

# LUXURY HOTELLERS

3rd Quarter 2021

Basics to  
Ensure a

***Smooth Start***

East Coast Chapter

**OPEN HOUSE**

FEELING NOSTALGIC?  
SO ARE YOUR GUESTS

SPOTLIGHT ON

***Sara Glenn***

Chief Operating Officer, Canada, Caribbean,  
Mexico & Central America at Accor



# SPOTLIGHT ON

**Anne Wilkinson**

Principal, BAMO

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*Capella Bangkok*

A positive outlook as we emerge from the pandemic and a glimpse into some of Bamo's innovative projects including the Capella Bangkok and the Waldorf Astoria Miami Hotel & Residences.

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### **Can you give us a snapshot of your year and your expectations for 2021?**

The past year has been an exciting time at BAMO. We had two major hotel projects open in October last year, the Capella Bangkok and the Four Seasons Madrid, both to great acclaim. More recently our client, PMG, launched sales for the Waldorf Astoria Miami Residences, which includes our design for a Residential show unit and soon, will have some teaser images of our upcoming design for the hotel spaces within the same building.

### **Has the pandemic affected any of your pipelines? Do you think there will be any delayed effects or challenges in procurement?**

We are definitely seeing delays happening and in some cases scarcity of raw materials. We have a project opening now in San Francisco, and several key pieces are late due to backups at the shipping ports. Some clients are opting to airfreight pieces, which has been costly and not always foolproof.



## Can you tell us about Capella Bangkok?

The property has been getting a lot of media buzz since it opened in October. Our aesthetic vision took inspiration from the significance of the site in Bangkok's history and its location on the Chao Phraya or "River of Kings." The design also reflects the multicultural flavor of the neighborhood while paying subtle homage to traditional Thai architectural elements and decorative motifs. The connection to the river is enjoyed from nearly every space in the property, including the guestrooms and suites, which all face the river view. Even more unique are the seven specialty suites that sit at ground level adjacent to the riverfront. These River Villas have an urban resort feel, with lavish private gardens and a private Thai "sala" daybed from which to experience a front-row view of the active river scene.

## The Waldorf Astoria Miami Hotel & Residences is predicted to be the tallest building in Florida. What is the concept behind the design?

Our concept draws on the idea that you're staying in or living in the tallest tower in the city. We wanted to capture that superlative feeling of transcendence, to make people feel uplifted and inspired. Our perception and frame of mind can be affected by our surroundings and we use design to create that feeling by treating the interior of the building like a sculpture, using techniques that allow your eye to feel like the space is floating up, through curved forms, lighting, and materials that ombre from denser at the base to more open at the top. The views from the property will be exceptional, and we looked for ways to maximize those views and create a feeling of openness and connection to the outside.



Capella Bangkok



## How are you responding to changes in consumer behavior when considering long-term projects?

I believe we'll be in a transition period for the next few years, so it's hard to pinpoint how consumer preferences will evolve. But, for now, we're seeing a big trend toward resort destinations as people are looking for a connection to nature, more casual comfort, and places to spend quality family time. As urban hotels open back up and people feel safer, I expect we'll see more emphasis on urban destinations and experiences as people want to get back out in the world and make up for the past year of relative hibernation.

