



ART SERIES HOTELS

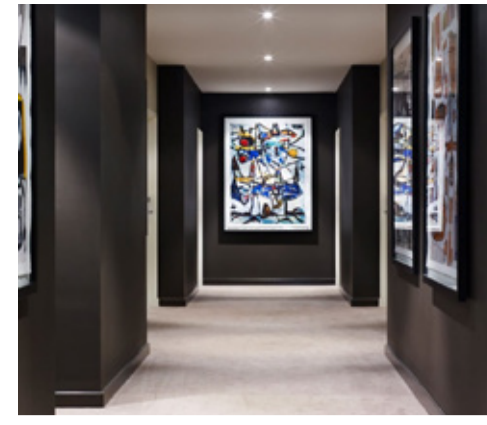
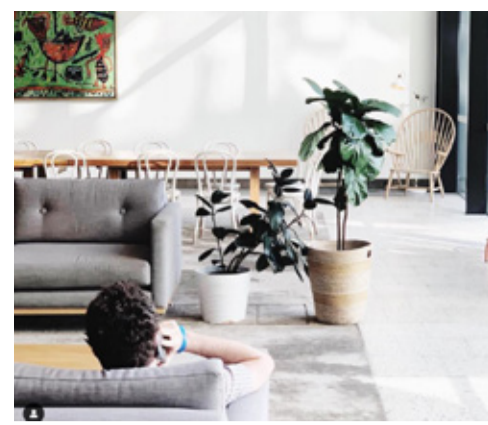
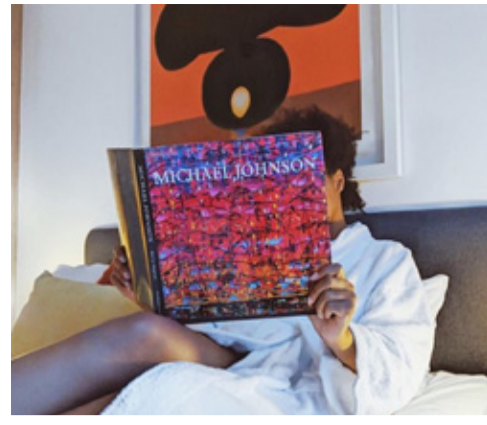
THE PHELPS

SE.  
DESIGNS



Art Series Hotels





## BRIEF

The client is the Art Series Hotel and I have been briefed to create a design concept for their latest hotel to open in Fremantle within the 5-way centre. I wish to present a space that is reflective of the Art Series Hotels branding and pushes the boundaries of design. My design solutions is inspired by and celebrates the chosen artist Pip Phelps.

The concept is to include a lobby reception area and a hospitality space which engages their customers, the local community and guest of the hotel. Also, to be designed is three different room solutions to suit a variety of needs of their guest.



## BRAND

Art Series Hotels is a group of 4 and 5-star hotels that celebrate local Australian contemporary artists.

Each hotel is devoted to one selected Australian contemporary artist and takes inspiration and celebrates their artwork and personality throughout their hotels. The hotels are targeted to art lovers of all ages from retirees, couples, business travellers and solo travellers.

## CONCEPT

My concept is inspired by the location of Fremantle and the artwork of Western Australian artist Pip Phelps.

Fremantle is vibrant, colourful, and full of culture. It is known for its beaches, history, and charm. The streets are alive with buskers. The sidewalks are covered in street art, and vintage stores and quirky/trendy cafes can be found on every corner.

Pip enjoys painting colourful coastal landscapes of families and friends enjoying the outdoors and the beach lifestyle in hope of recalling happy memories of summertime adventures. Pip would like to inspire a healthier active lifestyle through her artwork which often displays the outdoors.

My idea is to combine Pip's fun energetic and colourful artwork with Fremantle's vibrant, laidback, and vintage vibe to create a modern retro theme aesthetic for the hotel.



