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IceHotel 漫天冰雪的約定

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設計智庫：酒店及餐飲服務業空間設計

The Hotel Issue 酒店特集



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"Always design a thing by considering it
in its next larger context - a chair in a room,
a room in a house, a house in an
environment, an environment in a city plan"
- Eero Saarinen



Made in Hong Kong

A local teaching and research hotel heralds a new era in Hong Kong's hospitality industry with the launch of the territory's own hotel brand

TEXT: BONNIE PAU
PHOTOGRAPHY: COURTESY OF HOTEL ICON



As well as a restaurant by leading British designer Sir Terence Conran and a vertical garden by French botanist Patrick Blanc in the lobby, Hong Kong artist Freeman Lau was invited to work as chief curator of art pieces within the hotel

When it comes to the best of Hong Kong's industries which have successfully made their name in the worldwide market, we might think of fashion – as the annual survey by *Global Language Monitor* recently points out, the city ranks as number two on the list of top global fashion capitals this year. Or what might come to mind is the achievement of Hong Kong cinema and the influence it has had on filmmaking around the world.

That the tourism industry has been an important part of Hong Kong's economy since the city shifted to a service sector model in the late 1980s is often overlooked. In the past two decades, however, Hong Kong has attracted

some of the largest hotel brands onto its shores.

Now, with the completion of Hotel Icon – a 262-key teaching and research hotel scheduled to open in March 2011 – Hong Kong has finally developed its very own local hotel brand. "In 2004, the Hong Kong Polytechnic University (HK PolyU) noticed the fast-growing hotel and tourism industry in Hong Kong, Macau and mainland China. Now, around 100 hotels are scheduled to open in China, which creates substantial demand in education of hotel and tourism professionals," says Richard Hatter, general manager of Hotel Icon, who previously worked for Shangri-la Hotels for almost two decades.

"Ranking number two in the world and

number one in Asia in terms of research output at that time, the University's School of Hotel and Tourism Management (SHTM) is well positioned and equipped to meet these demands. We want to reference and evoke a lot of traditions of Hong Kong, because this is a Hong Kong brand."

Hotel Icon is a first-of-its-kind hotel fully owned by a university – not affiliated to any chain hotel brands – with a total investment of HK\$1.3 billion. Aiming to attract candidates with work experience and for further education, the hotel offers training opportunities for up to 100 students. With 300 full-time staff, the hotel will operate independently, with all profits going to educational purposes.



Located in Tsimshatsui East, the 28-storey hotel offers standard facilities: guest rooms, F&B outlets, conference and banqueting facilities, lounge and spa. Among the guestrooms are three prototype rooms located on the tenth floor, where students can experiment with new ideas and hospitality trends.

Perhaps the most noteworthy feature of the hotel is the mix of creative effort from home and abroad. As well as a restaurant by leading British designer Sir Terence Conran and a vertical garden by French botanist Patrick Blanc in the lobby, Hong Kong artist Freeman Lau was invited to work as chief curator of art pieces within the hotel. "We want to showcase local creativity in the hotel, to enhance the status of Hotel Icon as a unique representation of a Hong Kong, which infuses local culture into the hospitality experience," explains Hatter.

"Our aim is to guide people in appreciating the local art scene in their daily lives. We looked at how the work of Hong Kong artists, HK PolyU design students, local and international designers could be involved – visual designs, sculptures, furniture design, photography, floral arrangements, art installations, multimedia works and lightings... People can even buy these works if they want to."

Creative synergy 設計陣容

Rocco Yim 嚴迅奇

Rocco Design Architects is responsible for the architectural design of the building. Open both visually and spatially with glass atria punctuating various levels, the building allows visual permeability, to connect both sides of the site.

許李嚴建築師事務所負責設計酒店建築物，概念是在幾個樓層安排中庭及落地玻璃，營造空間與視線的穿透，連接酒店四周環境。

Vivienne Tam 譚燕玉

Vivienne Tam, an alumnus of HK PolyU, has been invited to design a suite. "She was given a completely free hand. We're thinking of making it a wedding suite," says Richard Hatter, general manager of Hotel Icon.

