

designing for agility: transforming hospitality with purpose

FEA CONFERENCE 2025

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DESIGN

hello.

THE PEOPLE BEHIND EACH & EVERY PROJECT



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what is business agility?

- ability to quickly adapt to change
- a culture that embraces innovation
- a practiced, intentional mode of operation
- dynamic, responsive, and collaborative environment
- flexible processes that support fast pivots
- rapid decision making

how can design drive true
business agility?

flexibility

- operating models
- multi purpose spaces
- adaptive environments
- human centred design with technology
- seamless experiences



designing for a culture of continuous improvement

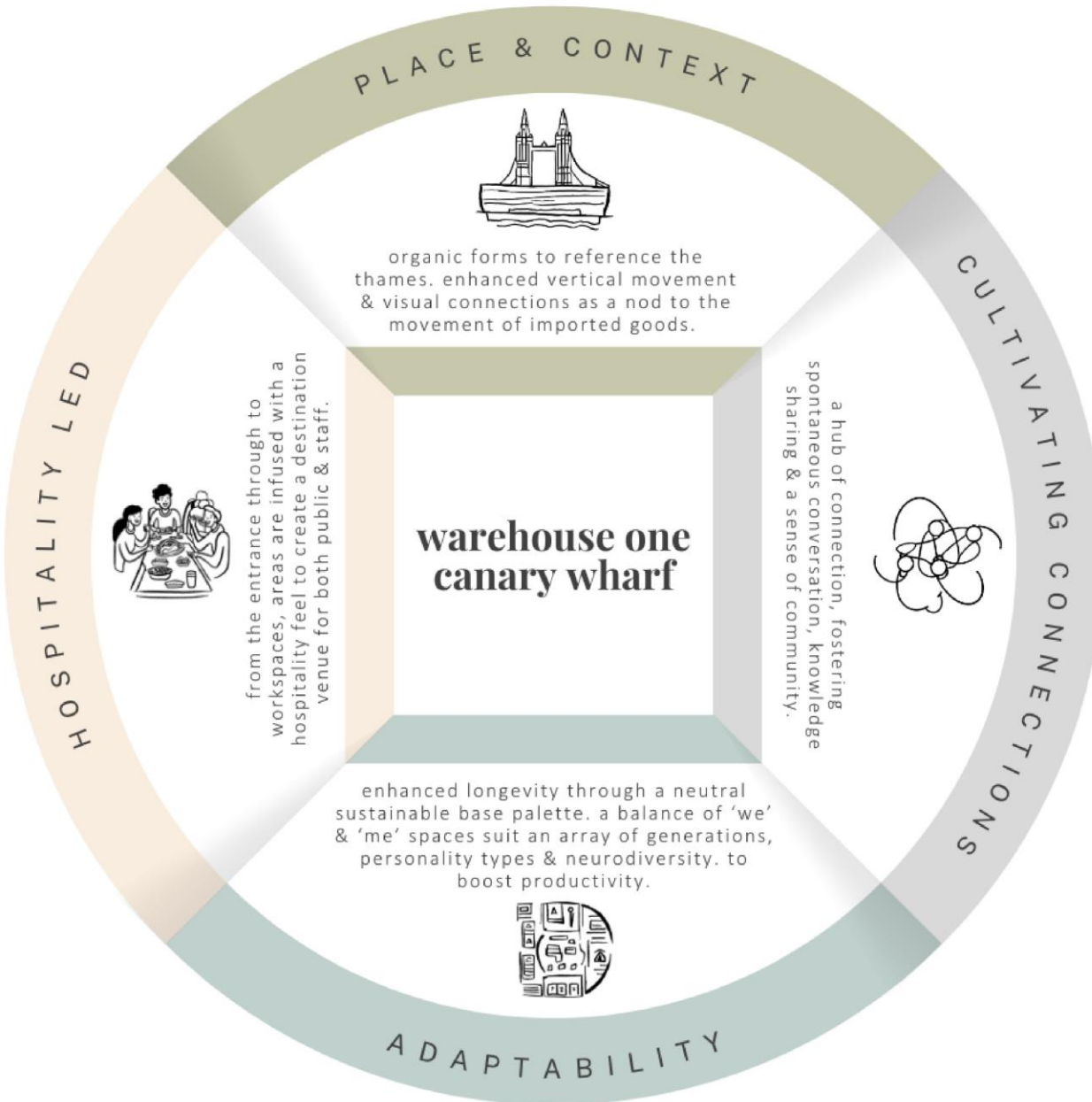
- embracing personality types & demographics
- understanding neurodiversity
- brand shifts & brand trends
- adapting to design trends
- health and wellness



