

92 PETER STREET HOTEL

CONCEPT DESIGN PRESENTATION: BRAND RESEARCH, CONCEPT DIRECTIONS & PRELIMINARY PLANNING
FEBRUARY 17TH, 2022



EASTON'S GROUP
A STEVE GUPTA COMPANY

CURIO

A COLLECTION BY HILTON™

STUDIO
MUNGE

WE DO MORE THAN INTERIOR DESIGN.

We think beyond walls and floors and imagine the shared experience.

WE CREATE MORE THAN PRETTY PICTURES.

Studio Munge creates the energy that audiences respond to and brings businesses to life.

Since 1997, we have been positively impacting the communities and cities we design in.

WE IMAGINE EXCITING SPACES.

Spaces that people want to be a part of. We have a keen insight, foresight, and passion for the flow of design that brings a space to life.

GUEST WALKTHROUGH

EXPLORING THE GUEST JOURNEY THROUGH THE LENS OF INTERIOR DESIGN ACROSS ALL TOUCH POINTS

BRAND RESEARCH | CURIO COLLECTION

CURIO COLLECTION BY HILTON
CURIO COLLECTION HOTELS IN CANADA
CURIO COLLECTION HOTELS IN THE AMERICAS

LOCAL CONTEXT & COMPETITOR RESEARCH

SURROUNDING LOCAL COMPETITORS
OUR NEIGHBOURHOOD (GARMENT DISTRICT & ENTERTAINMENT DISTRICT)

EXISTING BUILDING

HOTEL GROUND FLOOR, SECOND FLOOR, CORRIDOR & GUESTROOM

THE NARRATIVE

CONCEPT DIRECTION 1: THEATRE / PLAYHOUSE
CONCEPT DIRECTION 2: GARMENT/ ATELIER

PRELIMINARY PLANNING

01 GROUND FLOOR PUBLIC SPACE PLAN
02 SECOND FLOOR PUBLIC SPACE PLAN
03 TYPICAL GUESTROOM PLANS & SUITE PLAN



A COLLECTION OF HOTELS THAT...

Are story-telling and inspire travel, invite and welcome, and celebrate independence.

UNIQUE PROPERTY STORIES

Are part of the fabric of their communities: true locals, each embodying the spirit of the cities they call home.

LOCAL & AUTHENTIC EXPERIENCES

Have high-end food & beverage offerings that are a destination within itself, that become local hotspots authentic to the city they're in.

FOOD & BEVERAGE HIGHLIGHTS

KEY BRAND STANDARDS INCLUDE...

- CURIO SIGNAGE REQUIRED AT ENTRY
- PROPERTY SPECIFIC STORY REQUIRED
- PROPERTY LOGO REQUIRED
- HIGH-END, DISTINCT FOOD & BEVERAGE EXPERIENCE:
 - THREE-MEAL RESTAURANT
 - ROOM SERVICE
 - EXTRAORDINARY BAR IS EXPECTED DRIVEN BY MARKET DEMAND
- FITNESS CENTER REQUIRED MIN. 750 SF EXCLUDING LOCKERS & W/C)
- POOL DRIVEN BY MARKET DEMAND
- SPA DRIVEN BY MARKET DEMAND
- MEETING ROOMS, BOARDROOMS, BUSINESS CENTERS OPTIONAL
- MIN. KING GUESTROOM/DOUBLE GUESTROOM MUST BE 350 NET SF
- MIN. 3 FIXTURE BATHROOM IN GUESTROOMS

VOGUE HOTEL MONTREAL DOWNTOWN

European chic style hotel in the heart of downtown Montreal steps from luxury boutiques and restaurants. Amenities include fitness center, business center, and meeting rooms. Specialty restaurant called la society bistro that blends Parisian flair and cuisine with north American contemporary style.



(FUTURE) 60 MILL ST DISTILLERY DISTRICT, TORONTO

Rack house D was built in 1890, along with three other rack houses along the north side of mill street. Each of these brick buildings were designed with an interior structure of timber racks, designed to store up to 15,000 barrels of alcohol, as part of the liquor manufacturing operations of the distillery district, until its closure in 1990.



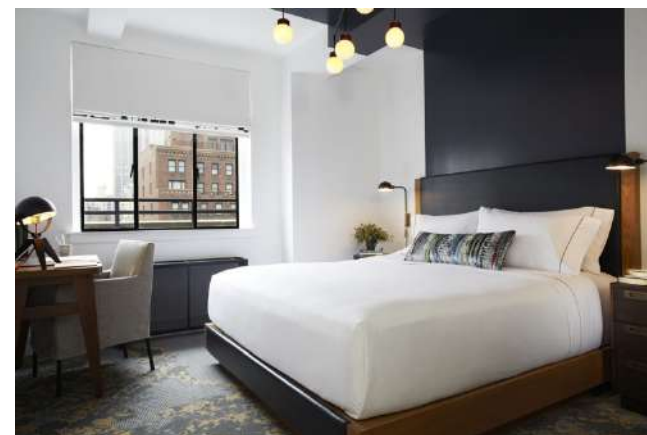
C. BALDWIN, HOUSTON

Hotel honouring the "mother of Houston" Charlotte Baldwin who had great influence in building the city, with Houston modernism design and southern hospitality.



THE RENWICK HOTEL, NYC

Hotel in a restored building formerly home to artists' studios such as Steinbeck & Fitzgerald that boasts luxurious artistic flare.



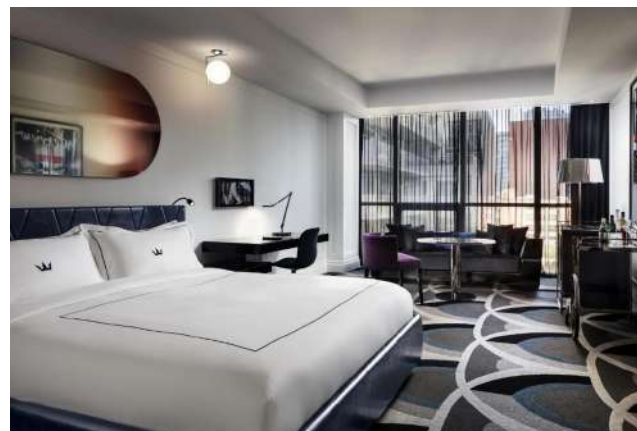
THE LOGAN, PHILADELPHIA

Hotel honoring James Logan, a prominent statesman and scholar and takes to heart the rebellious and freethinking spirit of the forefathers of Philly's colonial years.



BISHA HOTEL

Luxury boutique hotel celebrating the rockstar lifestyle with extravagant design & art



THE SOHO HOTEL

Luxury boutique hotel boasting spacious rooms, Canadian maple mill work and marble bathrooms.





KING BLUE HOTEL

Luxury boutique hotel keeping the historic facade of the Canadian Westinghouse company building on the first 6 floors



HYATT REGENCY HOTEL

4-Star hotel catering to business and leisure travelers alike with large business, meeting, & event amenities



LOCAL CONTEXT | COMPETITORS BY BRAND STYLE

1 HOTEL

Branded hotel focused on the beauty of lake Ontario, passing seasons and bringing a sustainable urban retreat to Toronto



KIMPTON SAINT GEORGE

Luxury boutique hotel reflecting the relaxed sophistication of the surrounding neighbourhood by referencing the various design eras found in that area.



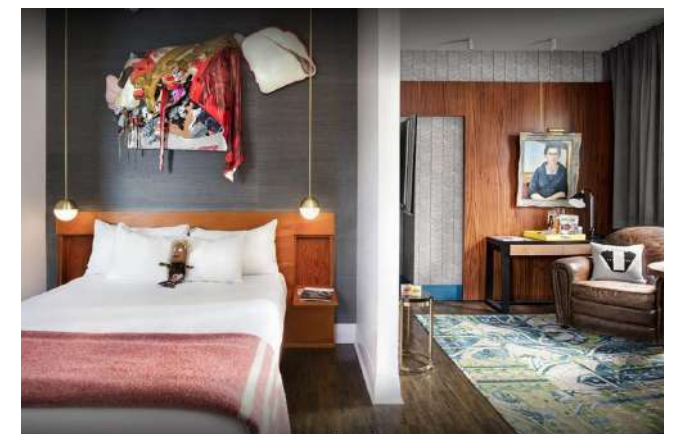
BROADVIEW HOTEL

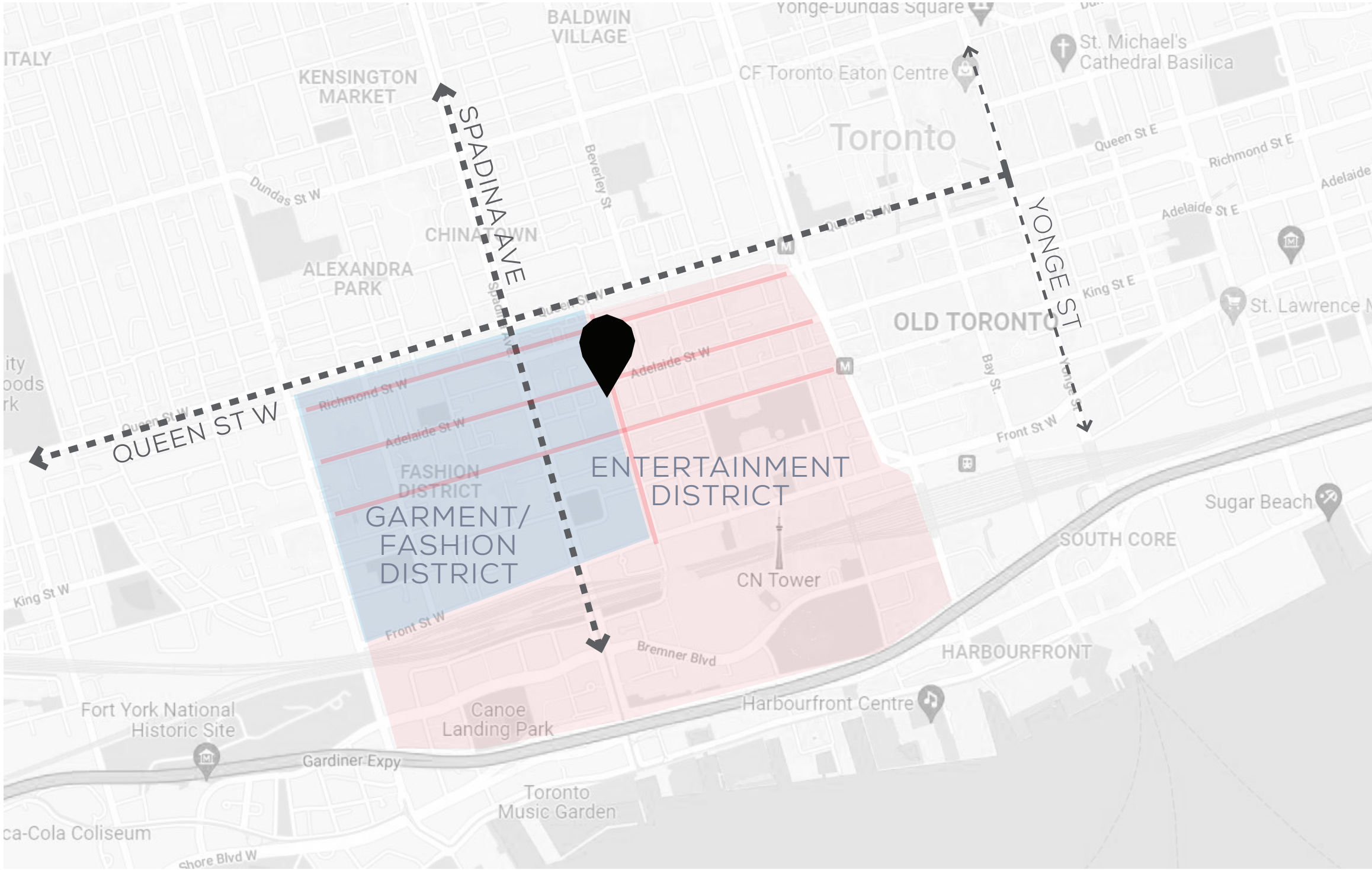
Boutique hotel in a restored and re-imagined building built in 1891, celebrating the historic east end neighbourhood and its colourful past.



THE DRAKE HOTEL

Bespoke boutique hotel rooted in contemporary art, culture, genuine hospitality, and celebrating the local surroundings and communities





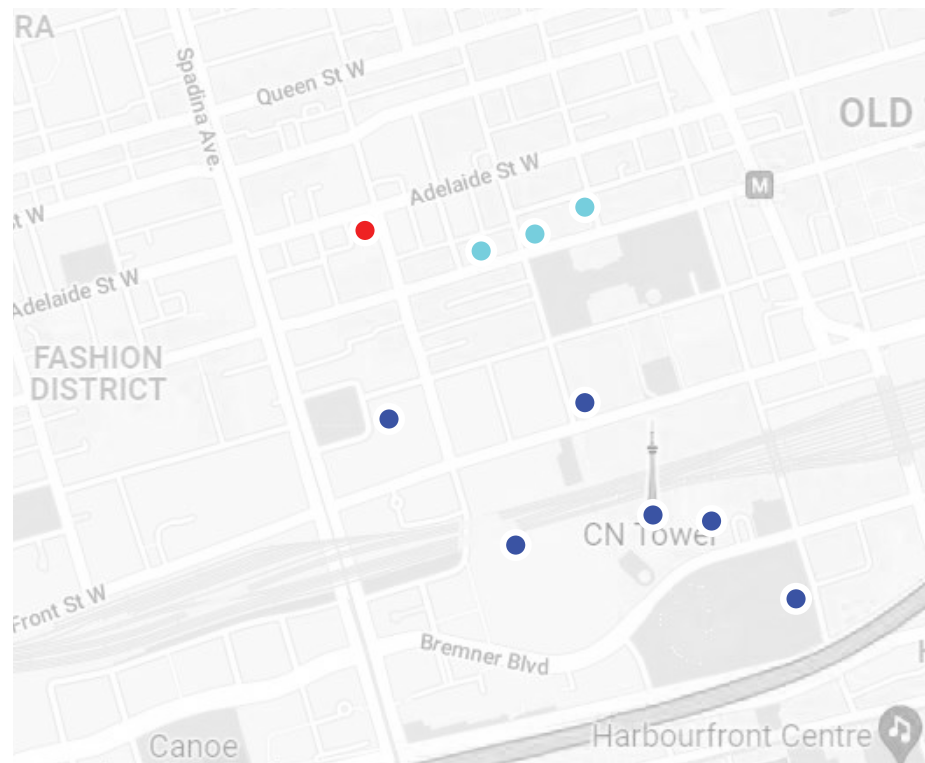
FASHION / GARMENT DISTRICT

The Fashion District today was originally known as the Garment District. During the 1900s, due to the close proximity to the railroads it became the core of Toronto's industrialization for textiles and fashion. The area flourished with an abundance of textile factories, garment warehouses and couturiers. To the present day with the decline of the industry, most of the buildings has been refurbished into other purpose. Although the fashion industry is no longer thriving today, the reminiscent of the garment district will always long live and be a part of Toronto history.



ENTERTAINMENT DISTRICT

The birth of the Entertainment District arose in the 1980's when the arrival of nightclubs, lively entertainment halls, Sports complexes/venues and a newly founded success for Theaters came on scene. Today, the majority of the district's visitors focus on Sports, Entertainment Venue & Live Theatre, Concerts, nightclubs, hospitality experiences, attractions, meetings & conventions.



NIGHTCLUBS, CONCERTS
REBEL, SCOTIA BANK ARENA, ROY
THOMPSON HALL & MORE



SPORTS VENUES
SCOTIA-BANK ARENA,
ROGERS CENTRE



LIVE THEATRE, ORCHESTRAS
TIFF BELL LIGHTBOX, PRINCESS OF WHALES, ROYAL
ALEXANDRA THEATRE, ED MIRVISH & MORE



ATTRACTIONS, MEETINGS & CONVENTIONS
METRO TORONTO CONVENTION
CENTRE (AUTO SHOW, COMIC CON, ETC)

A LOVE FOR DRAMA

Live Theatre constitutes for the second largest percentage of the visitor population of Entertainment District. With a long, rich history on its back, dating back from the beginning of the 20th century, Toronto's Theatre Experience has gained a reputation for high-quality productions and today it boasts one of the liveliest theatre scenes in the world consisting of notable, historic theaters such as Royal Alexandra Theatre, The Princess of Wales, Ed Mirvish and TIFF Bell Light-box. Tourists from all over the globe and Torontonians come out to laugh, to cry and marvel to the sounds and sights of the big stages.



TIFF BELL LIGHT-BOX



THE PRINCESS OF WHALES



ROYAL ALEXANDRA THEATRE



ED MIRVISH THEATRE

EXISTING BUILDING | 92 PETER STREET HOTEL



FLOORS:	17
ROOMS:	224
LAST RENOVATION:	2016
EXISTING AMENITIES:	Fitness and Health Center, Office and Business Center, Swimming Pool/ Jacuzzi, Restaurant/ Bar, Shop, TV, Room, Baggage Storage



GLAZING



RED BRICK



LIME STONE TILE



EXISTING BUILDING | 92 PETER STREET HOTEL - GROUND FLOOR PUBLIC SPACES



ENTRY



LOBBY LOUNGE



LOBBY RECEPTION



ELEVATOR CAB



ELEVATOR LOBBY



MEETING ROOM

EXISTING BUILDING | 92 PETER STREET HOTEL - SECOND FLOOR PUBLIC SPACES



MEETING ROOM



BAR LOUNGE



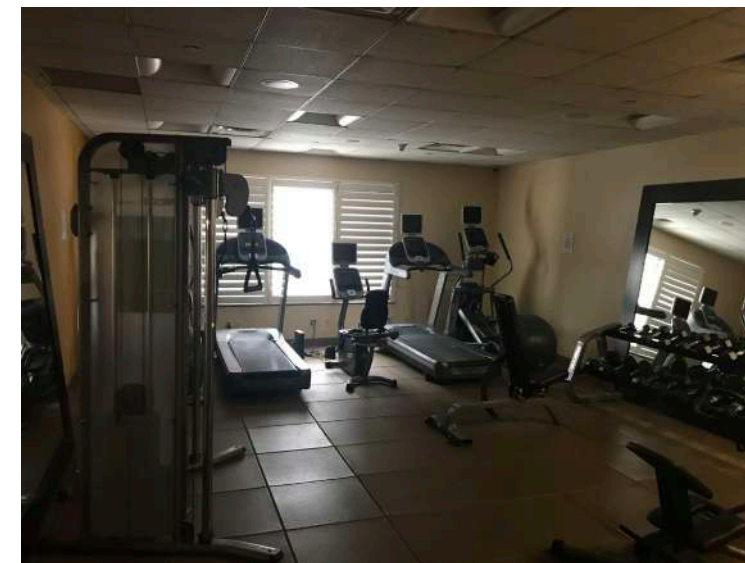
RESTAURANT/ BAR



RESTAURANT SKYLIGHT



SWIMMING POOL/ JACUZZI



FITNESS CENTER

EXISTING BUILDING | 92 PETER STREET HOTEL - CORRIDOR & GUESTROOM



CONCEPT DIRECTIONS

CONCEPT DIRECTION 1:
THE PLAYHOUSE

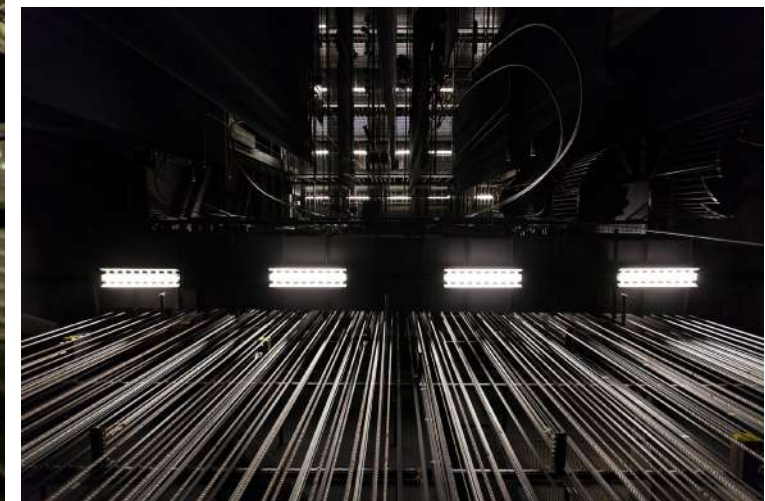
ABOUT
DESIGN PRINCIPLES
GUEST WALKTHROUGH
INSPIRATION





THE VISUAL CONTRAST

A Theatre can be a glamorous experience that consists of layers of ornate, romance and mystique of soft fabrics and draperies incomparable to the bare bones of backstage. The spaces will bring to life a reality of the experience of an actor's flow through the playhouse through the contrasting sides of the house and backstage.



