

PLANNING CONCEPT: FILTERED APPROACH

The second planning concept for the layout establishes the Made Market as a more independent space, creating clearer separation and branding from the hotel lobby. When the guest enters, he or she has a view of the living room and the entrance to the Made Market within their sightline. The quiet individual zone occurs at the farthest end from the market, and transitions into the more social zone of the lobby as it approaches the Made Market. The guest makes a conscious decision to approach either the lobby and reception or Made Market, as these spaces are created with separate branding and personality.

WHERE THIS PLAN MAY BE AN IDEAL SOLUTION:

- The existing lobby bar is successful and will be maintained
- The lobby will not receive any renovation, and the level of separation strengthens the Made Market brand.