implementation

WORKSPACE | F&B | HOTELS

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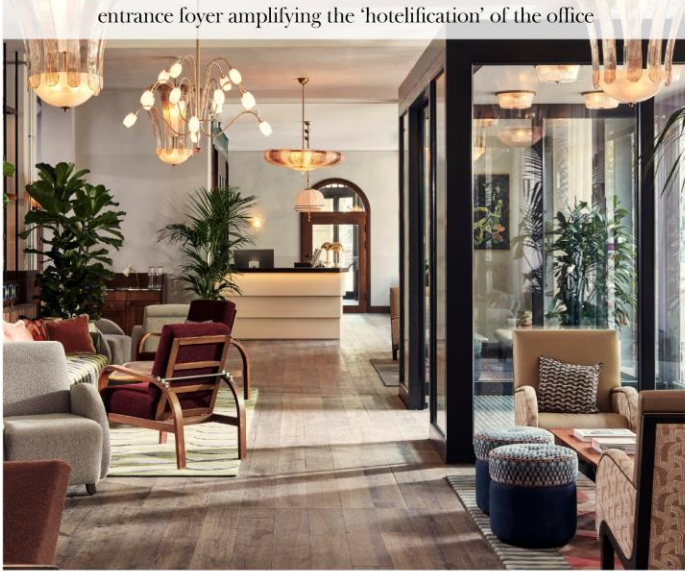


workspace

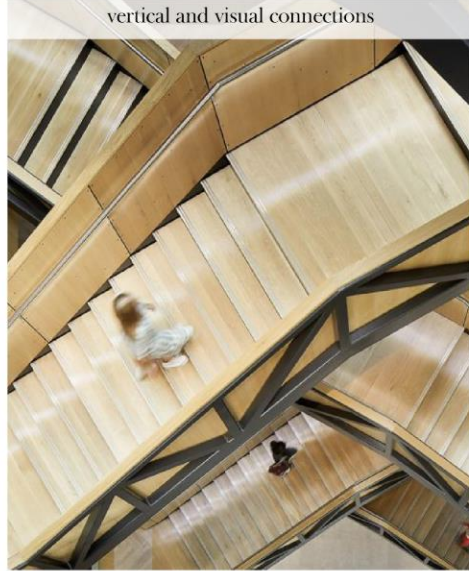
WAREHOUSE ONE, CANARY WHARF

- vibrant hubs of collaboration, creativity and community
- the hotelification of the office
- viewing the office as destination - appeal to peoples FOMO
- drawing inspiration from members' clubs

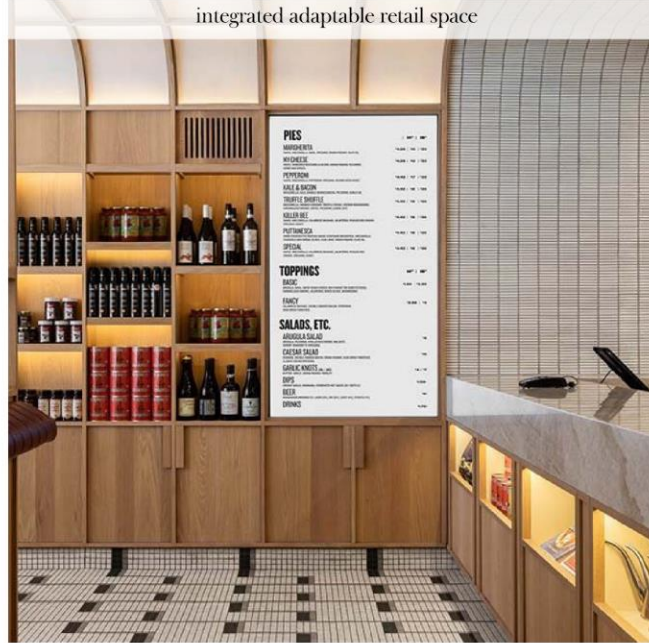
entrance foyer amplifying the 'hotelification' of the office