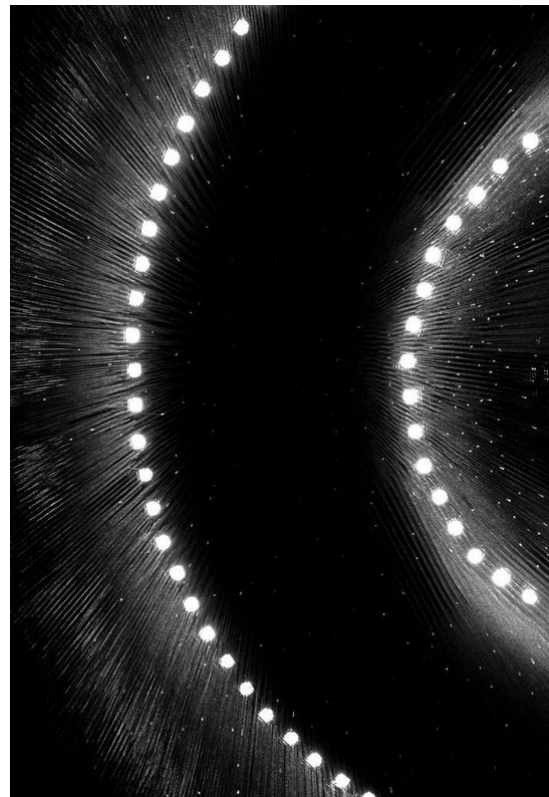
THE CONTRAST OF THE PLAYHOUSE



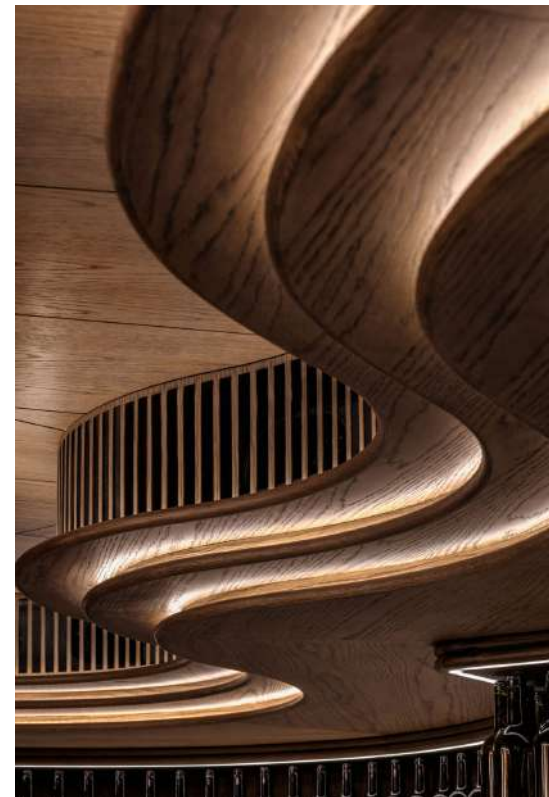
DARK METALS & DIMLY LIT



RAW & TEXTURED



ILLUSIONARY
BACKDROPS



SUBTLE GLAMOUR



DRAMA

THE EMOTIVE PERFORMANCE



ANTICIPATION



SURPRISE



ENLIGHTENMENT



PASSION



POISE

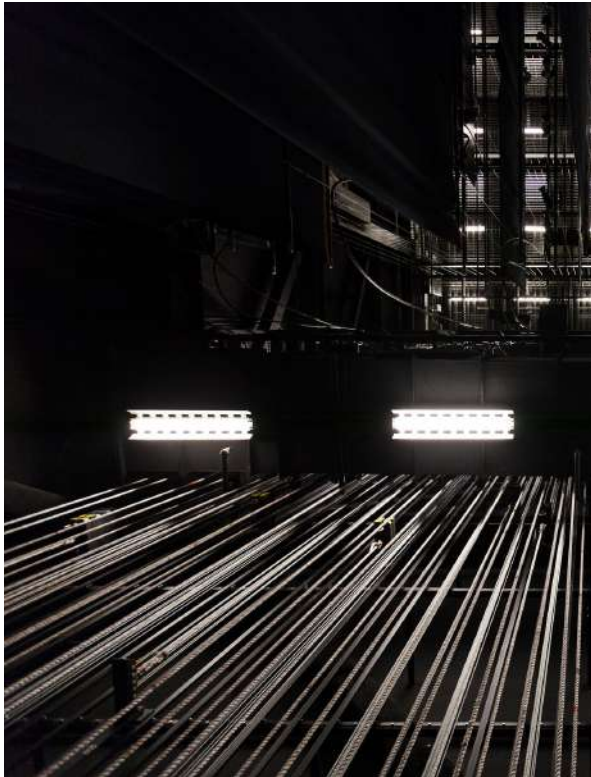
PERFORMER'S EXPERIENCE

BUY TICKETS IN THE BOX OFFICE



LOBBY/CAFE LOUNGE

ANTICIPATION IN THE BACKSTAGE



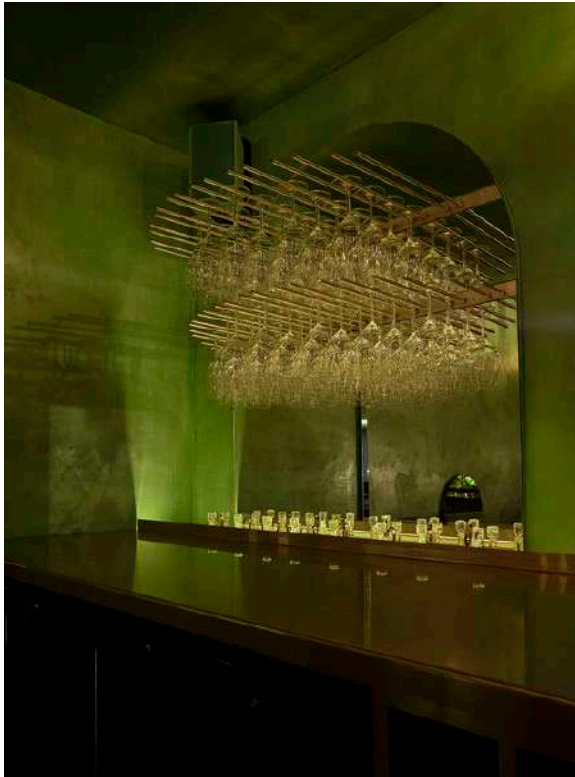
CORRIDOR/ELEVATOR

SHOW OFF ON STAGE



UPSTAIRS LOUNGE

UNWIND IN THE GREEN ROOM



SPEAKEASY

GET READY/UNREADY IN THE DRESSING ROOM



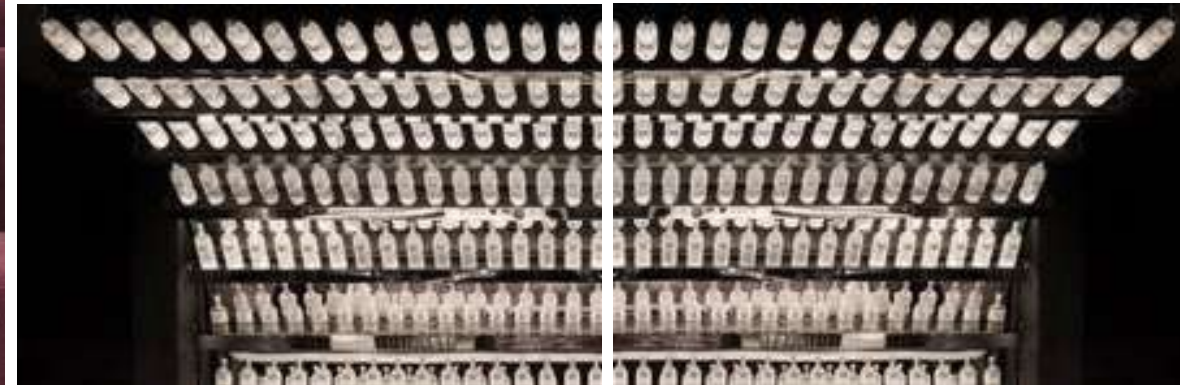
GUESTROOM



THE NARRATIVE | THE PLAYHOUSE - GROUND FLOOR LOBBY (BOX OFFICE)

STRIKING LIGHTING DETAILS

THEATRICAL
ELEMENTS



SOFT, ELEGANT
DETAILS



WARM, NOSTALGIC
TEXTURES



RESIDENTIAL STYLE
FURNISHINGS

ENVELOPING WELCOME

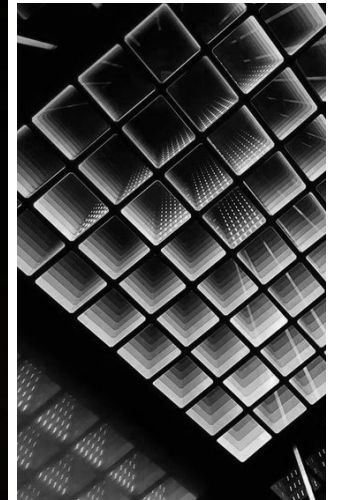
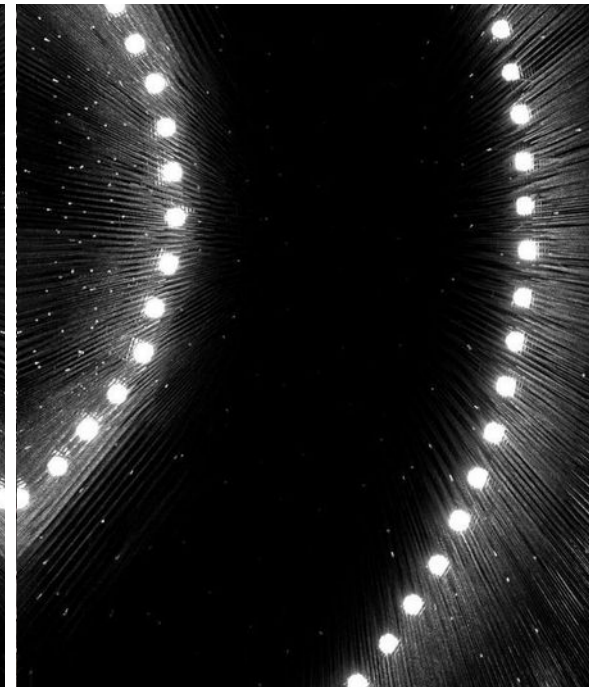
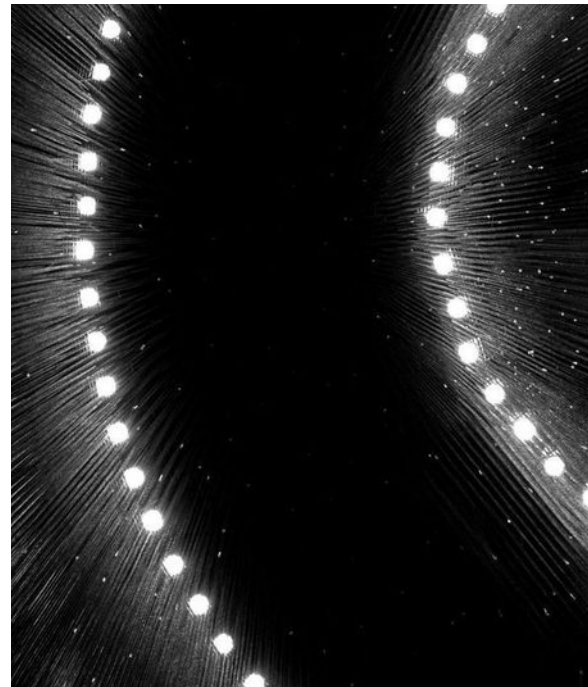
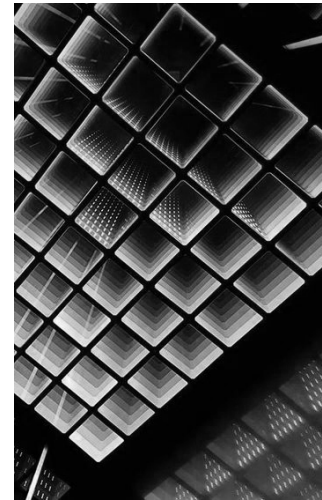
THE NARRATIVE | THE PLAYHOUSE - TRANSFER SPACES (BACKSTAGE)

A DRAMATIC CORRIDOR

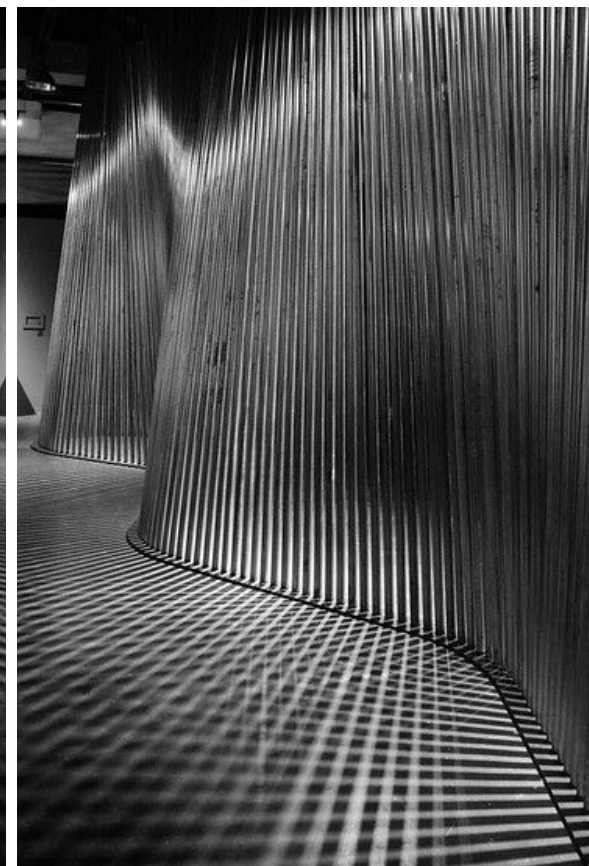
BACKSTAGE RIGGING ROPES

SOFT GLOW LIGHTING

ICONIC ELEVATOR BACKDROPS



INDUSTRIAL ELEMENTS & DETAILS



LIGHT GUIDED PATHS



CURATED FF&E PIECES

THE NARRATIVE | THE PLAYHOUSE - SECOND FLOOR LOUNGE (HOUSE)

AIRY AND WELCOMING



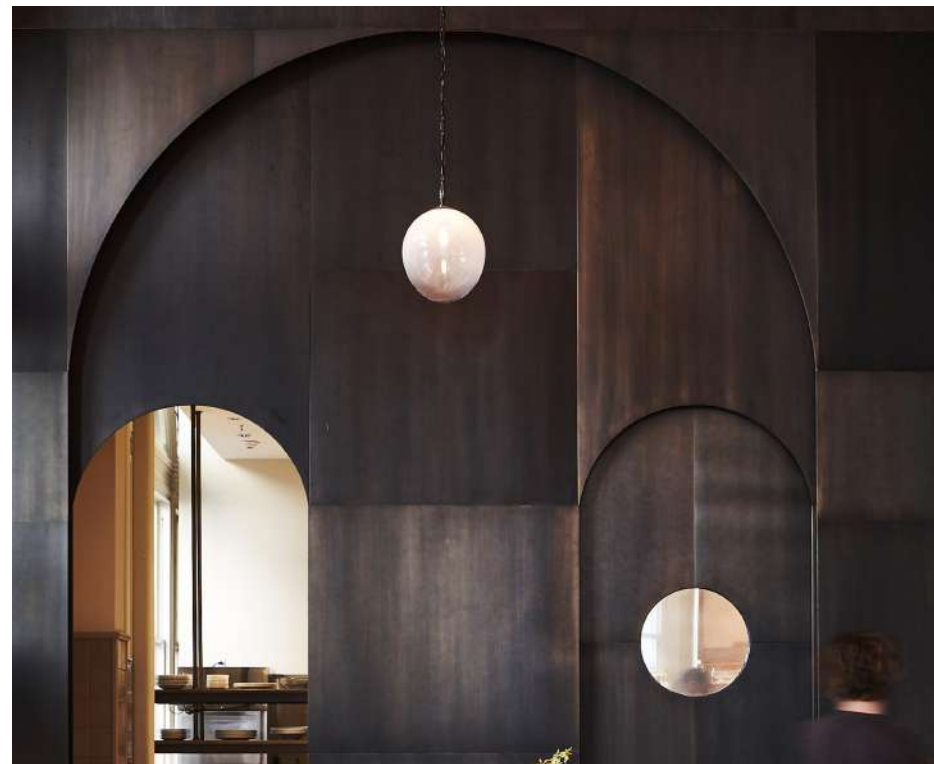
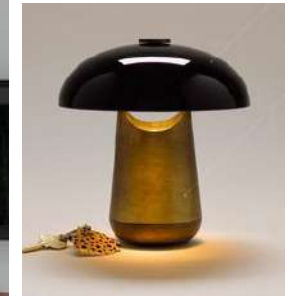
PLUSH STAGE DRAPES



ORCHESTRA INSPIRED



MOMENTS OF DRAMA



SOFT CURVES



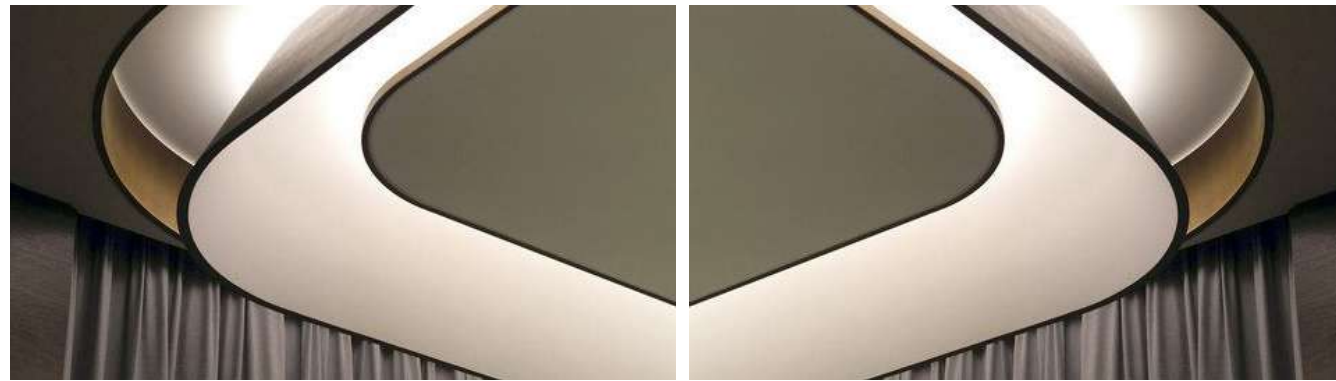
MODERN RUG PATTERNS



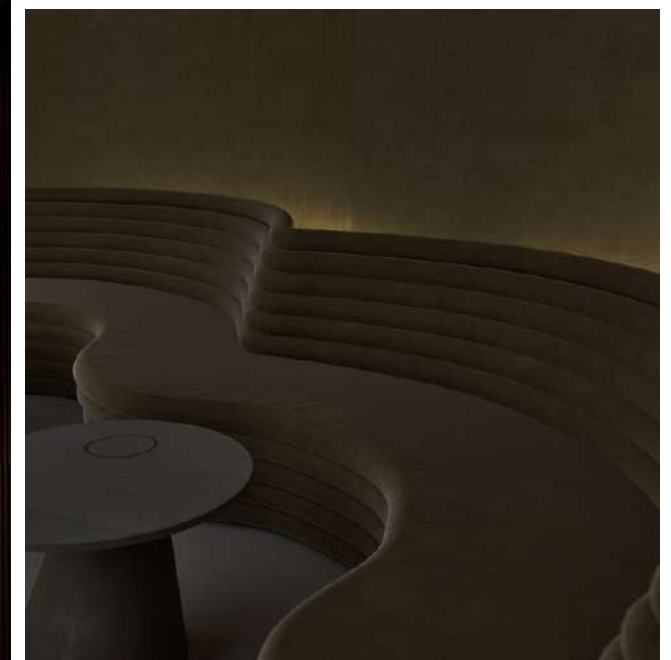
THE NARRATIVE | THE PLAYHOUSE - SECOND FLOOR SPEAKEASY (THE GREEN ROOM)

