



Novotel: In Conversation with *Metro*

Brazilian-based architecture studio [Metro](#) established a design concept that encourages visitors to enjoy a multifunctional and flexible space which adapts throughout the day. Gustavo Cedroni, Managing Partner at Metro shares some key insights on the inspiration behind the new design approach:

Why partner with Novotel?

We thought this project with Novotel was an incredible opportunity to explore the ideas of hospitality and understand the demands of a hotel.

How did you interpret the brief?

Our interpretation was based on the creation of a few prefabricated elements as key pieces. These were fundamental to bringing strength, durability and timelessness to the design. They were also essential for organizing the space and keeping it functional. Our concept is universal and contemporary, incorporating classic elements of design. It is not intended to be a completely new aesthetic experience, but rather, a balanced approach between simple and sophisticated elements to create a timeless look, with an abundance of plant life for freshness and vibrancy. The proposal allows retrofits that could be carried out later with the substitution of decoration and furniture.

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

The biggest challenge was maintaining high quality within the budget parameters. However, because it was a project with repetitive modular pieces, prefabrication allowed us to implement complex details and industrialized materials within budget. It's great to be able to achieve stylish, refined solutions in a simple and affordable way.

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Can you speak to the inspiration behind the design?

Our inspiration was to bring industrial and prefabricated elements into a more upscale look. We wanted to identify elements that were high-tech with good material performance and incorporate these into a refined design on a wider scale for people to use. We knew it was a very radical proposal that was not the usual approach for Novotel and hotels in general, so participating in such an innovative challenge was very appealing.

How long did it take to develop the concept?

The concept study took approximately one month and the whole process was completed in 1.5 -2 years.

What prepared you to take on this project?

We are an architecture studio working across a range of scales, from temporary exhibitions and installations to master planning and urban interventions. In terms of this brief, we had done some similar projects, but never on a scale as big as a hotel.

Our office works to a high level of technical rigor and research, seeking to promote connections between the work and its context, and supporting the collective use of both public and private spaces. This background made us well-equipped to approach the development of a design for Novotel.

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

We would like guests to interpret the design as a materialization of the brand's history, recalling our expectations of a hotel service that provides comfort, cleanliness and a place to rest. At the same time, we want guests to feel the Novotel experience goes beyond, inviting them into a contemporary environment with a more urban interpretation than usual interior design or decoration. The hotel should be seen as a publicly accessible urban space, where guests can interact with the city they are in and locals can also enjoy the hotel experience.

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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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