be a combined

cultural body of Manitoba where all the artists, designers , sculpture artist are working together to create beautiful work of art specific to the province. Overall, I would encourage future researchers to explore how interior design can play vital role in uniting the cultural aspect of the province and latest technologies to provide business community interior spaces that are practical, different, unique and a memorable experience for the visitors.

APPENDICES

BUILDING CODE ANALYSIS FROM NBC CODE 2015

Table 3.1.2.1. - Major Occupancy Classification:

Group C : Hotels

The NBC Code 2015 says that Hotels are categorized under Group C

Table 3.1.17.1. - Occupant Load:

- Building Area = 8892 ft²
- Number of Storey = 4
- Above Grade = 3
- Below Grade = 1
- Total Area Basement Floor = 8892 ft²
- Total Area Main Floor = 8892 ft²
- Total Area Second Floor = 7038 ft²
- Total Area Third Floor = 7038 ft²
- Occupant Area Basement = 3362 ft²
- Occupant Area Main Floor = 6494 ft²
- Occupant Area Second Floor = 4467 ft²
- Occupant Area Third Floor = 2974 ft²

	MAIN FLOOR	AREA IN M ²	LOAD FACTOR	OCCUPANY / AREA
1	Hotel Lobby	133	1.85	71
2	Restaurant	127	1.20	105
3	Restaurant Kitchen	56	9.3	6
4	Offices (Flexible and Meeting Room	127	9.3	14
5	Multipurpose Hall / Lecture Room	88	1.85	48
	Total Occupant Load on Main Floor			244 people

	SECOND FLOOR	AREA IN M ²	LOAD FACTOR	OCCUPANY / AREA
1	Offices	86	9.3	9
2	Gym	75	9.3	8
3	Guestroom	109	10	11
4	Lift Lobby	97	1.85	52
5	Office Pods	30	9.3	4
	Corridor	46	3.7	13
	Total Occupant Load on Second Floor			97 people

	THIRD FLOOR	AREA IN M ²	LOAD FACTOR	OCCUPANY / AREA
1	Guestrooms	239	10	24
2	Lift Lobby	95	1.85	51
3	Corridor	90	3.7	24
4	Office Pods	30	9.3	4
	Total Occupant Load on Second Floor			103 people

3.3.1.3. Means of Egress

4) At least two separate means of egress shall be provided from a roof, used or intended for an occupant load more than 60, to stair designed in conformance with the requirements regarding exit stairs stated in Section 3.4.

7) Two points of egress shall be provided for a service space referred to in Sentence 3.2.1.1.

(8) if: a) The area is more than 200 m², or

b) The travel distance measured from any point in the service space to a point of egress is more than 25m

9) Except as permitted by this section and by sentences 3.4.2.1. at the point where the doorway referred to in sentence 8 opens onto a public corridor or exterior passageway, it shall be possible to go in opposite directions to each of 2 separate exits.

3.3.1.6. Travel Distance

1) If more than one egress doorway is required from a room or suite referred to in Article 3.3.1.5., the travel distance within the room ... to the nearest egress doorway shall not exceed the maximum travel distances specified in Clauses 3.4.2.5.(1)(a), (b), (c) and (f)

3.3.1.9. Corridors

1) The minimum width of a public corridor shall be 1100mm. *or 3'-7" However, this is an extreme minimum I utilized the minimum of 5' corridors, specifically for wheelchair accessibility and ease of turning.

3) Except as permitted by Sentence (4), obstructions located within 1,980mm of the floor shall not project more than 100mm horizontally into an exit passageway, a public corridor, a corridor used by the public... in a manner that would create a hazard for a person with a visual disability traveling adjacent to the walls.

6) If a public corridor conforming to Cause 3.4.2.5.(1)(d) contains an occupancy,

a) the occupancy shall be located so that for pedestrian travel there is an unobstructed width not less than 3m (9'-10") at all times

adjacent and parallel to all rooms...

that front onto the public corridor, and

b) the combined area of all occupancies in the public corridor shall not be more than

15% of the area of the public corridor.

3.3.1.14. Ramps and Stairways

1) Except as permitted by Sentence (2), Article 3.3.4.7. and Subsection 3.3.2, ramps and stairways that do not serve as exits shall conform to the dimensional, guard, handrail and slip resistance requirements for exit ramps and stairways stated in Sentence 3.4.3.2.(8) and Articles 3.4.3.4, and 3.4.6.1, to 3.4.6.9.

3.4.2.1. Minimum Number of Exits

1) Except as permitted by Sentence (2) to (4), every floor area intended for occupancy shall be served by at least 2 exits.

3.4.2.3. Distance Between Exits

1) Except as provided in Sentence (2), the least distance between 2 exits from a floor area shall be a) one half the maximum diagonal dimension of the floor area, but need not be more than 9 m for a floor area having a public corridor, or b) one half of the maximum diagonal dimension of the floor area, but not less than 9m for all other floor areas.

3.4.2.5. Locations of Exits

1) Except as permitted by Sentences (2) and 3.3.2.5 (6), if more than one exit is required from a floor area, the exits shall be located so that the travel distance to at least one exit shall be not more than

c) 45m in a floor area that contains an occupancy other than a high hazard industrial occupancy provided it is sprinklered throughout

3) Exits shall be located and arranged so that they are clearly visible or their locations are clearly indicated and they are accessible at all times.

Table 3.4.3.2.B - Minimum Widths of Exit Corridors, Passageways, Ramps, Stairs, and Doorways, in Group B, Division 2 and Division 3 Occupancies:

Exit corridors and passage ways: MIN: less 10=1,100mm more 10=1,100mm
Ramps: Not serving sleeping rooms: less 10=1,100mm, more 10=1,100mm
Ramps: serving sleeping rooms: less 10=1,100mm, more 10=1,100mm
Stairs: not serving sleeping rooms: less 10=1,100mm, more 10=900mm
Stairs: serving sleeping rooms: less 10=1,650mm, more 10=1,100mm
Doorways: not serving: less 10=850mm, more 10=850mm
Doorways: serving: less 10=850mm, more 10=850mm

Table 3.4.3.2.B - Minimum Widths of Exit Corridors, Passageways, Ramps, Stairs, and Doorways, in Group A, Group B, Division 1, and Groups C, D, E and F Occupancies:

Exit corridors and passage ways: 1100 mm
Ramps: 1100 mm
Stairs: 900 mm (Serving not more than 2 storeys above the lowest exit level or not more than 1 storey below the lowest exit level), 1100 mm (Serving more than 2 storeys above the lowest exit level or more than 1 storey below the lowest exit level).
Doorways: 800 mm

3.7.1.1. Room and Space Height

1) The Height of every room and space shall be sufficient so that ceiling fixtures do not obstruct movement or activities below.

3.7.2.2. Water Closets

1) Except as permitted by Sentence (4), water closets shall be provided for each sex assuming that the occupant load is equally divided between male and females, unless proportion of each sex is expected in the building can be determined with reasonable accuracy.
2) If a single universal toilet is provided in accordance with the requirements of Section 3.8., the total number of persons in the building used to determine the number of water closets to be provided, is permitted to be reduced by 10 before apply sentences (6), (7), (8), (12), (13), or (14).
3) Except as permitted by Sentence (2), if only one universal toilet room is provided in accordance with Section 3.8., the water closet in this room shall not be taken into consideration in determining the number of water closets required by this Article, unless a single water closet is permitted in accordance with Sentence (4),
4) Both sexes are permitted to be served by a single water closet if the occupant load in an occupancy referred to in sentence (6), (10), (12), (13), (14), (16) is not more than 10.
5) Urinals are permitted to be substituted for two thirds of the number of water closets required by this Article for males, except that if only 2 water closets are required for males, on urinal permitted to be substituted for one of the water closets.

3.7.2.3. Lavatories

1) Except as permitted by Sentence (2), at least one lavatory shall be provided in a room containing one or 2 water closets or urinals, and at least one additional lavatory shall be provided for each additional 2 water closets or urinals
4) Lavatories required by sentence 1 shall be equipped with faucets that
a) Operate manually or
b) Have a manual control or lever

3.8.2.3. Areas Requiring a Barrier Free Path of Travel

1) Except as permitted by Sentence (2) a barrier free path of travel from the entrances required by Sentences 3.8.1.2. (1) and (2) to be barrier free shall be provided throughout the entrance storey and within all other normally occupied floor areas served by a passenger elevator, escalator, inclined moving walk, or other platforms-equipped passenger elevating device.
2) A barrier free path of travel for persons in wheelchairs is no required
a) To service rooms,
b) To elevator machines,
c) To janitors room,
d) To service spaces,
e) To crawl space,
f) To attic or roof spaces,
g) To floor levels not served by a passenger elevator, a platform-equipped passenger elevating device, an escalator, or an inclined moving walk.

3.8.2.7 Power Door Operators:

1) Every door that provides a barrier-free path of travel through an entrance... shall be equipped with a power door operator...and allows the persons to activate the opening of the door in the intended direction of travel.

3.8.3.2. Barrier Free Path of Travel

1) Except as required elsewhere in this Part or as permitted by Article 3.8.3.6. pertaining to doorways, the unobstructed with of a barrier free path of travel shall be not less than 920mm.
2) Interior and exterior walking surfaces that are within a barrier-free path of travel shall:
a) Have no openings that will permit the passage of a sphere more than 13mm diameter
b) Have nay elongated opening oriented approximately perpendicular to the direction of travel
c) Be stable, firm, an slip resistant
d) Be bevelled at a maximum slope of 1-2 at changed in level not more than 13mm and
e) Be provided with sloped floors or ramps at changes in level more than 13mm

