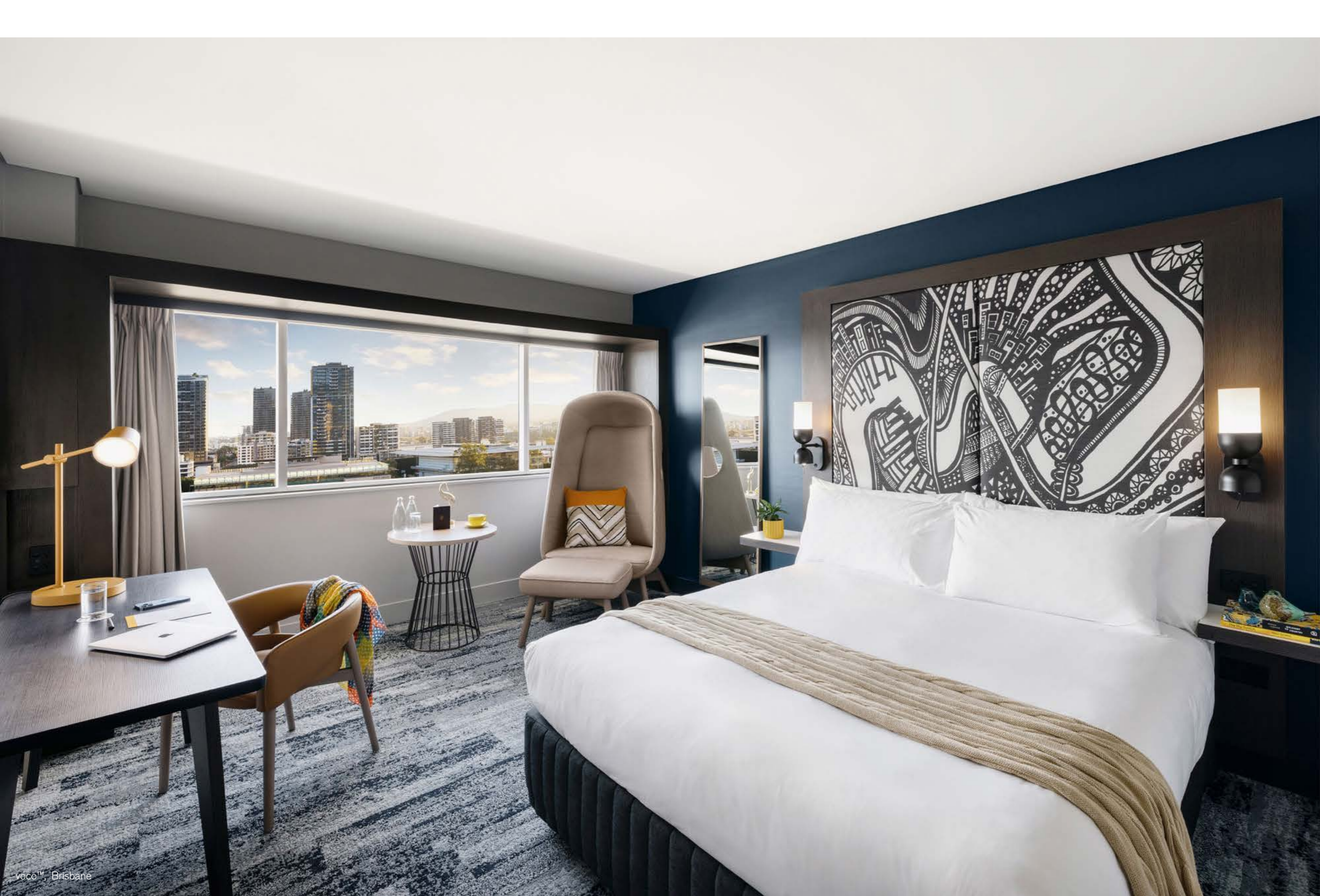


VOCO™ & Hotel Indigo,
Brisbane City Centre







voco™ and Hotel Indigo, Brisbane City Centre

Based in the sun-drenched capital of Queensland, the newly repositioned hospitality venues voco™ Brisbane City Centre and Hotel Indigo Brisbane City Centre encapsulate the uniquely joyful atmosphere of Australia's beloved River City.