# BRIEF / BRAND / CONCEPT





142 SOUTH TERRACE, FREMANTLE WESTERN AUSTRALIA



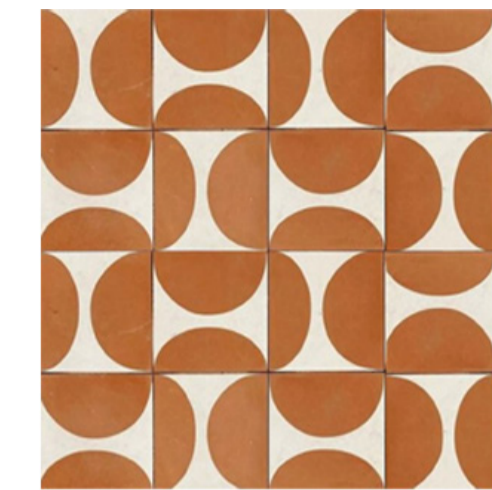
SCALE 1:50 @ A2



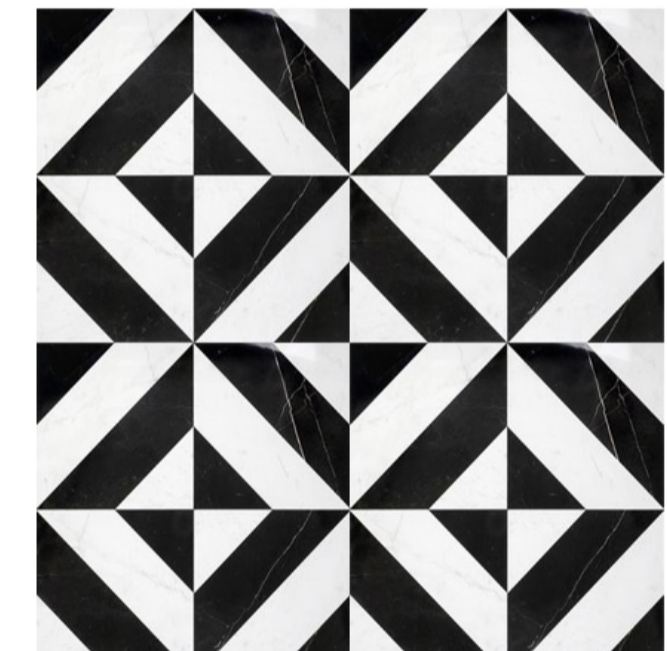








ZIA TILE  
pomelo terracotta cement tile



TILE BAR  
parapet black and white  
polished marble tile



CALLIGARIS sextan floor lamp black  
CALLIGARIS sextans pendant white



MAHLIA INTERIORS  
bone inlay stripe waterfall



FENTON & FENTON  
betsy armchair in palm



WEST ELM WORKSPACE  
bella sofa in cloud velvet



LED WORLD  
gallery wall wash track lighting









FOSCARINI  
satellite suspension lamp



MICHAEL THONET  
ton 30 armchair black  
grain wood and cane



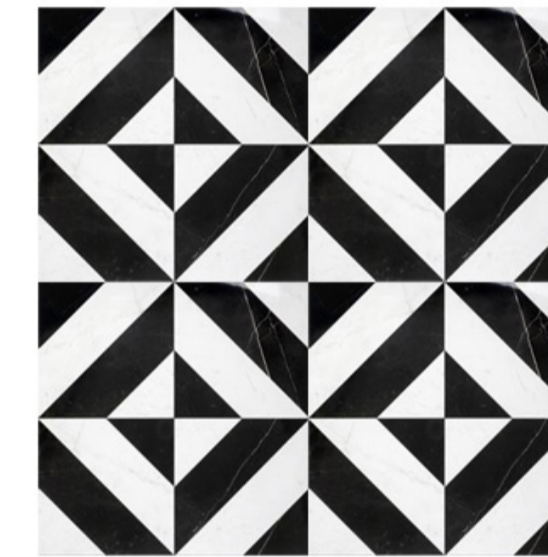
KNOLL  
saarinen tulip dining table



KNOLL  
cesca™ stool upholstered seat  
and back marcel breuer 1928



ZIA TILE  
pomelo terracotta  
cement tile



TILE BAR  
parapet black and white  
polished marble tile



timber herringbone  
panels







FOSCARINI  
satellite suspension lamp



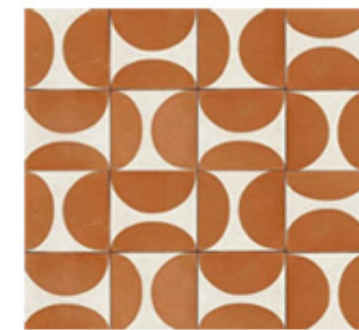
MICHAEL THONET  
ton 30 armchair black  
grain wood and cane



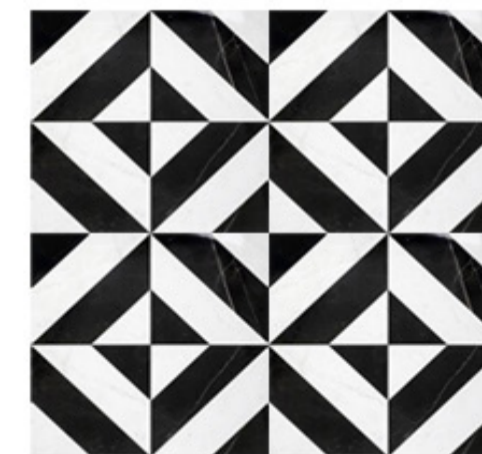
KNOLL  
saarinen tulip dining table



KNOLL  