B. CONSTRUCTION DRAWING SET

LIST OF DRAWINGS

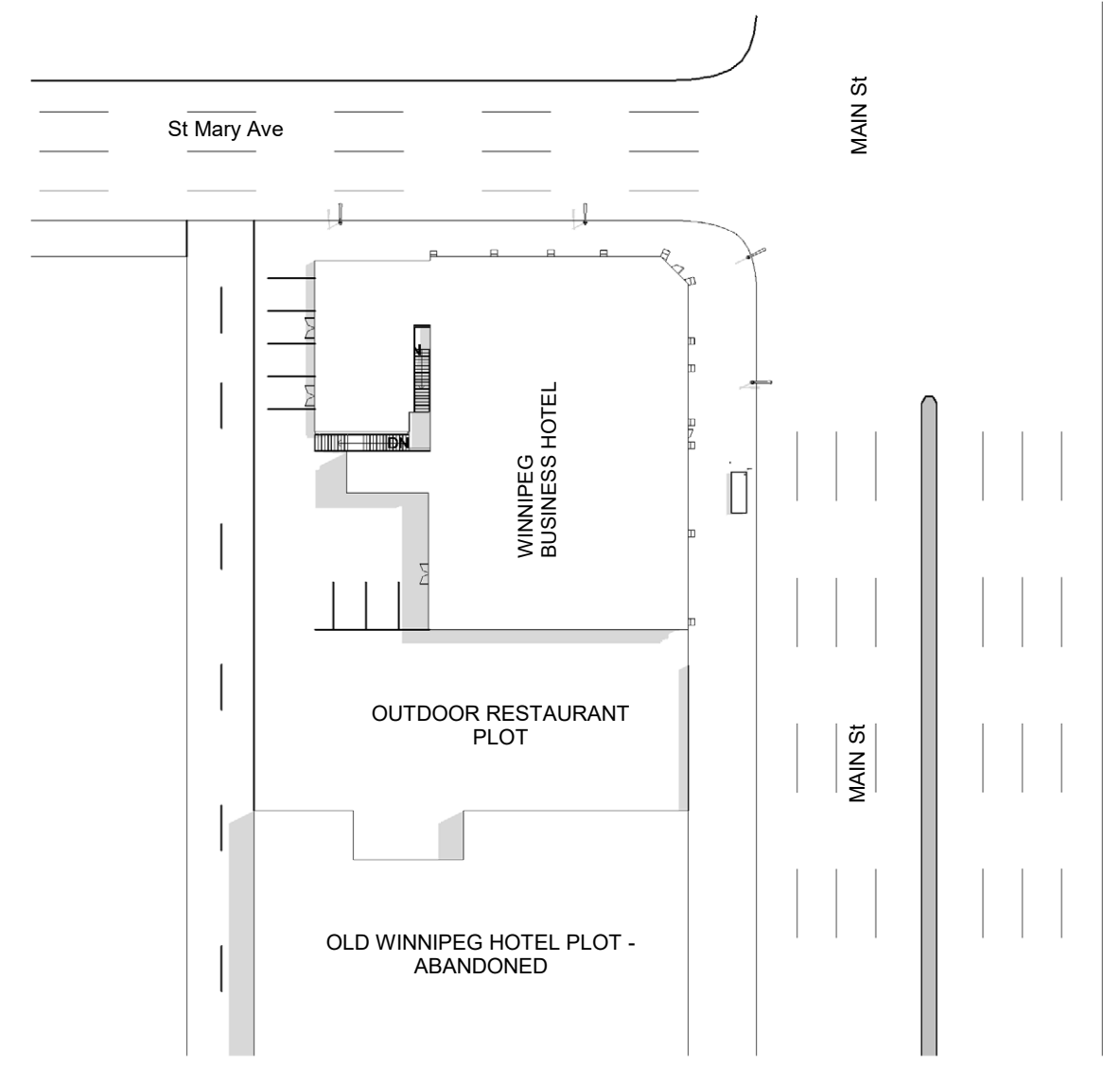
- A0 - SITE PLAN
- A1 - BASEMENT FLOOR PLAN
- A2 - MAIN FLOOR PLAN
- A3 - SECOND FLOOR PLAN
- A4 - THIRD FLOOR PLAN
- A5 - BASEMENT FLOOR - REFLECTED CEILING PLAN
- A6 - MAIN FLOOR - REFLECTED CEILING PLAN
- A7 - SECOND FLOOR - REFLECTED CEILING PLAN
- A8 - THIRD FLOOR - REFLECTED CEILING PLAN
- A9 - BUILDING SECTION - 1
- A10 - BUILDING SECTION - 2
- A11 - INTERIOR ELEVATIONS
- A12 - INTERIOR ELEVATIONS
- A13- RECEPTION COUNTER DETAIL

ABBREVIATION LEGEND

- ACT
- AL
- CPT
- CONC
- WT
- ART
- MET
- PT
- WD
- CT
- WC

ABBREVIATION LEGEND

- ACOUSTIC CEILING TILES
- ALUMINUM
- CARPET
- CONCRETE
- WALL TILES
- ARTWORK
- METAL
- PAINT FINISH
- WOOD FINISH
- CERAMIC TILES
- WALLCOVERING



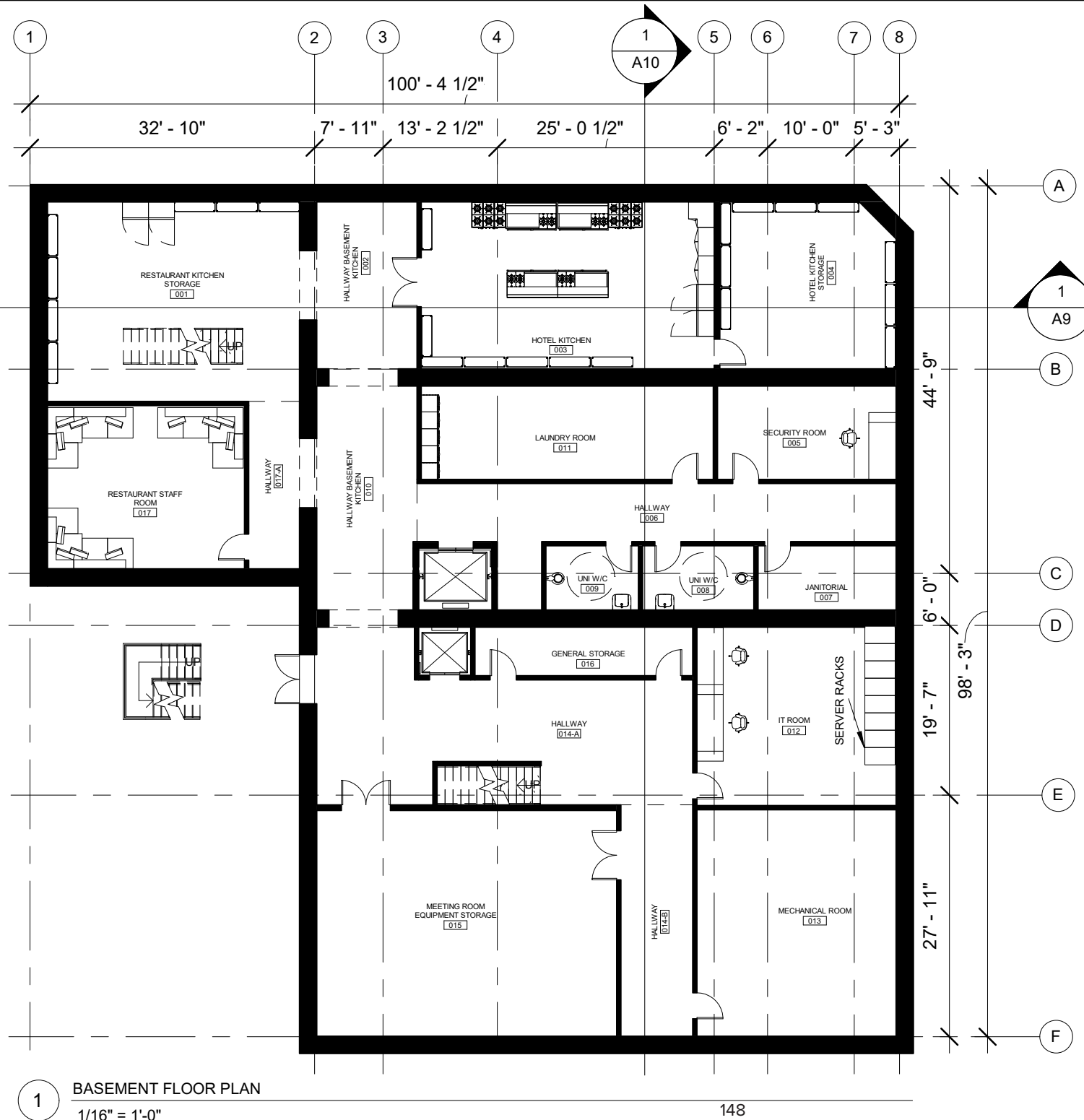
1 01 - SITE PLAN
1" = 50'-0"



THE WINNIPEG BUSINESS HOTEL

PAID PARKING
OPPOSITE OF
HOTEL





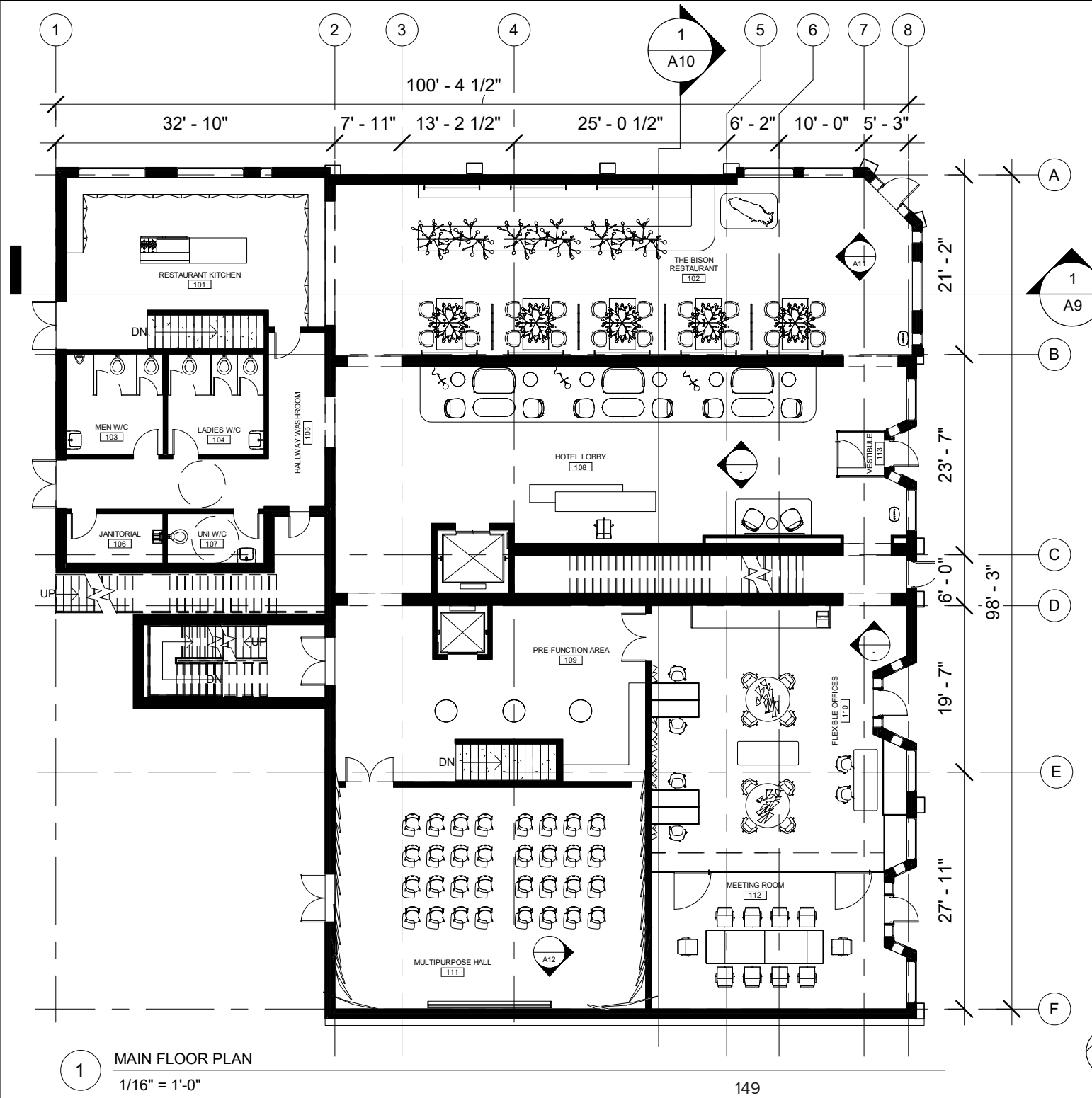
1 BASEMENT FLOOR PLAN
1/16" = 1'-0"
148

GENERAL NOTES

1. STAINLESS STEEL CORNER GUARDS TO BE ADDED AT OUTSIDE CORNER OF WALLS AND EXPOSED ENDS OF WALL TYPICAL
2. RS TO BE INSTALLED MIN 4" FROM INSIDE CORNER OF ADJACENT WALL TO INSIDE FACE OF FRAME, UNLESS NOTED OTHERWISE
3. AREAS OF SCOPE OR DISTURBED BY ANY INSTALLATION SHALL BE PATCHED AND PAINTED. IF PAINTING IS REQUIRED, ENTIRE WALL SHALL RECEIVE PAINT TO AVOID MISMATCH OF COLOUR.
4. DRY FINISHES TO 4" ABOVE SUSPENDED CEILINGS OR TO UNDERSIDE OF STRUCTURAL DECK WHERE NO CEILING IS PROVIDED.
5. END SOUND RATED PARTITIONS TO UNDERSIDE OF STRUCTURE, PERMITER JOINTS & ALL LED WITH ACOUSTICAL SEALANT.
6. STUD PARTITIONS: DIMENSIONED TO FACE OF STUD, UNLESS OTHERWISE NOTED
7. TYPICAL CEILING GWB 9'-6" A.F.F UNLESS OTHERWISE NOTED
8. FINAL CEILING HEIGHTS TO BE COORDINATED AND VERIFIED ON SITE
9. ALL FABRICS AND MATERIAL TO MEET THE FLAME SPREAD RATING REQUIREMENT AND COMPLIANCE

