

AMBIENCE PRESS RELEASE

HOSPITALITY: BEST WESTERN



CREATING A DRAMATIC NEW LOBBY

"Our intention with the lobby of the Best Western Toronto Airport Hotel was to embody the experience of a world traveler into the design."

—Josie Abate, Principal, Ambience Design Group

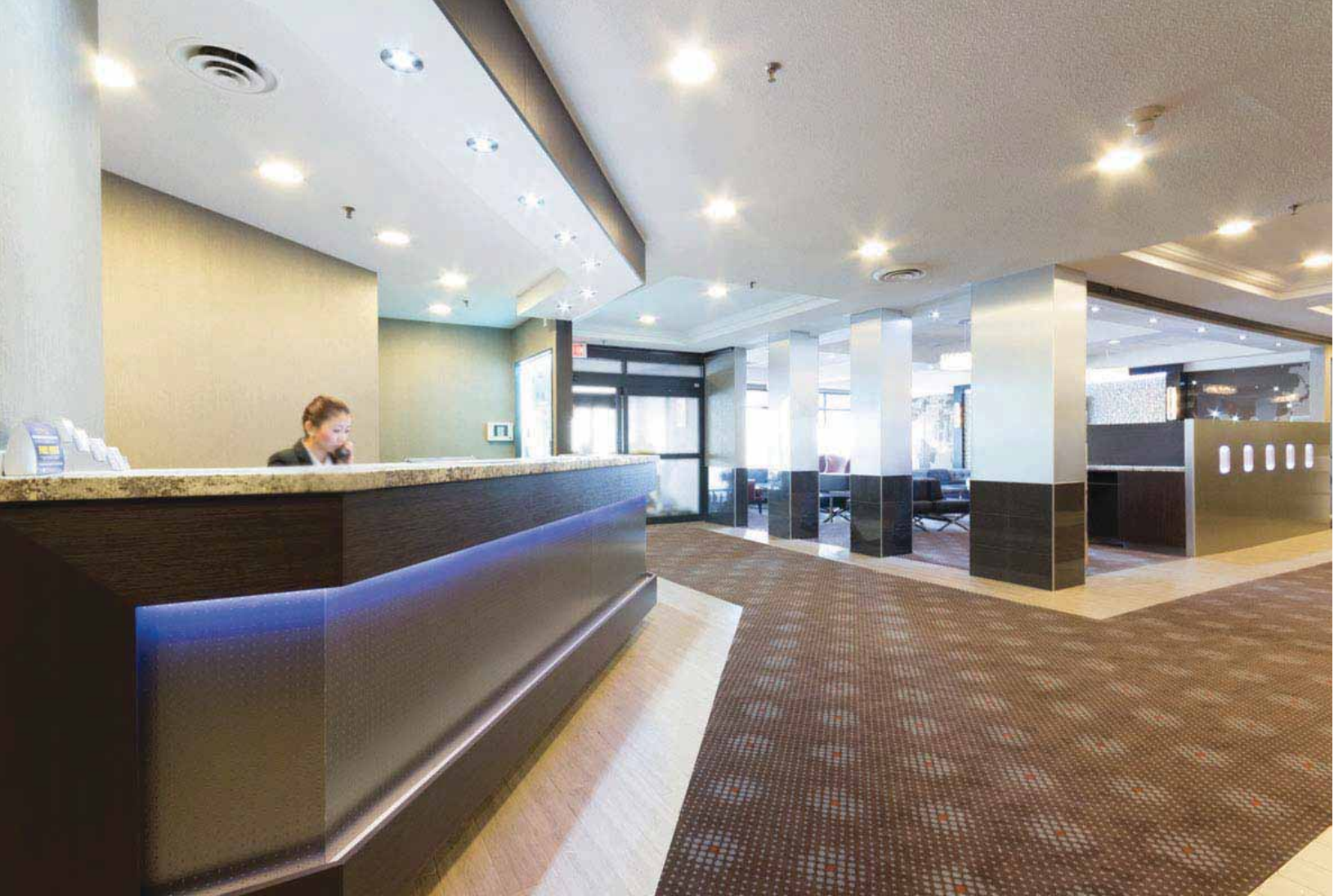
WHO, WHAT AND WHERE?

The BEST WESTERN Toronto Airport Hotel is located minutes away from Toronto Pearson Airport. It's proximity to the main airport serves as a hub for travelers looking for a comfortable place to stay for overnight accommodations.



WHAT WAS THE SCOPE OF THIS CUSTOM PROJECT?

The scope of this project is to provide the expansion and re-design of the Front Lobby and Lounge on the main floor of the Best Western hotel. There was a need to renovate and update the current lobby to elevate the hotel to Best Western Plus status. We were required to work with several requirements dictated by Best Western corporate, adhering to their Project Improvement Plan and upholding their brand name. Ambience designers created custom features such as a coffee/computer station that would modernize the experience and wow guests.



WHY DID THE SPACE NEED UPDATING?

The Lounge space was not being utilized to its full potential and was no longer large enough to accommodate the increase in guests. An expansion of space and an update of finishes was required. We opened up the space by removing the walls enclosing an existing meeting room which created a new big, beautiful space to work with.

WHAT WAS THE DESIGN CONCEPT?

Inspired by its location near the airport, the renovated space utilizes materials, textures and patterns reminiscent of those associated with aviation and world travel. Blending contemporary and some industrial elements, the concept for the lounge area was defined.



HOW IS THE SPACE ACCESSIBLE?