ORGANIC ENVELOPING FORMS

ROMANTIC DETAILS



RELAXED & INTIMATE



BAR HEIGHT FURNISHINGS

SCULPTURAL BAR

SOFT, LAID BACK FF&E

BACKDROP-LIKE ILLUSIONS



DARK REFINED MATERIALS



INDUSTRIAL ELEMENTS



MOODY

ENERGETIC

SIMPLISTIC DETAILS

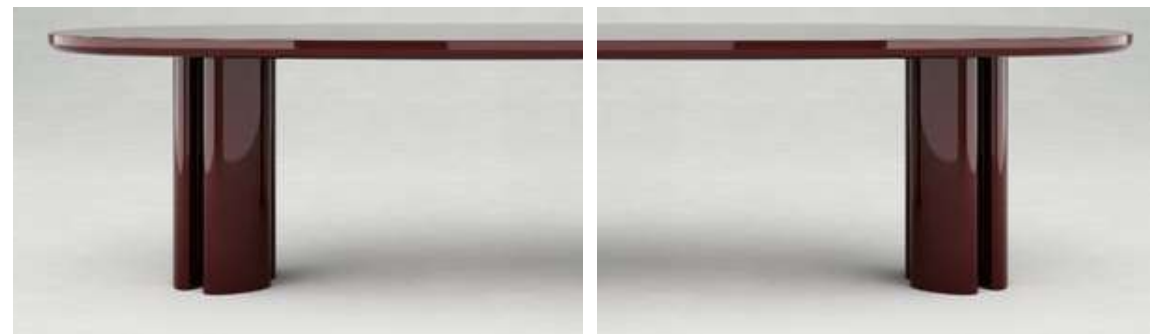
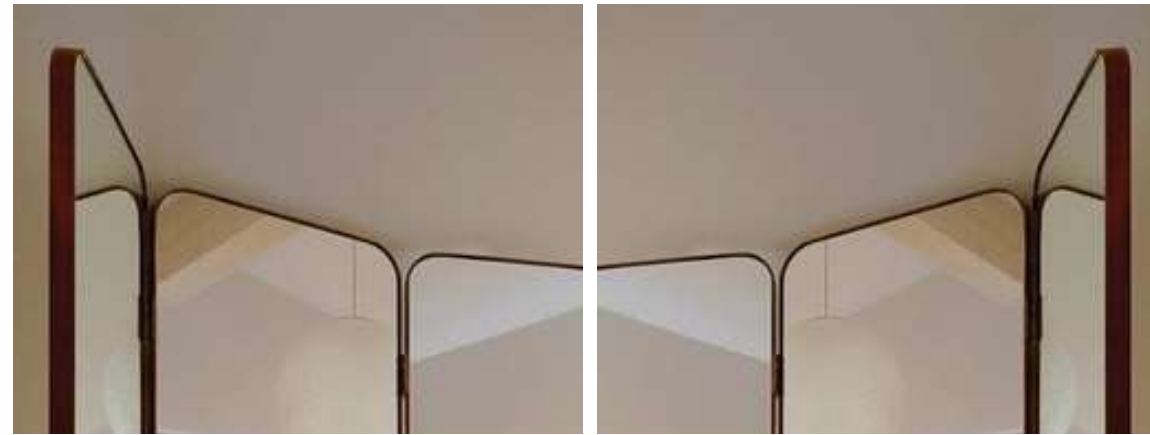
THE NARRATIVE | THE PLAYHOUSE - GUESTROOMS (DRESSING ROOM)

ENVELOPING MIRRORS

SOFT GLAMOUR

OPEN CLOSET

RESIDENTIAL LAYERING



REPETITIVE RHYTHM

LAYERED TEXTILES

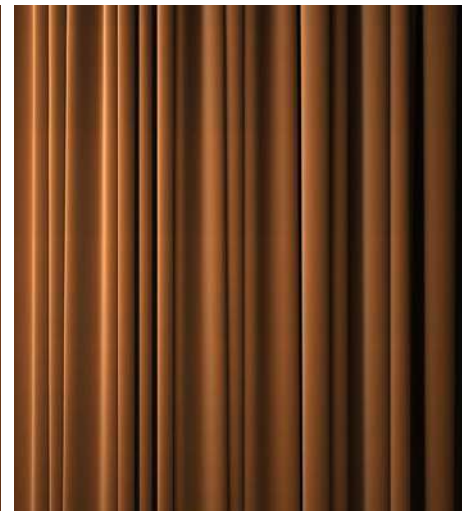
DARK WOOD OAK FLOORING

THE NARRATIVE | THE PLAYHOUSE - SUITES (DRESSING ROOM)

RICH FABRICS

UNEXPECTED LIGHTING DETAILS

MODERNIZED GRANDEUR



RESIDENTIAL LAYERING

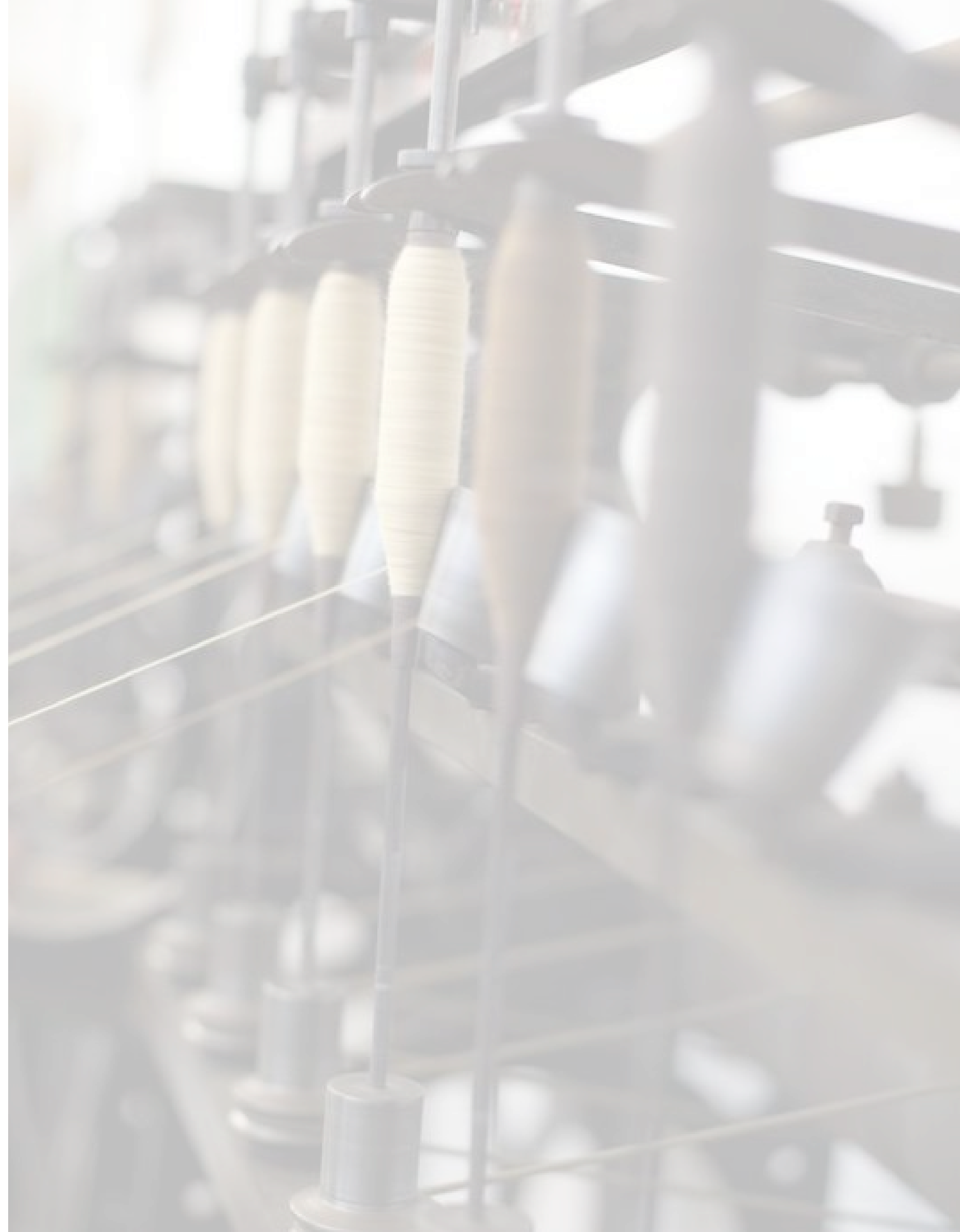
DARK WOOD OAK FLOORING

UNIQUE VANITY TABLE



CONCEPT DIRECTION 2:
THE DRESSMAKER'S ATELIER

ABOUT
DESIGN PRINCIPLES
GUEST WALKTHROUGH
INSPIRATION



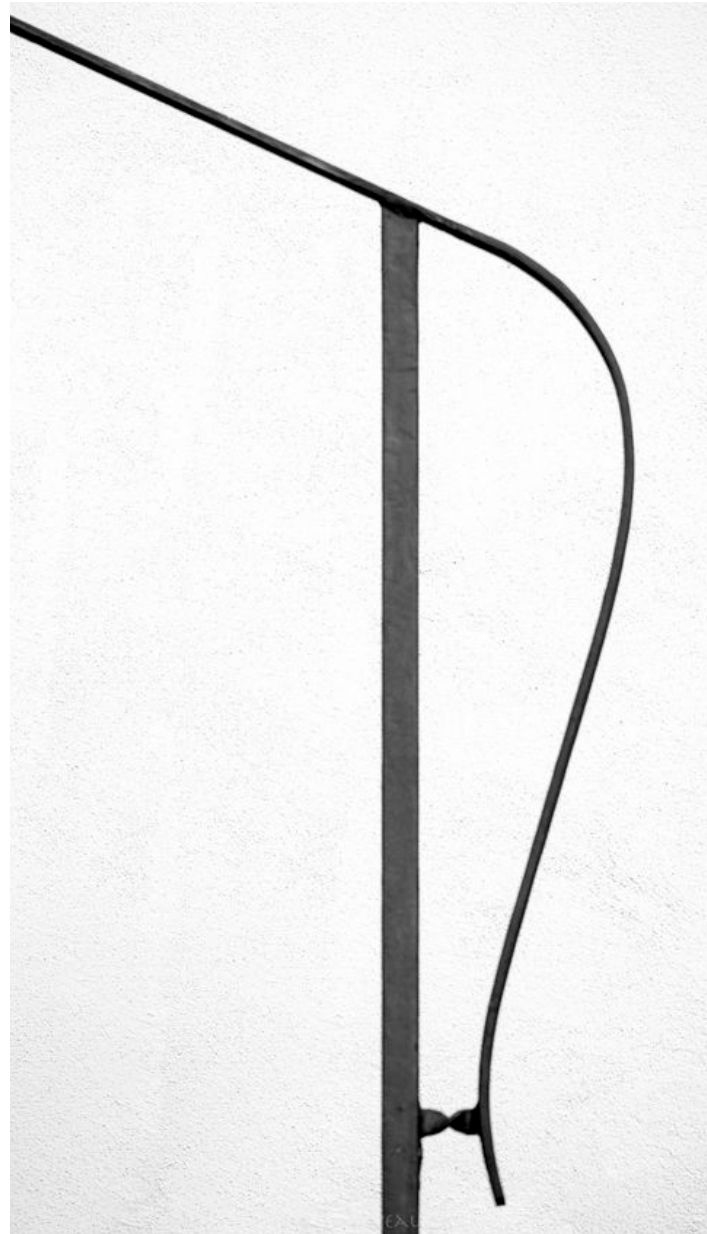


A GARMENT STORY

The Garment District was the heart of this historical industrial area in Toronto in the 1900's.

Our building will retain it's authenticity to place by honouring the process of the textile manufacturing through out the interiors. The raw and authentic materials inside a historical textile factory like concrete and metal juxtaposed with the soft and delicate textures and layers of textiles and fabrics.

The design of the space is inspired by the Dressmaker's Atelier, where she designs and creates pieces in her workshop, gets the client's ready in their dressing rooms, showcases the garment in the photo studio, and lastly presents the ready to wear creations for the public. This is a journey though the dressmaker's process experienced in her Atelier.



INDUSTRIAL



AUTHENTIC



ARTISANAL



DELICATE

THE NARRATIVE | THE DRESSMAKER'S ATELIER - GUEST WALKTHROUGH

RETAIL
SHOWROOM



LOBBY & CAFE
GROUND FLOOR

WORKSHOP LOUNGE



RESTAURANT LOUNGE
SECOND FLOOR

PHOTO STUDIO



SPEAKEASY
SECOND FLOOR

DRESSING ROOM

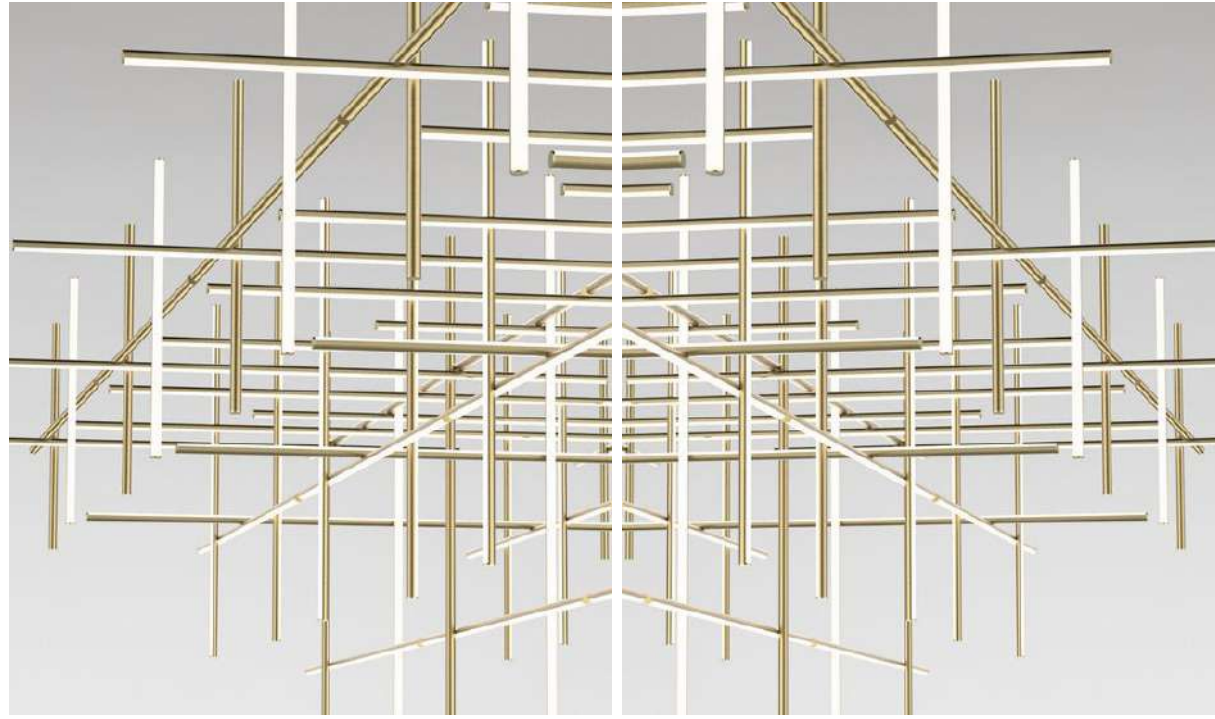


GUESTROOM
TOWER

THE NARRATIVE | THE DRESSMAKER'S ATELIER - GROUND FLOOR LOBBY (RETAIL SHOWROOM)



MOVEMENT OF THE LOOM



INDUSTRIAL CHARACTERISTIC

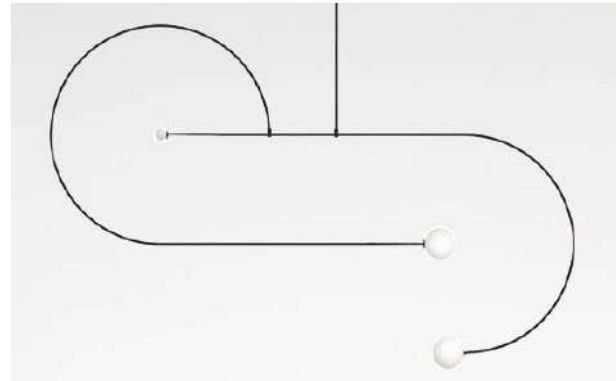
A NEEDLE PULLING THREAD



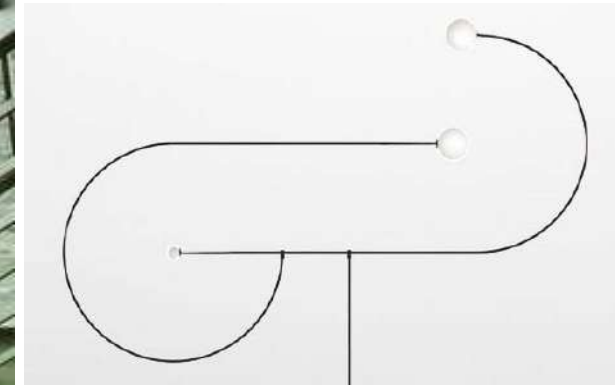
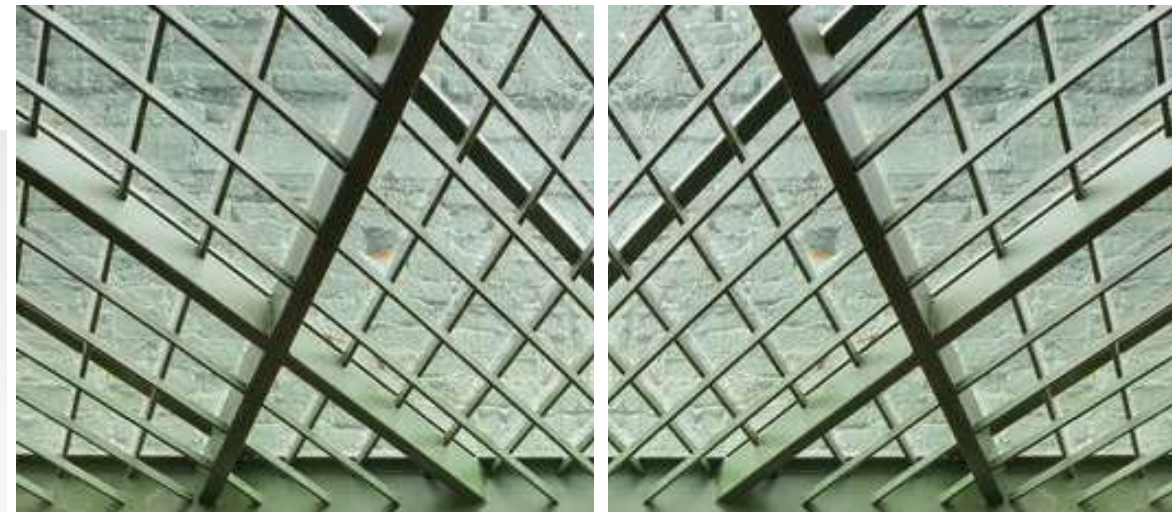
WEAVING FLOOR DETAIL