cesca™ stool upholstered seat  
and back marcel breuer 1928



ZIA TILE  
pomelo terracotta  
cement tile



TILE BAR  
parapet black and white  
polished marble tile



POLYTEC  
steccawood  
decorative board



WARWICKS  
ashcroft encore  
pacific





SCALE 1:50 @ A2



Art Series Hotels

RENDERED FLOORPLAN - FIRST FLOOR













EMPIRE brick rail system  
DULUX lexicon quart paint



EASYCRAFT easyline wall panels  
DULUX banksia leaf paint



PLANK FLOORS  
hardwood flooring - blackbutt

SCALE 1:50 @ A3







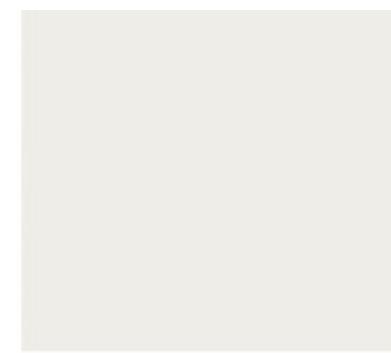
POLYTEC  
adriatic



ZIA TILES  
pomelo terracotta cement tiles



POLYTEC  
plantation ash



POLYTEC  
blossom white



CALIBRE FURNITURE  
henry curved sofa - rust



DOME  
antique brass arc retro  
floor lamp



FENTON & FENTON  
betsy armchair palm green velvet



CALIBRE FURNITURE  
bar stool



DESIGNER RUGS  
saffron new york black/white



SMEG  
retro bar fridge - red











IL FANALE  
molecola 5lt  
pendant light



DESIGNER RUGS  
saffron new york  
black/white



KNOLL  
saarinen tulip  
dining table



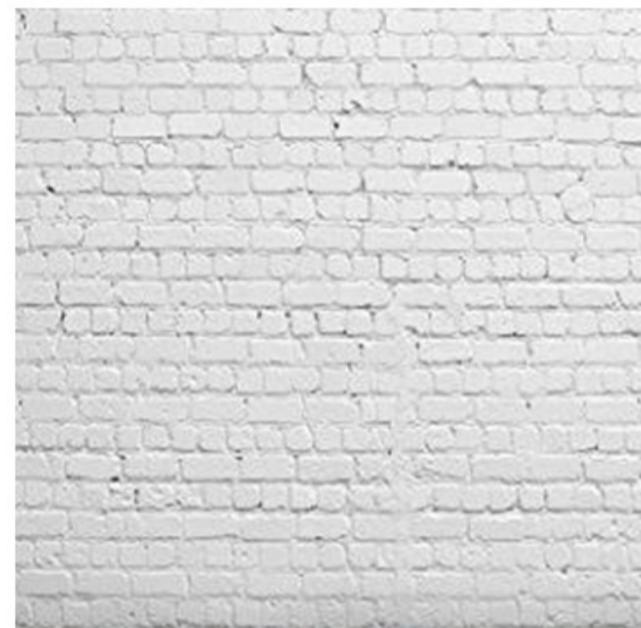
MAISONS DU MONDE  
mauricette yellow  
vintage chair



