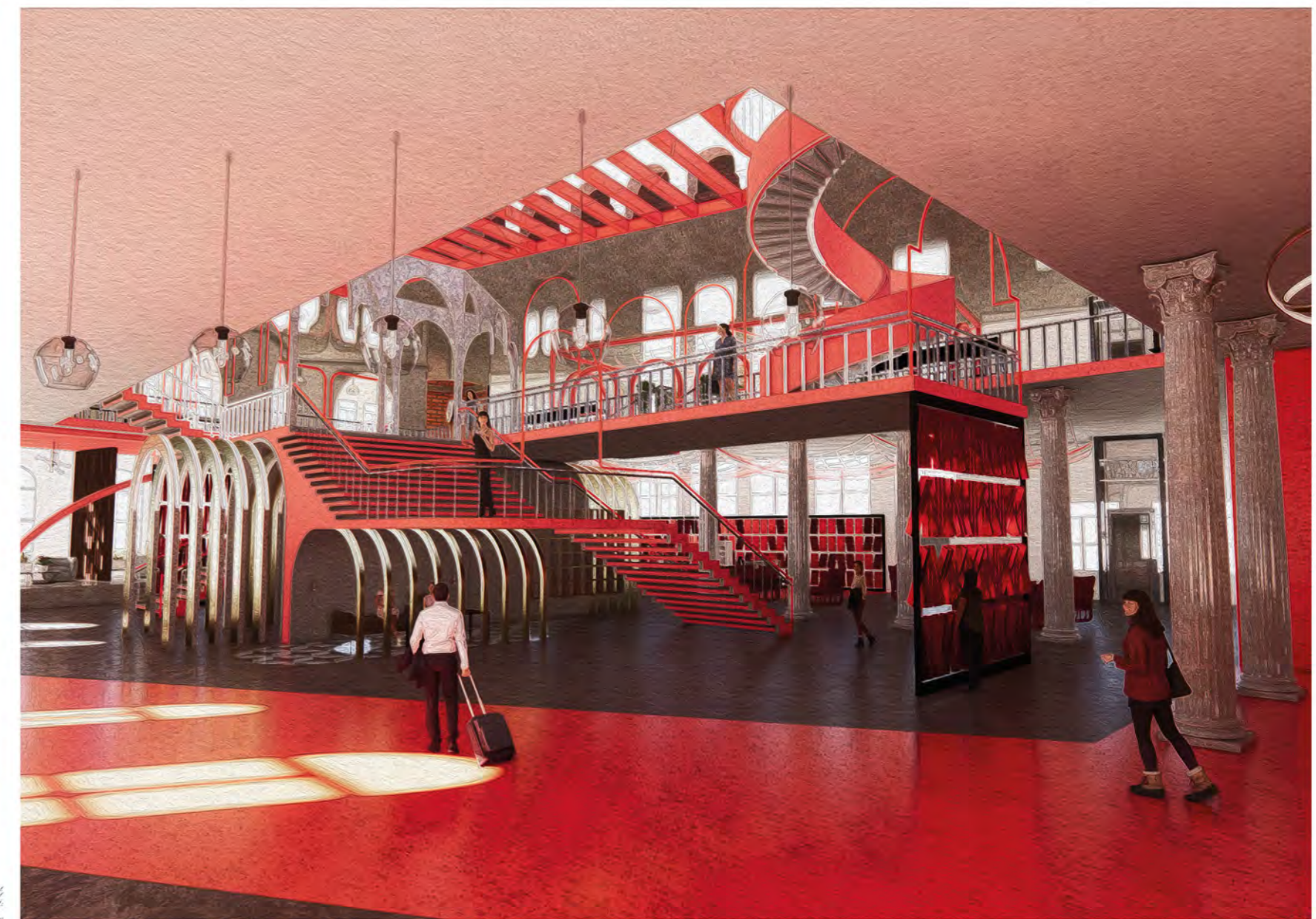


HOTEL COMMUNICATION

The Social Fabric of Contemporary Hotels

The evolving social landscape, shaped by the digital age, has led to a phenomenon where hotel guests often find themselves engrossed in their smart phones, rendering them disconnected from their surroundings.

To counter this trend, the aim is to reintroduce a sense of social interaction within the familiar confines of a hotel, albeit with a fresh perspective. By embracing traditional forms of communication in a subtle yet impactful manner, this initiative strives to foster meaningful connections and encourage guests to engage with others, thereby revitalizing the social fabric of the hotel experience.