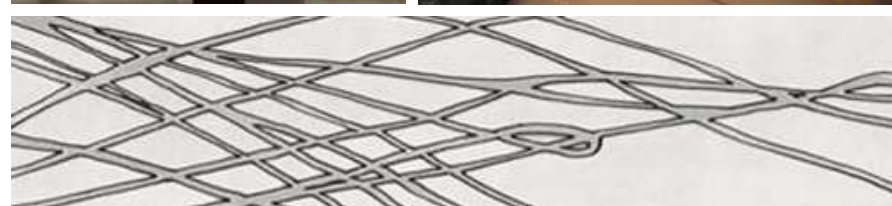
THE NARRATIVE | THE DRESSMAKER'S ATELIER - SECOND FLOOR LOUNGE (WORKSHOP)



SIMPLISTIC DETAILS



TOUCH OF PLAYFULNESS



SOFT, ORGANIC FORMS



THE NARRATIVE | THE DRESSMAKER'S ATELIER - SECOND FLOOR SPEAKEASY (PHOTO STUDIO)



A NEUTRAL LIGHTBOX BACKDROP



CURVED BACK BAR



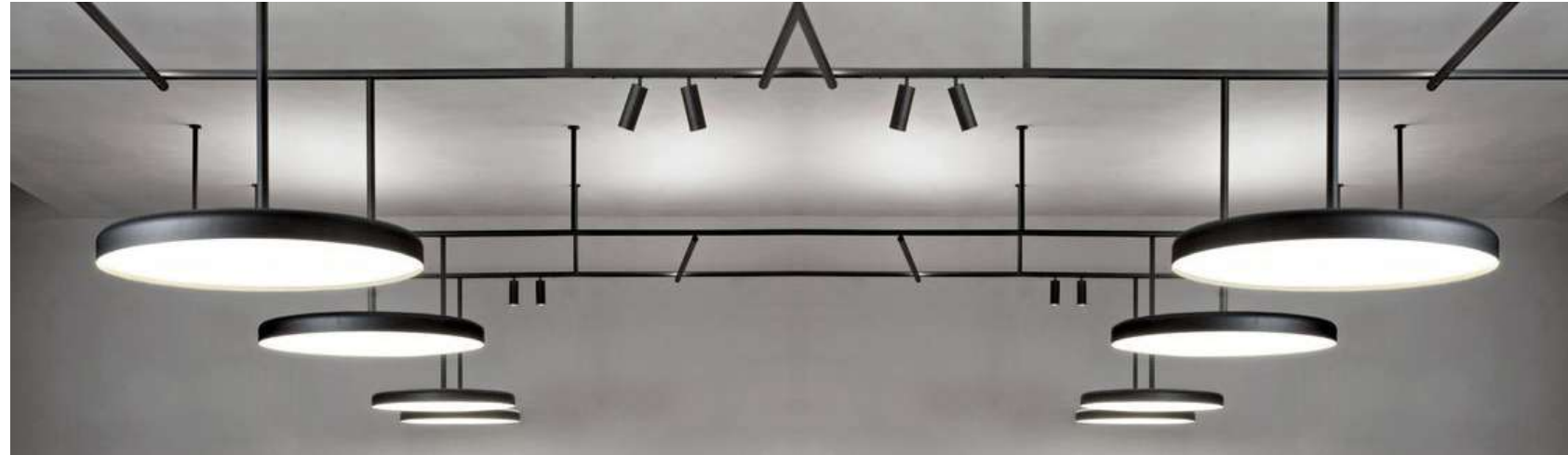
GLOWING PENDANT LIGHTS



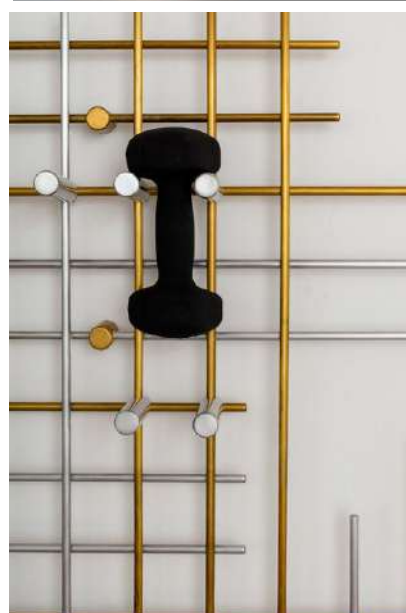
INTRICATE FF&E DETAILS

TONE ON TONE FLOOR

RETAIL INSPIRED LIGHTING



CONCRETE CEILING



WEAVING ELEMENT

OMBRE MIRRORS



WARM AND AIRY



FUNKY LIGHTINGS

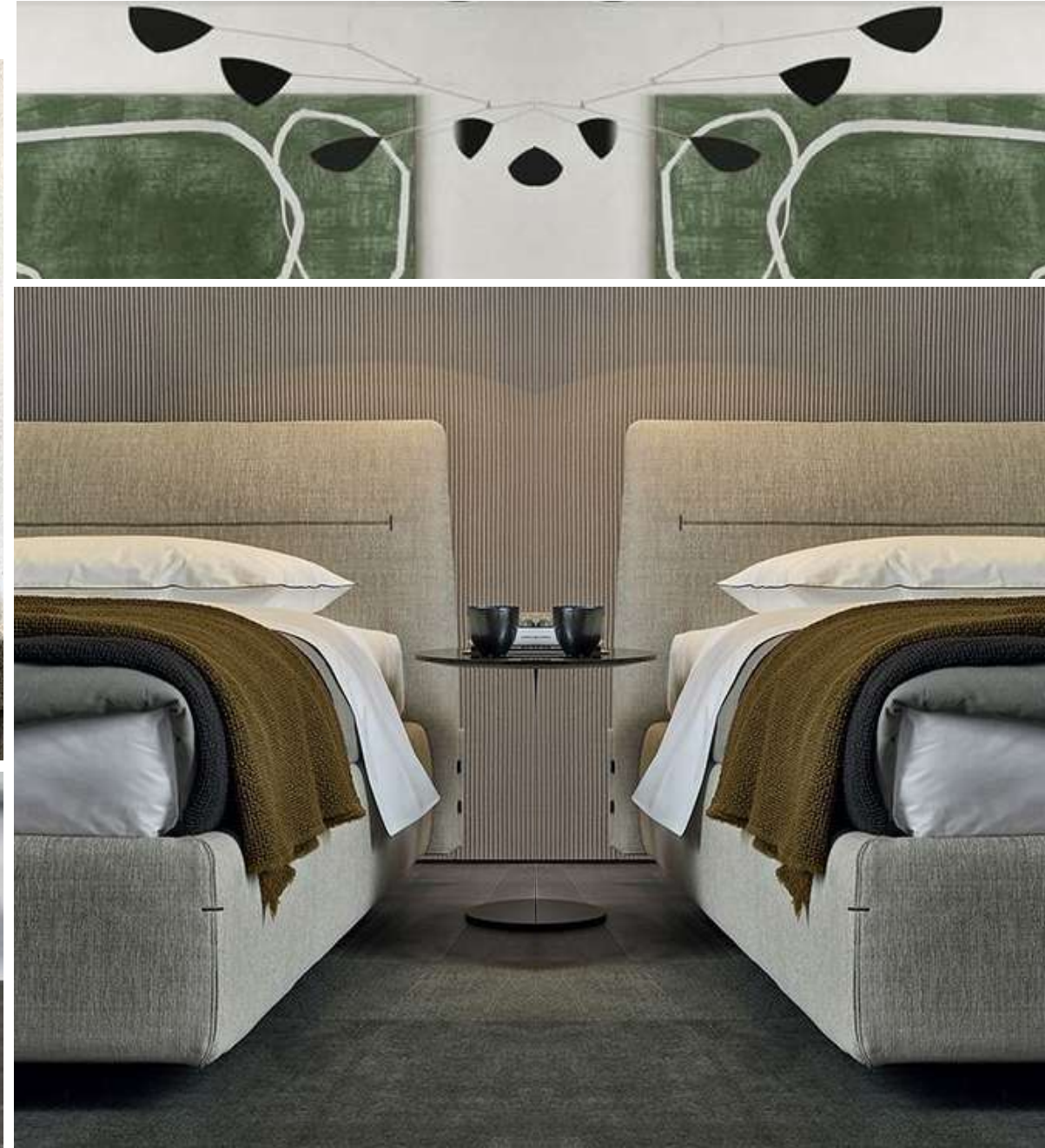


COLOURFUL BATHROOM

THE NARRATIVE | THE DRESSMAKER'S ATELIER - GUESTROOMS (DRESSING ROOM)

INDUSTRIAL CHARACTERISTICS

POP OF COLOUR



DRESSING ROOM TRIFOLD MIRROR



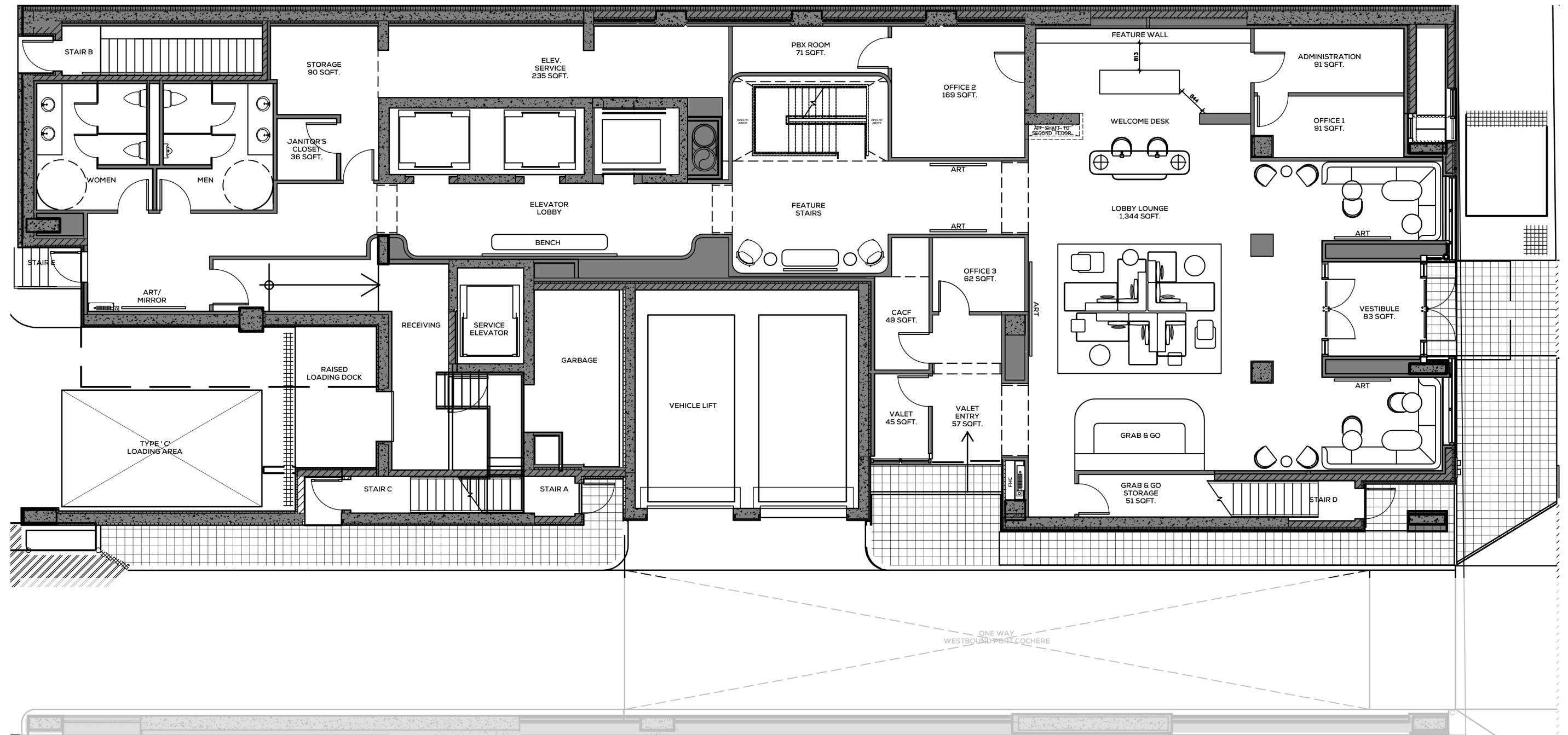
SIMPLE WOOD FLOOR



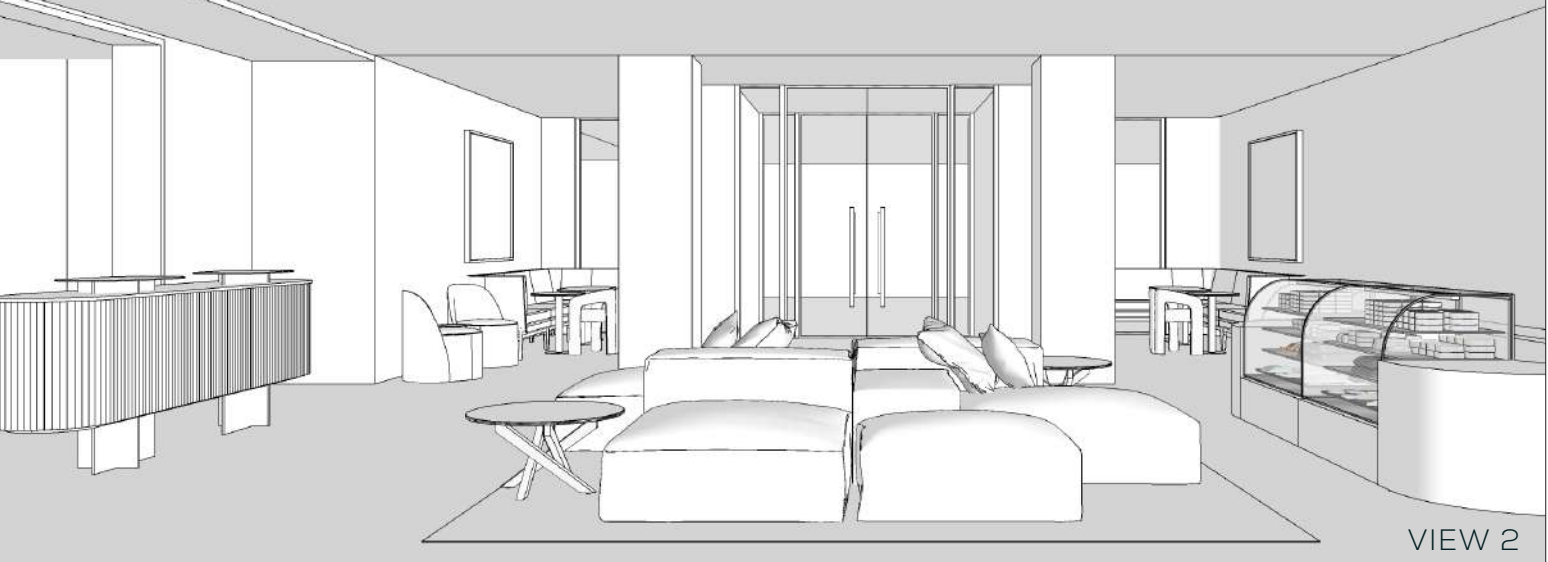
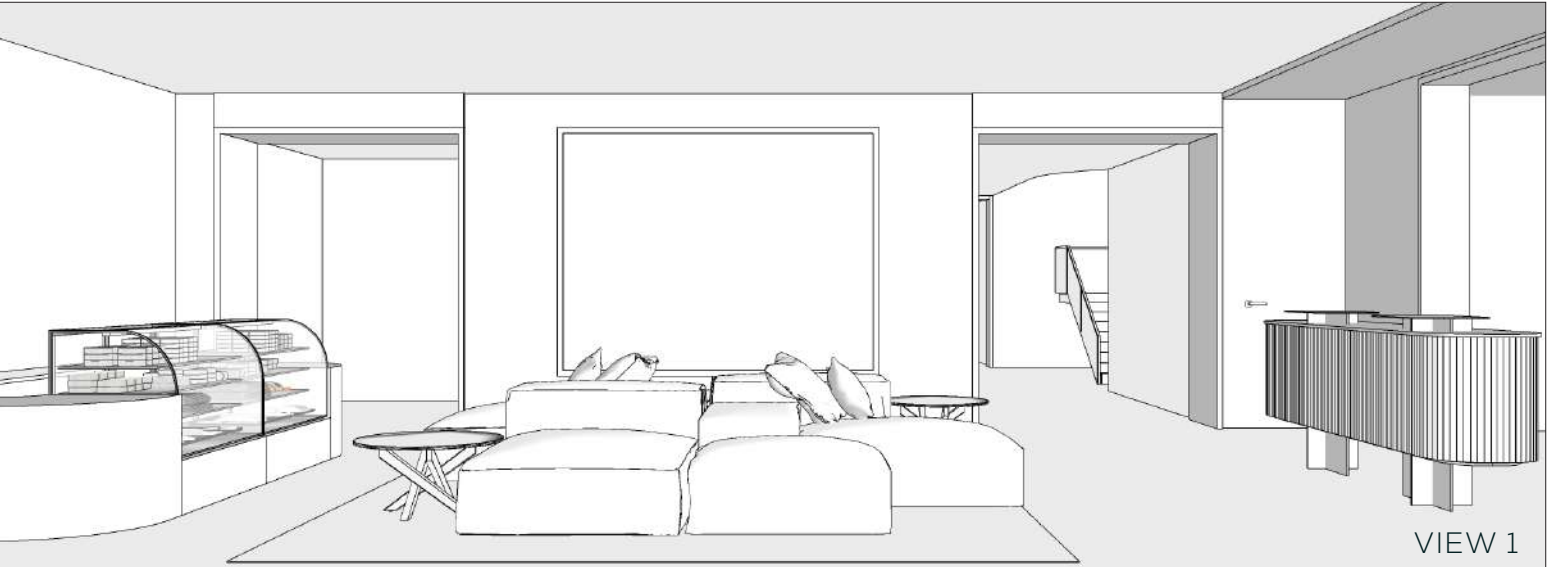
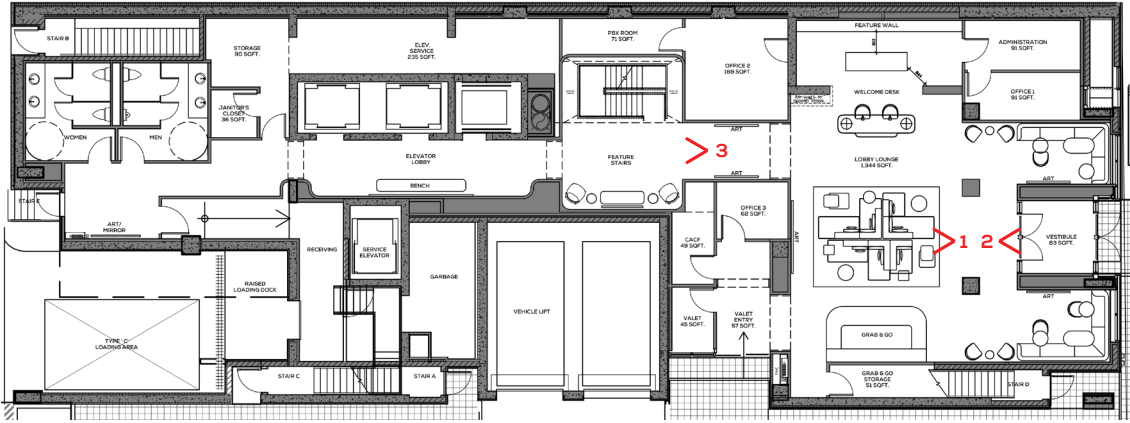
SOFT PATTERN MOVEMENT

