

NOBU HOTEL TORONTO

HOTEL CONCEPT PRESENTATION - OCTOBER 3, 2018

NOBU HOTEL

MADISON
GROUP

STUDIO
MUNGE

UPPER HOUSE, HONG KONG

Exploring the guest experience as they journey through the hotel



PUBLIC SPACE
*Curated, layered,
and art focused*



GUESTROOM
*Clean lines with
residential touches*



ARRIVAL
*Textured, monolithic,
sense of discovery*



AMANEMU, JAPAN

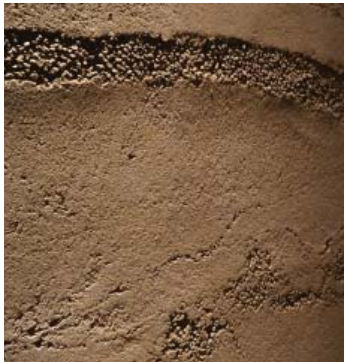
Exploring the guest experience as they journey through the hotel



GUESTROOM
Soft, indirect lighting and sense of craft



ARRIVAL
Personalized welcome with a distinct sense of place



PUBLIC SPACE
Warm materials, dramatic volumes, strong forms



AMAN HOTEL, TOKYO

Exploring the guest’s experience as they journey through the hotel



ARRIVAL
Shrouded, intimate entry with soft lighting



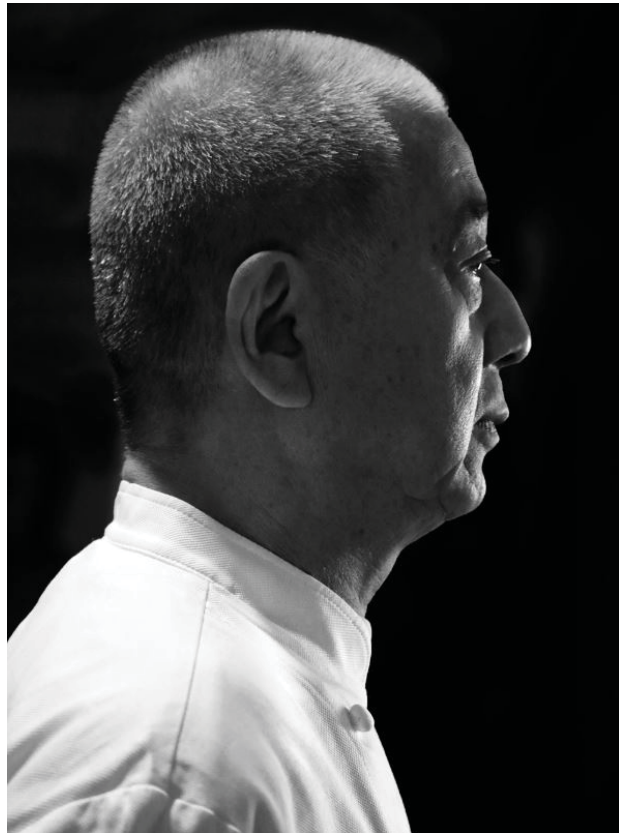
PUBLIC SPACE

Expansive scale and textured, monolithic materiality