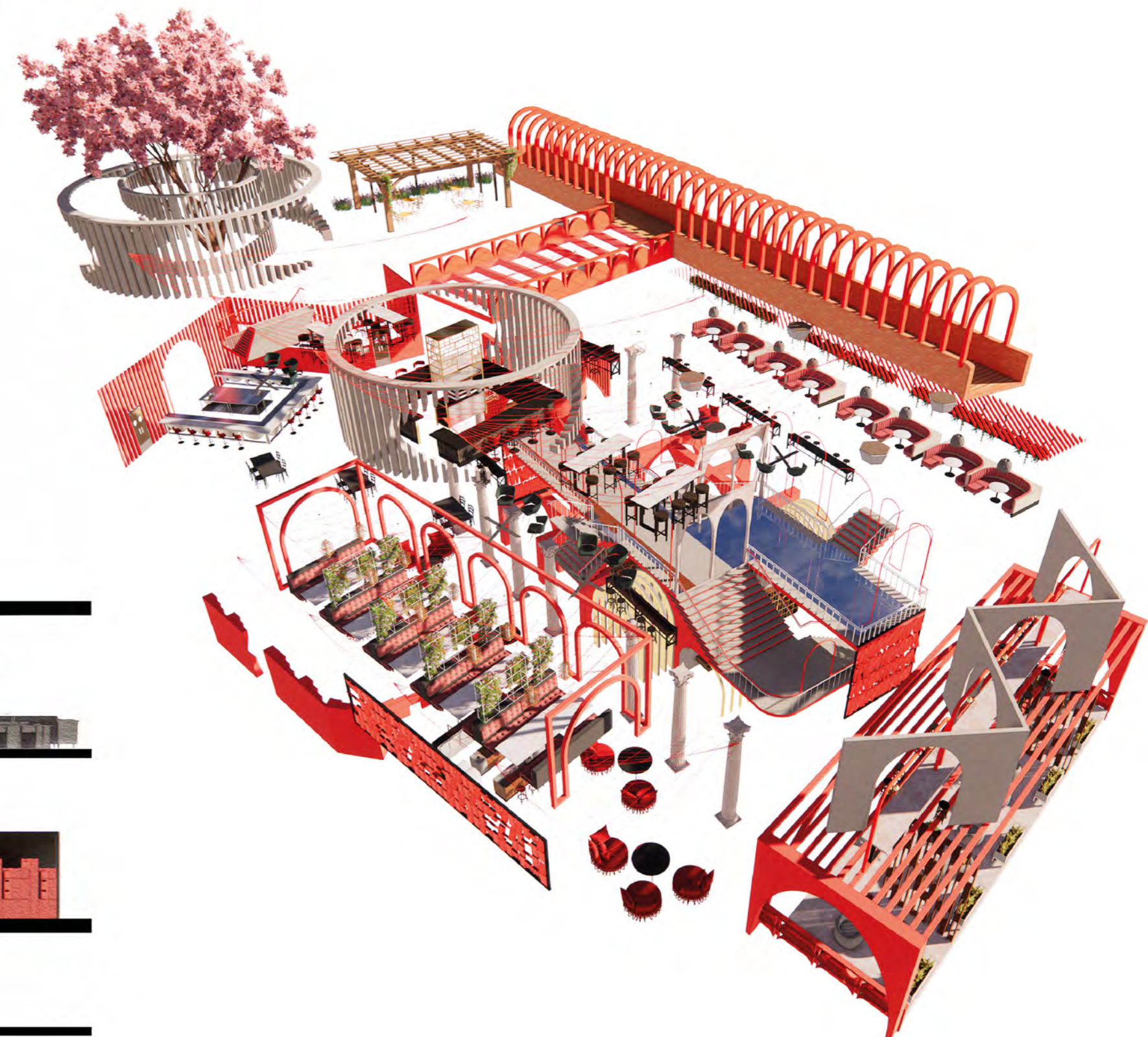
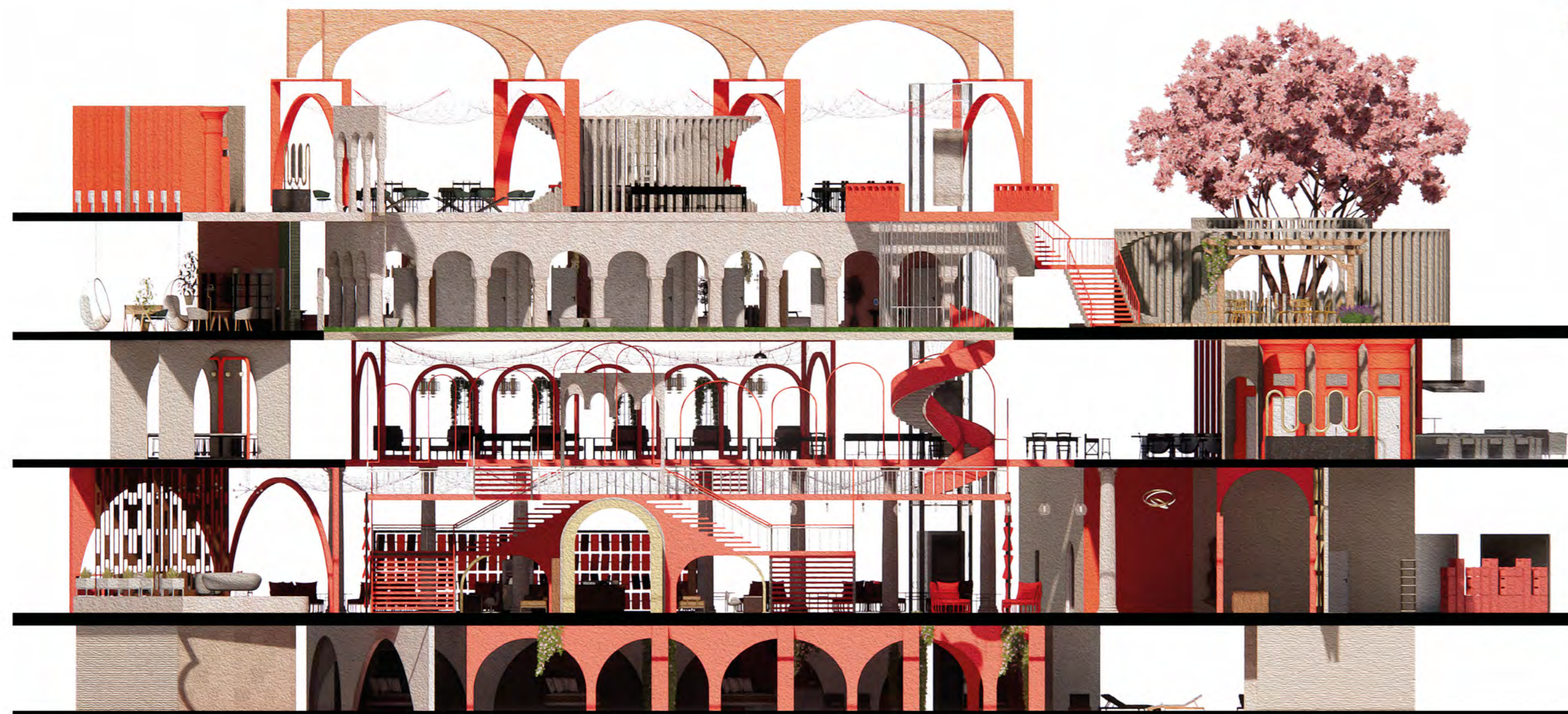
RECEPTION VIEW OF THE SORTING ROOM FROM THE ENTRANCE

THE SORTING ROOM

A hotel experience inspired by the hidden operations of the postal service, encouraging social connections through observation and obstruction.

