

# *First Runner Up*

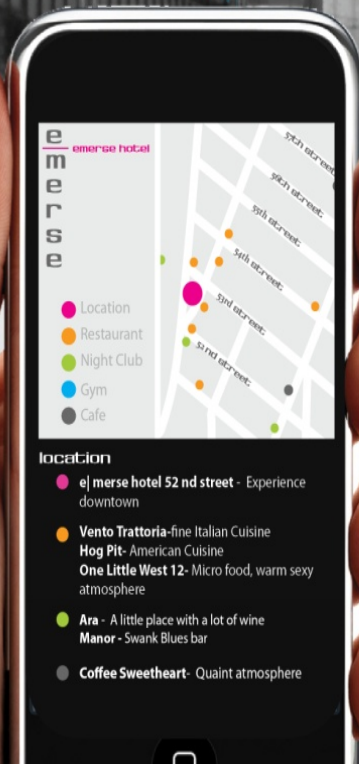


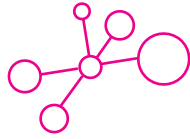
Submitted by: WATG

M. Page, H. Christiaansen, R. Zaklit, J. Wang,  
J. Fajardo, S. Ducote, S. Reiner, & G. Chen

# e|merse yourself

An authentic and engaging experience  
for the new generation of travelers





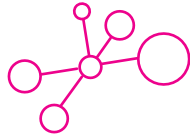
# e|merse

## e|merse Hotels: Redefining the Urban Hotel Experience

**the proposal** The hospitality industry has strived to attract guests through amenities such as themed restaurants, exotic spas, and luxurious pools. These amenities may attract the traditional guest, but what about the new generation of travelers, the generation “X” and “Y” traveler? This demographic spends the majority of their time away from the hotel, exploring the attractions of the city. The e|merse Network is designed to deliver an authentic experience that this new generation desires.

**the network** The e|merse network offers locations in the worlds most exciting cities. Within each city unique locations have been selected that are appealing to a younger generation traveler. What makes the e|merse Network different from any other hotel is the use of the surrounding city as its amenities. Every location has a network of affiliated businesses: restaurants, bars, clubs, shopping, etc. Each affiliate goes through a screening process to make sure they meet the high standards and sustainable practices of the e|merse brand. This extroverted ideology allows each location to have a limited amount of internal amenities. Guest’s laundry can be outsourced to the local dry cleaner just down the street. The hotel fitness center is the gym right next door (the hotel provides temporary memberships). One hotel can have 10 restaurants, all located within a few blocks. To supplement room service, the hotel has created a system where any of the affiliated restaurants will deliver to the hotel just by placing an order online through the e|concierge. Then a member of the e|merse staff will deliver the food straight to your room. e|merse guests also receive discounted services such as dining, shopping, and entertainment through the affiliated businesses. The local community benefits as well, by creating more business for local companies.

The reduction in public space within the hotels enables the e|merse Network to inhabit existing buildings in virtually any community. This form of adaptive reuse makes the brand environmentally conscious as well as economically viable. Using existing buildings allows the hotels to expand almost anywhere. If 30 guestrooms aren’t enough for one location, the hotel can expand to another floor, or to a building down the street. To keep each location as efficient and economic as possible, house keeping and maintenance are proportionally sized to match the number of guestrooms. As each location expands, the support expands with it.



## e|merse

### **e|merse features**

The e|merse experience starts long before you arrive at the hotel. The first step is creating a user profile. Filling out basic information on the e|merse website such as name, age, interest, etc, helps to personalize each guest's experience. Once created, user profiles can be used to network with other e|merse guests through each location's messaging board. Here guests can write reviews on e|merse's affiliated restaurants, or organize a get together at one of the local bars or clubs. These postings, along with the e|merse World Map can help guests decide which city to explore. Scroll over the different cities on the world map to see the exciting e|merse locations within the city. Guests can then choose which e|merse location or locations they prefer on their journey through the city. The web site will even make recommendations specifically tailored to the guests by using the information in the user profiles. To further customize each guest's experience, e|merse has included a feature which allows guests to pick the exact room they wish to stay in. By scrolling over the floor plan of each location guests can see the key features and availability of the rooms. One more unique service that the e|merse Network offers is called the "Porter Service," where the brand will take your bags from one e|merse location to the next one on your route. Guests choose what time they want their bags to arrive at the next location and e|merse will take care of the rest. To further ensure its explorers have an immersive experience, e|merse has developed an interactive map to assist guests on-the-go. It can be downloaded onto any portable electronic device, such as iPhones and Blackberries. The map contains GPS information of the city along with the explorer's personalized route. Guests can zoom in anywhere on the map to see e|merse's affiliated businesses and attractions. An e|concierge is also setup for explorer's convenience. Whether it is making reservations at a favorite restaurant, or finding the local hot spot to go out for a drink, e|concierge is always there to help. Together, the two features empower explorers with a greater sense of confidence throughout their travels.

### **conclusion**

The e|merse Network will deliver a unique and authentic experience that will attract today's generation of urban travelers. e|merse yourself ...