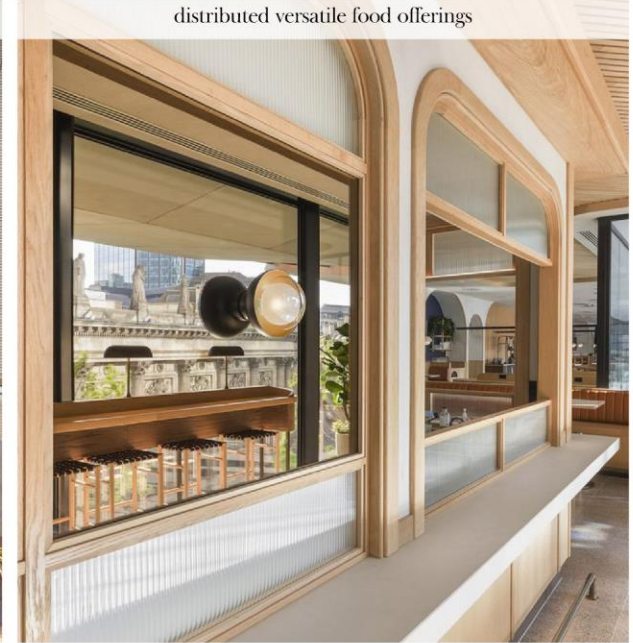
vertical and visual connections



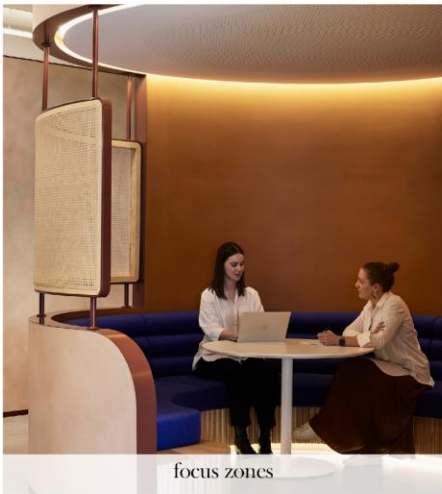
integrated adaptable retail space



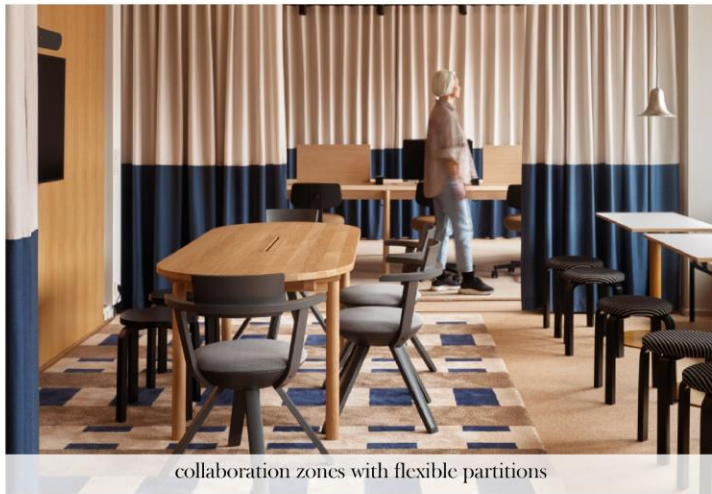
distributed versatile food offerings



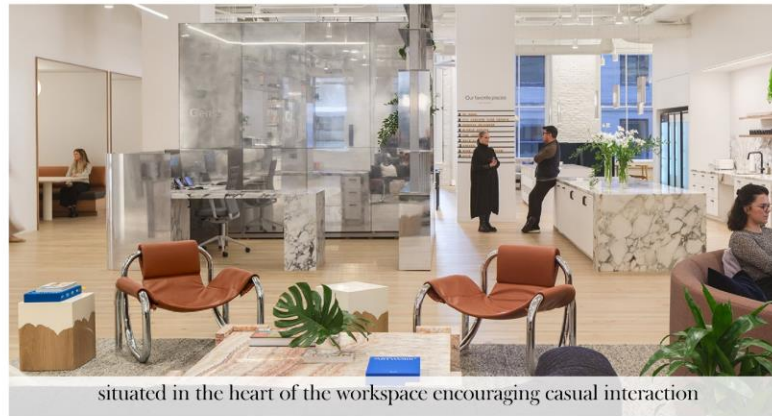
focus zones



collaboration zones with flexible partitions



situated in the heart of the workspace encouraging casual interaction



contrast of solo / together spaces







f&b

RESTAURANT HONO, KAI

- increased responsiveness, innovation & operational efficiency
- technology integration