The Sorting Room is a boutique hotel that occupies the former Post Office building in the heart of Dundee. The hotel's interior design is a reflection of the building's fascinating history within the UK postal system. The guest's user journey experience is inspired by the journey of a letter and the hidden operations within the postal service.

Through thoughtful spatial structures, the design aims to reignite social interactions among guests, inspired by the diminished social interaction over time within the postal service. Abstract 'pigeonhole' structures provide guests with the opportunity to observe and visually connect with one another from different spaces. The design pays homage to the sentimentality and romanticism of traditional letter writing, incorporating textures and interior structures that evoke the tactile experience of letter writing.



USER JOURNEY



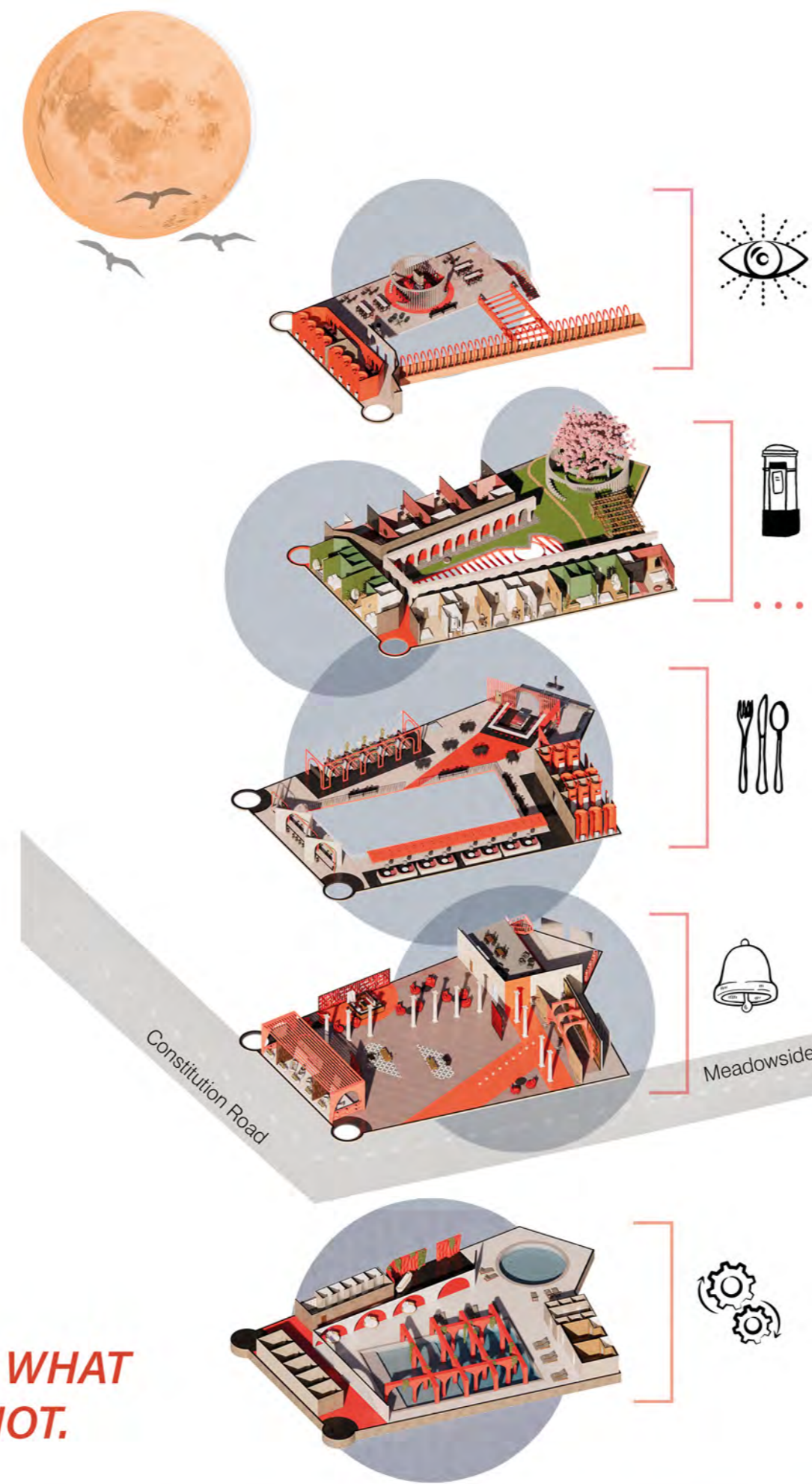
LETTER JOURNEY



GUEST JOURNEY

The guest's user journey experience is an integral part of the hotel design, inspired by the journey of a letter and the behind-the-scenes operations within the postal service. The design elements aim to evoke a sense of anticipation and discovery, mirroring the experience of sending and receiving a letter.

Overall, the guest's user journey experience is designed to immerse them in the world of the postal service, highlighting the hidden operations and processes that make it possible for letters to travel from sender to recipient. The goal is to create a unique and memorable experience that combines the nostalgia of the past with the convenience of modern amenities.

