

## **Before: Hotel Renew by Doug S.**

What is now Hotel Renew was once an out-of-date hotel on Waikiki Beach, Hawaii.

First spotted in 20XX by Napili Partners, a group of U.S business travelers, the originally unattractive hotel struck them as a real estate opportunity.

Their market? In addition to business people in need of pampering, they saw a niche for eastbound Asians, Europeans and other affluent Generation X type travelers looking for sophisticated, small-scale luxury.

Napili Partners hired local designer John Wingard, Principal of John Wingard Design, to create a brand package in tune with the hotel's re-positioning.

Some of the details (color scheme, overall tone) were already in place, thanks to the eco-conscious, Euro-Pacific fusion of interior designer Juin Ho. Ho handled all décor decisions, from designing the 70 rooms (reduced from 75) to the staff's uniforms.

The good news: no kitschy Hawaiiana.

Wingard began the branding for the newly named Hotel Renew with a relaxed but urbane wordmark that evoked the sensibilities of Gropius and Le Corbusier. In fact, Wingard used lowercase Bauhaus, a type inspired by the famous interwar atelier. He also lowered the ascending strokes of the "h" and "l" in "hotel" and rotated the "e".

For the website, Wingard worked with Ho to style the rooms and many of the other images seen there. In all, Wingard delivered a sales kit, e-mail template, swag and other

## **After: Hotel Renew by Eve**

What is now Hotel Renew was once an out-of-date hotel on Waikiki Beach, Hawaii.

When Napili Partners, a California-based investment group, spotted the pedestrian Ocean Tower Hotel in 2005, it struck them as a real estate opportunity ready for the taking. They re-imagined the hotel as a destination for a luxury-seeking, international clientele: business travelers, eastbound Asians, Europeans and other affluent Generation X-type travelers looking for a sophisticated boutique hotel experience.

Napili Partners hired Honolulu designer John Wingard of John Wingard Design to create a brand package in harmony with the hotel's repositioning. With the basic color scheme already in place, San Francisco-based interior designer Juin Ho used his environmentally conscious, Euro-Pacific vision to handle all the décor decisions, designing everything from the 72 guest rooms to the staff's uniforms.

Wingard began the branding for the newly rechristened Hotel Renew with a relaxed but urbane wordmark that evoked the sensibilities of Gropius and Le Corbusier. In fact, Wingard used lowercase Bauhaus, a type inspired by the famous interwar atelier. He also lowered the ascending strokes of the *h* and *l* in *hotel* and rotated the *e*.

Wingard and Ho collaborated on the Web site to bring the hotel's feel online. In all, John Wingard Design delivered a sales kit, an e-mail template and other promotional materials to complete the elegantly modern feel of this completely remodeled hotel. Best of all, they left the kitschy Hawaiiana behind in the past where it belonged.

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