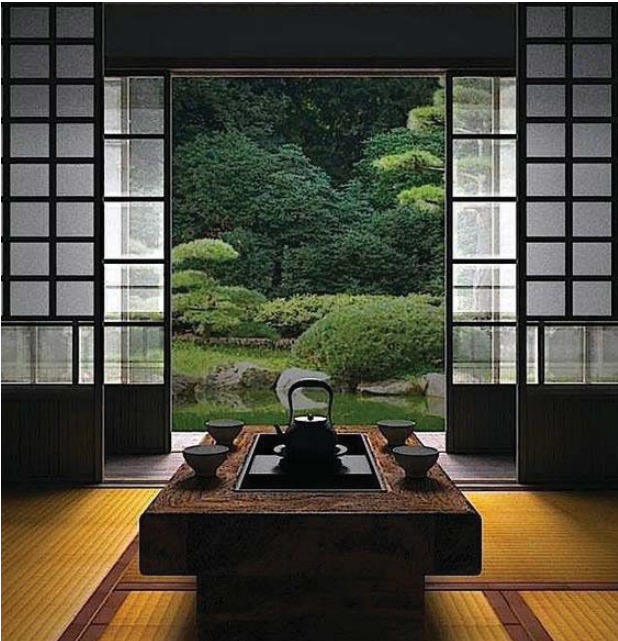


GUESTROOM
Simple, intuitive details, bathing area with a view





AUTHENTIC



ROOTED IN TRADITION

Born in Saitama, Japan, Chef Nobu is grounded by his Japanese upbringing and appreciation for precision and simplicity.

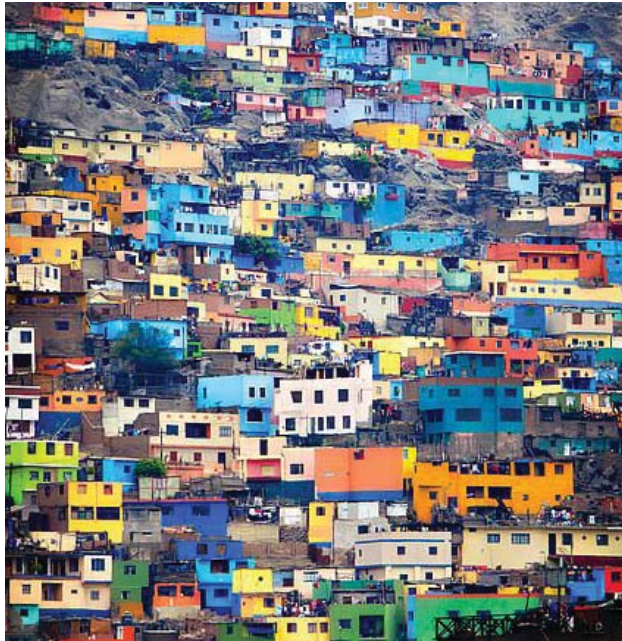


ATTENTION TO DETAIL





A PASSION FOR TASTE



SUBMERGED IN CULTURE

Seeking opportunity for growth, moving to Lima, Peru, is what set Chef Nobu’s culinary style apart from others. His signature fusion cuisine is inspired by exotic local ingredients and embodies the vibrant colours of the city.



LOCALLY DRIVEN
INGREDIENTS



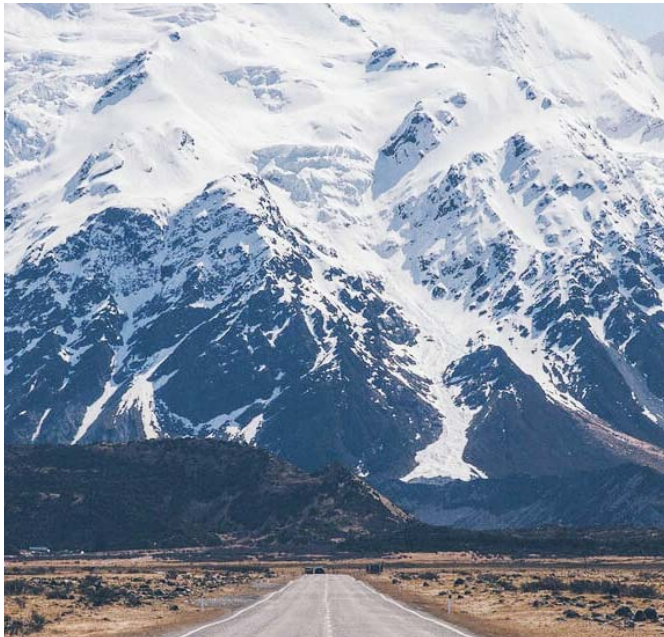
DEFINED BY
EXCELLENCE

Internationally renowned for his unique culinary style, Chef Nobu’s vibrant, optimistic personality is translated into his signature dishes and his approach to cooking.