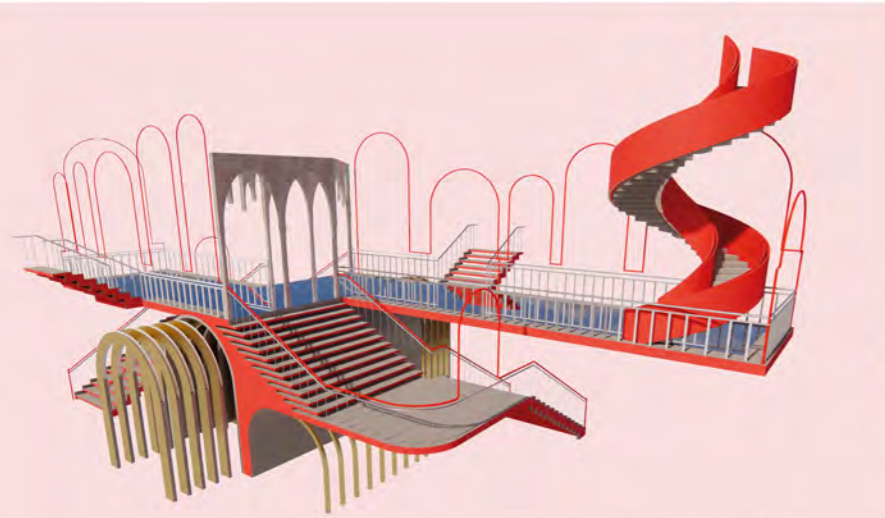


- THE SORTING ROOM
- THE COUNTER ROOM
- THE INSTRUMENT ROOM
- THE POST BOX ROOM
- THE POSTMASTER ROOM
- THE PROCESSING ROOM



Each floor level is named after different rooms within the postal service that perform various tasks and house machinery. These 'rooms' have shaped the design of each floor level and its purpose.

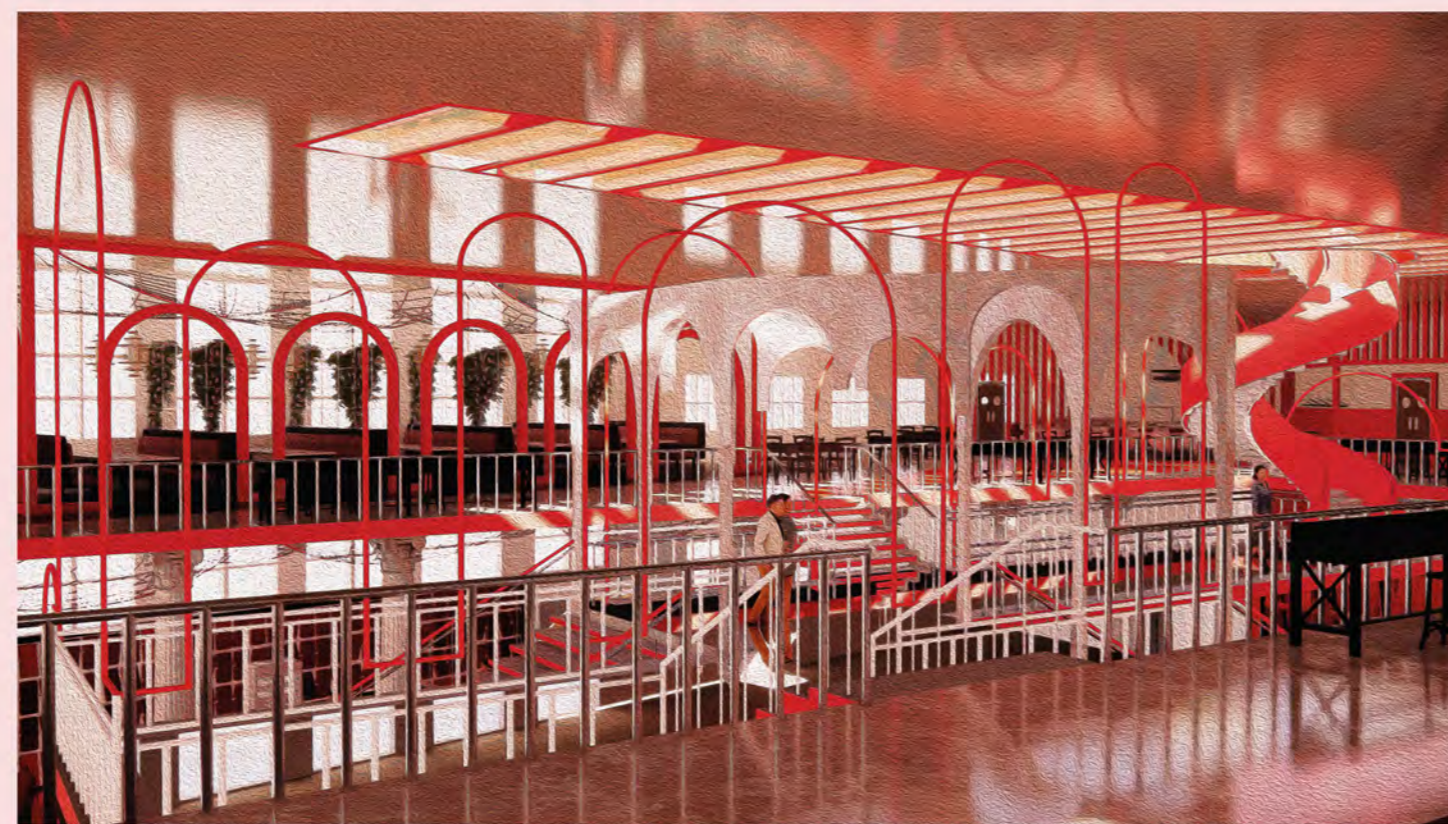
A LETTER CAN EXPRESS WHAT WORDS ALONE CANNOT.



THE SORTING ROOM

The Sorting Room is the central hub of the hotel that 'sorts' guests into different areas of the hotel. It is a space of movement and interaction that encapsulates the hotel's unique identity and reflects its rich postal service history.

In the postal service the sorting room is a designated area where incoming mail is sorted and organized for distribution to the appropriate recipient or destination.



VIEW OF THE SORTING ROOM FROM THE FIRST FLOOR

Sorting Room: Letter Writing Station



The Sorting Room features two letter writing stations that allow guests to pen personal letters to their loved ones or themselves. These letters can then be slotted into designated pigeonholes, and the hotel will send them out a year later.