INTERIOR WALL ASSEMBLY NOTES

1. ALL GYPSUM BOARD WALLS & CEILINGS SHALL BE SANDED, PRIMED, PAINTED AND TAPED
2. GENERAL CONTRACTOR TO PROVIDE PROPER 3/4" PLYWOOD BLOCKING INSIDE WALLS BETWEEN STUDS FOR CABINETS & SHELVINGS, AND FOR WASHROOM FIXTURES
3. REFER TO ROOM FINISH SCHEDULES FOR FINISH LAYERS TO BE PROVIDED IN ADDITION TO ASSEMBLY COMPONENTS.
4. ALL JOINTS AND SERVICE PENETRATIONS THROUGH FIREWALLS TO BE SEALED WITH A 2 HOUR "FT" FIRESTOP SYSTEM



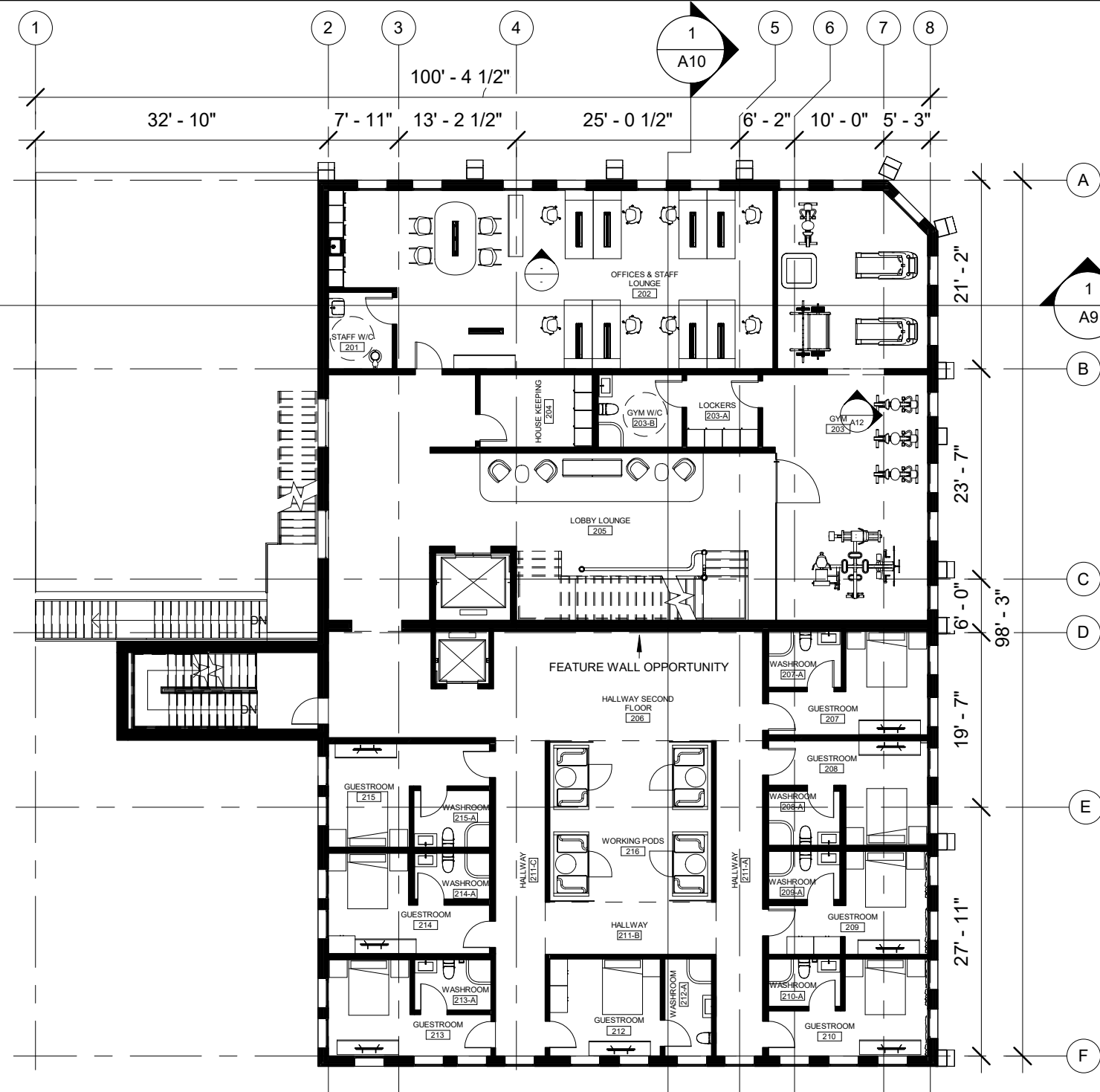
1 MAIN FLOOR PLAN
1/16" = 1'-0"
149

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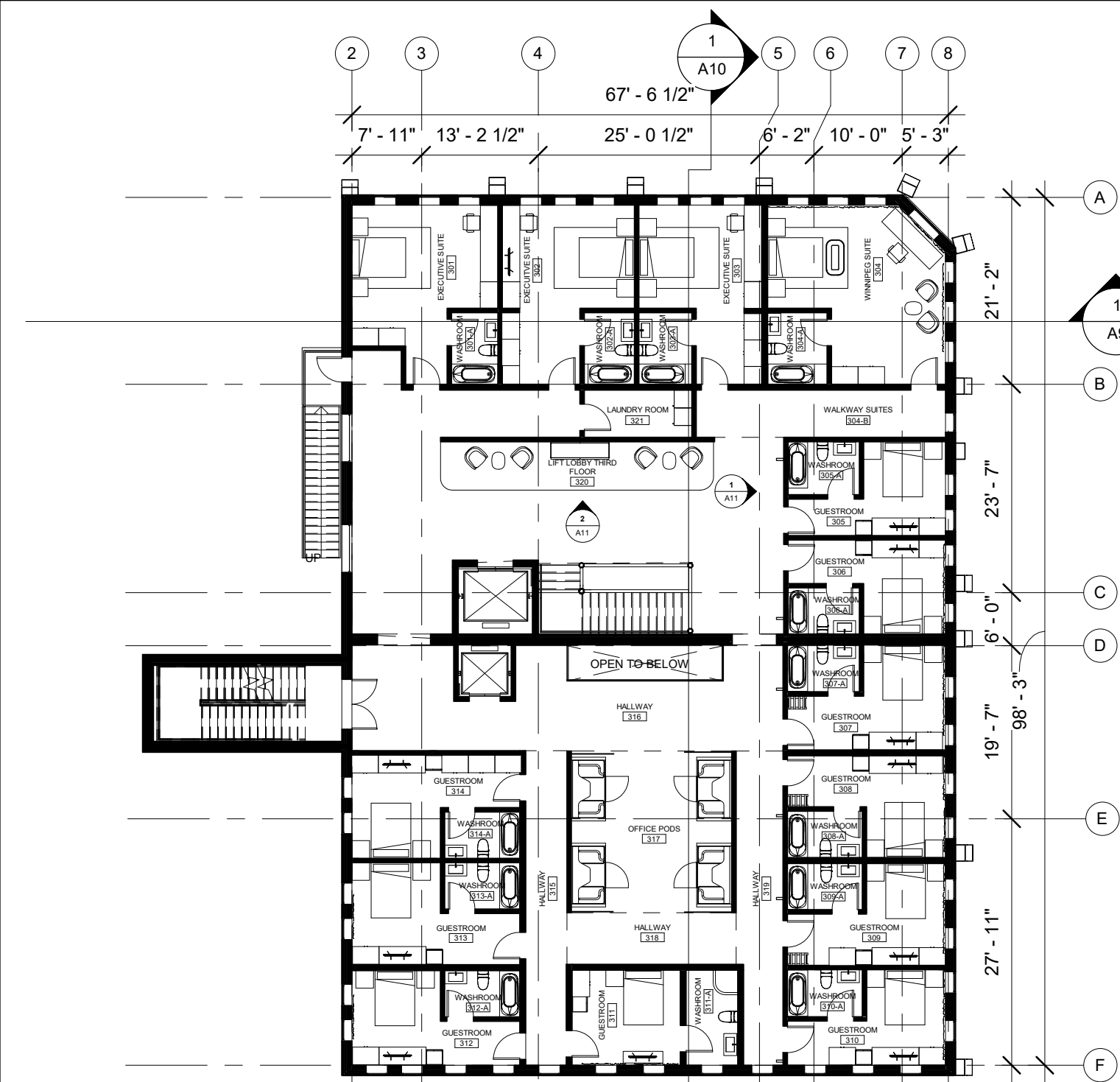
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4. ALL JOINTS AND SERVICE PENETRATIONS THROUGH FIREWALLS TO BE SEALED WITH A 2 HOUR "FT" FIRESTOP SYSTEM