"WHEN MY COOKING
MAKES PEOPLE HAPPY, IT
IS WHAT BRINGS ME THE
MOST JOY."

-NOBU MATSUHISA



COUNTRY OF BOUNDLESS
NATURAL BEAUTY

A MILESTONE VENTURE

Surrounded by Canada’s boundless natural beauty while situated along the vast horizons of the Great Lakes, Toronto is a mecca of multiculturalism and cultural diversity. An energetic city that represents Canada on many international stages, Toronto is a celebration of all the unique characteristics that the country has to offer and the ideal city for the first Canadian Nobu venture.



CITY OF
CULTURAL
DIVERSITY



Canadian pop artist TAVA



BRAND PERSONALITY

CHARISMATIC
& OPTIMISTIC
PERSONALITY

VIBRANT
AESTHETIC &
TASTE IN ART

JAPANESE
HERITAGE



URBAN
RETREAT IN
THE SKY

VARIED
ORGANIC
LANDSCAPES

SENSE OF PLACE



THE NARRATIVE SENSE OF PLACE MEETS BRAND PERSONALITY

VIBRANT
AESTHETIC &
TASTE IN ART



*Unexpected hints
of whimsy*

JAPANESE
HERITAGE



*Simplistic details &
attention to detail*

CAREFREE &
EASYGOING
PERSONALITY



Light, airy palette

VARIED ORGANIC
LANDSCAPES



*Natural textile finishes
& Canadian materiality*

URBAN RETREAT
IN THE SKY



*Modern lines &
unparalleled views*

THE NARRATIVE KEY ARCHITECTURAL ELEMENTS

MODERN & REFINED FURNITURE



SIMPLISTIC FORMS



SOFT LIGHTING



TACTILE MATERIALITY



CRAFTED DETAILS



RESIDENTIAL STYLING





THE NOBU GUEST

Is well traveled, sophisticated, and tasteful. They appreciate the details, expect the highest quality, and seek the boutique experience.



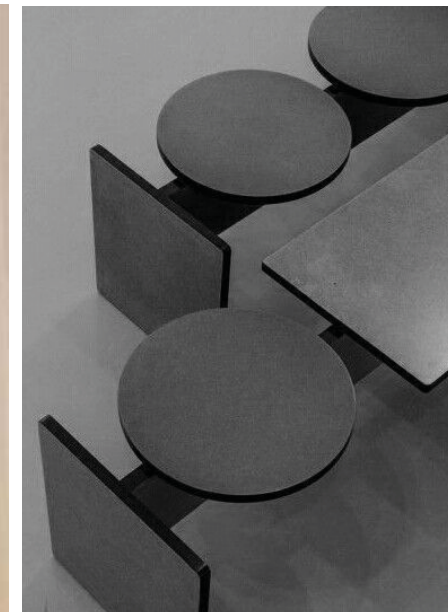
EDGE AND EXCLUSIVITY



THE GUEST WALK THROUGH:

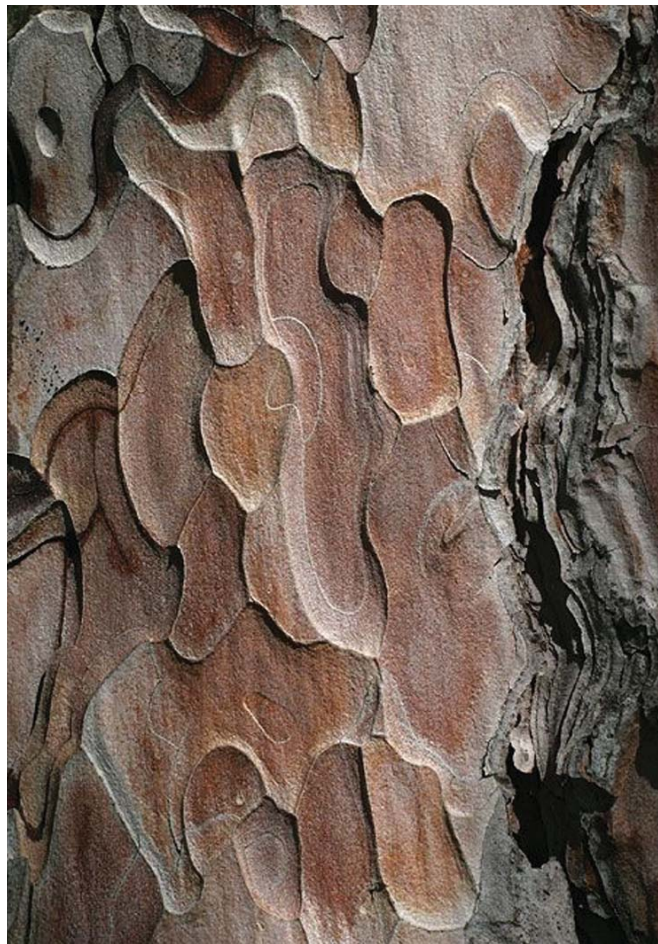
Exploring the guests' journey through the lens of interior design across all touch points:

- 01 SENSE OF ARRIVAL
- 02 LOBBY & CHECK IN
- 03 LIBRARY LOUNGE
- 04 ELEVATOR LOBBIES & CORRIDOR
- 05 GUESTROOM ENTRY & LIVING
- 06 GUESTROOM DRESSING & BATHING