THE COUNTER ROOM

The hotel's Counter Room on the ground floor is a guest service area with a concierge desk for check-in and check-out, a help desk for guest inquiries, a small café for light bites and breakfast, and comfortable lounging areas. The seating arrangements are designed around postal office machinery.

The Counter Room in a postal service typically consists of several counters or booths where customers can approach postal transactions. Here, customers can interact with postal workers to purchase stamps, mail letters, send parcels, or receive information about postal services.



THE POST BOX ROOM



The Post Box Room, situated on the first floor, serves as an innovative accommodation space for guests, offering a unique experience with three different types of rooms: 'Formal Letter', 'The Romantic Letter', and 'Personal Letter'. Each room is designed to cater to the diverse preferences of guests, providing a distinct ambiance and feel.

The Post Box in a postal service is a designated container for depositing outgoing mail. It plays a crucial role in the smooth functioning of the mail delivery system. The contrast between indoor and outdoor staff in the postal system is also reflected in the designated areas of the Post Box Room.



THE INSTRUMENT ROOM

The first-floor Instrument Room offers a unique dining experience with four distinct seating options designed around postal office machinery. The industrial aesthetic and viewing ports in the kitchen allow guests to observe meal preparation. While the Instrument Room is typically associated with the machinery used for mail processing in a post office, in this case, the food itself is the 'mail' transported through the space to guests' tables, creating a truly unforgettable culinary experience.



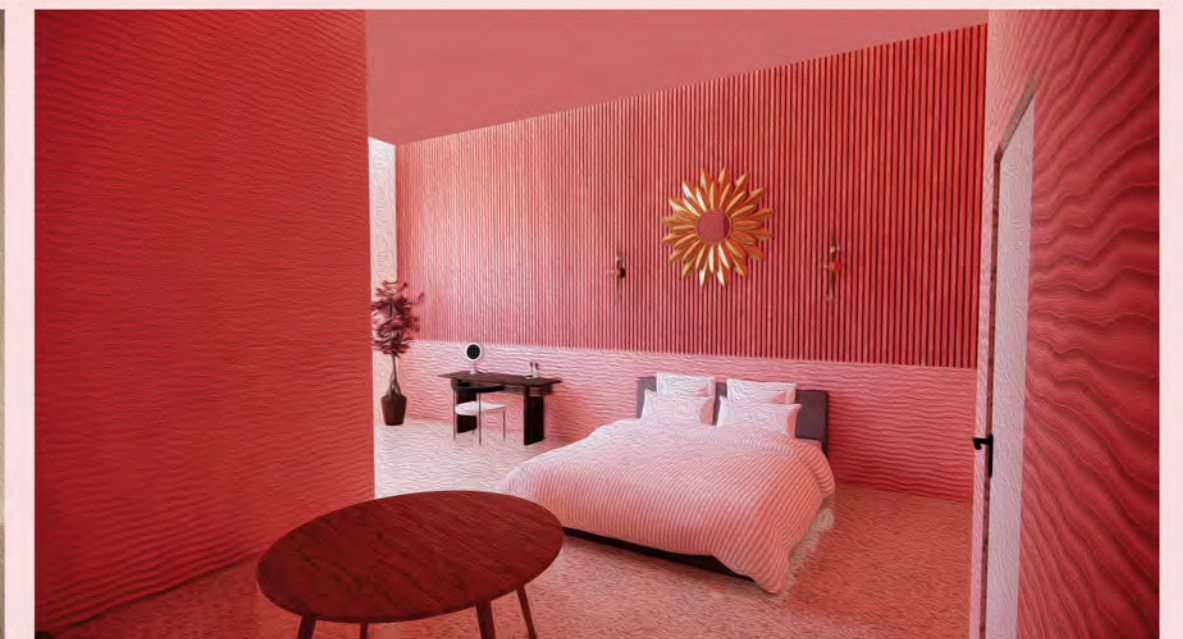
THE ROOF TOP



THE PERSONAL LETTER



THE FORMAL LETTER



THE ROMANTIC LETTER



THE POSTMASTER ROOM

The third-floor Post Master Room is a unique rooftop bar which offers guests a rooftop bar experience with a stunning view. Inspired by a postman's carrier sack and post office machinery, the design creates a one-of-a-kind atmosphere for guests to enjoy drinks and observe the surroundings from above.

In contrast, the Postmaster's Room refers to the private office of the Postmaster in a post office. It serves as the central hub for administrative and managerial tasks, overseeing all aspects of the postal service operations within a designated area or district.

