



Novotel: Interview with Ramy Fischler of RF Studio

Created in 2011 by Ramy Fischler, the design agency RF Studio has developed an architectural concept for Novotel combining creativity and environmental sensitivity. Below is Ramy Fischler's thoughts on the brand-new design and the inspiration behind the concept.

Why partner with Novotel?

It is a very interesting challenge for a designer to rethink Novotel's design identity and redefine the future physical interpretation of a brand that has been present in the lives of millions of people for decades. An exciting challenge, because it is about designing not just a room or a lobby, but an interconnected ecosystem that can deliver a new global hotel experience anywhere in the world.

How did you interpret the brief?

I always like to approach design briefs from two sides. First, I want to understand the client's needs and objectives, but I also like to question their agenda and aims. For Novotel, we wanted to shake up the brief by developing some original ideas and unexpected answers. One of the biggest challenges was the gap between the legitimate ambition of the design and the very economical budgets that most hotels have to work with. So our goal was to come up with interesting but feasible ideas. Thus, our design proposals took into account the budget realities of a renovation or a new build, and we sought to make the financial constraint an asset to make the architectural project even stronger and more singular.

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

Probably the most innovative aspect was to make a strong project without knowing the context and the precise realities of the place where it will be carried out. In a project of this type, each optimization is made with the concern of not distorting the final result. In the end, we have a design plan that respects

Press Contact

Mike Taylor
mike.taylor@accor.com

every detail, every piece of furniture during the construction phase. When it's time to turn the design into reality, we will be fully available to the owners, accompanying them in any adaptation of the concept.

Can you speak to the inspiration behind the design?

The story is simple: the world has changed, and not only aesthetic tastes, but also ways of working, traveling, relaxing and eating. Pleasure and environmental issues are intersecting, and new values are emerging in the hearts and minds of future generations, future clients. When we look at the hotel industry through this vision of a world in motion, we realize that many things can be reconsidered. We therefore create the experience that seems to be the fairest and most desirable for the Novotel of the coming decades. We invent this story, we shape it, and little by little, an identity asserts itself and is confirmed.

What is your greatest pride in this project?

I'm proud to have kept the strongest elements of the project that we imagined from the first sketches to the end. In particular, a simple but strong idea: to cover as little as possible of the existing architecture, left unchanged in places, in order to focus financial resources and attention on strategic areas of the hotel.

What prepared you to take on this project?

I started my professional experience at a very young age, at 20, alongside Patrick Jouin with whom I worked for almost 10 years. It's been 20 years that I've been working in different and complementary fields, the hotel business but also the restaurant business, entertainment, the working world or museums. Over time, I have noticed that all these worlds intersect, through the advent of digital technology, a physical experience must offer a very diverse range of services, more cross-disciplinary and less specialized than before.

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

I think of my designs as stories. In a story, there is of course the theme, but also the grammar, the construction of the speech, the intonation of the voice. It is this composition that creates the final work. Imagining a hotel is like composing a hotel. I hope that this global and narrative approach will be perceptible to the guests who will soon discover and enjoy it.

###

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.

novotel.com | all.accor.com | group.accor.com

Press Contact

Mike Taylor
mike.taylor@accor.com

NOVOTEL

RF Studio

Press Contact
Mike Taylor
mike.taylor@accor.com