

PLANNING CONCEPT: STAND ALONE

The third planning concept for the layout establishes the Made Market as an independent space with the clearest separation from the hotel lobby. When the guest enters, he or she has a peripheral view of the living room and the entrance to the Made Market within their sightline. This stand-alone brand has an external presence visible to both hotel guests and the public. The quiet individual zone has some overlap with the social zone by the lobby bar, but neither encroach on the entry space of Made Market. The Made Market will completely maintain its own brand, which is projected outward through the facade and outdoor dining where possible.

WHERE THIS PLAN MAY BE AN IDEAL SOLUTION:

- The property may have the ability for a front destination entry separate from the hotel lobby and reception.
- The location has the opportunity to pull in customers who are not guests of the hotel.