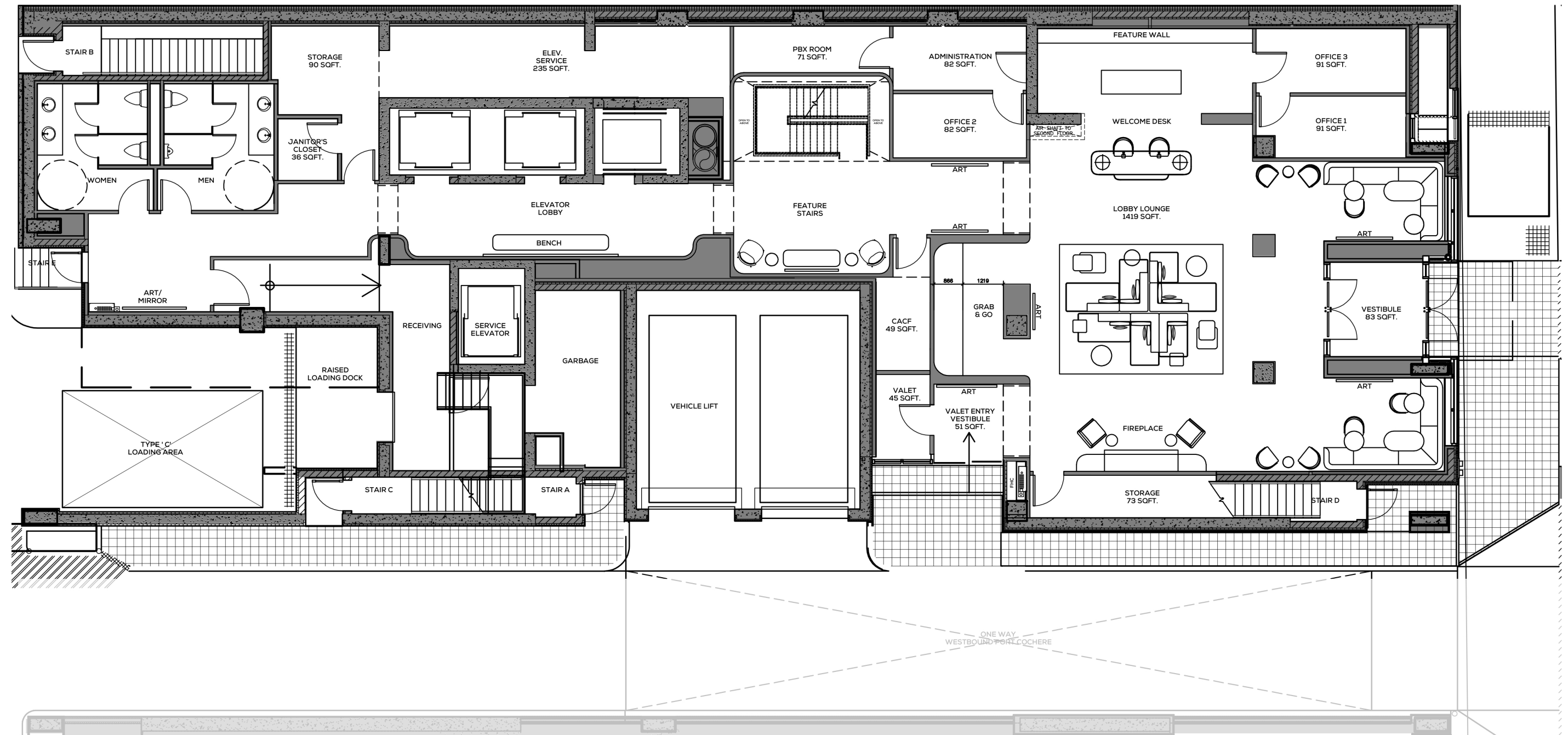
PRELIMINARY PLANNING

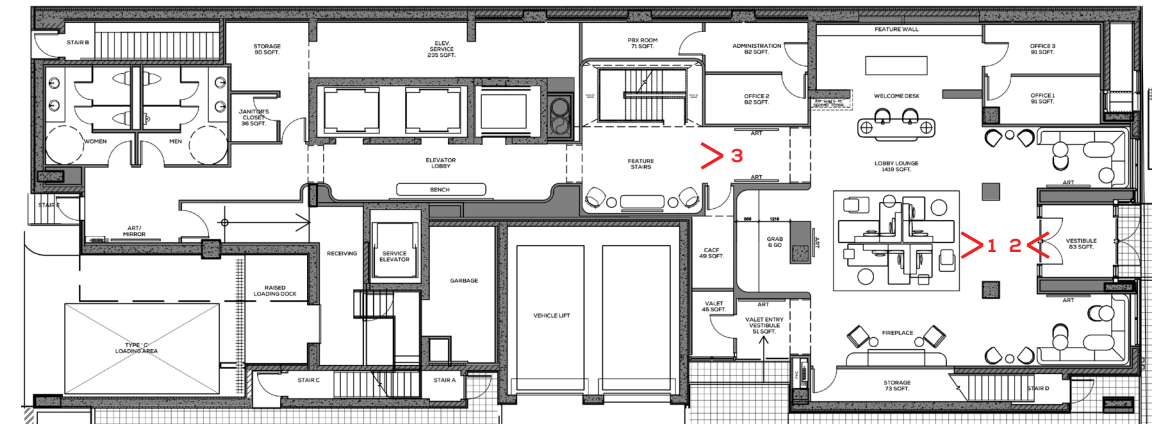
PUBLIC SPACES

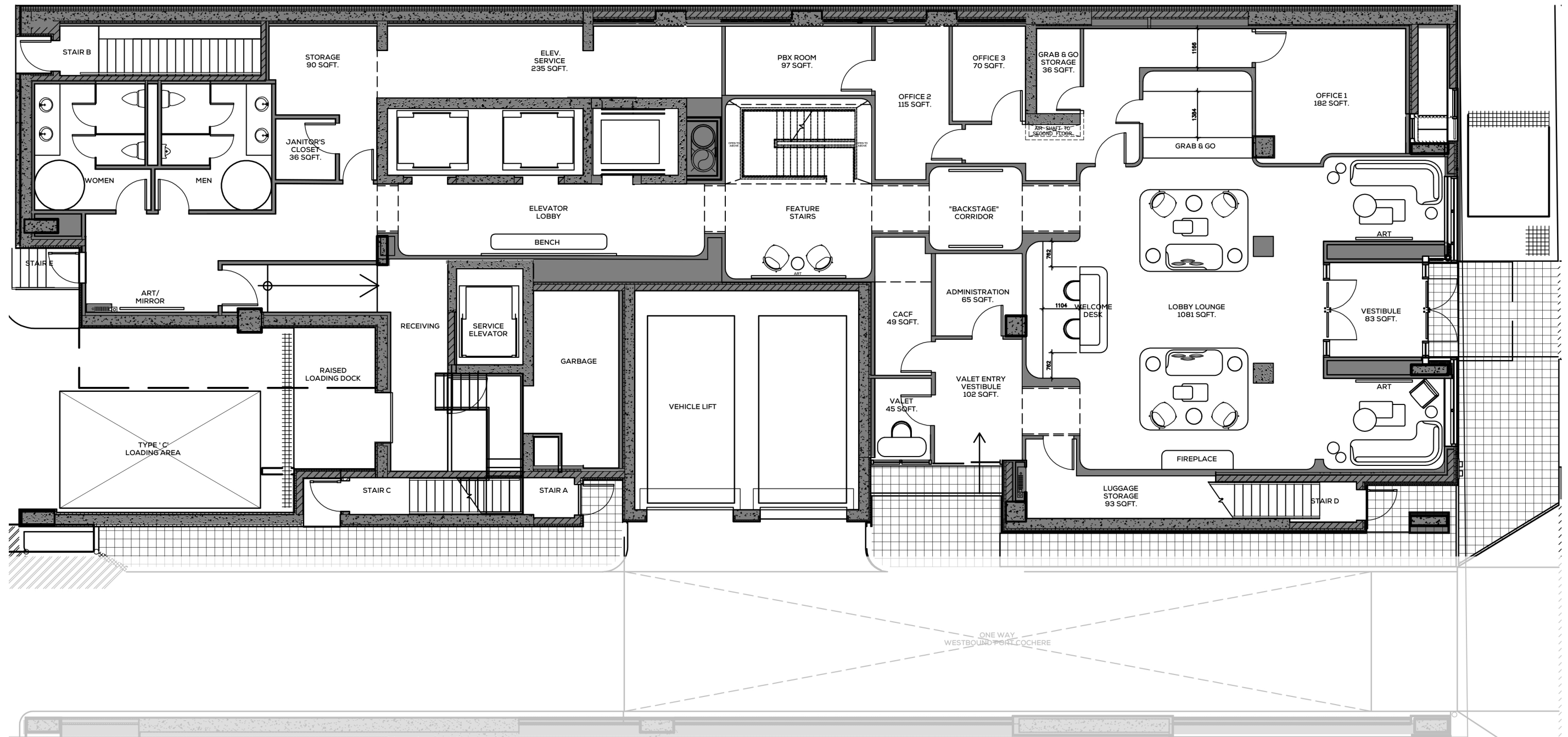


PRELIMINARY PLANNING | 01 GROUND FLOOR - OPT. 1A

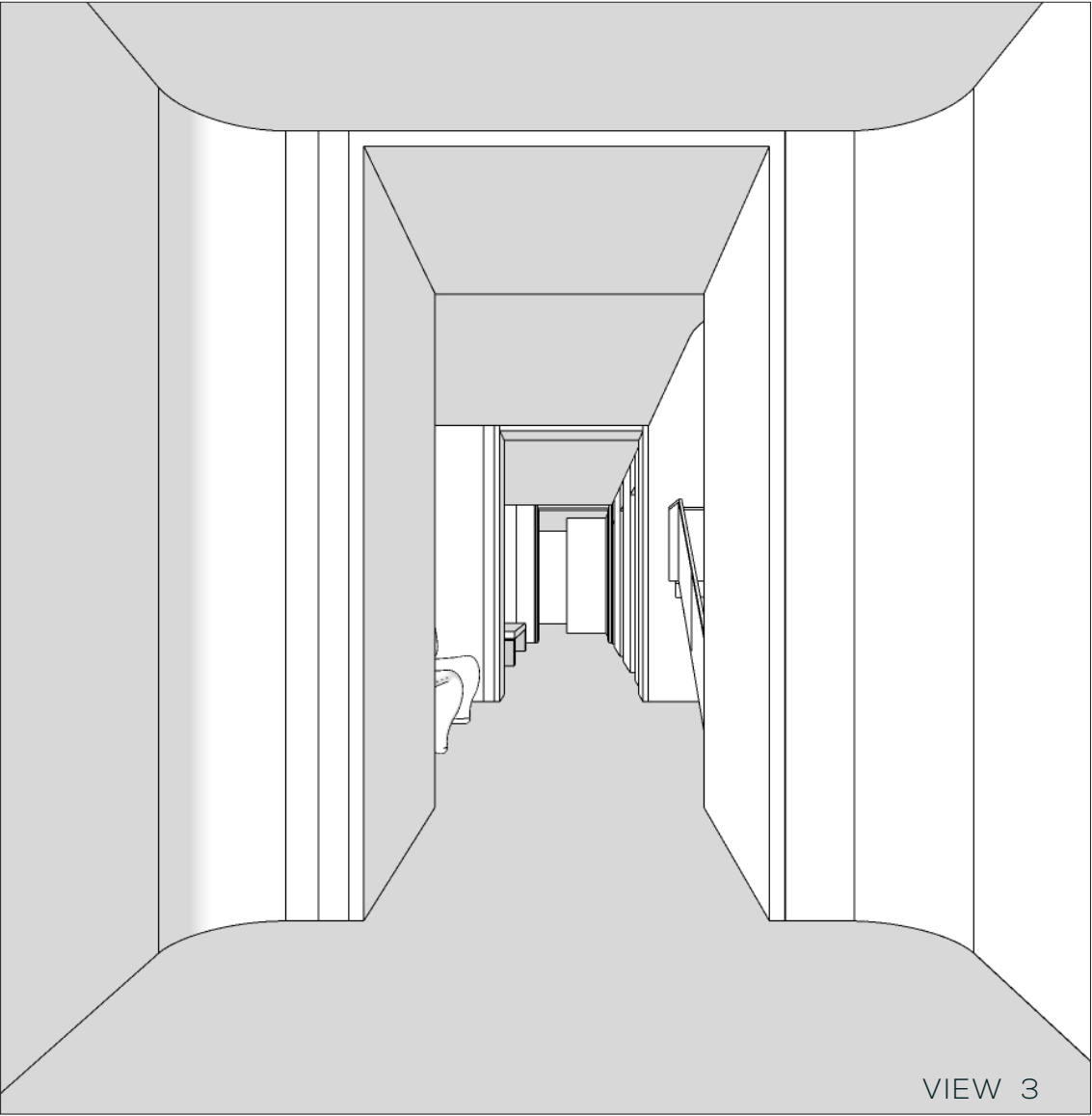
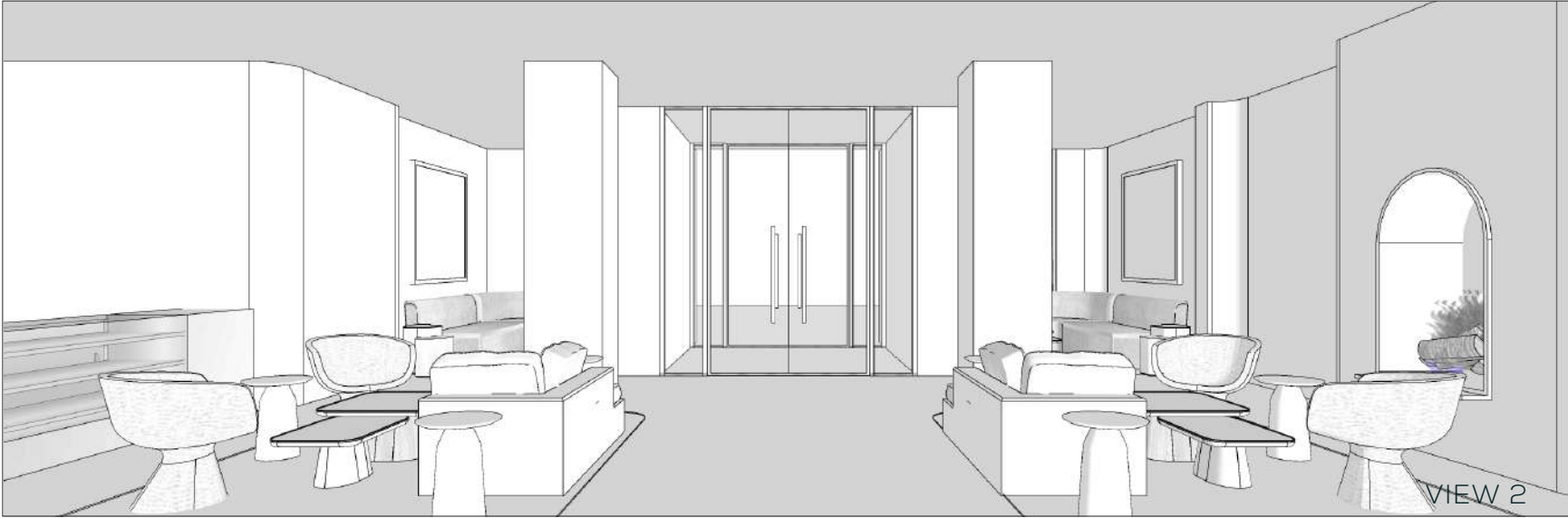
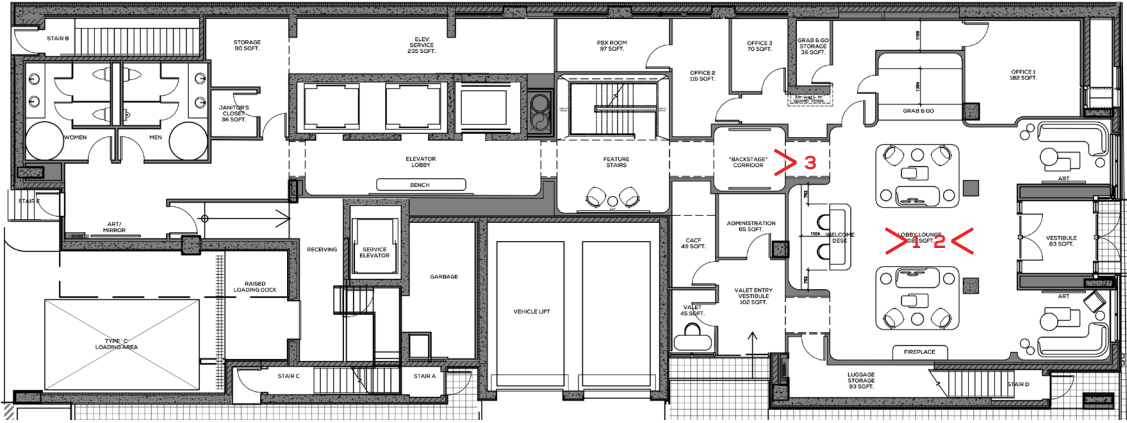