EARTHY CITY TONES

ARRIVAL & LOBBY EXPERIENCE INSPIRED BY THE VARIED NATURAL AND BUILT LOCAL LANDSCAPE





MONUMENTAL FORMS



UNDERSTATED LUXURY



USE OF CANADIAN MATERIALS



FEATURE SCULPTURE
Canadian sculptor Julie Moon



ORGANIC LANDSCAPE



WARM & TACTILE PALETTE





PLAYFUL



RESIDENTIAL FEEL



ATTENTION TO DETAIL



ELEMENTAL & NATURAL





MODERN ELEVATOR DETAILS



ANTICIPATION



HINT OF WHIMSY
Canadian pop artist Taxali

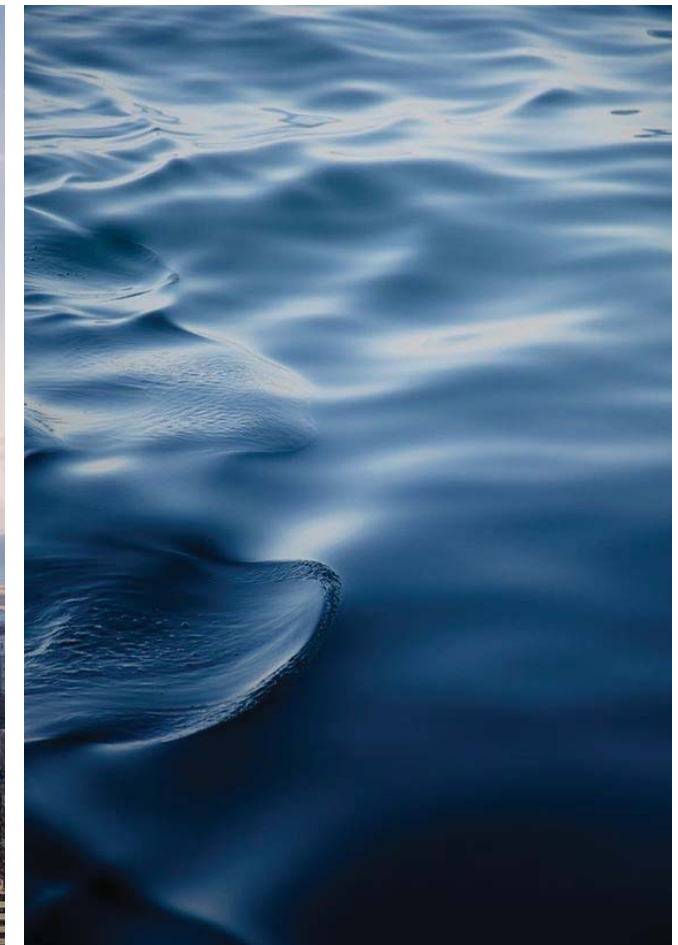


CONTRAST OF
MATERIALS



AIRY ASCENT

GUESTROOM EXPERIENCE INSPIRED BY EXPANSIVE VIEWS OF LAKE AND SKY



WOVEN DETAILS



BOLD & IMPACTFUL
Canadian pop artist TAVA



SERENE AND LIGHT



HEADBOARD DETAIL



CLEAN LINES