The waterfront position of voco™ enjoys the proximity to the Queen Street Mall, King George Square and the city's celebrated Art Precinct at South Bank, offering an exciting stay in Brisbane's city centre. With high-quality bedding, striking art choices and exceptional amenities, the 194 premium rooms promise an elevated experience that epitomises Brisbane's exhilarating spirit.

Positioned right next to voco™, Hotel Indigo is a creatively curated retreat that invites guests on an immersive experience filled with art, wonder and delight. The interiors of the hotel reflect the city's bold beginnings, with 212 meticulously designed guest rooms revealing the eclectic character and hidden artistic flair of the neighbourhood.

As Joseph Pang, Director at JPDC, explains, both hotels were repositioning projects. "Repositioning is a process of a new hotel operating company taking over an existing hotel, renovating the hotel and by introducing a whole new operation style and creating new guest experience to meet the increasingly competitive market," he describes.

Flooring was a pivotal part of the transformation. "With new knowhow and new material made available in the building industry, hotel flooring is of particular importance for the huge area involved. Apart from the aesthetic significance, the high wear and tear as well as related maintenance costs are also a main factor for consideration," Joseph says. "With hotel rebranding and a new image being created, new flooring always presents an immediate visual impact."

With outstanding credentials of their flooring products, Interface was selected for both projects.

Challenges

These exciting repositioning opportunities came with their own unique challenges. Both hotels were delivered during the pandemic, which brought on labour issues and impacted material lead times. In addition, the tight spaces – including the limiting dimension of the goods lifts – posed difficulties when it came to transporting materials in and out of the hotels.

From an aesthetics point of view, the voco™ brand usually insists on a custom Axminster carpet design, defined by the shades of navy and yellow. As a result, Interface had to ensure that their carpet patterns provided this sought-after high-quality, seamless finish with a luxuriously plush feel underfoot, and reflected the all-important hotel branding.

Solutions

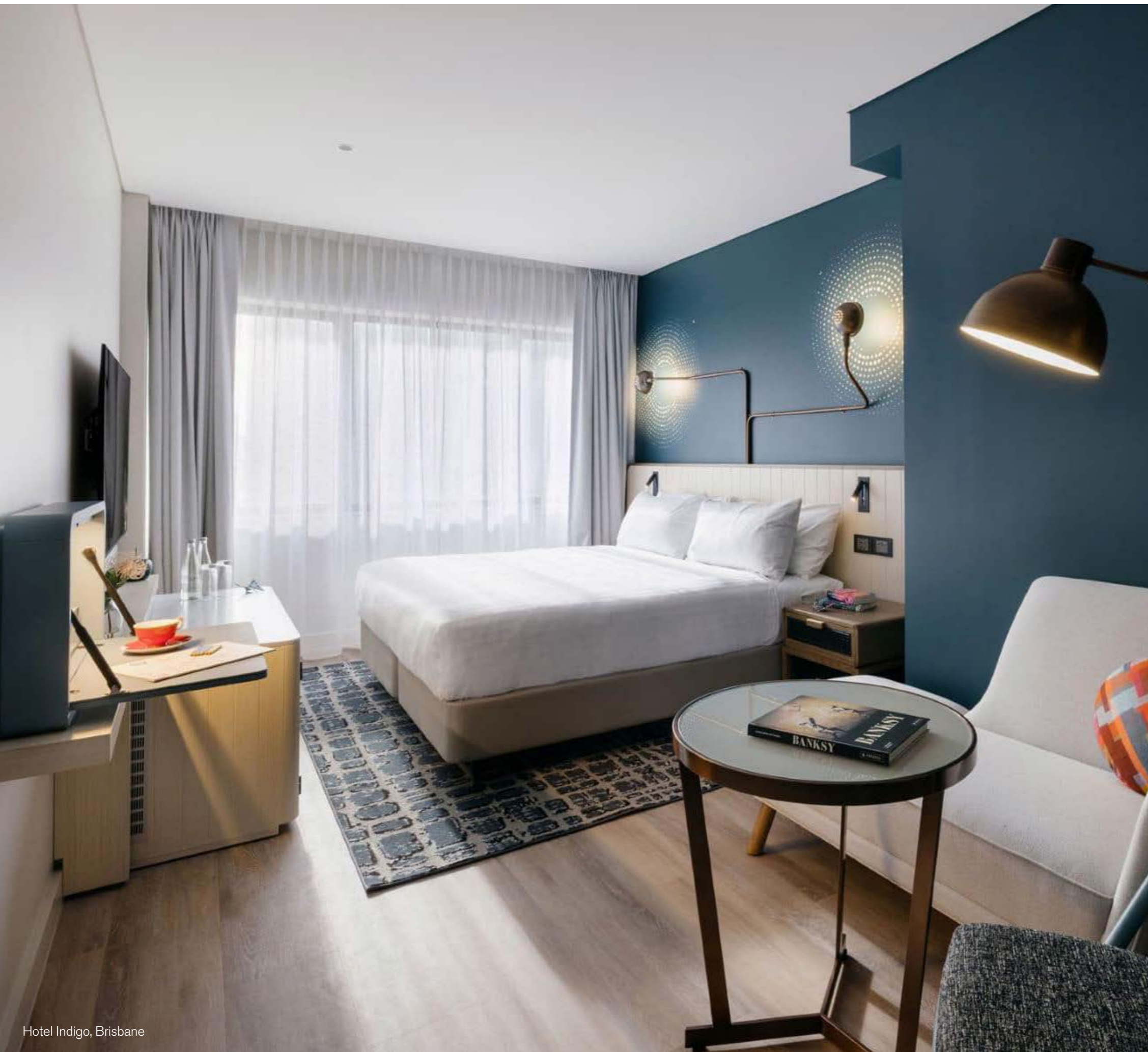
For both hotels, the design team specified Interface's LVT and modular carpet tiles – both signature products that combine outstanding durability and aesthetics, making them inherently suitable for hospitality and commercial setting. "Both products were selected for their look and feel, which provides a point of difference, as well as the superior tactile quality departing from other similar products in the market," Joseph explains. "Interface supplies a huge range of products to choose from and has first class sales and design teams who are always there to provide advice on design, as well as comprehensive product information."