1 SECOND FLOOR PLAN
1/16" = 1'-0"
150

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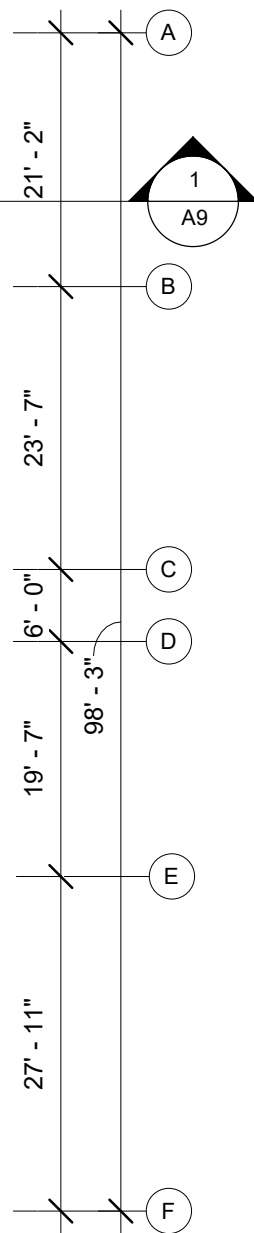
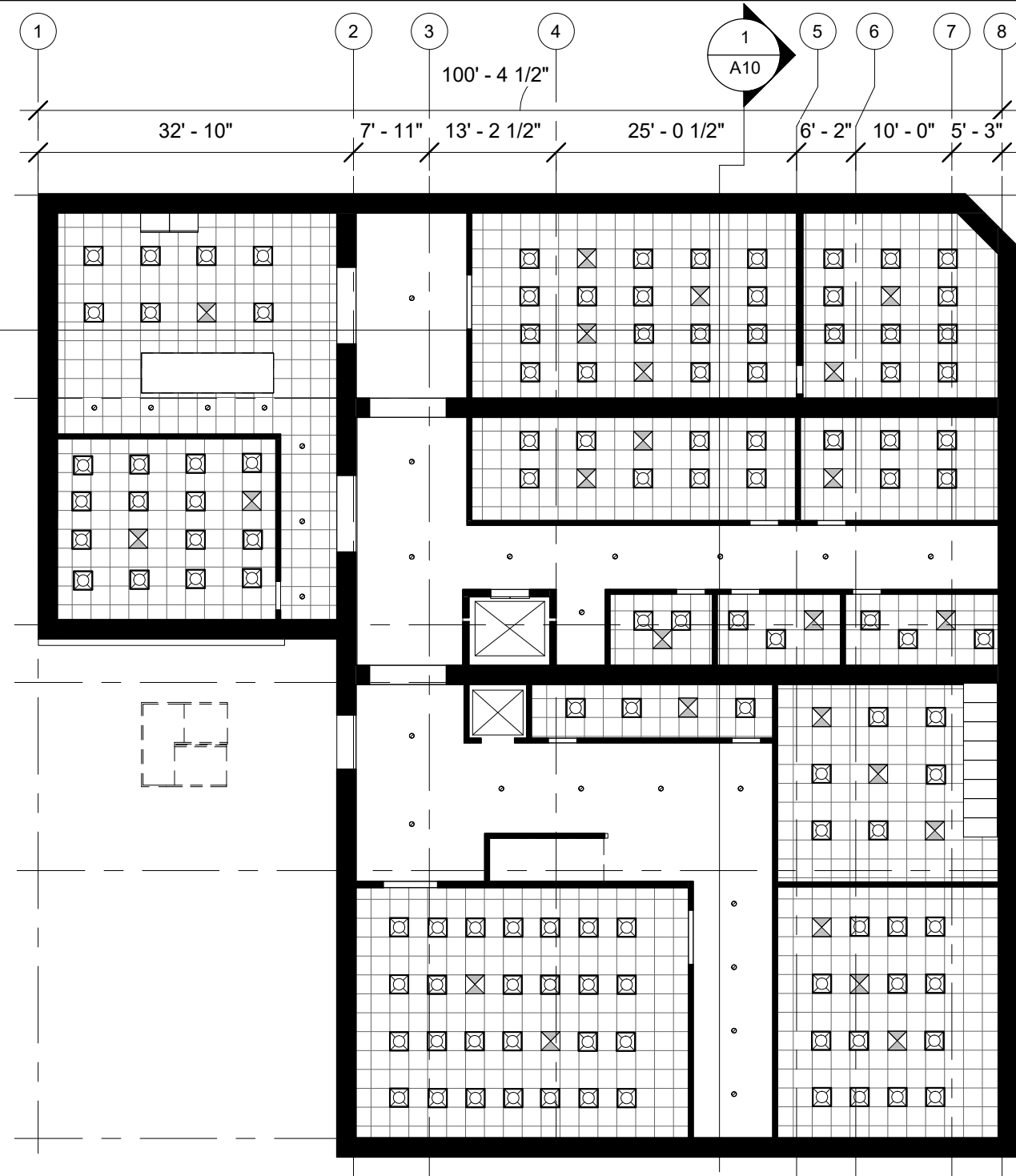
- INTERIOR WALL ASSEMBLY NOTES**
1. ALL GYPSUM BOARD WALLS & CEILINGS SHALL BE SANDED, PRIMED, PAINTED AND TAPED
 2. GENERAL CONTRACTOR TO PROVIDE PROPER 3/4" PLYWOOD BLOCKING INSIDE WALLS BETWEEN STUDS FOR CABINETS & SHELVINGS, AND FOR WASHROOM FIXTURES
 3. REFER TO ROOM FINISH SCHEDULES FOR FINISH LAYERS TO BE PROVIDED IN ADDITION TO ASSEMBLY COMPONENTS.
 4. ALL JOINTS AND SERVICE PENETRATIONS THROUGH FIREWALLS TO BE SEALED WITH A 2 HOUR "FT" FIRESTOP SYSTEM



1 THIRD FLOOR PLAN
1/16" = 1'-0"
151

- GENERAL NOTES**
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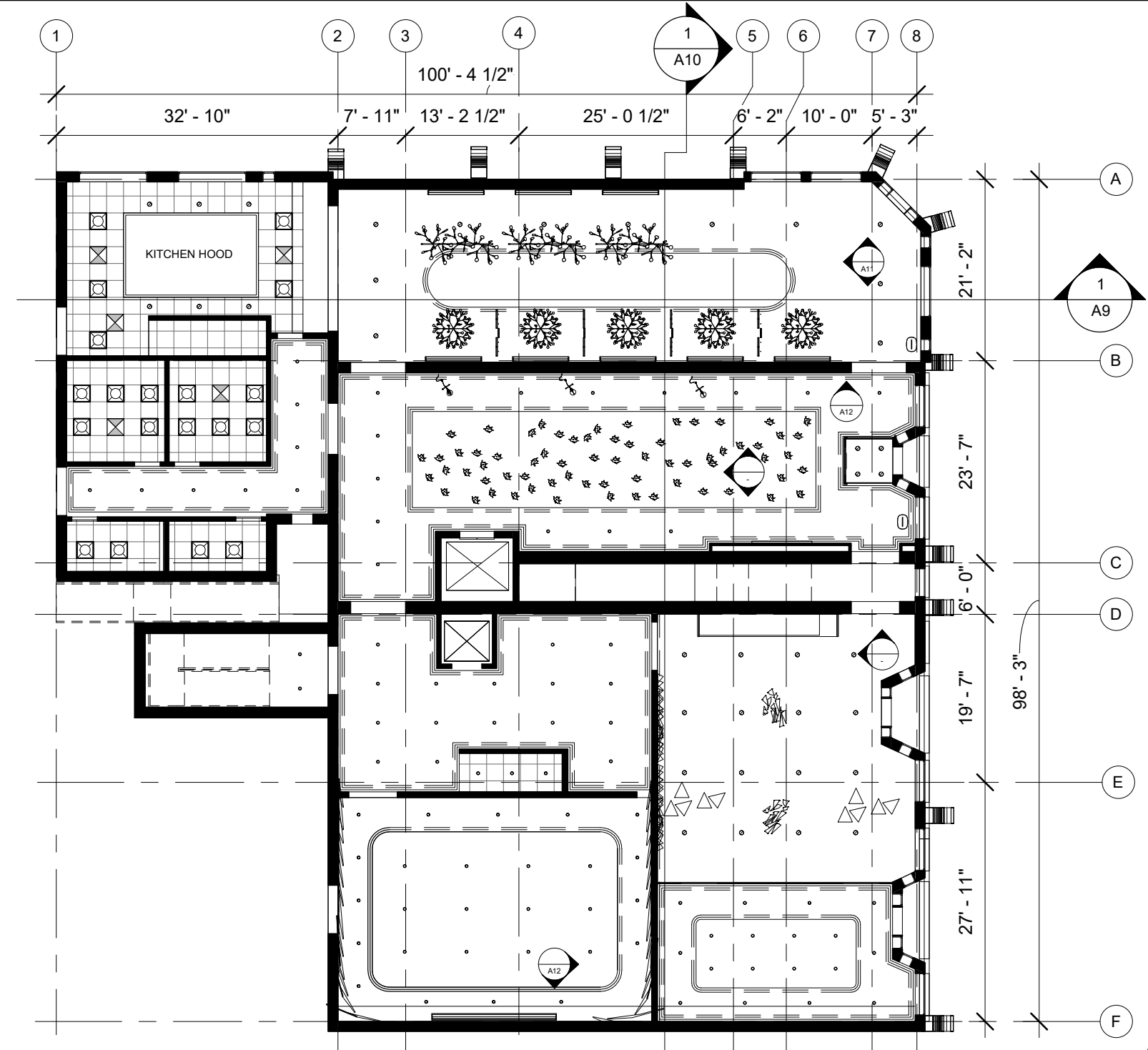


LEGEND

FIXTURES	
	2 x 2 TROFFER LIGHTS
	RECESSED SPOT LIGHT - 4000 K
	PIN SPOT LIGHT - 3000 K
	COVE LIGHT 3000 K
	BESPOKE TRIANGLE PENDANT LIGHT 3000K
	RETURN DUCT
	HANGING LINEAR LIGHT EUREKA
	MOOOI HERCULES CHANDELIER 3000K
CEILING FINISH	
	GYPSUM WALL BOARD (G.W.B) CEILING WHITE PAINTED
	ACOUSTIC CEILING TILES