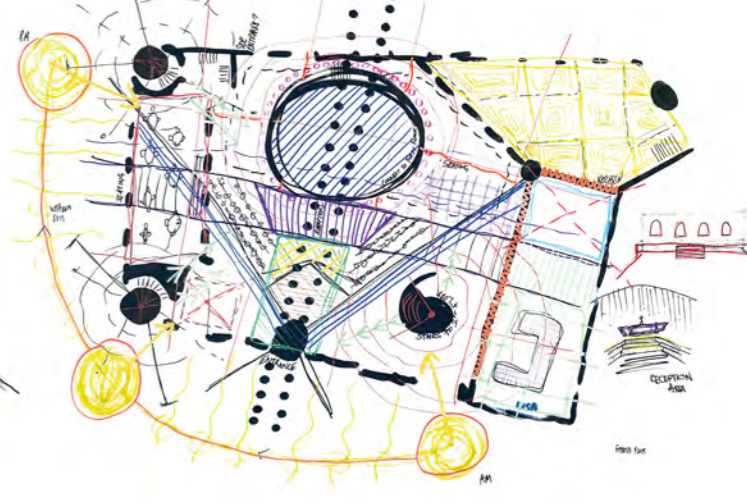
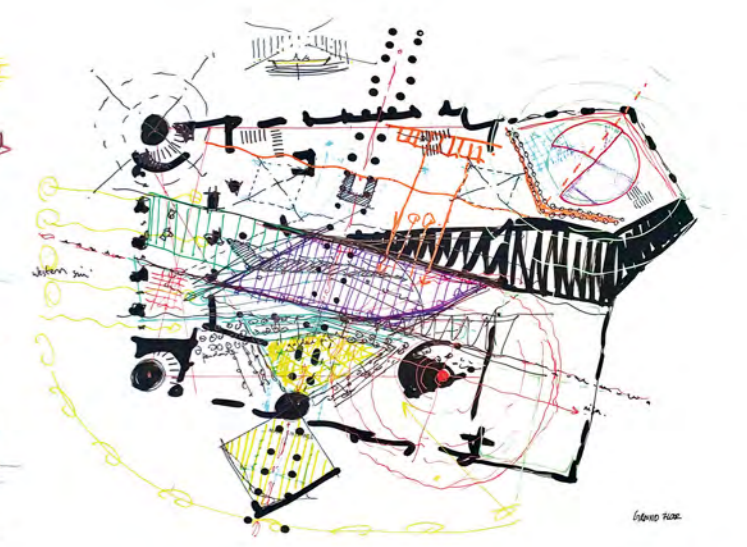
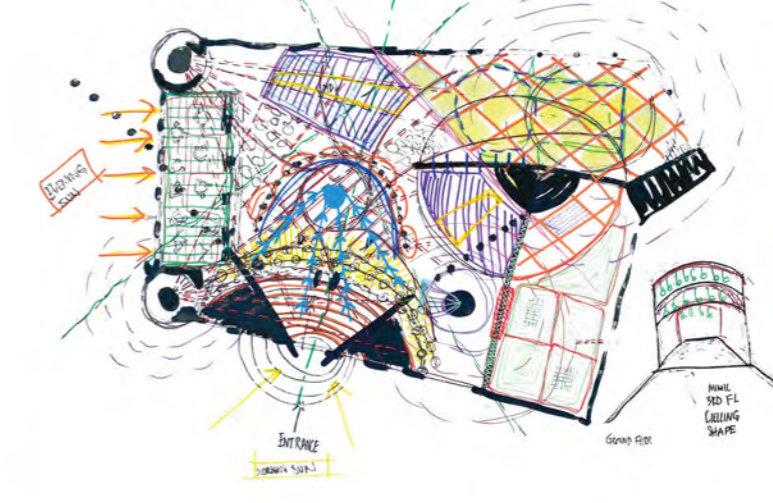