- flexible dining layout, with modular and flexible space
- agile team design

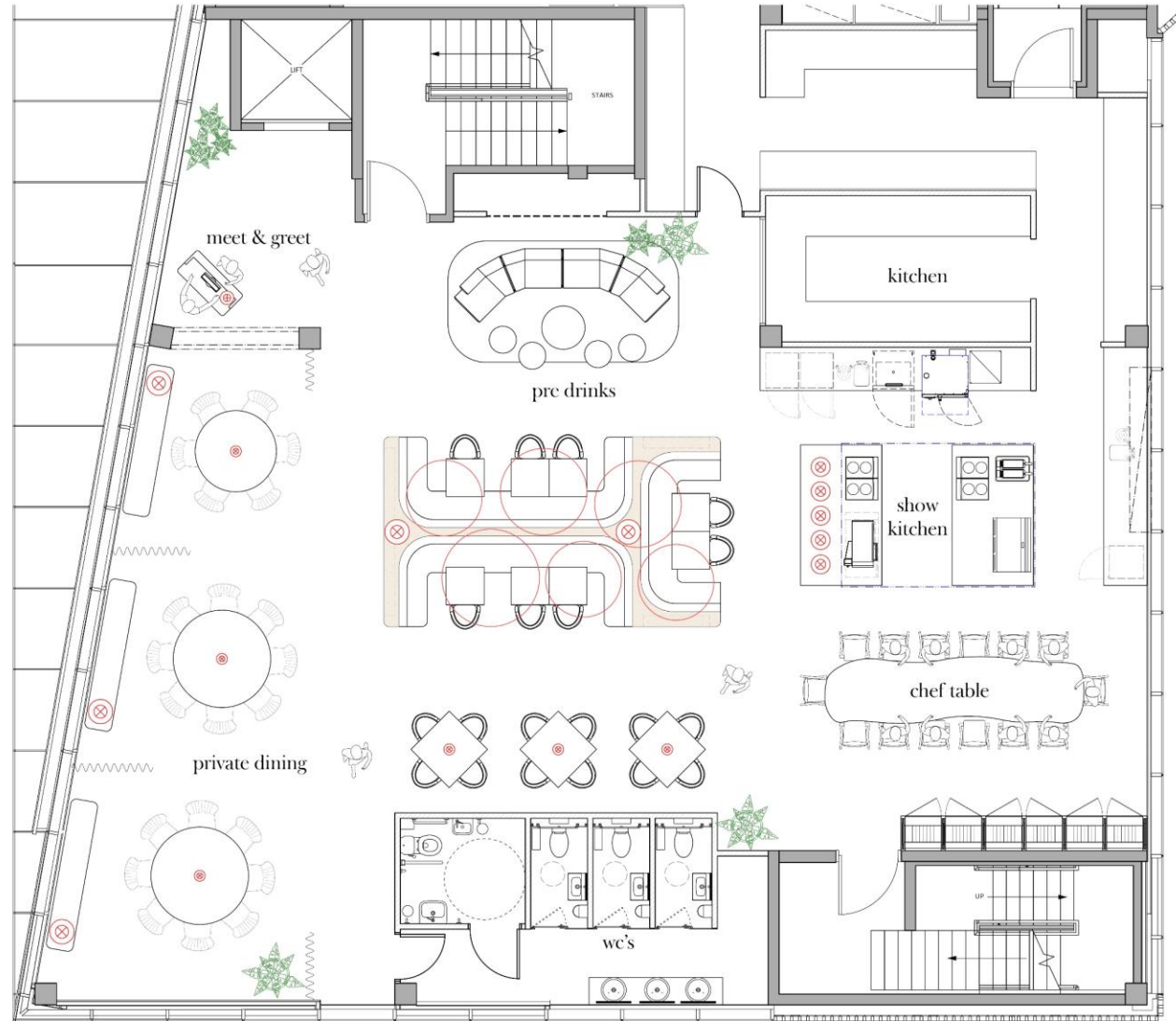
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A person in traditional Polynesian attire, including a feathered headdress and a fringed skirt, is performing a haka on a rocky shore. The background shows a calm sea and distant mountains under a clear sky. The person is in a dynamic pose, with one arm extended and the other bent, and their head tilted back. The overall scene is captured in a dark, monochromatic style.