As a local supplier, Interface was able to provide the carpet tiles within a four to six week timeframe, which helped alleviate some of the other supply issues the project teams were experiencing. In addition, the modular format of the carpet turned out to be the perfect choice for the refurbishment projects – because the tiles ship in boxes, rather than in rolls like traditional broadlooms, they can be easily transported in standard guest lifts.



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JPDC Director Joseph Pang



Hotel Indigo, Brisbane

Equipped with Interface's patented CushionBacRe™ backing system, the tiles provide a refined sense of luxury and ultimate underfoot comfort, and mimic the luscious look and feel of a broadloom carpet, while offering much greater design, texture and pattern capabilities. As a result, the design team was able to achieve premium flooring aligned with voco's visual identity, without having to compromise on ease of maintenance, durability and outstanding appearance retention Interface products offer.

In addition, for Hotel Indigo, the hotel operator wanted to use timber-like flooring in order to create a more sophisticated yet homely feel across the interiors. Interface worked on a custom, longer LVT to enhance the look and feel of the interiors, and ensure they were aligned with the brand.

In addition, the outstanding environmental profile of Interface's products was a pivotal consideration in the specification process. "The ability to challenge conventional thinking is a big advantage to us as a hotel developer, owner and operator as we benefit from our ability to adapt to change and try new things, and so we choose to partner with Interface based on a shared commitment to ESG principles. We know that once our hotels are due for refurbishment, our 100% carbon-neutral carpets can be recycled locally, through Interface's ReEntry program," explains Tim Sherlock, Managing Director for Pro-invest Group.

Project Details

Designer: Joseph Pang Design

Developer: Pro-invest Group

Hotel Operator: Pro-invest Group

Products:

- Carpet Tile in Custom Colour:
Near & Far NF401 1m x 25cm
- Carpet Tile in Custom Colour:
Luxury Collection LC08 1m x 1m
- Carpet Tile:
Aerial Flying Colours – Fog/Citrus 1m x 25cm
- LVT:
Level Set – Antique Light Oak
[custom size 1.5m x 25cm]