UNEXPECTED CHARACTER



MODERN PROGRAMMING



MODERN PROGRAMMING



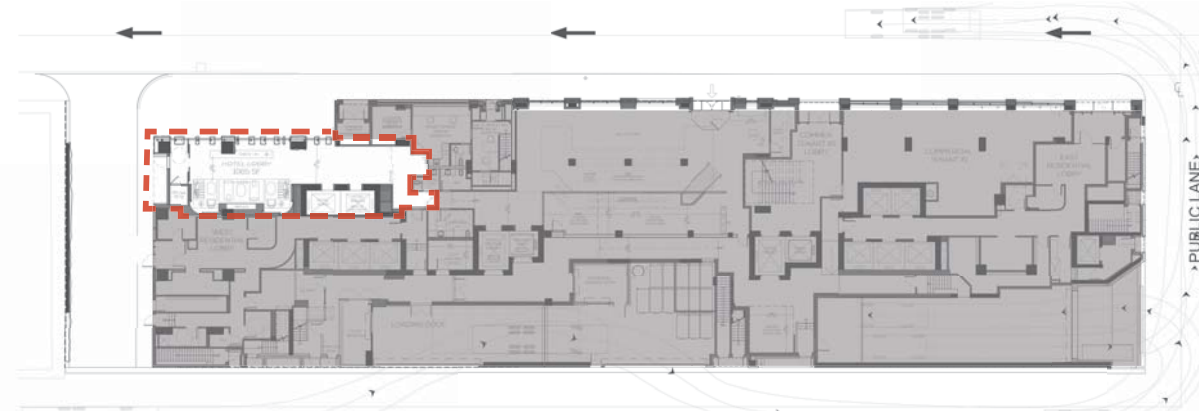
SOFT LIGHTING



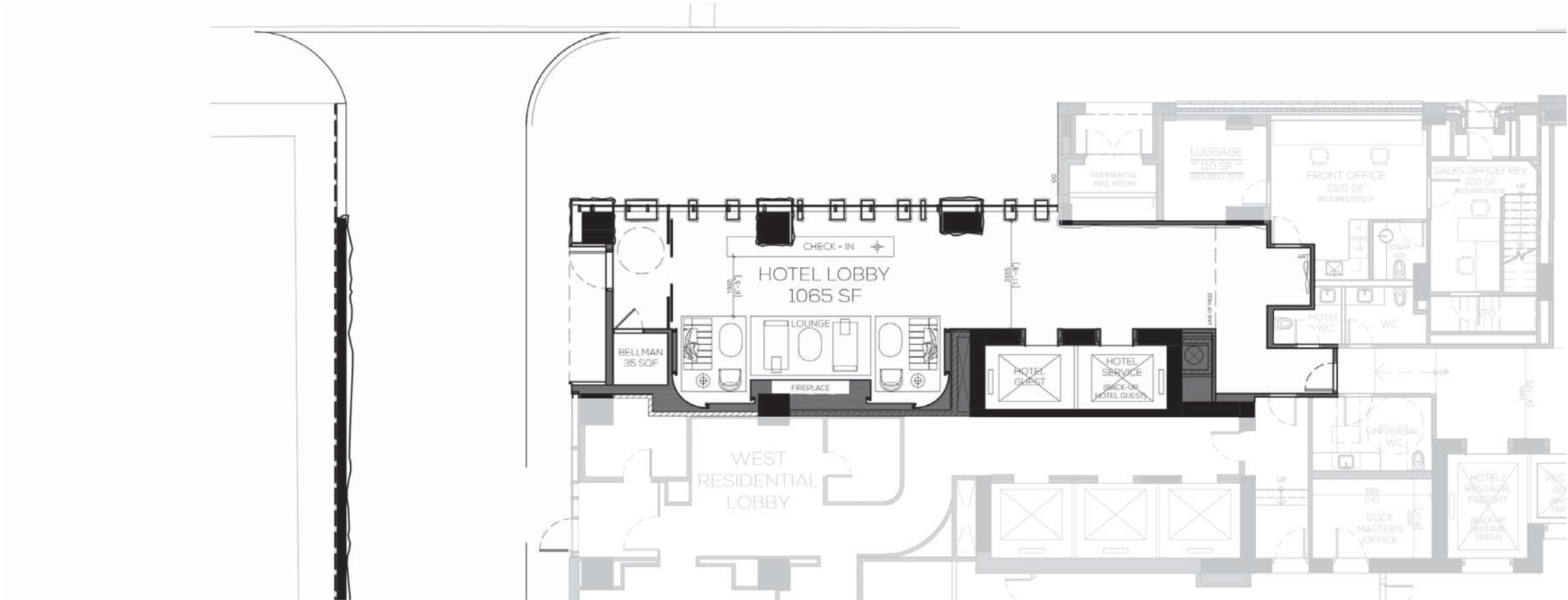
JAPANESE SOAKING TUB

PERSONAL TOUCHES

THE JOURNEY 01 SENSE OF ARRIVAL & LOBBY PLAN



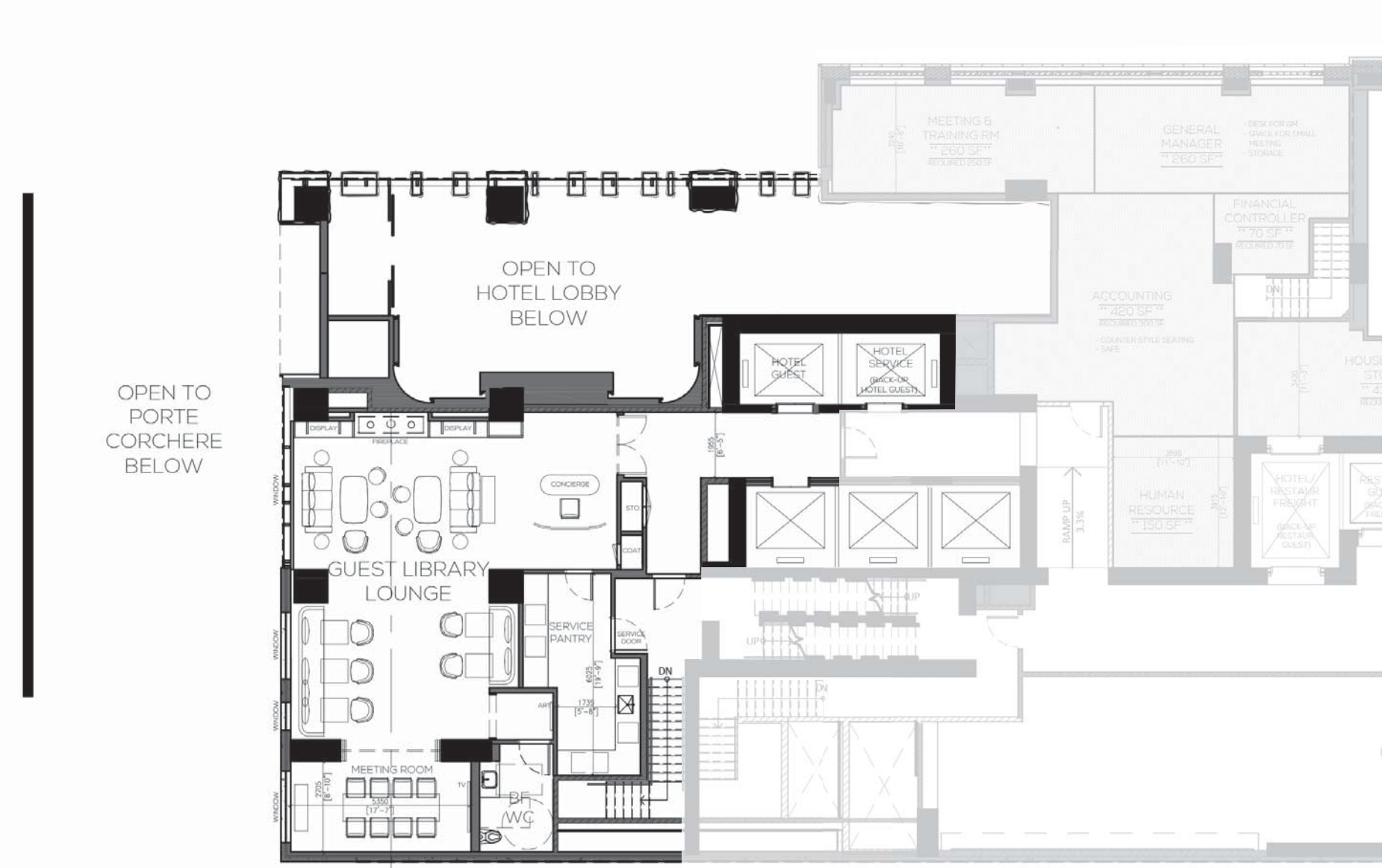
KEY PLAN - GROUND LEVEL



THE JOURNEY 02 LIBRARY LOUNGE PLAN