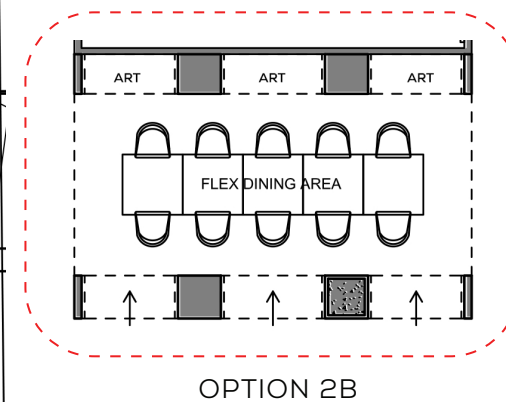
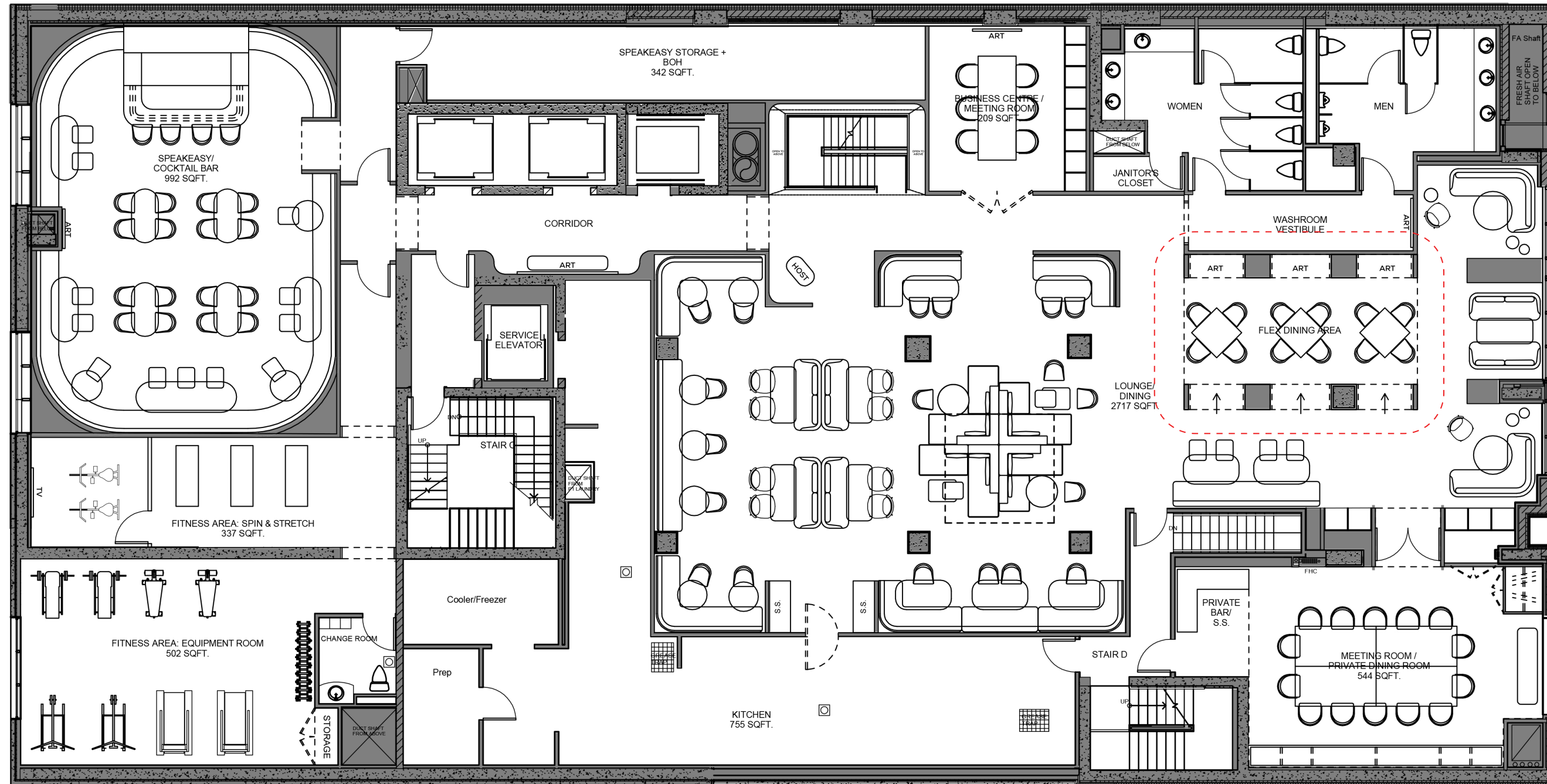


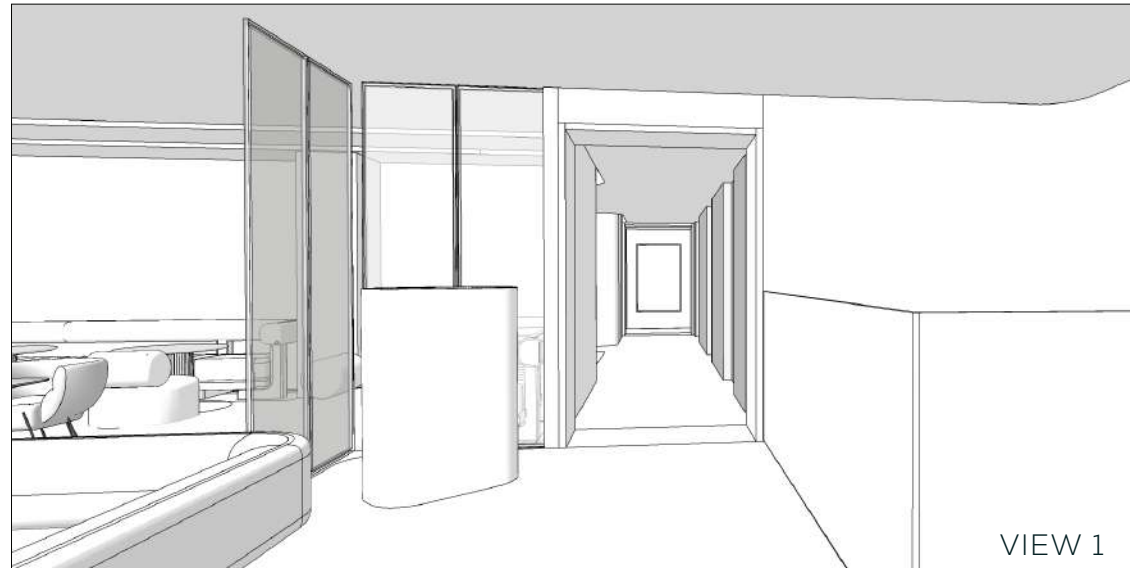
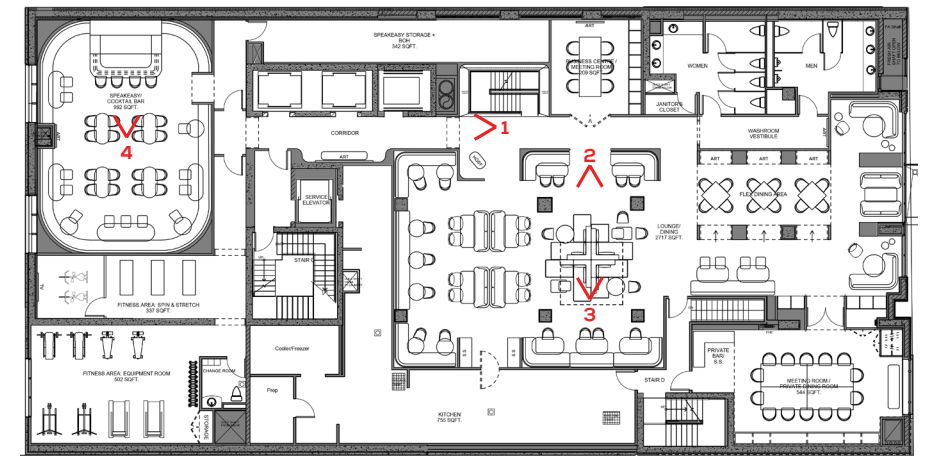




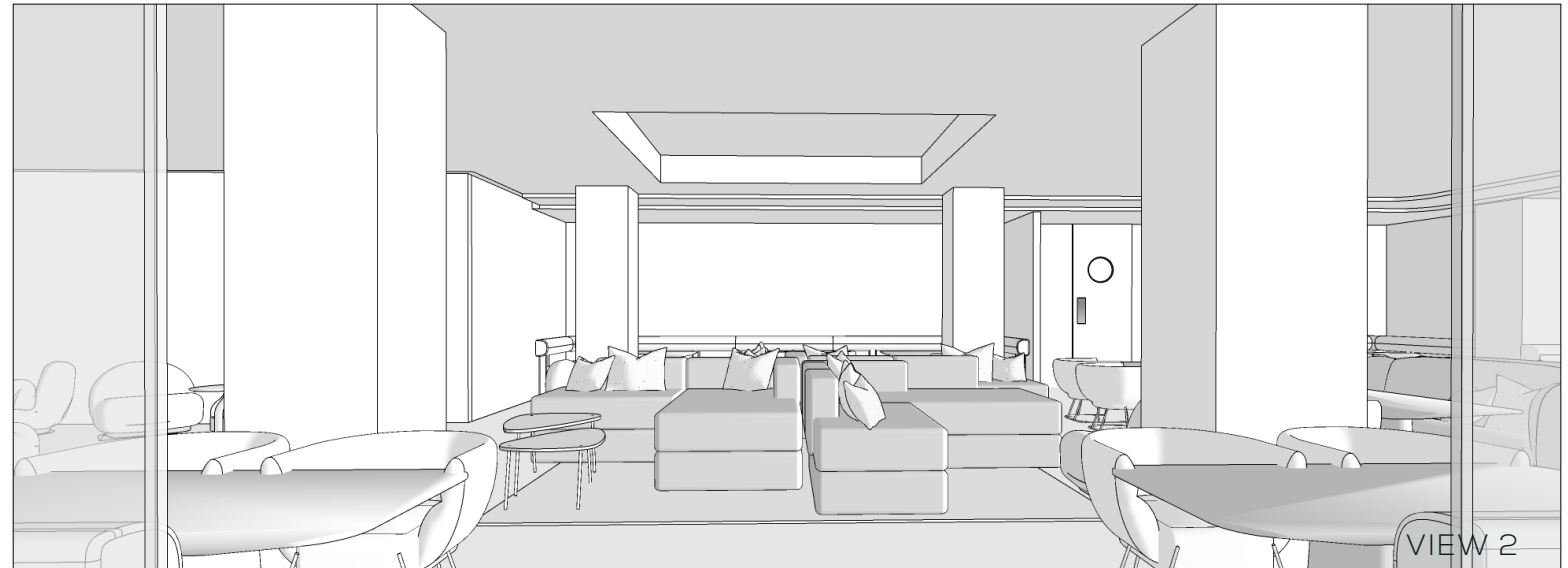
PRELIMINARY PLANNING | 01 GROUND FLOOR - OPT. 2







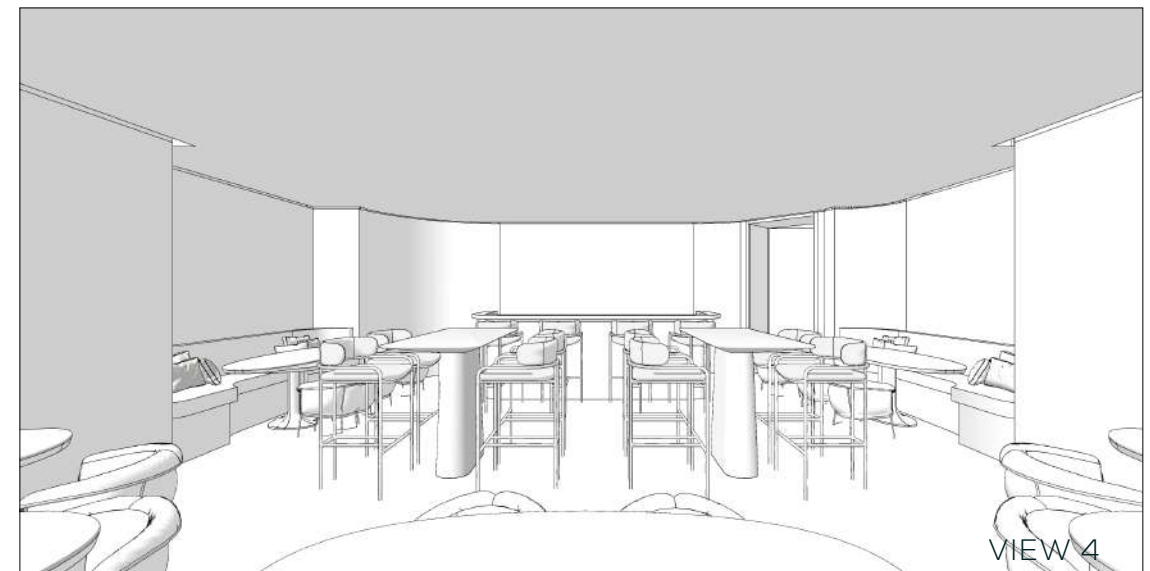
VIEW 1



VIEW 2



VIEW 3



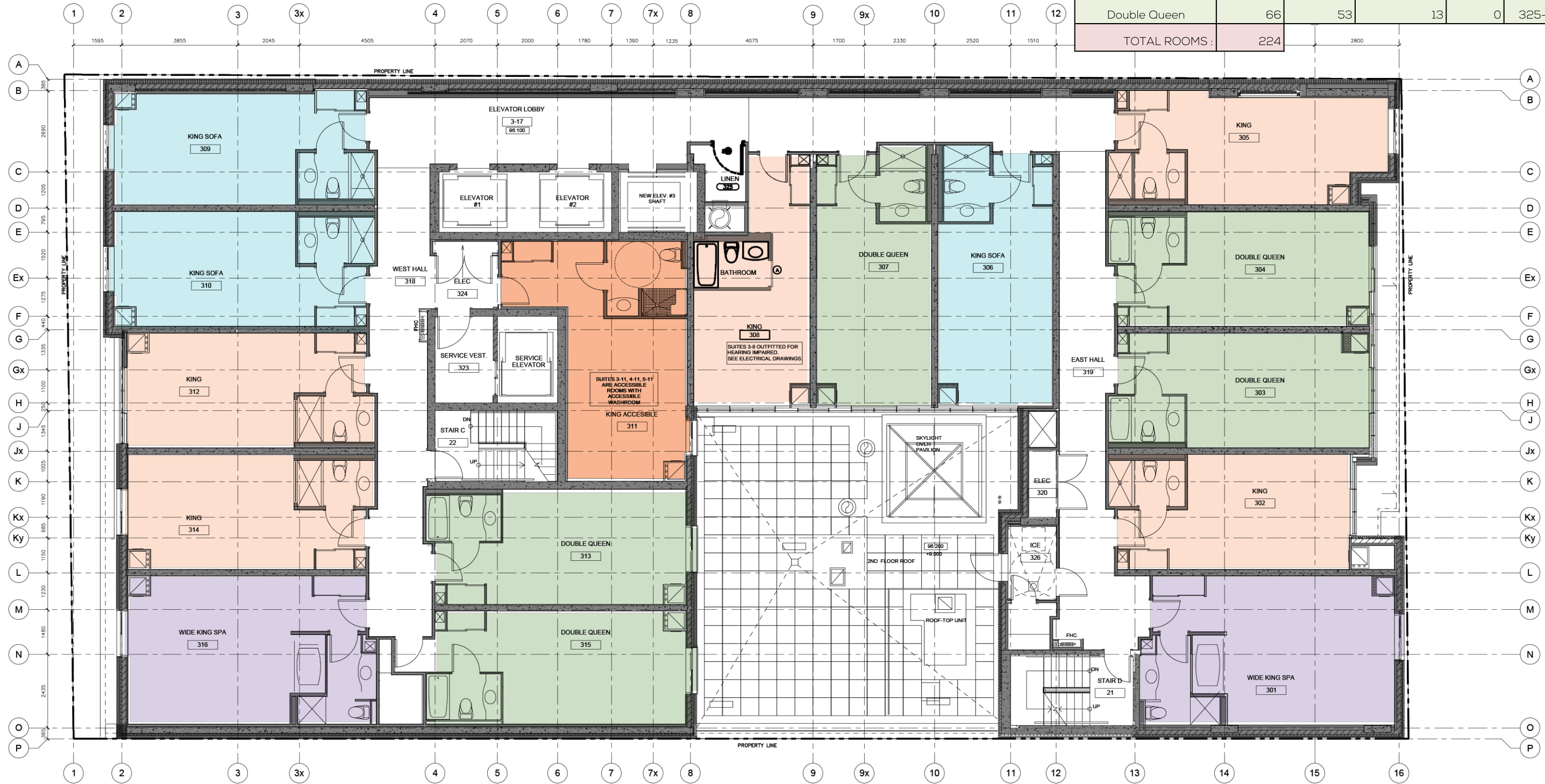
VIEW 4

PRELIMINARY PLANNING

TYPICAL GUESTROOMS & SUITES

PRELIMINARY PLANNING | GUESTROOMS - EXISTING TYPICAL FLOOR PLATE

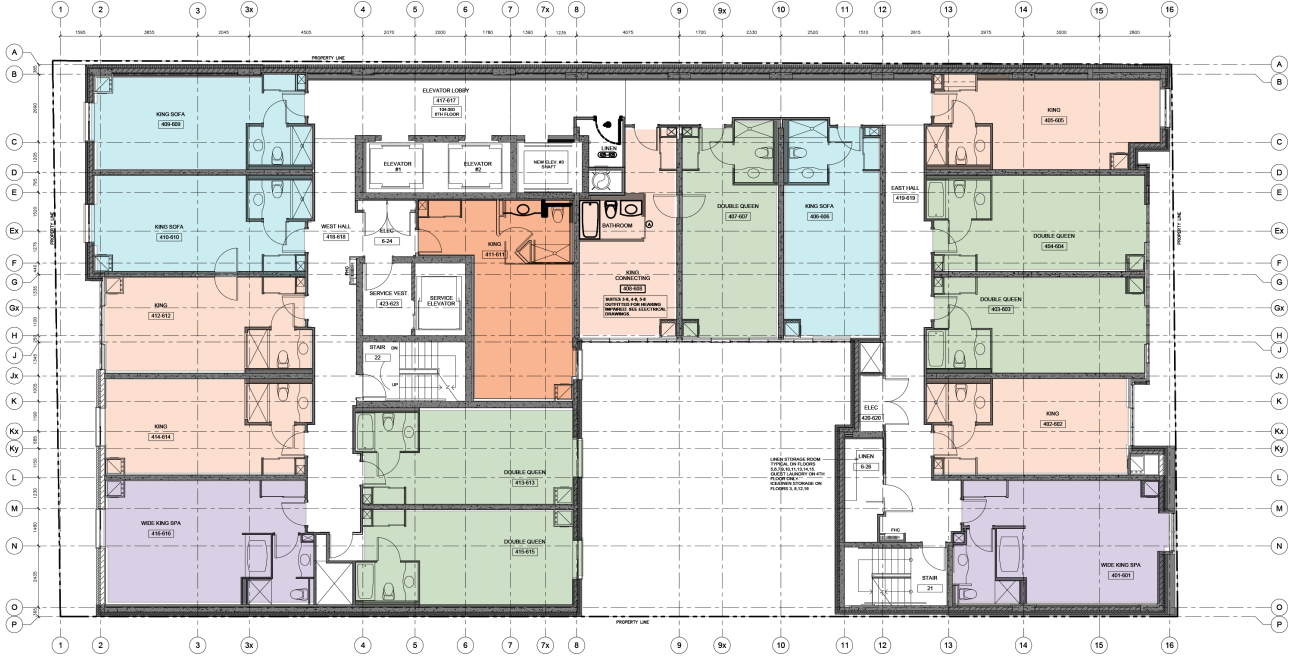
GUESTROOM TYPE	ROOMS	REGULAR	CONNECTING DOOR	ADA	SQFT
King	88	59	26	3	300-315
King Sofa	42	29	13	0	325-330
Wide King Spa	28	28	0	0	415
Double Queen	66	53	13	0	325-330
TOTAL ROOMS :	224				



PRELIMINARY PLANNING | GUESTROOMS - EXISTING TYPICAL FLOOR PLATES PER FLOOR



FLOOR PLATE - 3RD



FLOOR PLATE - 4 TO 6TH (ADA ROOM ON 4 & 5TH ONLY)