FENTON & FENTON  
rose quartz  
side table



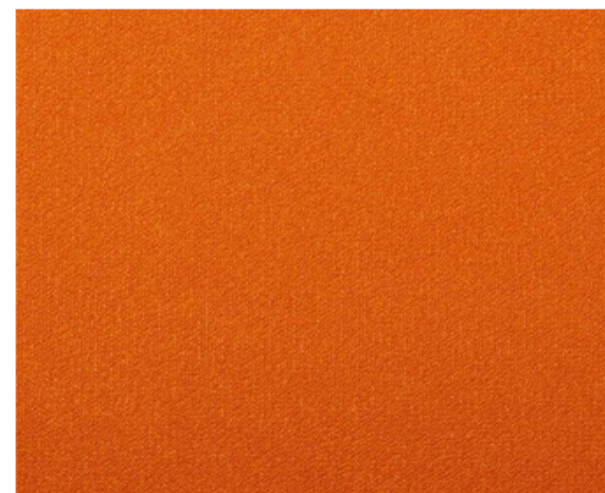
RJ LIVING  
embrace rattan  
wardrobe



EMPIRE brick rail system  
DULUX lexicon quarter paint



POLYTEC  
steccawood  
decorative board



WARWICKS  
ashcroft encore orange fabric







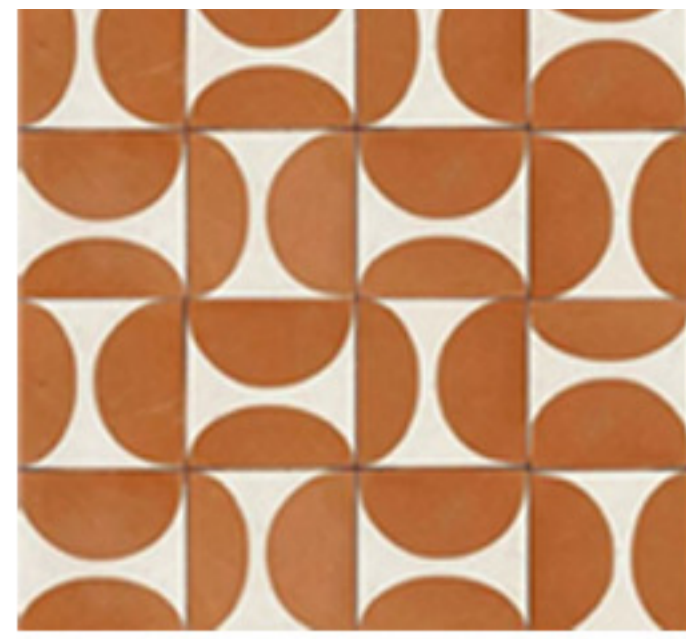
ABI INTERIORS  
zaaha toilet button cover brushed brass  
and in-wall cistern



ABI INTERIORS  
wall mounted archer vanity  
and lola basin sink



ABI INTERIORS  
finley shower rail set  
brushed brass



ZIA TILE  
pomelo terracotta  
cement tile



TILE BAR  
nanoglass white  
polished tile











EMPIRE brick rail system  
DULUX lexicon quart paint



EASYCRAFT easyline wall panels  
DULUX banksia leaf paint



PLANK FLOORS  
hardwood flooring - blackbutt

SCALE 1:50 @ A3