kai

meaning the sea;

representing nourishment, abundance and celebrating the
connection to the ocean



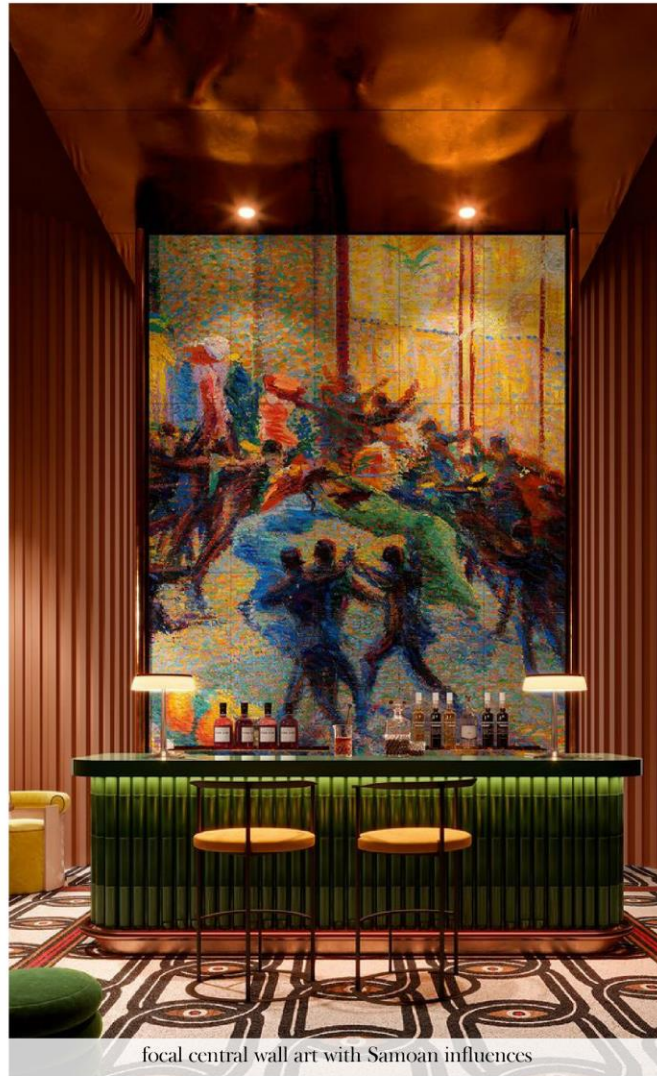
bespoke flora & fauna details



flexible private dining zones



opulent textures & finishes within dining furniture



focal central wall art with Samoan influences

vibrant tiles with intricate details



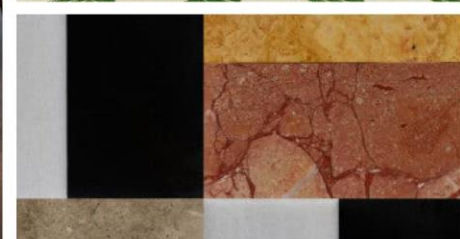
chefs table experience



abstract upholstery



open show kitchen with sophisticated tiled & metallic finishes



statement flooring



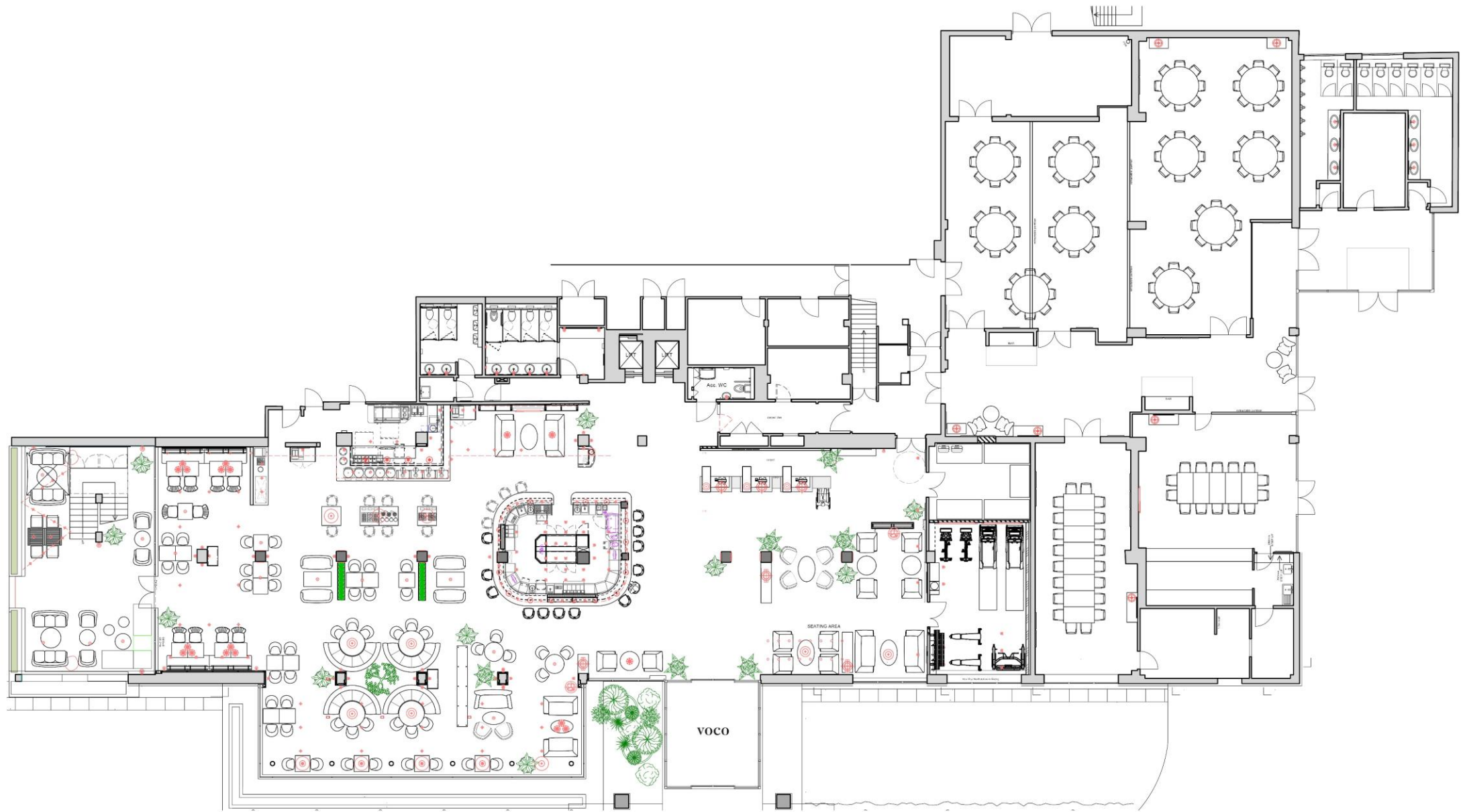
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hotels

VOCO SOUTHAMPTON

- customer centricity
- what does agility mean for the hotel?
- seasonal / functional / operation / experiential
- space planning for flexibility



flexible serving equipment for day to evening use



welcoming integrated lobby and bar



bar seating



range of furniture types and styles



spaces to work, eat and relax



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top 3 spaces

BAMBI BAR | LOCKE HOTELS | JPMORGAN CHASE & CO

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jpmorgan chase & co, new york



bambi bar, london



locke hotels



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creating unique experiences
through exceptional design.

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