# e|merse yourself

An authentic and engaging experience  
for the new generation of travelers



# 1 create a profile



**Jennifer Adams**  
photographer  
berlin

## ▶ travel interests

eastern united states and the south pacific

## ▶ activities

shopping, galleries, dining, night life, live music

## ▶ current location

berlin

## ▶ current planned trips

e|merse new york  
e|merse prague

## ▶ travel advice (new york)

manhattan -  
the meat packing district  
dining-try Azalea's Italian  
art- Heller Gallery

# 2 choose a city



## manhattan, nyc

chelsea  
spanish harlem  
mid-town

## meatpacking district

china town / little italy  
east village  
soho

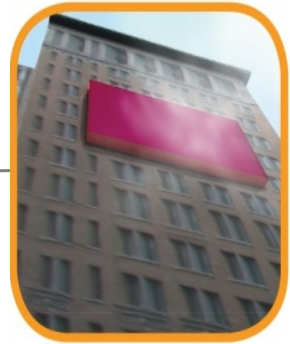


# 3 create your itinerary

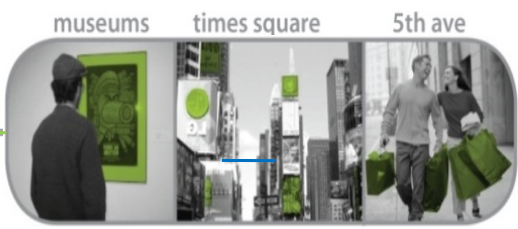
▶ day 1  
e|merse 14th street



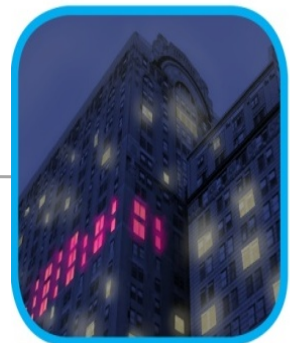
▶ day 2  
e|merse 96th street



▶ day 3  
e|merse 42nd street



▶ day 4  
e|merse south street



coffee shop

dining

boutiques



# 3 create your itinerary

▶ day 1

e|merse 14th street



coffee shop

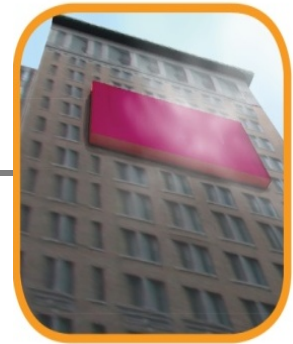
dining

boutiques

▶ day 2

e|merse 96th street

dancing apollo theatre orchestra



▶ day 3

e|merse 42nd street

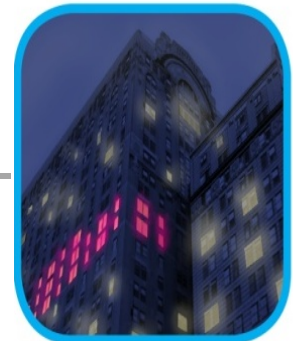
museums times square 5th ave



▶ day 4

e|merse south street

nightlife chinatown seaport



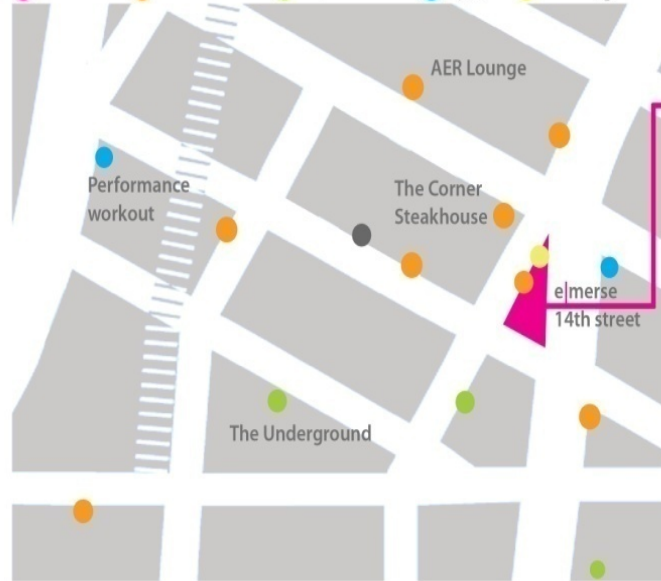
# 4 your hotel

The brand is designed so that each e|merse hotel is distinctly different from one another by adapting to the surrounding urban context.

**14th street e|merse hotel**: The hotel's **integration** into this converted warehouse offers the guest an exciting cultural experience above a bustling intersection in Lower Manhattan. The existing stair on the east side of the structure creates a strong **physical link** from the street to the lobby lounge, while the transparent facade offers a compelling **visual connection** to the street activities below. This powerful yet simplistic gesture becomes part of the intricate woven **context** that is New York City.

## Affiliated Amenities

● Location ● Restaurant ● Night Club ● Gym ● Art ● Cafe



e|merse 14th street



existing restaurant

e|merse 14th street

existing dance studio

existing art gallery

# 5 select your room



- The guest room **evokes youth** by using playful contrasting patterns and bold color, while maintaining a sense of **casual elegance**.
- Oversized seating groups address the younger generation's social characteristics and casual **lifestyle**.
- A large **whimsical** chandelier central to the space adds **drama** and offers a focal point which emphasizes the volume of the lobby.
- The use of brick in contrast with the clean and contemporary use of recycled bamboo and steel, nods to the **original** architecture while adding a **modern flare**.



lobby lounge





**John Sands**  
graphic designer  
san diego

"My favorite spot at e|merse 14th Street was The Heller Gallery right down the street."



**Chrissy Helm**  
journalist  
berlin

"e|merse recommended Azelea for fine Italian dining in the area, I now have a new favorite restaurant!"



**Chris Jones**  
marketing  
london

"The lounge at e|merse 14th street was a great place to meet new people."



**Miguel Diaz**  
advertising  
buenos aires

"I loved visiting the local food and wine festival during my stay at e|merse 14th street."



e|merseed

developer | guan C.



architects | harris C.  
sarah D.  
matt P.  
jonathan W.



interior design | shelly R.  
rashana Z.



planner | jane F.



WATG