The lounge accommodates safety and flow of movement. The goal was to provide a multi-functional environment, which provides flexibility for guests while maintaining an unobstructed path of travel. The wider walkways allow guests in wheelchairs to move around barrier-free and the front desk accommodates accessibility as well.



HOW WAS AMBIENCE CREATED?

The entrance lobby of Best Western creates a relaxing atmosphere for guests. We intended to create a space that enhances the level of comfort and elegance. The space layout allows for interaction with family and friends as they await transport to take them to the airport. The TV, fireplace, graphics and furniture selection all work together to create harmony and interest.



WHAT ELEMENTS OF WELLNESS ARE PRESENT?

The ultimate goal of the Best Western Lobby renovation was to provide an environment that was comfortable and accommodating, giving guests a sense of space while they are away from home. Lots of natural day light pours in through the large front windows and the earthy colour palate further enhances the comfortable atmosphere of the space.





HOW IS THE SPACE MULTI-USE?

The Computer/Coffee station divides the lounge from the hall to easily guide guests through the space and allow them the ability to easily check in for their flights. The reception desk is in close proximity along with a sundries area and hotel restaurant, also close by.



HOW ARE BRANDING + GRAPHICS USED?

The Lobby and Lounge incorporate custom graphics throughout the space, inspired by travel. As a guest enters the lobby, an illuminated etched map illustrating Toronto landmarks guides them towards the front desk. The World map flanking the fireplace in the lounge depicts popular flight route destinations with LED lighting. Another etched glass partition divides and creates a transition between the corridor and lounge. The custom designed graphics create a cohesive, stimulating environment in the newly designed hotel lobby.

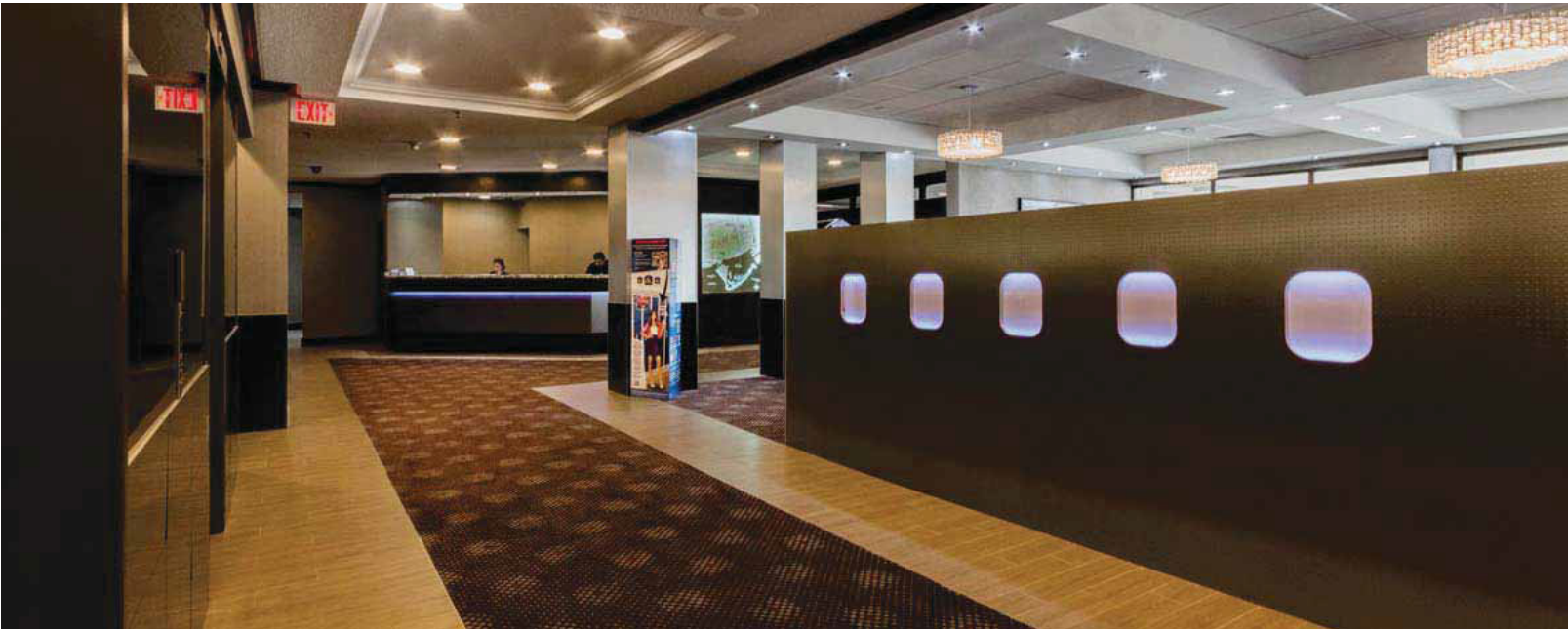


What materials were used?

All selected materials conformed to the demands of Best Western Standards. Finishes and furnishings selected needed to be durable and aesthetically pleasing as well as commercial grade. The 3D feature wall creates visual interest and a focal point around the TV in the lounge. Metals were used to emphasize the concept of aviation.



LED lighting was used throughout providing a more sustainable solution.



PHOTOS COURTESY OF GENNIFER BUSCEMI

ABOUT AMBIENCE DESIGN GROUP

Ambience Design Group creates spaces that evoke atmosphere and improve living. We have been transforming the look and experience of residential and commercial spaces for over 20 years. We consider sustainability, wellness and adaptability in all our designs through our proprietary design approach called Ambience Living Spaces. Our multidisciplinary team prides itself on original, elegant and thoughtful designs.