1 BASEMENT REFLECTED CEILING PLAN
1/16" = 1'-0"

152

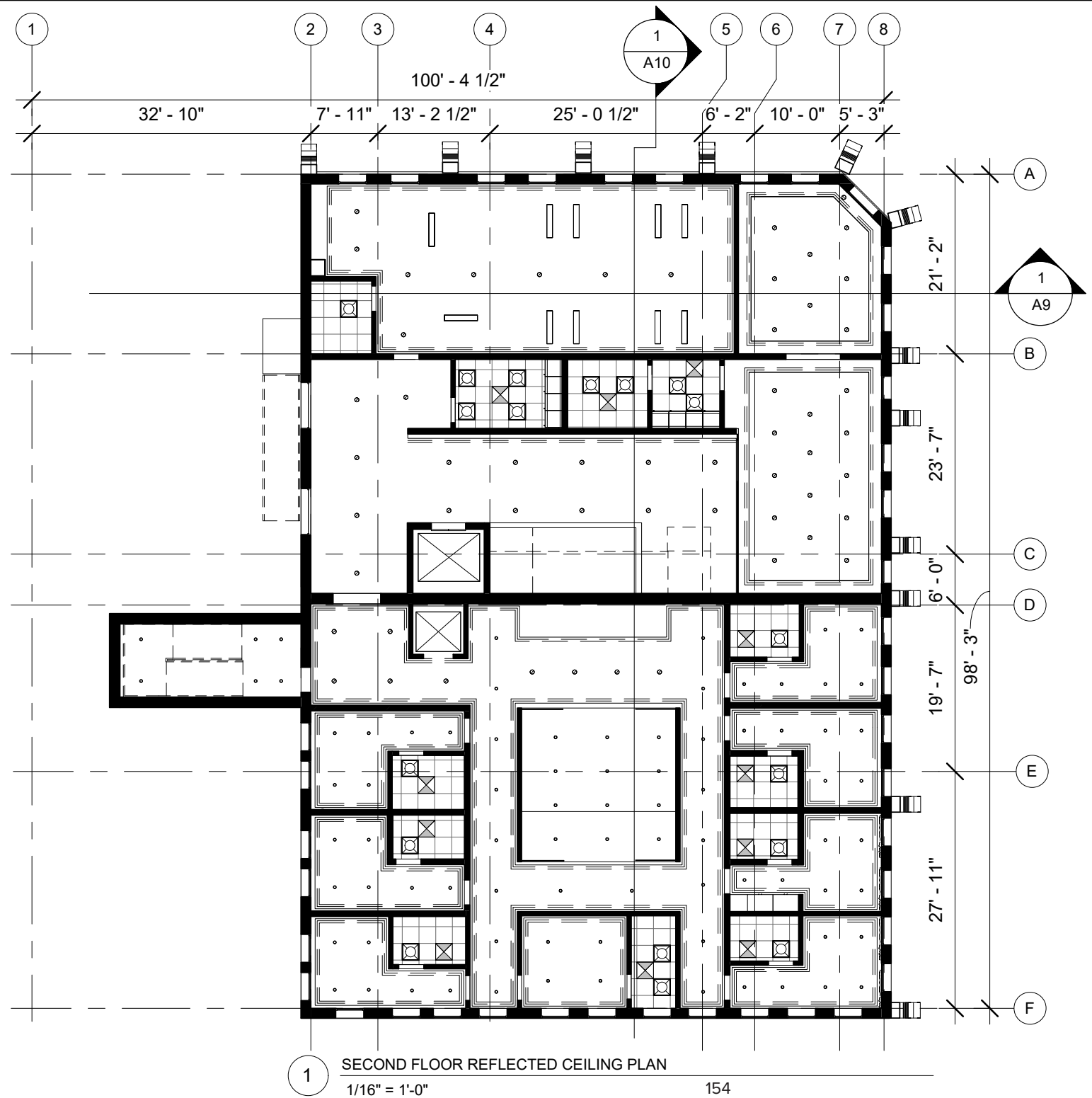


LEGEND

FIXTURES	
	2 x 2 TROFFER LIGHTS
	RECESSED SPOT LIGHT - 4000 K
	PIN SPOT LIGHT - 3000 K
	COVE LIGHT 3000 K
	BESPOKE TRIANGLE PENDANT LIGHT 3000K
	RETURN DUCT
	HANGING LINEAR LIGHT EUREKA
	MOOOI HERCULES CHANDELIER 3000K
CEILING FINISH	
	GYPSUM WALL BOARD (G.W.B) CEILING WHITE PAINTED
	ACOUSTIC CEILING TILES

1 MAIN FLOOR REFLECTED CEILING PLAN
1/16" = 1'-0"

153

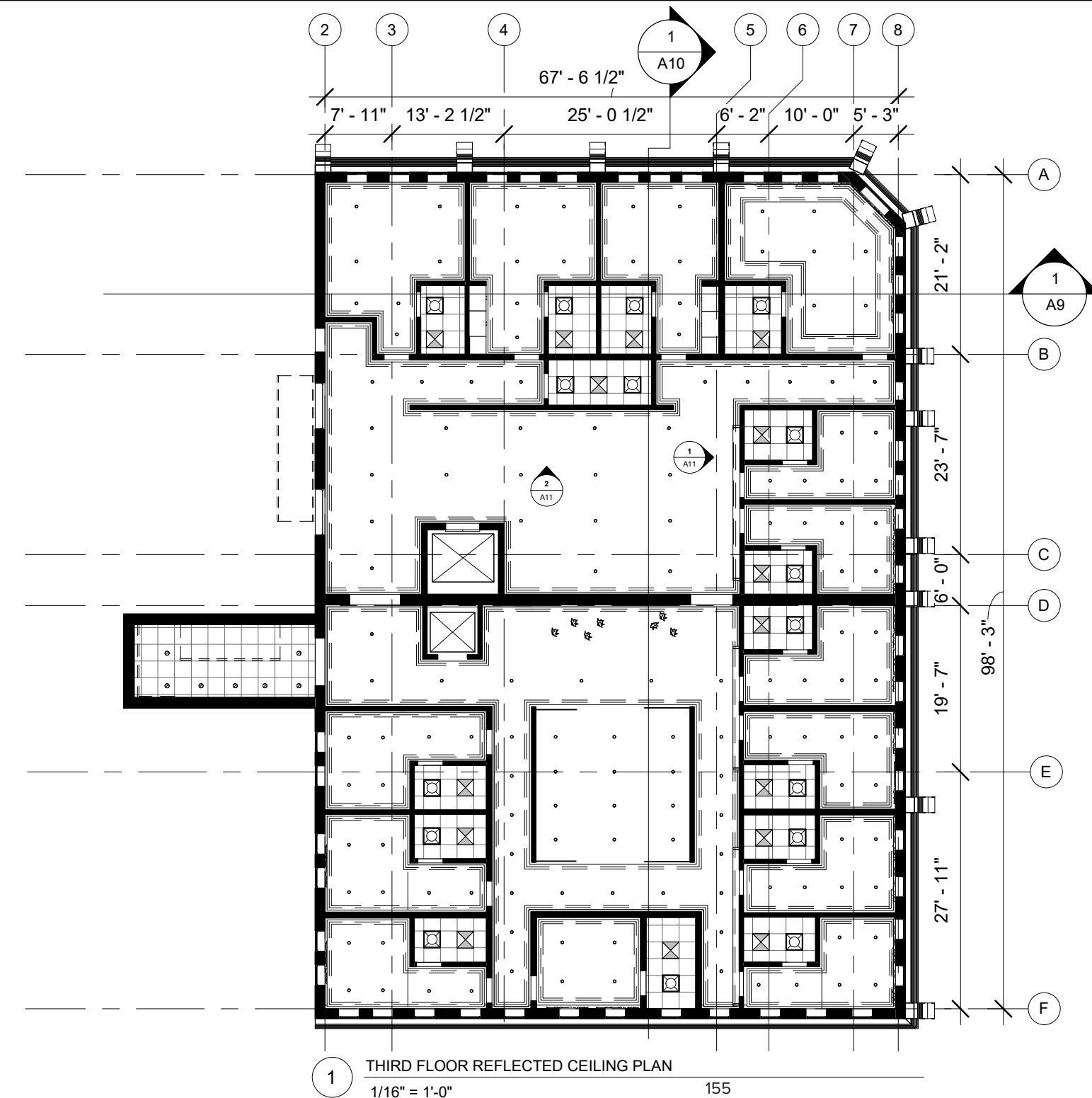


1 SECOND FLOOR REFLECTED CEILING PLAN
1/16" = 1'-0"

154

LEGEND

FIXTURES	
	2 x 2 TROFFER LIGHTS
	RECESSED SPOT LIGHT - 4000 K
	PIN SPOT LIGHT - 3000 K
	COVE LIGHT 3000 K
	BESPOKE TRIANGLE PENDANT LIGHT 3000K
	RETURN DUCT
	HANGING LINEAR LIGHT EUREKA
	MOOOI HERCULES CHANDELIER 3000K
CEILING FINISH	
	GYPSUM WALL BOARD (G.W.B) CEILING WHITE PAINTED
	ACOUSTIC CEILING TILES

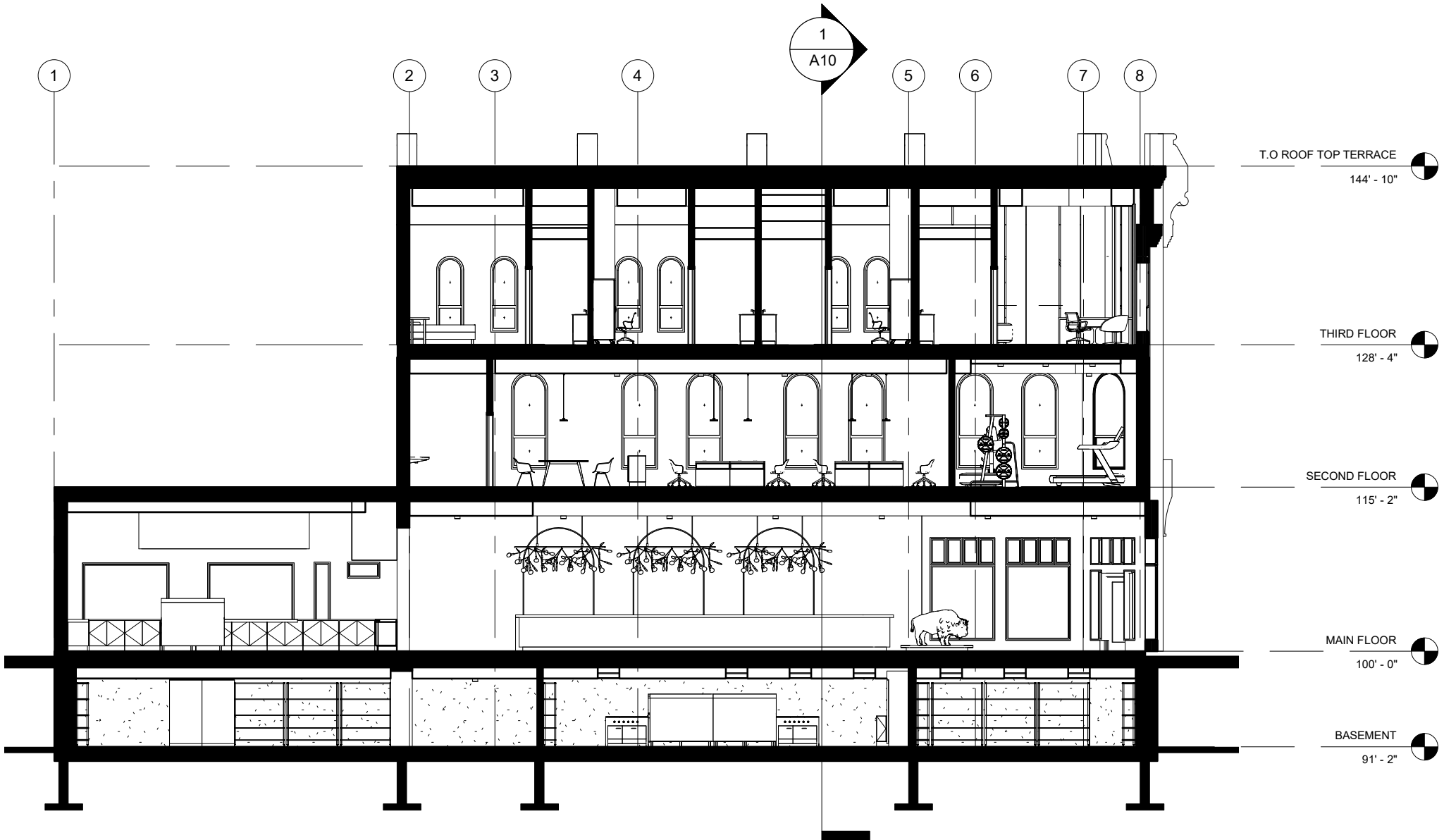


1 THIRD FLOOR REFLECTED CEILING PLAN
1/16" = 1'-0"

155

LEGEND

FIXTURES	
	2 x 2 TROFFER LIGHTS
	RECESSED SPOT LIGHT - 4000 K
	PIN SPOT LIGHT - 3000 K
	COVE LIGHT 3000 K
	BESPOKE TRIANGLE PENDANT LIGHT 3000K
	RETURN DUCT
	HANGING LINEAR LIGHT EUREKA
	MOOOI HERCULES CHANDELIER 3000K
CEILING FINISH	
	GYPSUM WALL BOARD (G.W.B) CEILING WHITE PAINTED
	ACOUSTIC CEILING TILES



T.O. ROOF TOP TERRACE
144' - 10"