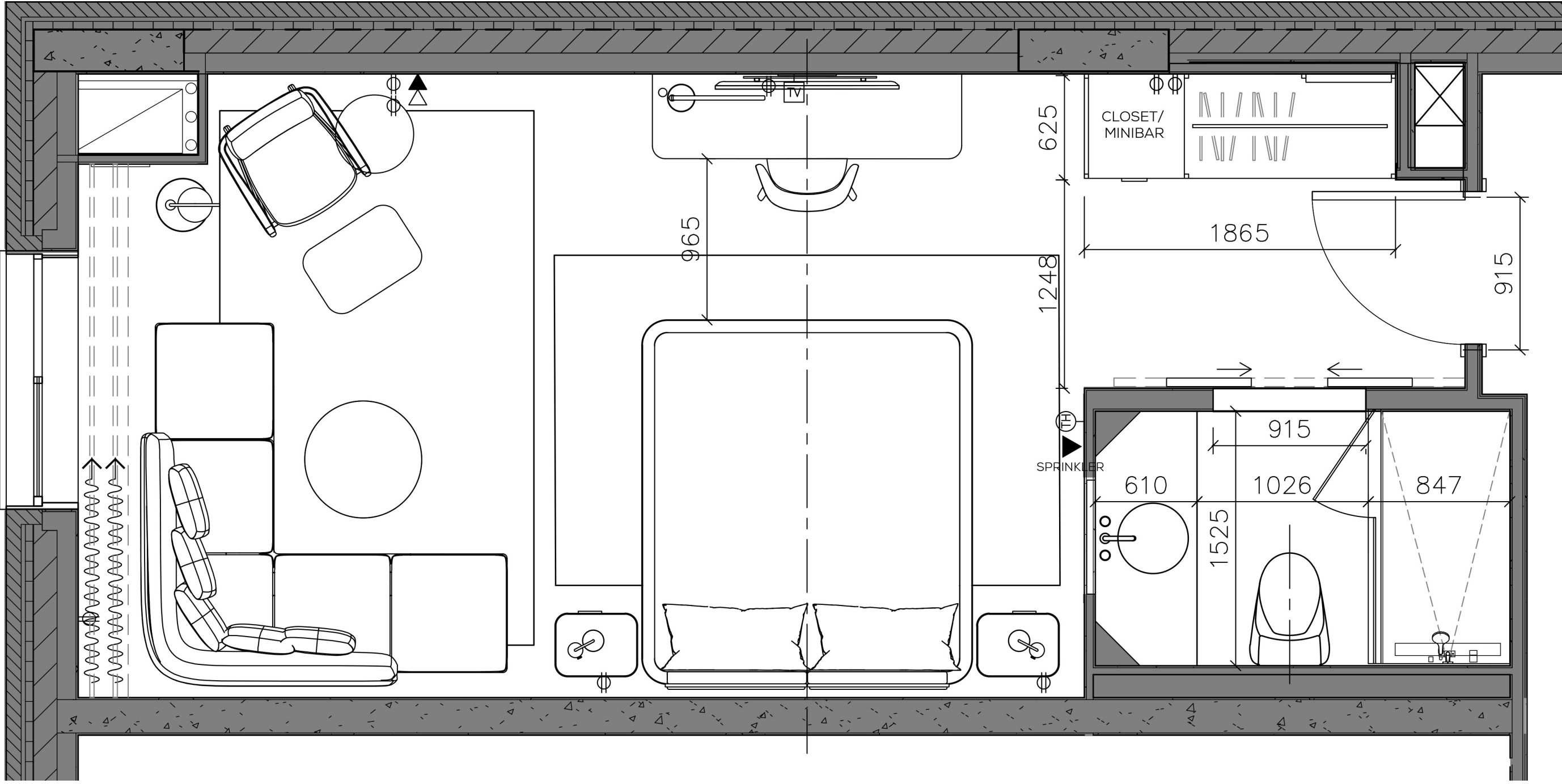
FLOOR PLATE - 7 TO 14TH

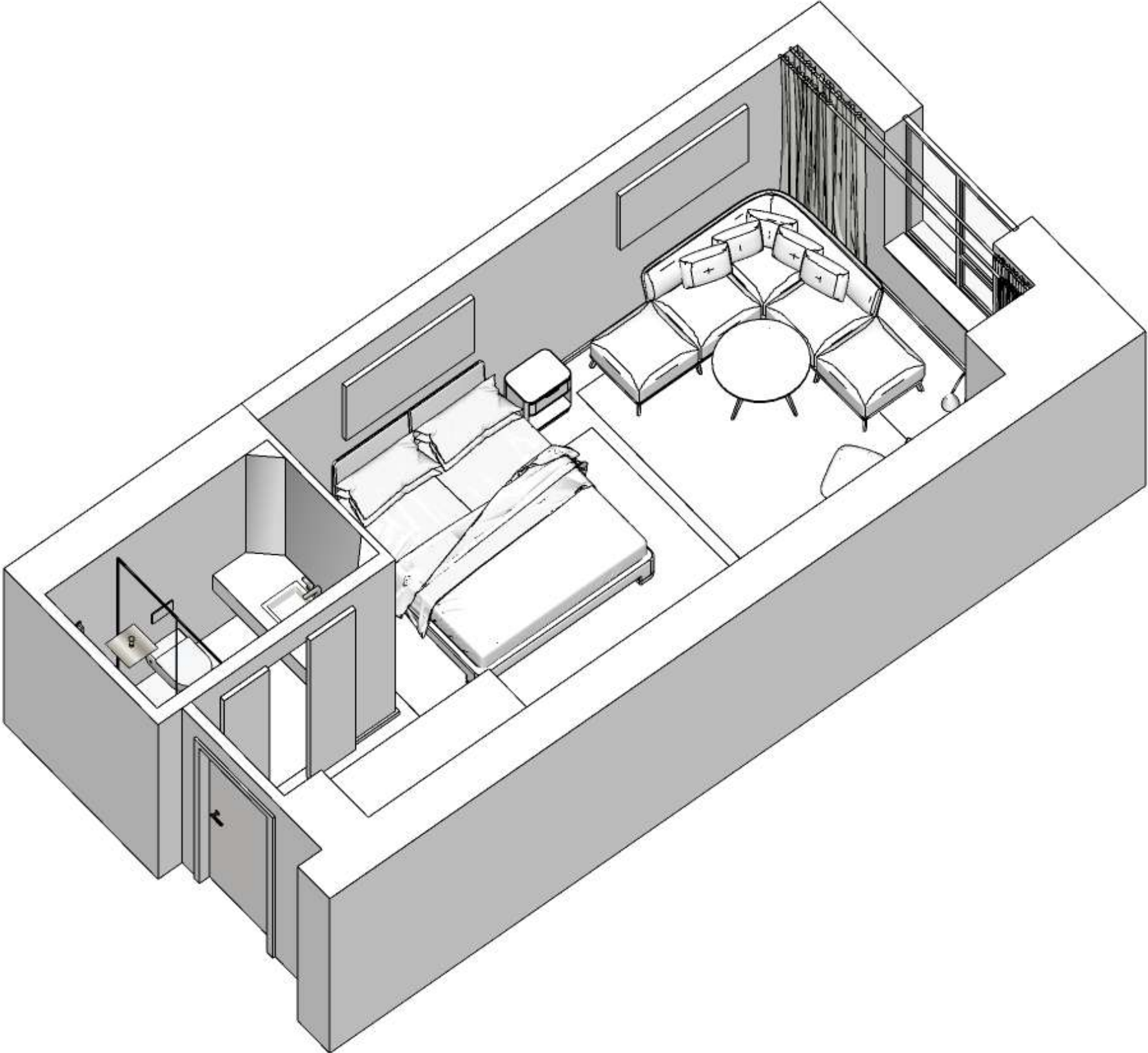


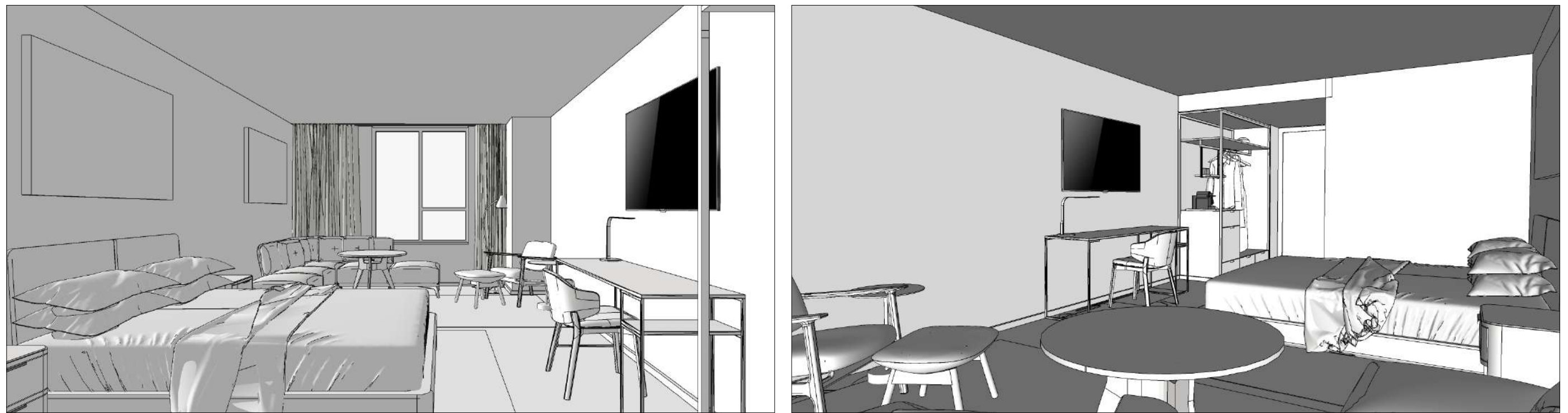
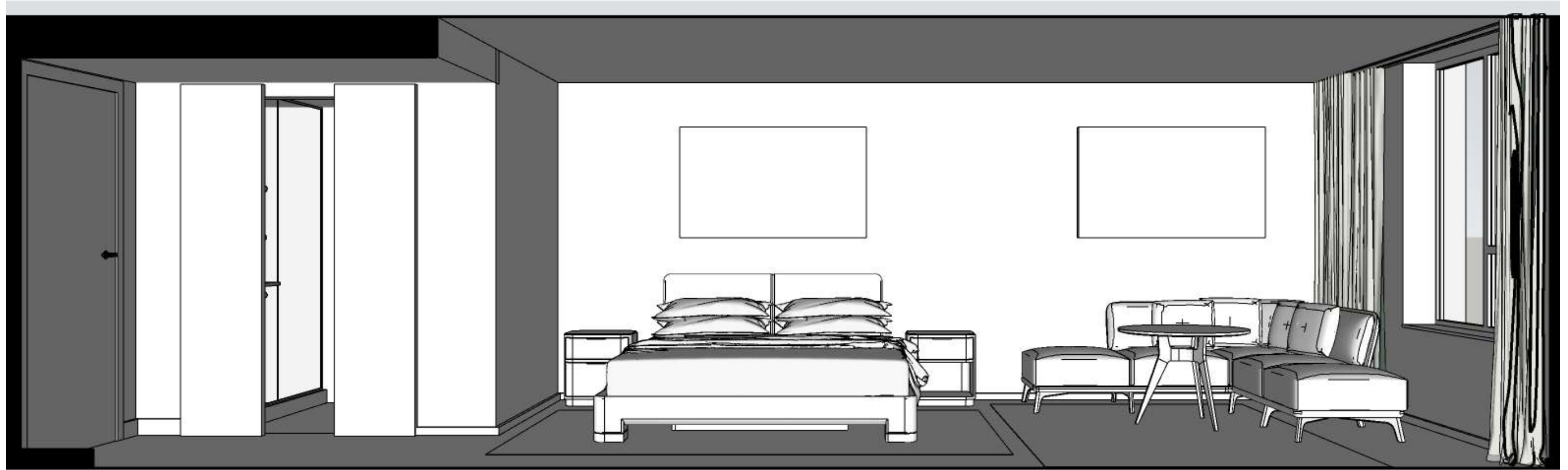
FLOOR PLATE - 15 TO 16TH



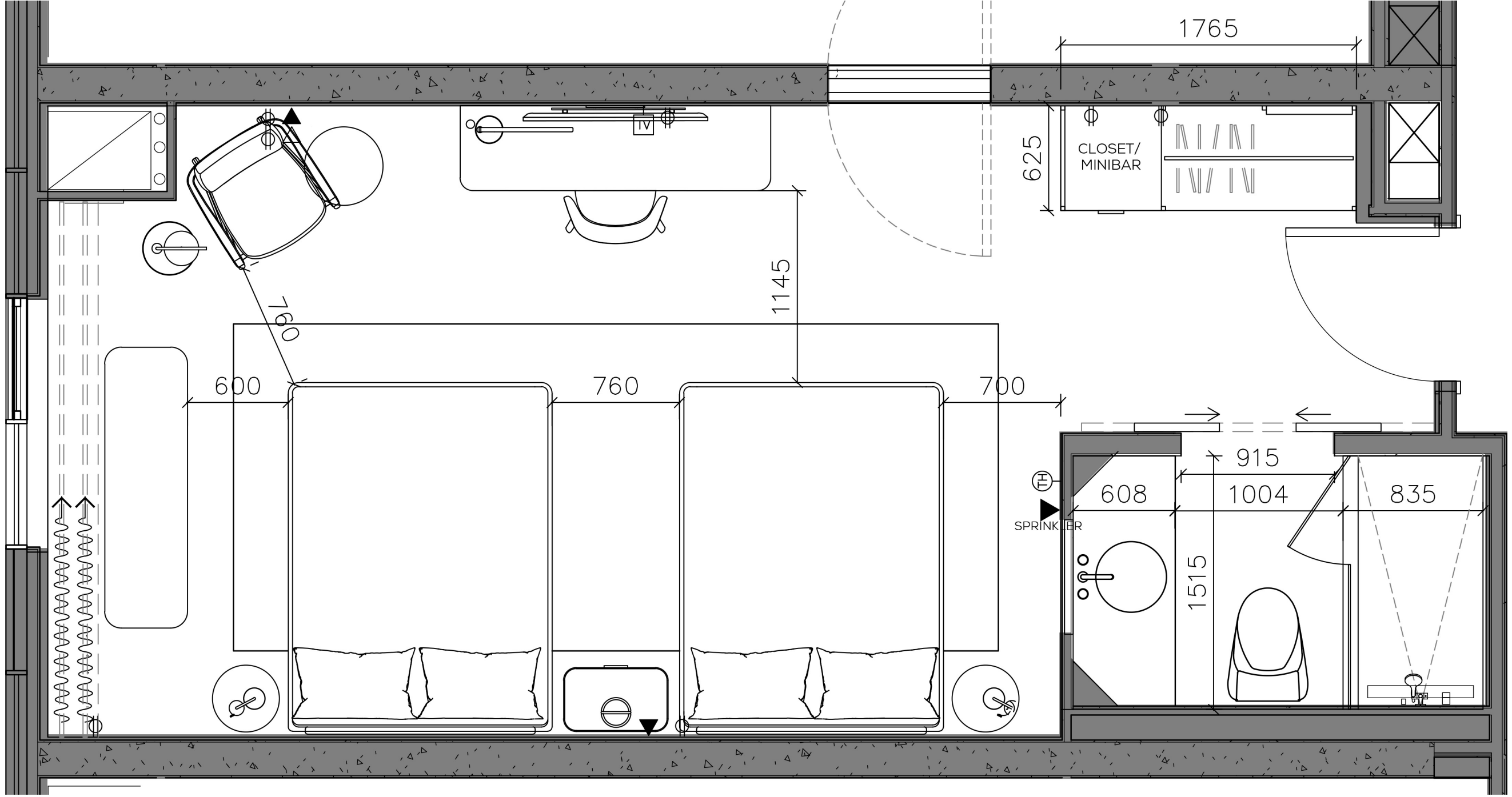
PRELIMINARY PLANNING | GUESTROOMS - KING SOFA ROOM (1509-1609) 327 SQFT.