這位知名時裝設計師是理大舊生，今次應邀設計一個特色套房。總經理海德表示：「我們交給她全權處理，並打算用來做結婚套房。」

Terence Conran

Sir Terence Conran, founder of Conran & Partners, is designing a private dining club and an all-day restaurant. Featuring open kitchens and cosy private rooms, The Market (as it has been tentatively named) will provide diverse dining concepts, including favourite dishes from Hong Kong and Asia.

Conran & Partners創辦人力主設計私人餐飲會所及暫名為The Market的全天候餐廳，餐廳有開放式廚房及舒適的貴賓室，讓訪客嘗到香港及亞洲地道風味小吃菜式。

William Lim 林偉而

Located on the first floor, the 660 sq-m Silver Box ballroom will be created by Hong Kong designer William Lim, founder of CL3 Architects. He is also designing all the public areas in the hotel, including the ninth-floor spa and outdoor swimming pool.

思聯建築設計有限公司創辦人林偉而主理一樓的Silver Box宴會廳，此外酒店所有共用空間、九樓的Spa和戶外泳池範圍都由他設計。



港產酒店

理大教研酒店快將落成，香港酒店業也踏出歷史一步，迎接第一個土生土長的酒店品牌

撰文：BONNIE PAU
攝影：由HOTEL ICON提供



「香港製造」的好東西其實不少，最近我們的時裝工業就得到國際市場公認，根據美國《全球語言監測機構》的年度調查，今年香港是世界排名第二的時裝之都。此外世界各地亦有很多電影工作者喜歡港產片，電影當然算是我們有名的土產。

還有旅遊業：可能大家已經忘記八十年代末香港經濟轉型為服務業，自此二十年間，全球各大連鎖式酒店集團紛紛在我們的城市落戶。

明年三月，我們更會迎接第一個本土酒店品牌Hotel Icon的誕生。Hotel Icon有兩百六十二間客房，營業同時作教學研究用途。酒店總經理海德（Richard Hale）指出：「早在零四年，香港理工大學發現香港、澳門及中國大陸的酒店業增長速度驚人，未來中國即將有一百家新酒店落

成，培訓酒店及旅遊業人才的需求相應增加。」海德過去近二十年效力香格里拉酒店。他續道：「理大酒店及旅遊管理學院在研究方面全球排名第二，亞洲更排名第一，應該也夠資格把握發展機會。新酒店裡外都要表現香港傳統特色，因為這是香港品牌。」

Hotel Icon亦是世界第一間由大學持有的酒店，沒有其他酒店集團注資，總投資十三億港元，主要為已有工作經驗的酒店業人士提供進階課程，實習學額有一百個。由於酒店要正式營業及獨立運作，也會聘用三百個受薪員工，盈利撥出作教學經費。

廿八層高的酒店選址尖東，套房、餐廳、會議及宴會場地、大堂及酒吧等設施跟正規酒店無異。十樓其中三間套房用來給學生做實習，富

試新的酒店款待意念，實驗酒店業的新潮流。最值得留意的是酒店邀請多位本地及國際級人馬，組成強大的設計師陣容。餐廳由英國大師Terence Conran操刀，大堂的垂直花園出自法國植物學專家Patrick Blanc手筆，本地藝術家劉小康負責策劃酒店內所有的藝術品。海德表示：

「酒店就像本地創意的展示場，最能夠代表香港，這樣本土文化就成為住宿體驗的一部份。」酒店訪客及住客都可以從他們的生活感受到香港的藝術。香港藝術家之外，我們打算請理大設計學院的學生，及其他本地海外設計師參與，看看有什麼合作方式。視覺設計、雕塑、傢俱設計、攝影、花藝裝飾、裝置藝術、多媒體及燈光作品都有很多可能性，甚至可以讓住客購買喜歡的作品。」E