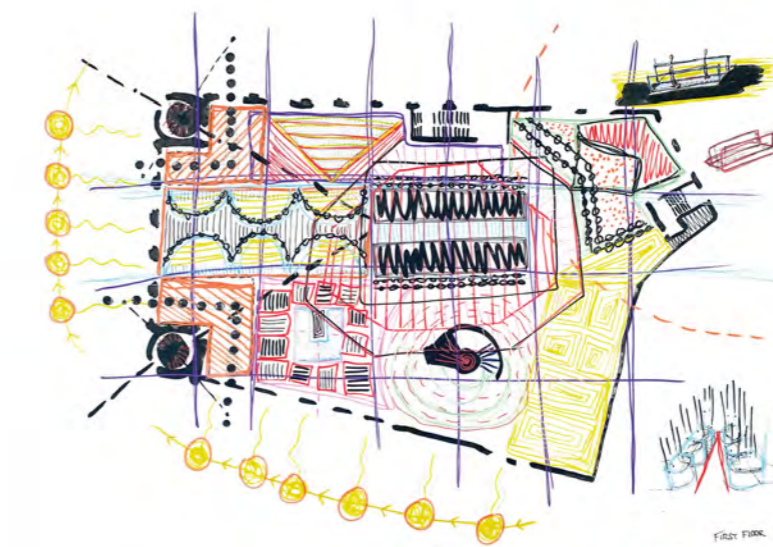
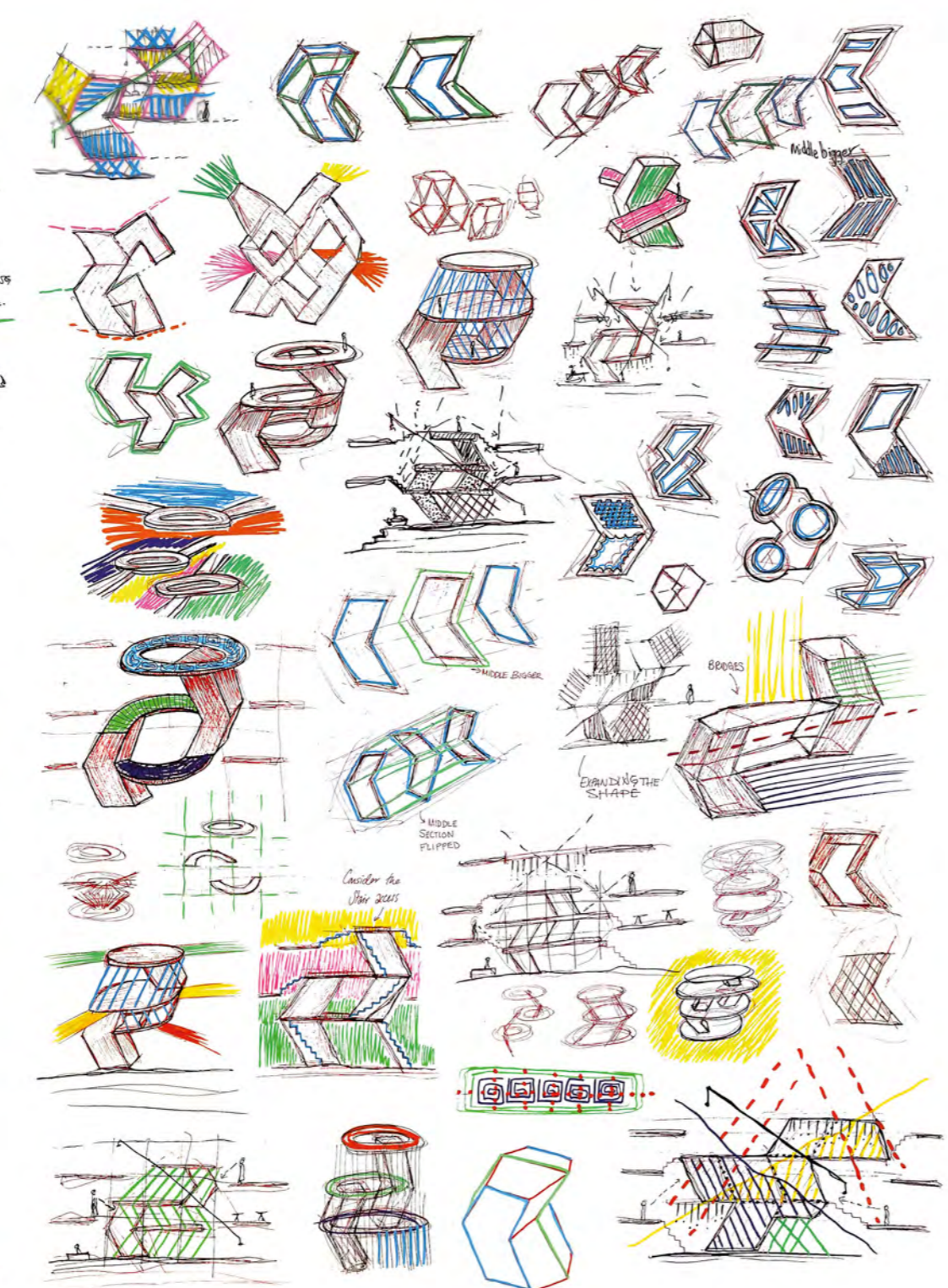
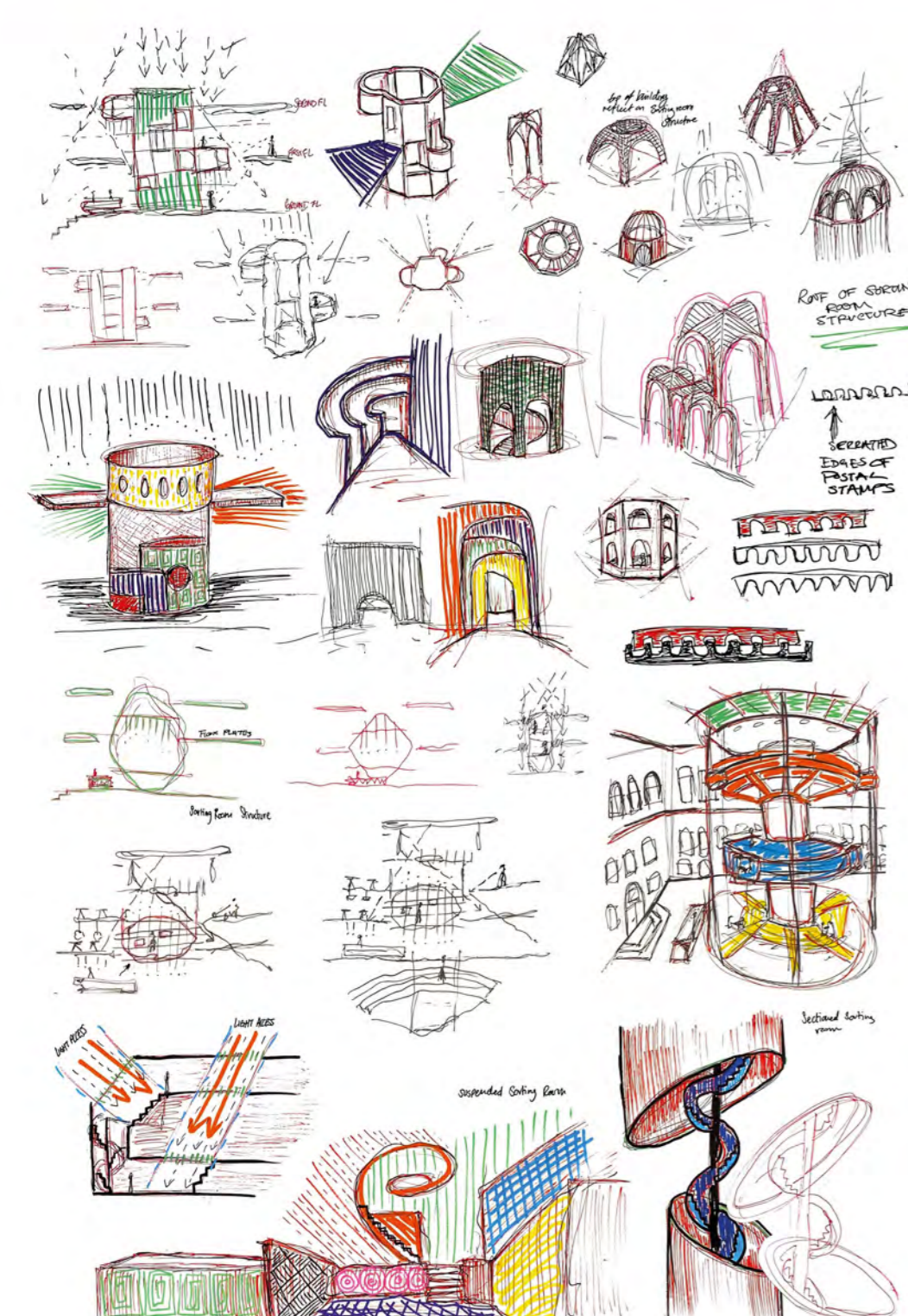