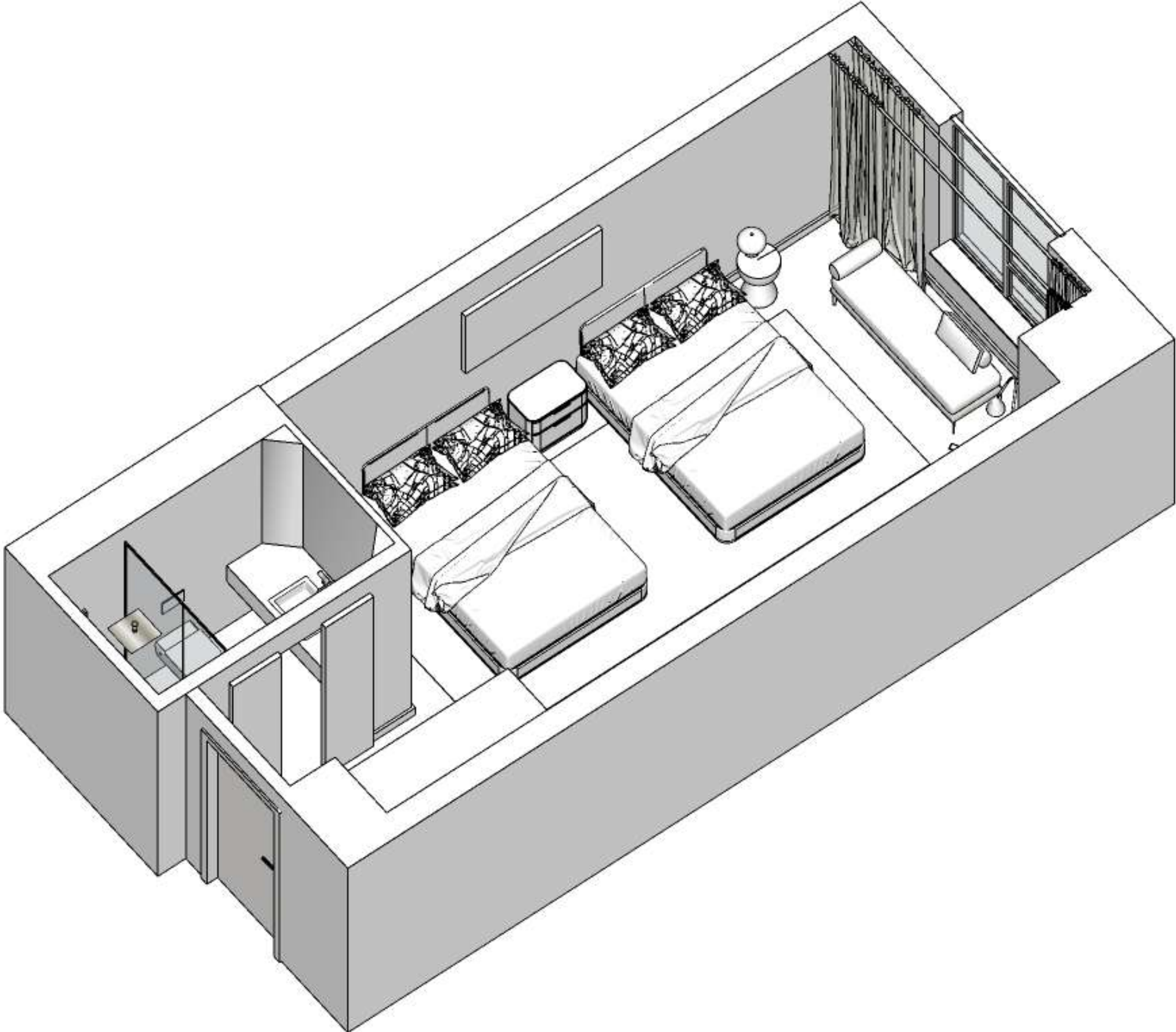


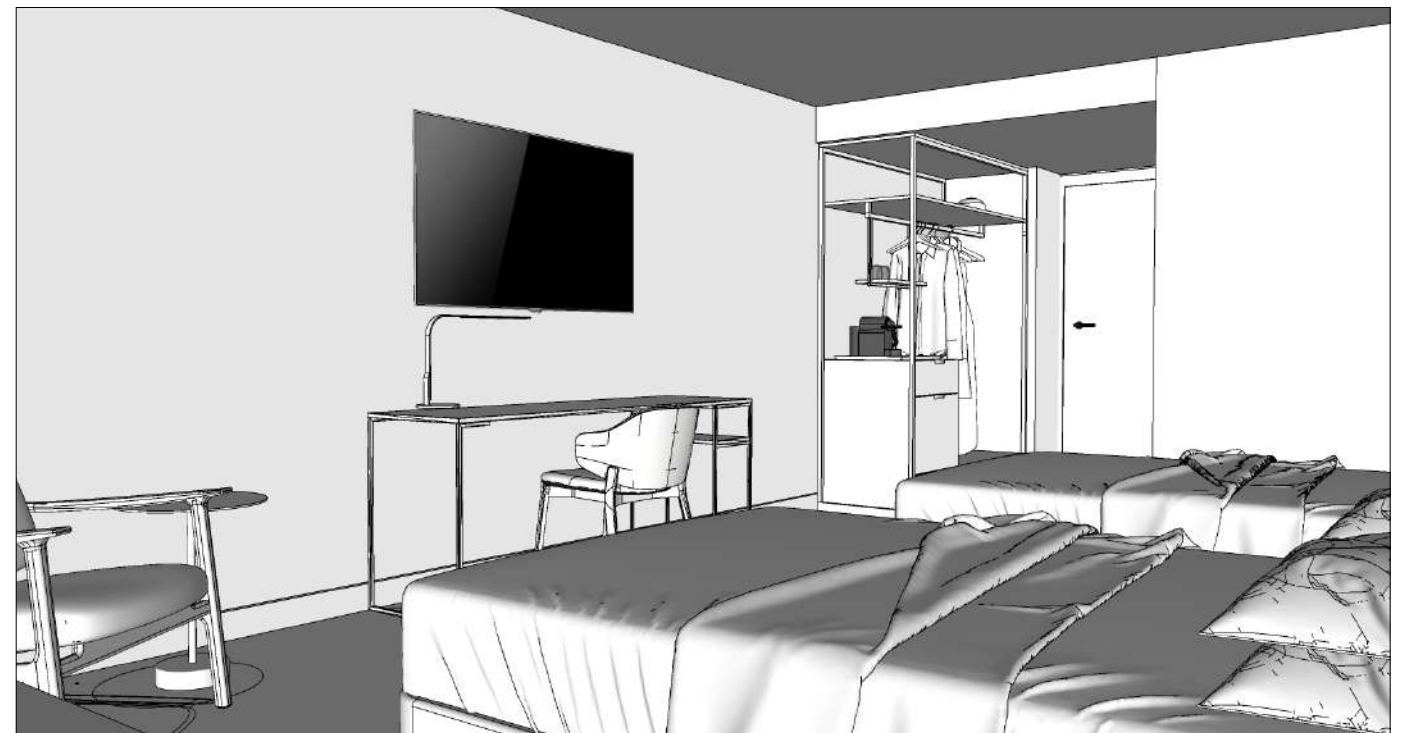
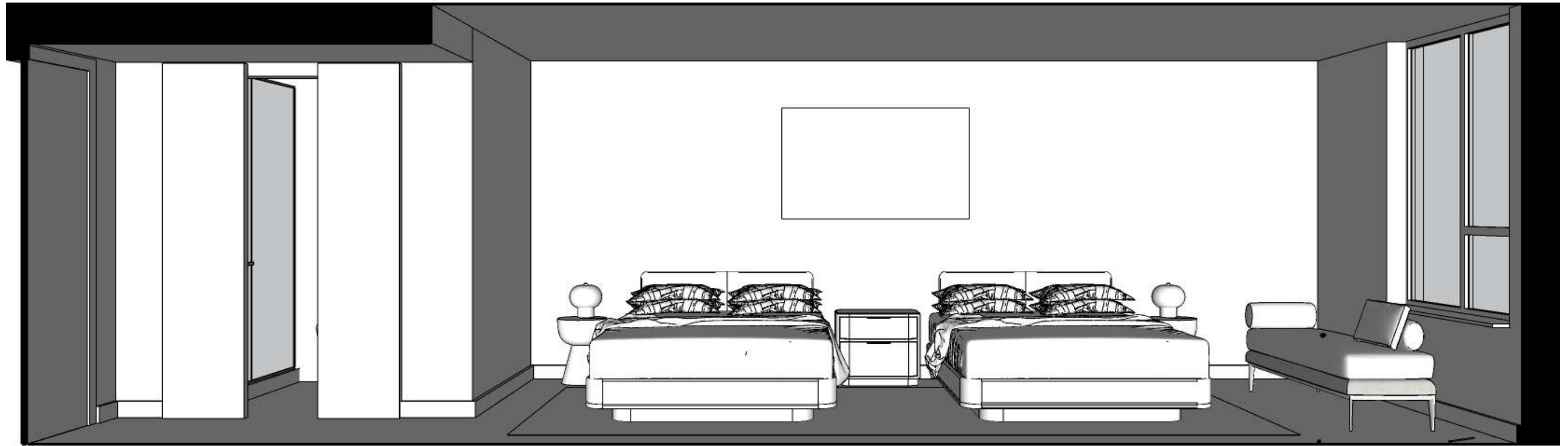




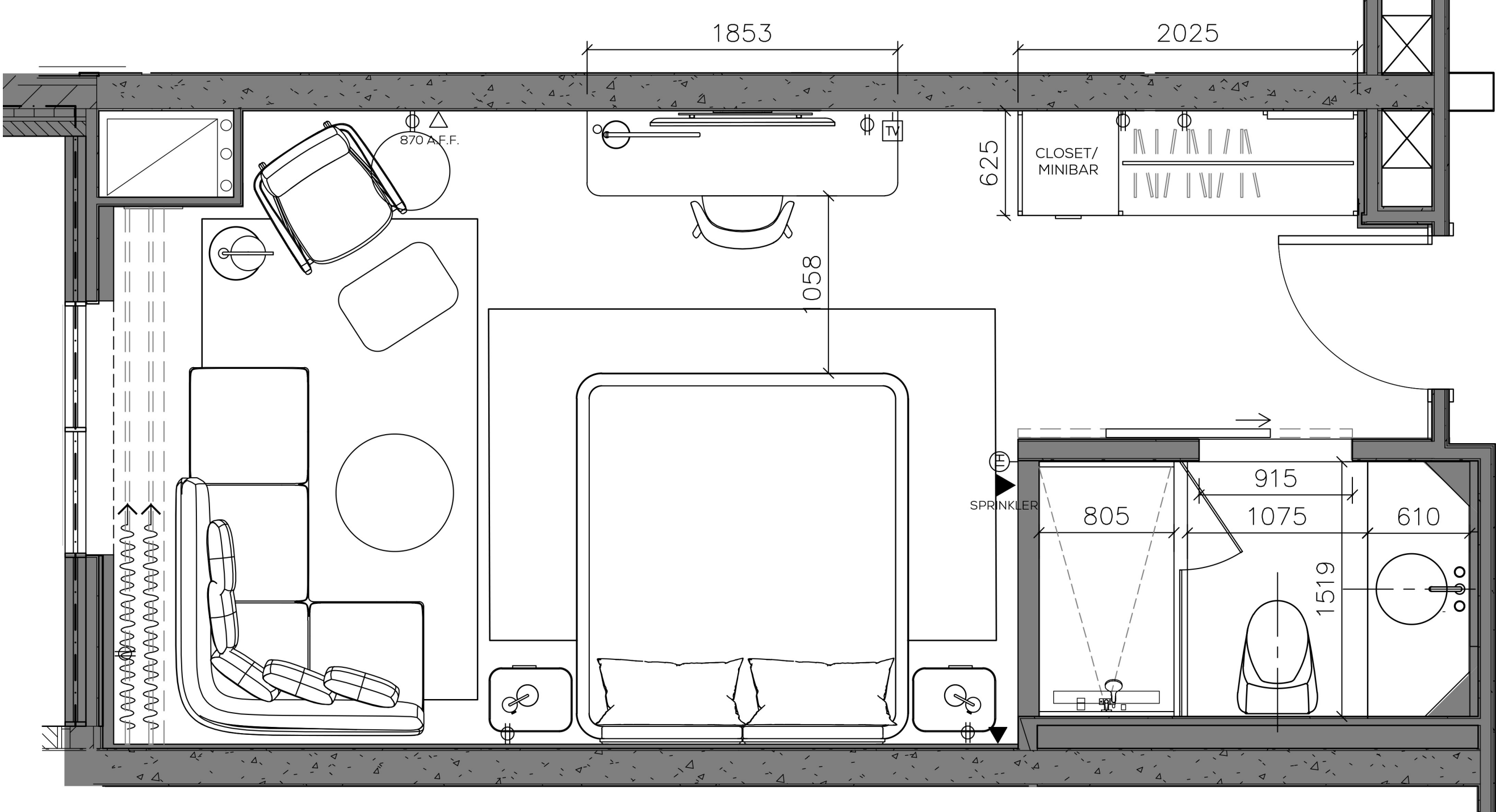
PRELIMINARY PLANNING | GUESTROOMS - DQ ROOM (1513-1613) 332 SQFT
 - DQ CONNECTING ROOM (1507-1607) 328 SQFT.



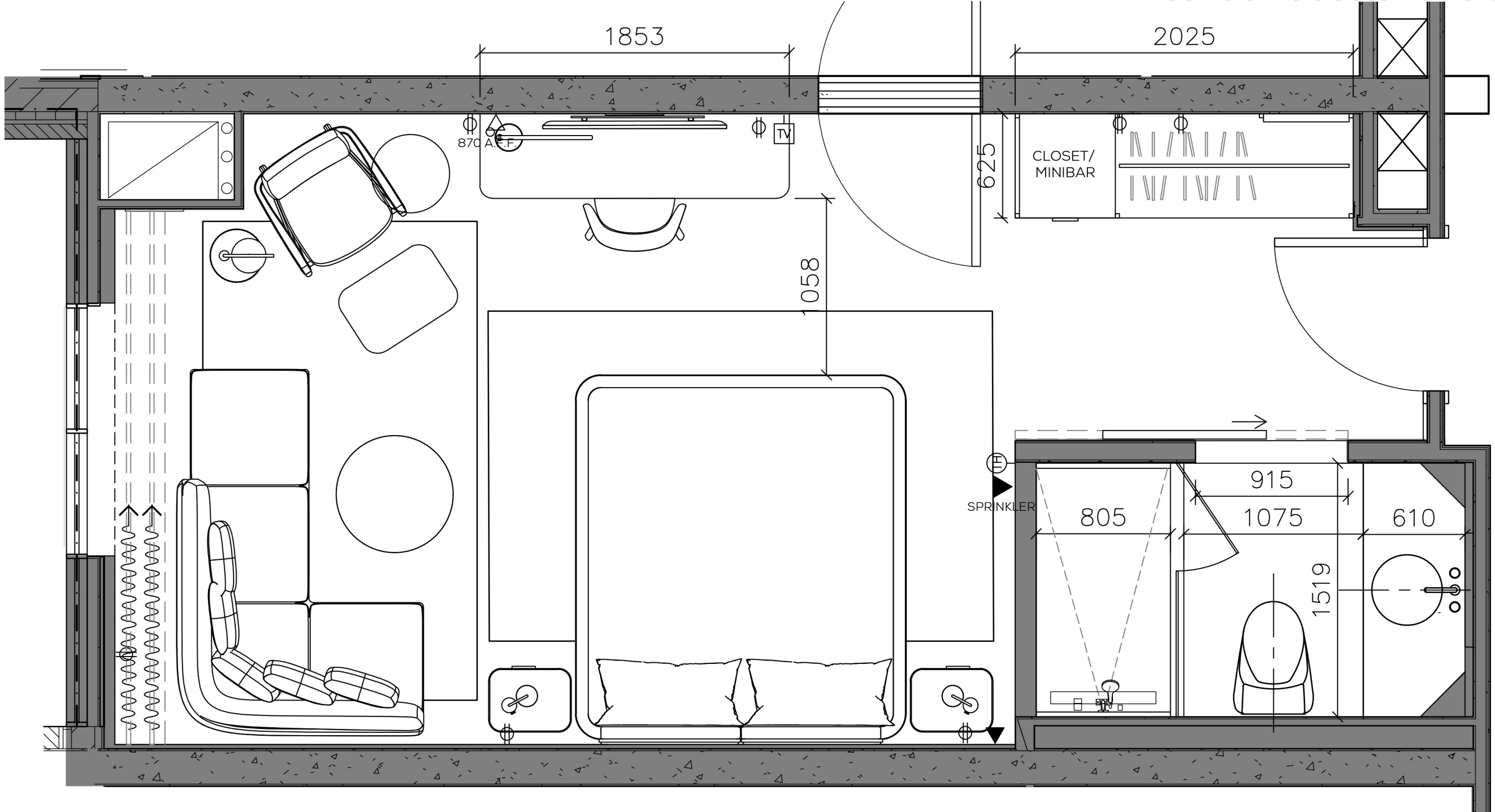




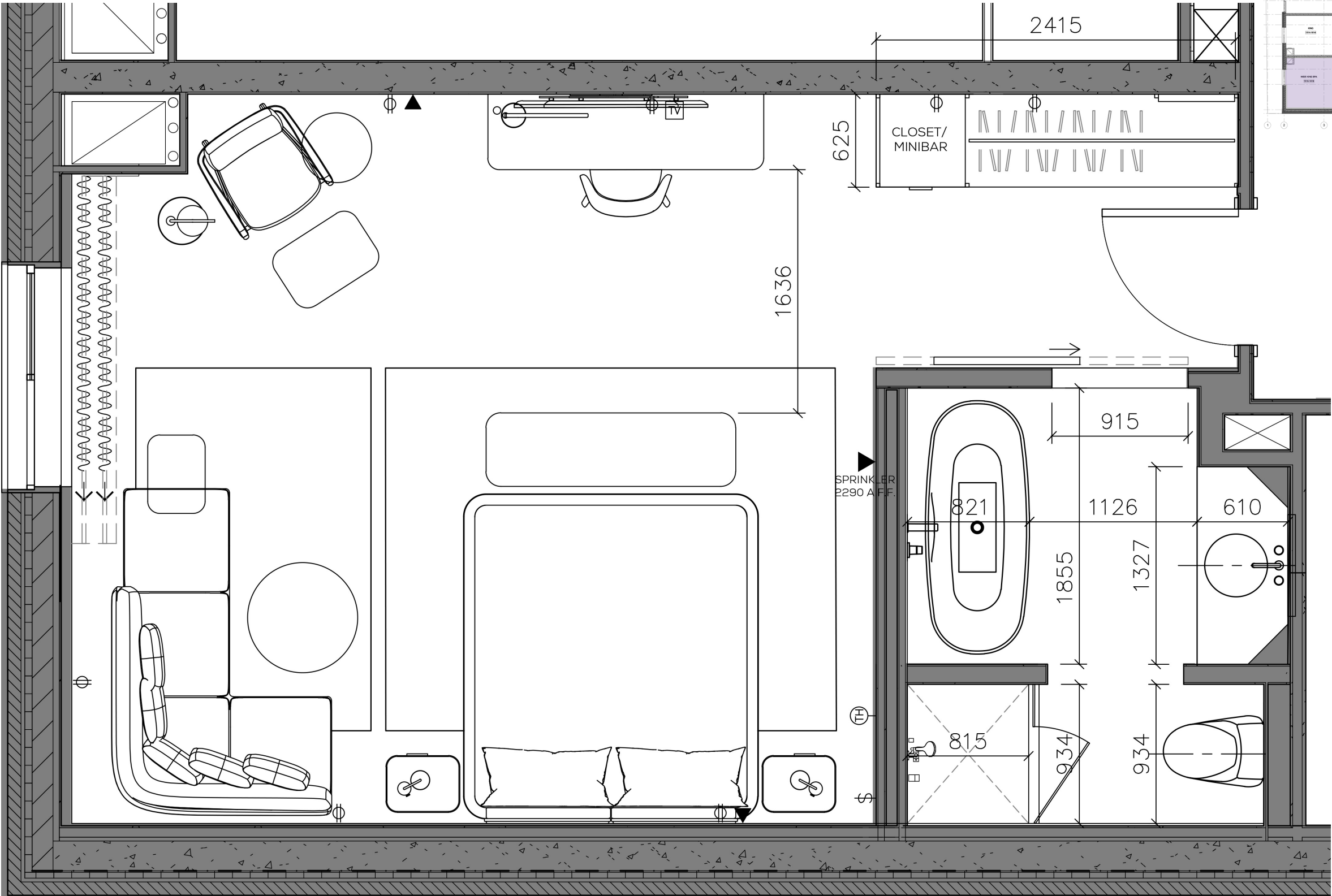
PRELIMINARY PLANNING | GUESTROOMS - KING ROOM (1514-1614) 315 SQFT



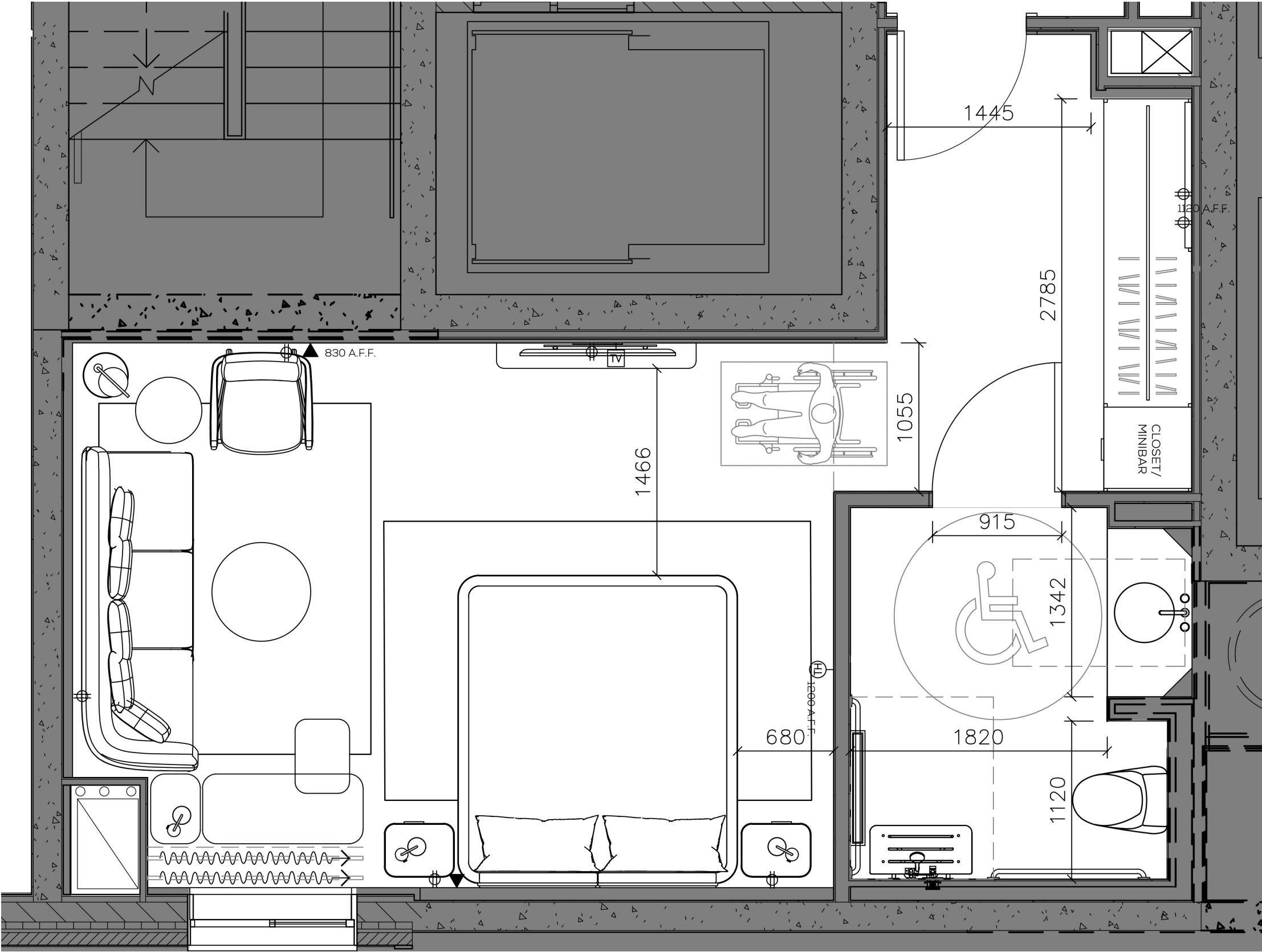
PRELIMINARY PLANNING | GUESTROOMS - KING CONNECTING ROOM (1512-1612) 310 SQFT



PRELIMINARY PLANNING | SUITE - KING WIDE SPA (1516-1616) 415 SQFT.



PRELIMINARY PLANNING | SUITE - KING ADA (311, 411, 511) 366 SQFT.



THANK YOU!