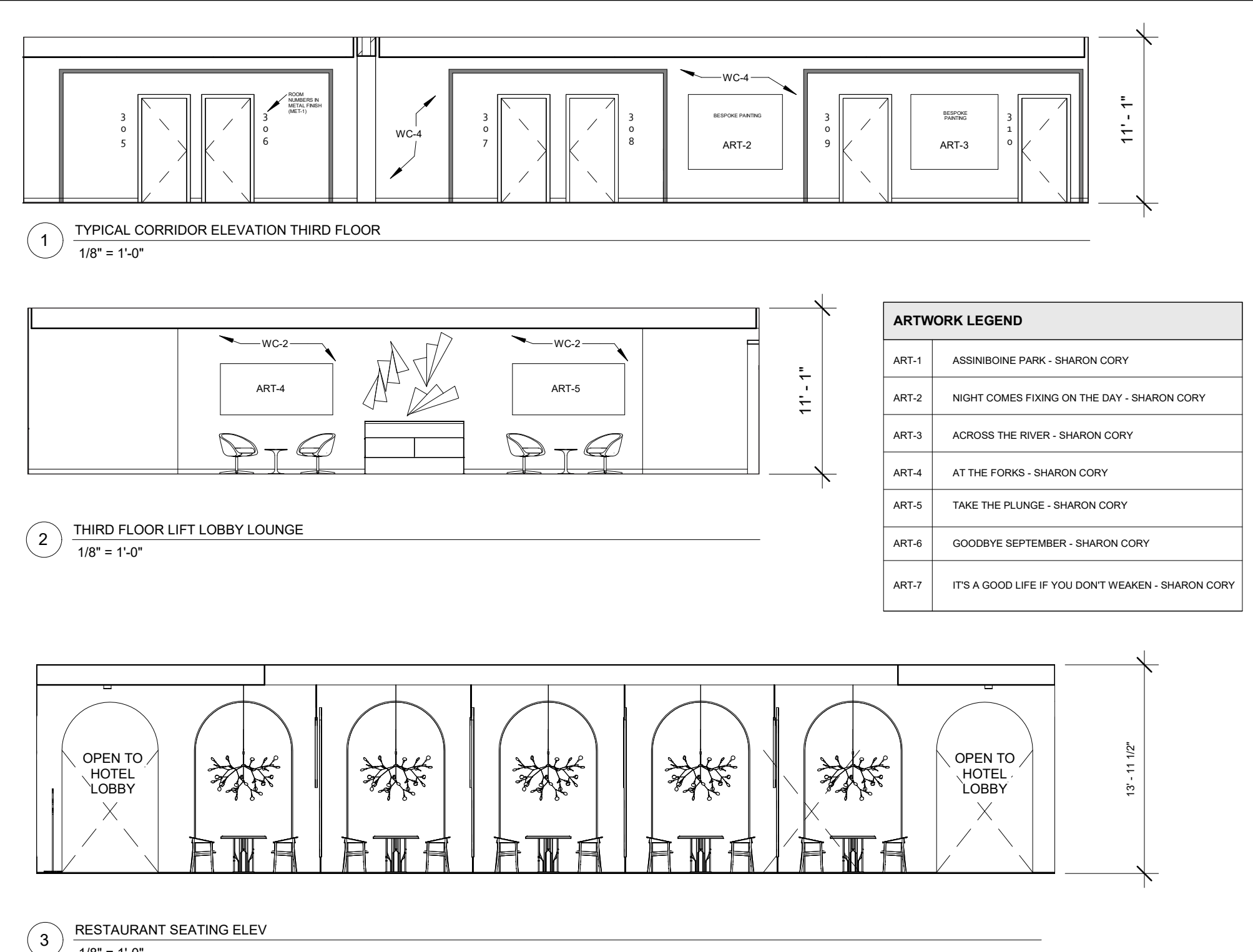
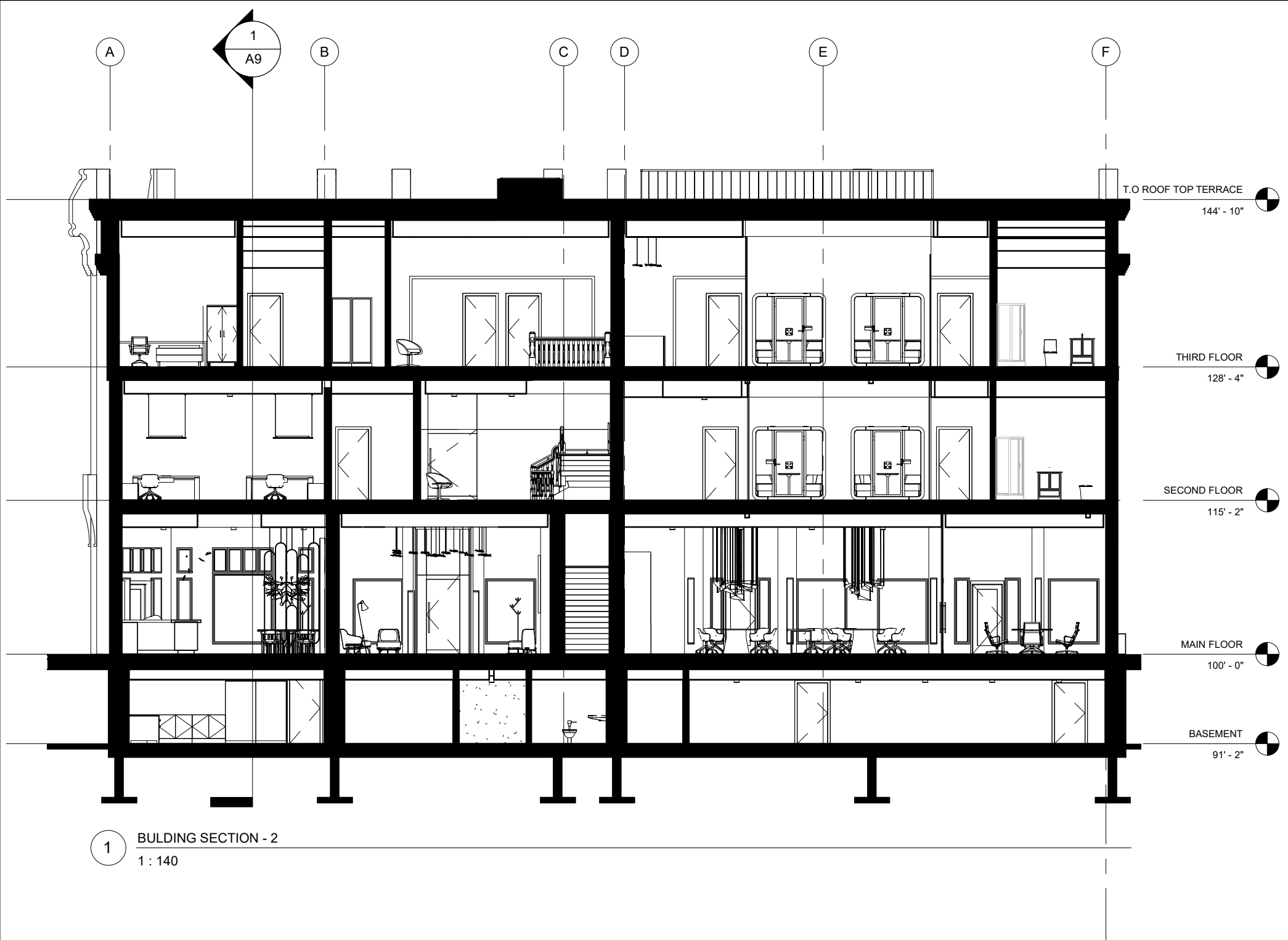
THIRD FLOOR
128' - 4"

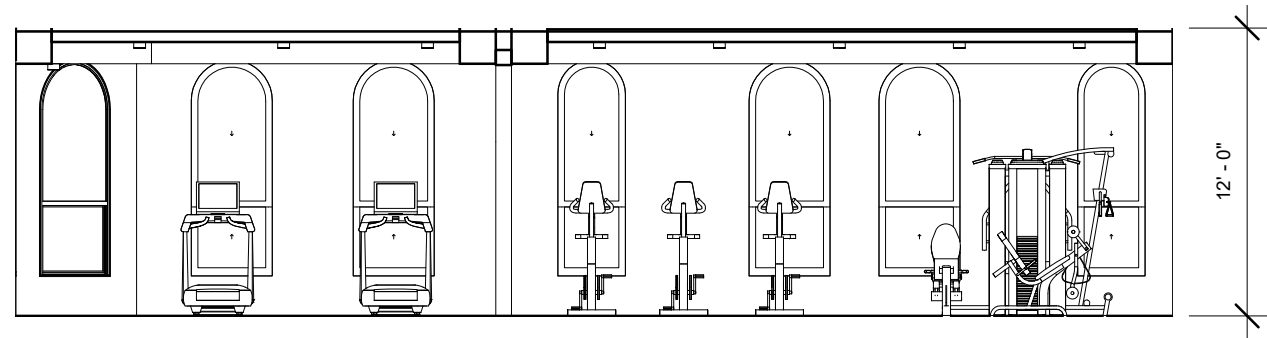
SECOND FLOOR
115' - 2"

MAIN FLOOR
100' - 0"

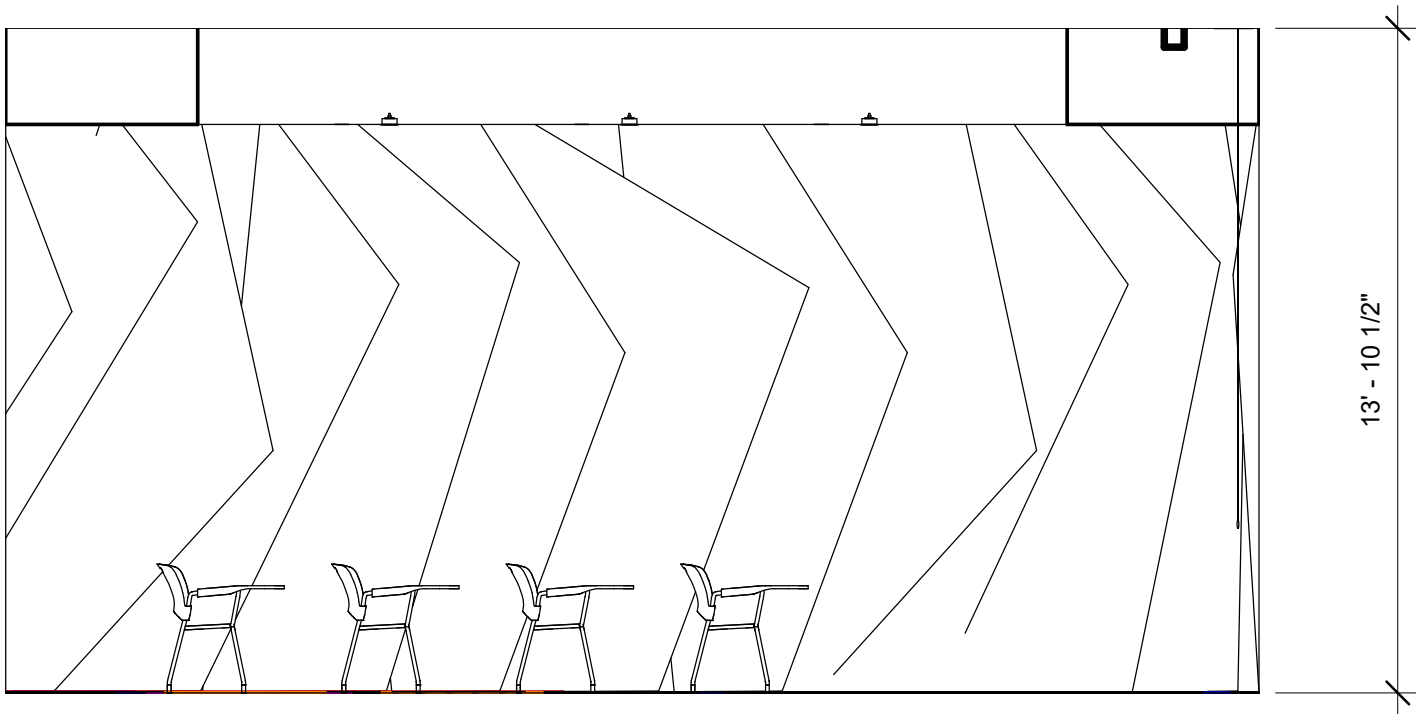
BASEMENT
91' - 2"

