



SEMINAR 2 2:00 – 4:00pm

John Slept Here: Snippets of Seductive Hotel Design

Presented by John Uzee

Description:

Hospitality Design has been influencing a range of project types from residential and workplace to healthcare and academic. Why the impact? Some hotels have led the way in creating immersive experiences with compelling combinations of interior design, architecture, graphic design and branding. Ambitious hotel design can go beyond predictable amenities and fashionable finishes to effectively tell a story, connect you with a culture or give you a new perspective. The results are often refreshing, engaging and impossible to forget. John Uzee will share snippets of seductive hotel design encountered while traveling the world - including designs from Reykjavik, Kyoto, Mallorca, New York, the Azores and the Swedish Laplands.

Learning Objectives:

1. Understand the potential of a design approach that integrates architecture, interior design, graphic design and branding.
2. View the types of environments and amenities that are becoming increasingly common in hospitality design - many of which have applicability to other project types from workplace to residential.
3. Recognize how local characteristics and culture can be effectively incorporated into interior design.
4. Learn the role of storytelling in creating an immersive brand experience.



John Uzee's design work and lectures focus on the interplay of Branding, Marketing, Interior Design and Architecture – exploring how messages, visuals, and spaces can imprint a brand experience. Currently, he travels extensively to explore design directions around the world and occasionally serves as guest lecturer/design critic at UW-Madison. Before embracing his wanderlust, John was a Principal at ADD Inc (a 200+ person design firm in Boston) and led the firm's Branding Iron studio.