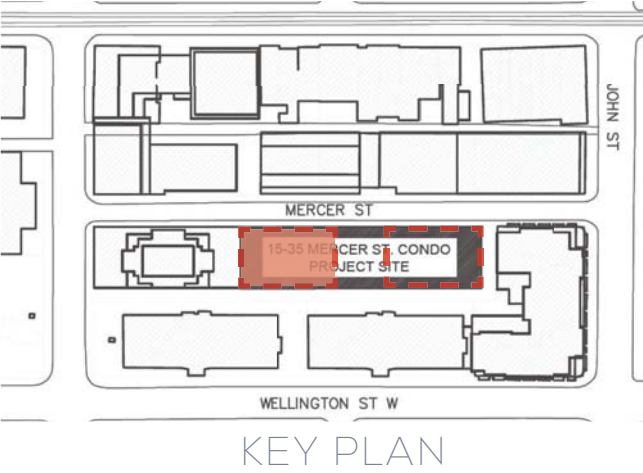
KEY PLAN - MEZZANINE LEVEL



THE JOURNEY 05 GUESTROOM PLANS



LEVEL 41 PLAN



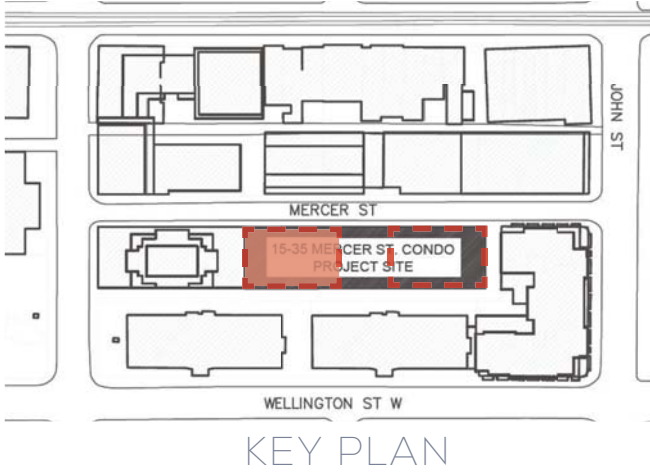
KEY PLAN



THE JOURNEY 05 GUESTROOM PLANS



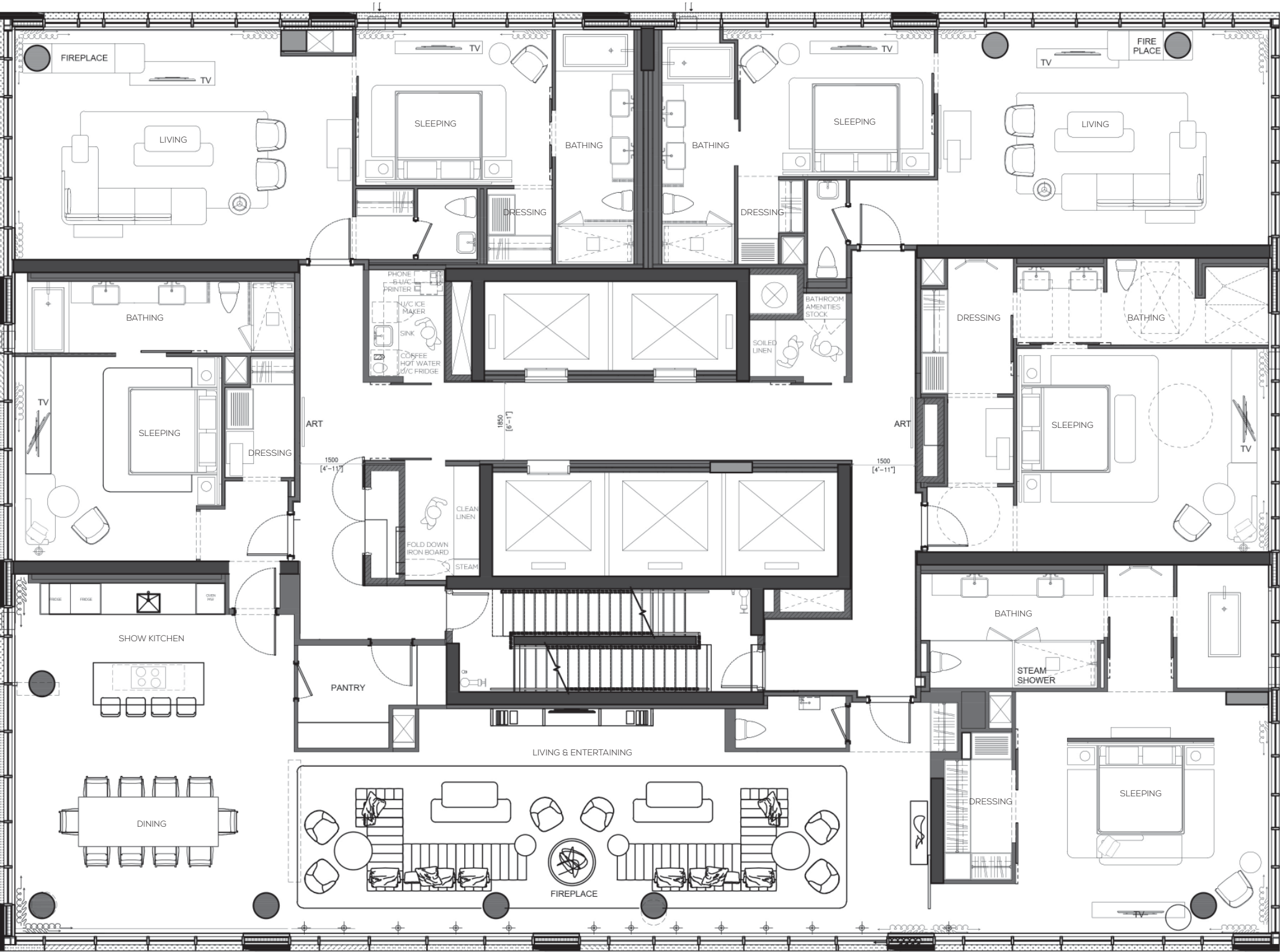
LEVEL 42-44 PLAN



KEY PLAN



THE JOURNEY 05 GUESTROOM PLANS



LEVEL 45 PLAN



KEY PLAN



THANK YOU!