1 BULDING SECTION - 1
1 : 150

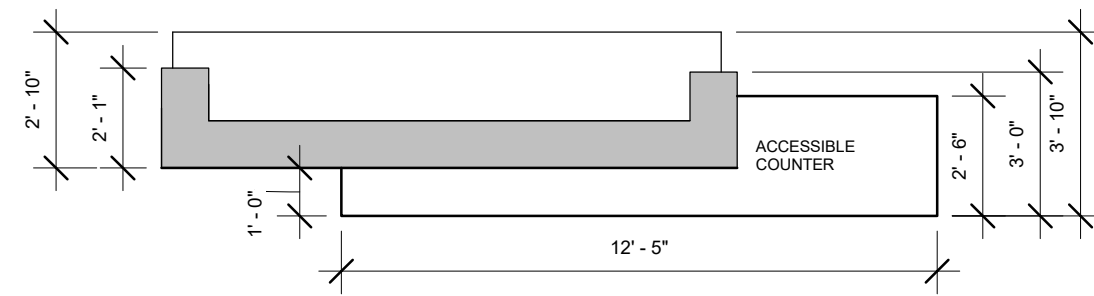




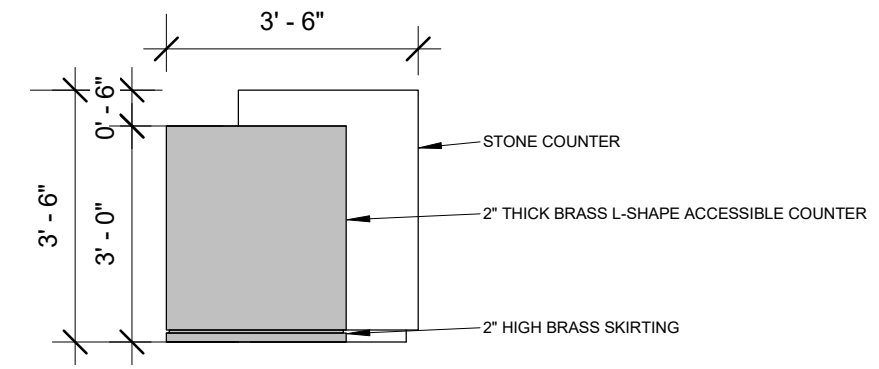
1 GYM ELEVATION
1/8" = 1'-0"



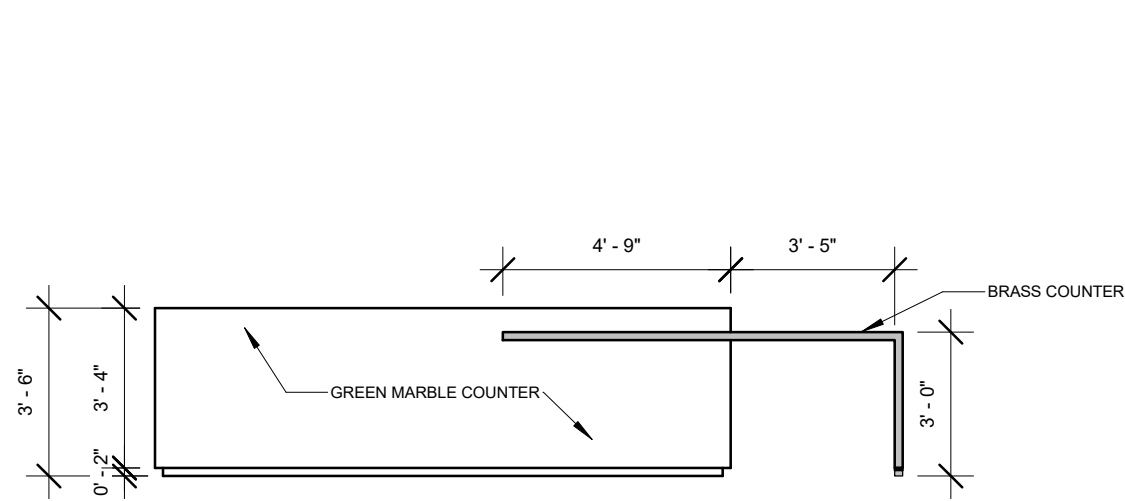
2 MULTIPURPOSE HALL EAST WALL
1/4" = 1'-0"



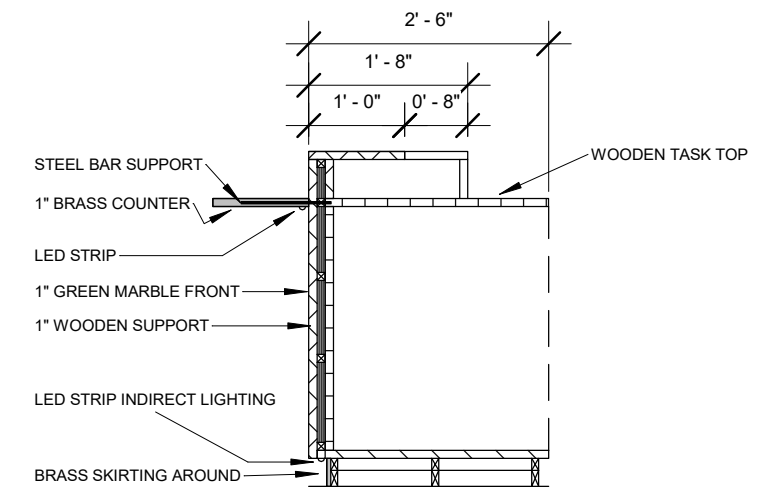
1 RECEPTION DESK PLAN
1/4" = 1'-0"



4 RECEPTION DESK SIDE ELEV
3/8" = 1'-0"



2 RECEPTION DESK FRONT ELEV
1/4" = 1'-0"



3 RECEPTION DESK SECTION
1/2" = 1'-0"

C. MATERIAL SCHEDULE

CODE	MATERIAL	MANUFACTURER	PATTERN / PRODUCT NAME	COLOUR
ACT	ACOUSTIC CEILING TILES 2 X 2	ARMSTRONG		WHITE
CONC	CONCRETE FLOORING	-----	SEMI POLISHED	NATURAL GREY
CP-1	CARPET	DESIGN MANITOBA	MAROQ RUG IN GREY	GREY
CP-2	CARPET	DESIGN MANITOBA	EVORA RUG IN MULTICOLOR	GREY, BLUE, ORANGE, YELLOW, CREAM
CP-3	CARPET	DESIGN MANITOBA	SARA RUG E067 / DISTRESSED	GREY, BLUE, YELLOW, RED
CP-4	CARPET	DESIGN MANITOBA	RIDGE RUG IN 3D GREY	GREY, DARK BROWN, BEIGE
CP-5	CARPET	DESIGN MANITOBA	LANE RUG IN CREAM BROWN	CREAM, BROWN
CP-6	CARPET	SAHRAI	MINERAL / WOOL AND SILK RELIEF	BRONZE, SILVER, TEAL, RUST, OLIVE
CP-7	CARPET TILES	INTERFACE	7416-002-000 North Sea	GREY, BLUE, DARK GREY
CP-8	CARPET	ULINE	MUD MASTER CARPET MAT	CHARCOAL
PT - 1	PAINT	BENJAMIN MOORE	2121 - 70	CHANTILLY LACE
PT - 2	PAINT	BENJAMIN MOORE	2021 - 10	YELLOW FLASH
PT - 3	PAINT	BENJAMIN MOORE	2058-20	SLATE TEAL
MET - 1	METAL SURFACE	WILSON ART	BRITE BRUSHED NATURAL 6256	NATURAL ALUMINUM
SS - 1	SOLID SURFACE	CORIAN	QUARTZ	
GL-1	FROSTED GLASS	WALKER TEXTURES	6MM CLEAR GLASS PATTERN 101	CLEAR / LIGHT GREEN TINT
NS-1	MARBLE	MARBLE TREND	Hualien Jade	GREEN
NS-2	MARBLE	MARBLE TREND	COVELANO	GOLD AND WHITE
NS-3	TYNDALL STONE	GILLIS QUARRIES	MATTE	NATURAL
NS-4	TYNDALL STONE	GILLIS QUARRIES	TEXTURED / ROUGH	NATURAL
TX-1	UPHOLSTERY	MAHARAM	466570-033 RETROSPECT	BECK
TX-2	UPHOLSTERY	MAHARAM	459950-016 SWERVE	ARIA
TX-3	UPHOLSTERY	MAHARAM	466394-004 Tidepool	Lithe
TX-4	UPHOLSTERY	MAHARAM	465964-008 Schooner	Across
TX-5	UPHOLSTERY	QUEST	FAB-8795	ASPEN
TX-6	UPHOLSTERY	MAHARAM	466073-013 Bottle	Fluent Crypton
TX-7	CUSHION FABRIC	INDIGO ARROWS	Ishkoday Pillow	Charcoal
TX-8	CUSHION FABRIC	INDIGO ARROWS	Ishkoday Long Lumbar Pillow	BEIGE, GOLDEN , BLACK
WC-1	WALL COVERING	TAPETEX	MAYA 56-898	BEIGE
WC-2	WALL COVERING	TAPETEX	MURANO 56-883	BEIGE
WC-3	WALL COVERING	TAPETEX	MODENA 56-880	BEIGE
WC-4	WALL COVERING	TAPETEX	SAUMUR 45-057	BEIGE

WC-5	WALL COVERING MEETING ROOM	BISSKY ART	PRAIRIE TRIAD	MULTICOLOUR
WD1	WHITE OAK SOLID	LAUZON FLOORING	SONOMA	MORNING MIST
WD2	NATURAL OAK	LAUZON FLOORING	SONOMA	NATURAL
WD-3	SOLID WOOD PANELLING	WINDSOR PLYWOOD	WIDTH = 6"	Knotty Pine
LE-1	LEATHER UPHOLSTERY	MOORE & GILES	ABSOLUTE	OCEAN BLUE
LE-2	LEATHER UPHOLSTERY	MOORE & GILES	ABSOLUTE	PALE ALMOND
LE-3	LEATHER UPHOLSTERY	MOORE & GILES	PAPILLON	SAFFRON
WT-1	WALL TILES	DALTILE	Vitruvian	WHITE GLAZED CERAMIC 4 X 16
WT-2	FLOOR MOSAIC TILES	DALTILE	SOCIETY	COSMO WARM BLND SO50
FT-1	FLOOR MOSAIC TILES	DALTILE	NOVA FALLS	GREY
CT-1	CERAMIC FLOOR TILES	DALTILE		

