



Novotel: In Conversation with *Hypothesis*

Bangkok-based design agency [Hypothesis](#) developed a concept aimed at reducing not only physical waste, but also decreasing wasted space and wasted time, allowing guests to spend their precious moments away from home more wisely. The design team at Hypothesis shares some key insights below on the inspiration behind the new design approach:

Why partner with Novotel?

Novotel is a brand that has always aimed to set new standards, and this is also how Hypothesis works. Our focus is on establishing a new hypothesis to help us develop new concepts. This is the main reason we were eager to work with Novotel, to explore new standards among the midscale hospitality sector as a whole.

How did you interpret the brief?

The brief we received was about creating a new design concept for Novotel. We approached this by first creating a hypothesis about one of the world's largest global issues: waste management. As a design group, we always look at what we can do to improve on a situation, such as reducing as much waste in the industry as possible. Waste for us is not just in the materials used, but also applies to space and time. In our final design, we created the concept of 'magic boxes'. These are compact, multifunctional, movable and modular, allowing the concept to be developed in the future as required.

What were the most challenging and exciting aspects about bringing new designs to a midscale brand like Novotel?

The most challenging thing for us was finding the answer to our supposition. We pushed the boundaries to think more about every element included in the design. We experimented and really

Press Contact

Mike Taylor
mike.taylor@accor.com

challenged ourselves to look at ways in which we could conserve, repurpose, and use fewer materials so our design could be as environmentally friendly as possible.

Can you speak to the inspiration behind the design?

Our inspiration came from thinking about the future of design. Our goal as a designer was to imagine a way in which aesthetics and design would contribute productively and positively within a hotel environment. We wanted to support circular and local design, as well as create a zero-defect design solution to overcome construction error barriers between countries. As a designer, we feel it is important to be as considerate as possible to those bringing our designs to life, as well as being sensitive to the environment. We are proud that we explored our hypothesis along the way, approaching the design from many perspectives to find solutions to each outcome. There were many obstacles on our journey, but all of them led us to the result of creating a better future for design.

How long did it take to develop the concept?

It took us a year to research and develop our idea, including exploring other prototypes.

What prepared you to take on this project?

We worked on a boutique hotel called IR-ON Hotel which won the World Interior Award (Inside Awards: Hotel category 2017). This was one of the first projects where we started experimenting with environmental and economically friendly design, using waste metal to create a building's facade and some of the furniture inside. That was when we came up with the idea that waste materials could work as materials for future projects.

Can you share one thing you'd like Novotel guests to take away from this new design approach?

We would like guests to enjoy the experience of smart living, learning about the values of each material and seeing firsthand the benefits of using them efficiently and stylishly. Through our work, we'd like to inspire guests to consider how they might do more to conserve and respect the environment in their everyday lives.

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About Novotel:

Novotel Hotels, Suites & Resorts offers destination hotels designed as comforting and energizing places where guests can 'press pause' and take time to enjoy the moments that really matter. The brand's wide array of hotels, suites and resorts offer a multitude of services for business and leisure guests alike, including spacious, modular rooms with natural and intuitive design; 24/7 catering with nutritious choices; dedicated meeting spaces; attentive and proactive staff; family zones for the youngest guests; multi-purpose lobbies; and accessible fitness centers. Novotel, which has over 530 locations in more than 60 countries is part of Accor, a world leading hospitality group consisting of more than 5,100 properties and 10,000 food and beverage venues throughout 110 countries.

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Mike Taylor
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