THE PROCESSING ROOM

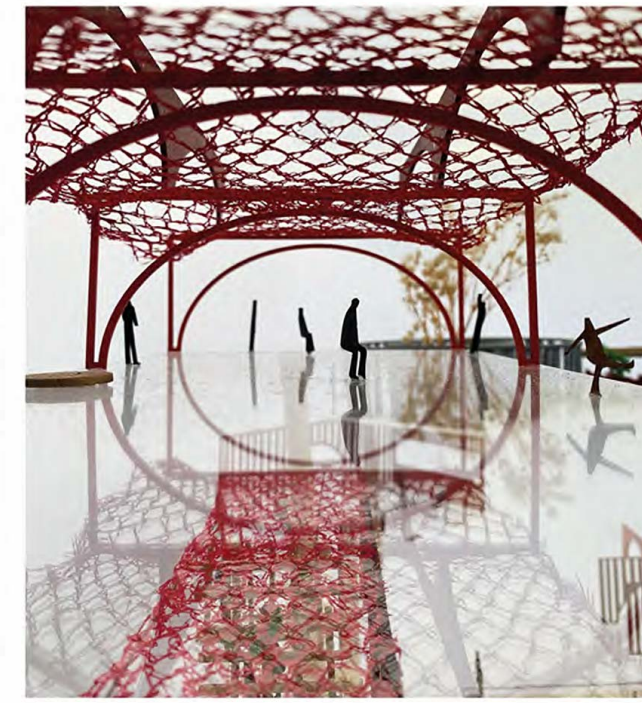


The hotel's Processing Room in the basement offers a unique pool and spa experience with arches that create dynamic swimming pathways. Guests can relax in the jacuzzi, enjoy spa treatments, and unwind in saunas. Convenient changing rooms facilitate transitions between the spa and the rest of the hotel.

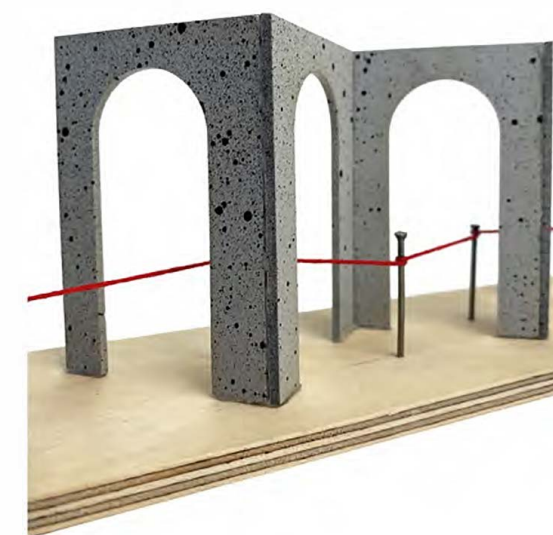
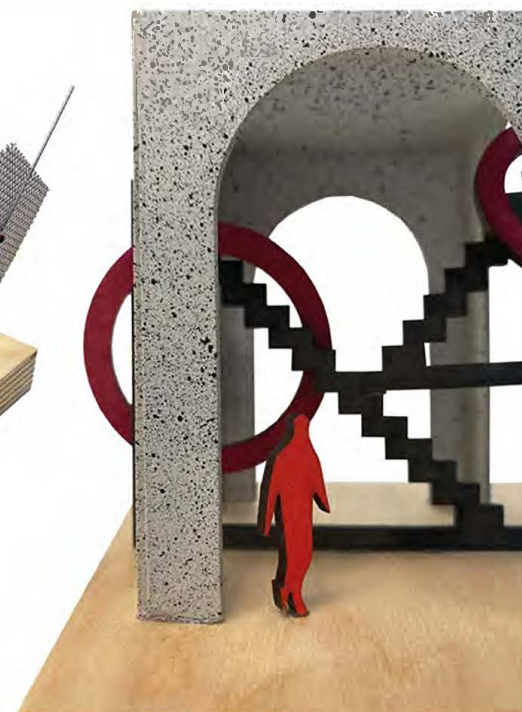
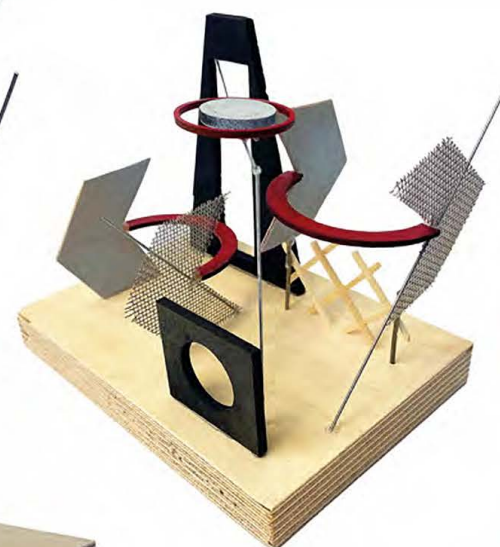
In contrast, the processing room in a post office is a dedicated workspace where mail is sorted and prepared for delivery. It is designed to help postal workers efficiently manage large volumes of mail and is typically separate from public areas of the post office.



MAKING MODELS SCALE MODEL 1:50



SKETCH MODELS



Hotels often prioritize comfortable and private spaces, sometimes leading to common areas that discourage social interactions. To address this, hotels can design inviting layouts with comfortable seating arrangements that encourage guest conversations and interactions.

The design strikes a balance between comfort and socialization, enhancing the overall guest experience and creating meaningful social interactions weaving together a rich tapestry of human connections, enhancing the overall guest experience and creating lasting memories.

In my exploration of materiality and how it could be translated into the design, I drew inspiration from traditional wax stamps. Wax stamps have been used for centuries to create a tactile and personal seal on letters and documents.

By incorporating the concept of wax stamps into my design, I aimed to create a sense of tactility and personalization. The use of wax stamps can convey a sense of tradition and authenticity, as well as add a unique and individual touch to the design.

Project Video Link: <https://www.youtube.com/watch?v=rIWCq0Ya2lc>

Website: <https://kirstinfordyce.myportfolio.com>