Table 14: Material Schedule with its description, manufacturer name and details

D.1 ROOM FINISH SCHEDULE - BASEMENT FLOOR

ROOM	NAME	FLOOR FINISH	BASE FINISH	AREA	NORTH	EAST	SOUTH	WEST	CEILING FINISH	REMARKS
001	RESTAURANT KITCHEN STORAGE	CT-1	RBC	670 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
002	HALLWAY BASEMENT KITCHEN	CONC	CONC	223 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
003	HOTEL KITCHEN	CT-1	CONC	652 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
004	HOTEL KITCHEN STORAGE	CT-1	CONC	383 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
005	SECURITY ROOM	CONC	CONC	222 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
006	HALLWAY	CONC	CONC	393 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
007	JANITORIAL	CT-1	CONC	118 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
008	UNI/WC	CT-1	CONC	95 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT-1	
009	UNI W/C	CT-1	CONC	79 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT-1	
010	HALLWAY BASEMENT KITCHEN	CONC	CONC	240 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
011	LAUNDRY ROOM	CONC	CONC	363 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
012	IT ROOM	CONC	CONC	473 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
013	MECHANICAL ROOM	CONC	CONC	601 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
014-A	HALLWAY	CONC	CONC	721 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
014-B	HALLWAY	CONC	CONC	221 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
015	MEETING ROOM EQUIPMENT STORAGE	CONC	CONC	902 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
016	GENERAL STORAGE	CONC	CONC	141 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
017	RESTAURANT STAFF ROOM	CONC	CONC	428 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	
017-A	HALLWAY	CONC	CONC	113 SF	PT-1	PT-1	PT-1	PT-1	ACT-1	

Table 15: Room Finish Schedule for the basement floor.

ROOM FINISH SCHEDULE - MAIN FLOOR

ROOM	NAME	FLOOR FINISH	BASE FINISH	AREA	NORTH	EAST	SOUTH	WEST	CEILING FINISH	REMARKS
101	RESTAURANT KITCHEN	CONC	CONC	609 SF	PT-1	PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
102	THE BISON RESTAURANT	WD-1	MET-1	1375 SF	NS-3	WC-1	NS-3	-	ACT	
103	MEN W/C	CT-1	CT-1	136 SF	WT-1, PT-1	PT-1	PT-1	PT-2	ACT	
104	LADIES W/C	CT-1	CT-1	135 SF	WT-1, PT-1	PT-2	PT-1	PT-1	ACT	
105	HALLWAY WASHROOM	CONC	MET-1	278 SF	WC-1	WC-1	WC-1	-	GWB / PT-1	
106	JANITORIAL	CT-1	CT-1	67 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
107	UNI W/C	CT-1	CT-1	67 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-3	WT-1, PT-1	ACT	
108	HOTEL LOBBY	NS-3	MET-1	1433 SF	NS-4	WC-2	NS-1, NS-3	NS-3	GWB / PT-1	
109	PRE-FUNCTION AREA	CP-5	MET-1	753 SF	WC-4	WC-2	WC-2	WC-2	GWB / PT-1	
110	FLEXIBLE OFFICES	CONC, CP4	MET-1	904 SF	PT-3	WC-1	GL-2	WD-3	GWB / PT-1	
111	MULTI PURPOSE HALL	CP-6	MET-1	957 SF	GL-2	WD-3	WD-3, PT-1	WD-3	GWB / PT-1	
112	MEETING ROOM	CP-2	MET-1	463 SF	GL-2	WC-1	WC-5	WD-3	GWB / PT-1	
113	VESTIBULE	CP-8	CONC	30 SF	GL-2	GL-2	GL-2	GL-2	GWB / PT-1	

Table 16: Room Finish Schedule for the main floor.

ROOM FINISH SCHEDULE - SECOND FLOOR PLAN

ROOM	NAME	FLOOR FINISH	BASE FINISH	AREA	NORTH	EAST	SOUTH	WEST	CEILING FINISH	REMARKS
201	STAFF W/C	CT-1	CT-1	62 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	PT-3	GWB / PT-1	
202	OFFICES & STAFF LOUNGE	CP-7	MET-1	929 SF	WC-3	PT-3	WC-3	WC-3	GWB /PT-1	
203	GYM	CP-7	MET-1	811 SF	PT-2	WC-2	PT-2	GL-2	GWB / PT-1	
203-A	LOCKERS	CT-1	MET-1	65 SF	PT-2	PT-1	PT-1	PT-1	GWB / PT-1	
203-B	GYM W/C	CP-7	MET-1	77 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	PT-3	ACT	
204	HOUSE KEEPING	CONC	MET	102 SF	PT-1	PT-1	PT-1	PT-1	ACT	
205	LOBBY LOUNGE	CONC	MET	1051 SF	PT-3	GL-2, PT-1	WC-2	WC-2	GWB / PT-1	
206	HALLWAY SECOND FLOOR	CONC	MET	584 SF	WC-4	WC-2	-	WC-2	GWB / PT-1	
207	GUESTROOM	WD-1	MET-1	160 SF	WC-1	WC-1	WC-1	WC-1	GWB / PT-1	
207-A	WASHROOM	CT-1	CT-1	61 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
208	GUESTROOM	WD-1	MET-1	151 SF	WC-1	WC-1	WC-1	WC-1	GWB / PT-1	
208-A	WASHROOM	CT-1	CT-1	49 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
209	GUESTROOM	WD-1	MET-1	153 SF	WC-1	WC-1	WC-1	WC-1	GWB / PT-1	
209-A	WASHROOM	CT-1	CT-1	43 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
210	GUESTROOM	WD-1	MET-1	144 SF	WC-1	WC-1	WC-1	WC-1	GWB / PT-1	
210-A	WASHROOM	CT-1	CT-1	43 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
211-A	HALLWAY	CP-8	MET-1	185 SF	-	WC-2	WC-2	WC-2	GWB / PT-1	
211-B	HALLWAY	CP-8	MET-1	114 SF	-	-	WC-4	-	GWB / PT-1	
211-C	HALLWAY	CP-8	MET-1	198 SF	-	WC-2	WC-2	WC-2	GWB / PT-1	
212	GUESTROOM	WD-1	MET-1	135 SF	WC-1	WC-1	WC-1	WC-1	GWB / PT-1	
212-A	WASHROOM	CT-1	CT-1	57 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
213	GUESTROOM	WD-1	MET-1	141 SF	WC-1	WC-1	WC-1	WC-1	GWB / PT-1	
213-A	WASHROOM	CT-1	CT-1	49 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
214	GUESTROOM	WD-1	MET-1	151 SF	WC-1	WC-1	WC-1	WC-1	GWB / PT-1	
214-A	WASHROOM	CT-1	CT-1	44 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
215	GUESTROOM	WD-1	MET-1	148 SF	WC-1	WC-1	WC-1	WC-1	GWB / PT-1	
215-A	WASHROOM	CT-1	CT-1	54 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
216	WORKING PODS	CONC	MET-1	326 SF	-	WC-3	-	WC-3	GWB / PT-1	

Table 17: Room Finish Schedule for the second floor.

ROOM FINISH SCHEDULE - THIRD FLOOR PLAN

ROOM	NAME	FLOOR FINISH	BASE FINISH	AREA	NORTH	EAST	SOUTH	WEST	CEILING FINISH	REMARKS
301	EXECUTIVE SUITE	WD-1	MET-1	259 SF	PT-1	WC-1	WC-1	WC-1	GWB / PT-1	
301-A	WASHROOM	CT-1	CT-1	43 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
302	EXECUTIVE SUITE	WD-1	MET-1	249 SF	PT-1	WC-1	WC-1	WC-1	GWB / PT-1	
302-A	WASHROOM	CT-1	CT-1	46 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
303	EXECUTIVE SUITE	WD-1	MET-1	225 SF	PT-1	WC-1	WC-1	WC-1	GWB / PT-1	
303-A	WASHROOM	CT-1	CT-1	49 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
304	WINNIPEG SUITE	WD-1	MET-1	333 SF	PT-1	WC-3	WC-3	WC-3	GWB / PT-1	
304-A	WASHROOM	CT-1	CT-1	55 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
304-B	WALKWAY SUITES	CP-8	MET-1	151 SF	WC-2	WC-2	WC-2	WC-2	GWB / PT-1	
305	GUESTROOM	WD-1	MET-1	134 SF	WC-1	WC-1	WC-1	PT-2	GWB / PT-1	
305-A	WASHROOM	CT-1	CT-1	48 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
306	GUESTROOM	WD-1	MET-1	141 SF	WC-1	WC-1	WC-1	PT-2	GWB / PT-1	
306-A	WASHROOM	CT-1	CT-1	42 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
307	GUESTROOM	WD-1	MET-1	163 SF	WC-1	WC-1	WC-1	PT-2	GWB / PT-1	
307-A	WASHROOM	CT-1	CT-1	43 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
308	GUESTROOM	WD-1	MET-1	155 SF	WC-1	WC-1	WC-1	PT-2	GWB / PT-1	
308-A	WASHROOM 308	CT-1	CT-1	45 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
309	GUESTROOM	WD-1	MET-1	155 SF	WC-1	WC-1	WC-1	PT-2	GWB / PT-1	
309-A	WASHROOM 309	CT-1	CT-1	44 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
310	GUESTROOM	WD-1	MET-1	141 SF	WC-1	WC-1	WC-1	PT-2	GWB / PT-1	
310-A	WASHROOM 310	CT-1	CT-1	45 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
311	GUESTROOM	WD-1	MET-1	132 SF	WC-1	PT-2	WC-1	WC-1	GWB / PT-1	
311-A	WASHROOM 311	CT-1	CT-1	63 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
312	GUESTROOM	WD-1	MET-1	152 SF	WC-1	PT-2	WC-1	WC-1	GWB / PT-1	
312-A	WASHROOM 312	CT-1	CT-1	45 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
313	GUESTROOM	WD-1	MET-1	168 SF	WC-1	PT-2	WC-1	WC-1	GWB / PT-1	
313-A	WASHROOM	CT-1	CT-1	45 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
314	GUESTROOM	WD-1	MET-1	171 SF	WC-1	PT-2	WC-1	WC-1	GWB / PT-1	

314-A	WASHROOM	CT-1	CT-1	45 SF	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	WT-1, PT-1	ACT	
315	HALLWAY	CP-8	MET-1	165 SF	-	WC-2	WC-2	WC-2	GWB / PT-1	
316	HALLWAY	CP-8	MET-1	512 SF	WC-4	WC-2	WC-2	WC-2	GWB / PT-1	
317	OFFICE PODS	CP-8	MET-1	331 SF	-	WC-2	-	WC-2	GWB / PT-1	
318	HALLWAY	CP-8	MET-1	112 SF	-	-	WC-4	-	GWB / PT-1	
319	HALLWAY	CP-8	MET-1	179 SF	-	WC-2	WC-2	WC-2	GWB / PT-1	
320	LIFT LOBBY THIRD FLOOR	CONC	MET-1	1017 SF	PT-3	WC-2	WC-2	WC-2	GWB / PT-1	
321	LAUNDRY ROOM	CONC	MET-1	65 SF	PT-1	PT-1	PT-1	PT-1	ACT	

Table 18: Room Finish Schedule for the third floor.

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