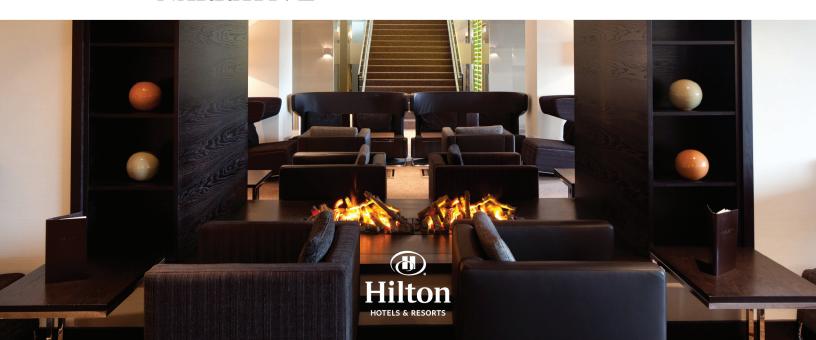
Lobby DESIGN NARRATIVE





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AUTHENTIC Worldly **GENEROUS** Refreshing COMPETENT

HOW TO MAKE A GREAT HILTON

A good Hilton hotel fulfills our *Guest's functional needs*, a great Hilton hotel *fulfills our Guest's aspirations*. Our Guests come from all ages and backgrounds and thus our goal is *provide our Guest with choices*. We consider who our Guests are now, what attracts them to us, who could be new Guests to Hilton, and what can attract them to us. We look at current needs and what future needs may be. We wish to evolve our Brand to the next step by being *authentic, worldly, generous, refreshing and competent,* and using these words as an *approach* to our design.

Our Lobby offers our Guest choices during their stay by sub-dividing the Lobby into the following areas:

ARRIVAL a place of assistance and awe.

LOCATION GALLERY a place to slow down,
catch your bearings and understand your surroundings.

CHECK-IN a place of transaction and privacy.

LIBRARY a place to gather information and discuss.

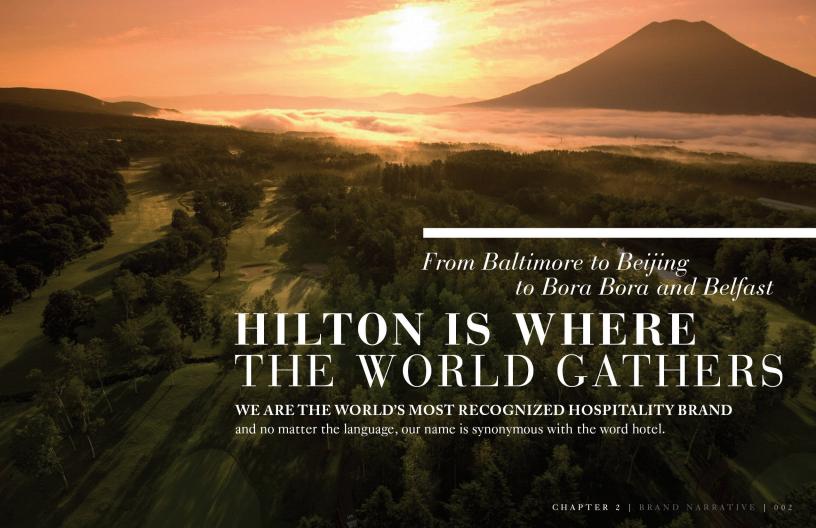
GATHERING a place to gather and relax.

SALON a place to snack and meet.

REFRESHMENT a place to refuel and to entertain. **SHOP & PANTRY** a place to quickly grab and go.



WE ARE MORE THAN A ROOM



From the moment he bought his first hotel in 1919, Conrad Hilton had a vision not just to establish a global footprint, but something far more daring and ambitious:

TO BRING HOSPITALITY TO THE WORLD

Hospitality, in other words, doesn't happen just because you build a hotel, it requires... constant innovation

to be the first and best.



That's why air conditioning was introduced into guest rooms, way back in 1927.



And why our rooms came to have TVs in them by 1947.



The daring concept of an airport hotel was realized for the first time in San Francisco in 1959.



And the first central reservation system was introduced in 1973.



Constantly evolving...

Bold, forward-thinking innovation, such as becoming the first hotel brand with a property to be both LEED and Green Seal certified.

Or transforming a morning coffee shop into a lunchtime café and evening cocktail bar each day as the day progresses. It requires a thoughtful approach that starts with listening to travelers, understanding their needs and creating spaces they never want to leave. Most importantly, it requires a united commitment to never settle, but rather to ask, so what's next?





The chocolate brownie and the Piña Colada were invented at Hilton and have featured in restaurant and cocktail bars all around the globe for more than half a century.



In 2008 Hilton Vancouver Washington became the first hotel to be both LEED and Green Seal certified.



Already one of the world's largest spa providers, Hilton introduced its first global spa concept in 2010: eforea: spa at Hilton.



In 2011, Hilton introduced Hilton Huanying, a special service for international Chinese travelers.

It means BEING AUTHENTIC

because people value what is real.

