



## Creating Hospitality Design

*Corinna Kretschmar-Joehnk, Peter Joehnk*

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To be successful, hotel design concepts must entice visitors, evoke emotions, and sell the hotel. This title presents projects from the interior design studio JOI-Design ? based in Hamburg, Germany ?, and highlights the strategies behind their user- and value-oriented design. The authors of this book understand that design is not an end in itself, but it is rather an integral component of a hotel?s marketing strategy, translating business objectives into spatial form. This richly illustrated volume also looks at the future of the hotel industry, and features interviews with seasoned travellers and decision-makers in the hospitality sector. Creating Hospitality Design is a showcase, trend report and treasure trove of ideas.

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