



An extraordinary collection of design companies, creating award-winning experiences for over 30 years.

Luxury hotel interior design, residential interior design, master-planning, furniture and product design, branding, graphic design and communications.

A global footprint – London, Kuala Lumpur, Budapest and Shanghai – delivering a bespoke, boutique service.

A committed, 160-strong team of world-class designers, architects, strategists, project managers and creatives.

Customised, multi-disciplinary teams make us uniquely positioned to deliver in both 2D and 3D.

A shared passion for ground-breaking design, wherever the brief takes us.

We are the  
G.A Group







# Our objective Design that Resonates

Effective design should resonate with its intended audience – in other words, any creative works should strike a harmonious and unexpected chord to delight the audience.

Design that resonates can only be the natural conclusion of a process that starts with listening and learning – about people, behaviours and the world in which we live. That's why our driving philosophy is one of Restless Curiosity.



# Our philosophy Restless Curiosity

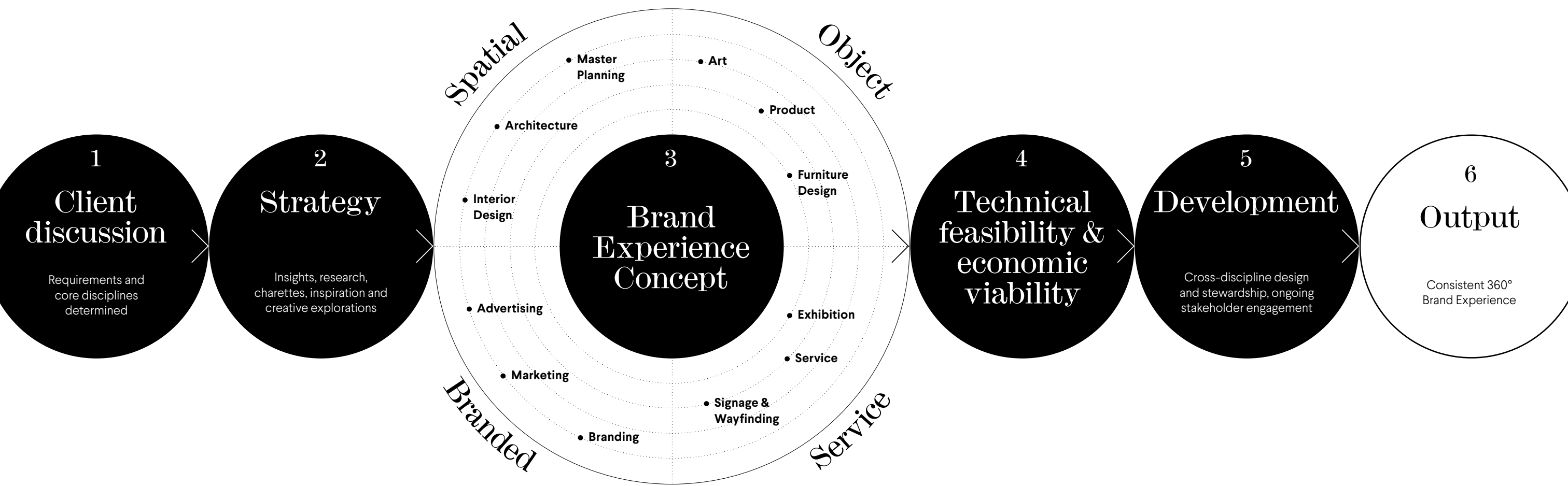
This insight-driven approach means we arrive at design solutions which fuse people, place and culture effortlessly, which strike an emotional chord in the audience and bring a sense of unexpected relevance and harmony.

Once a concept is crafted, then the real challenge begins: making the ideas live and breathe through flawless execution.





# Our Resonance Process







# Excellence in execution

The G.A Group specifies over £90m of fixtures, fittings and equipment worldwide, each year. This makes us a significant global hospitality specifier, with our in-house libraries housing an encyclopaedic canvas of potential partners, products, designs, fabrics and stone.

Such depth of expertise means we have the technical insight, connections and detailed eye to take concepts through into reality flawlessly – using craftsmen and leading-edge technology to ensure that design intent is captured perfectly in our project work.



# Fusing people, place and culture

## Chapter 1

Belmond Cadogan Hotel, London	17
The Westin Tashee Resort, Taoyan	22
Harrods Beauty Hall, London	26
Park Hyatt St. Kitts	35
W Taipei	36
Fountain House penthouse, London	44
The Langham Hong Kong	48
Park Hyatt Mallorca	53
The Royal Atlantis, Dubai	56
Alya Kuala Lumpur	58
The Ritz-Carlton Budapest	62
Renaissance Hangzhou Northeast	64
Budapest Lifestyle Concept	67

# Striking an emotional chord

## Chapter 2

Corinthia London	72
Samara Lombok	84
London penthouse	93
Paradise City, Incheon	96
Parisian Chic Hotel Concept	100
TwentyEight , Conrad Tokyo	103
London Pied-à-terre	105
St. Regis Osaka	108
Tune Hotels	114
M Social	116
Central London apartment	120
AWAY® SPA staircase, W Shangai	126
W Shanghai	128

# A sense of unexpected relevance and harmony

## Chapter 3

The Northall restaurant, Corinthia London	137
One Homantin, Hong Kong	142
St. Regis Langkawi	147
Le Meridien Hangzhou	150
One&Only Le Saint Géran, Mauritius	153
The Rosebery, Mandarin Oriental, London	158
Luxury extension Mayfair, London	164
American Express Centurion	169
Palace Hotel Tokyo	173
Tapware	178
Mayfair residence London	179
Grand Hyatt Kuala Lumpur	184
JW Marriott Nara	185

Interactive contents page,click the  
project name to see the work.







# Fusing people, place and culture

**Belmond Cadogan Hotel, London** Hotel Chelsea's new heritage

**The Ritz–Carlton Berlin** The golden twenties reborn

**The Westin Tashee Resort, Taoyan** Light yet structured

**Harrods Beauty Hall, London** The Great House

**Park Hyatt St. Kitts** Sea views and sustainability

**W Taipei** Nature electrified

**Fountain House penthouse, London** Elegance unbound

**The Langham Hong Kong** Distinctly Hong Kong glamour

**Park Hyatt Mallorca** Mediterranean luxury reconstructed

**The Royal Atlantis, Dubai** Winds of change

**W Shanghai** Captivating contrasts

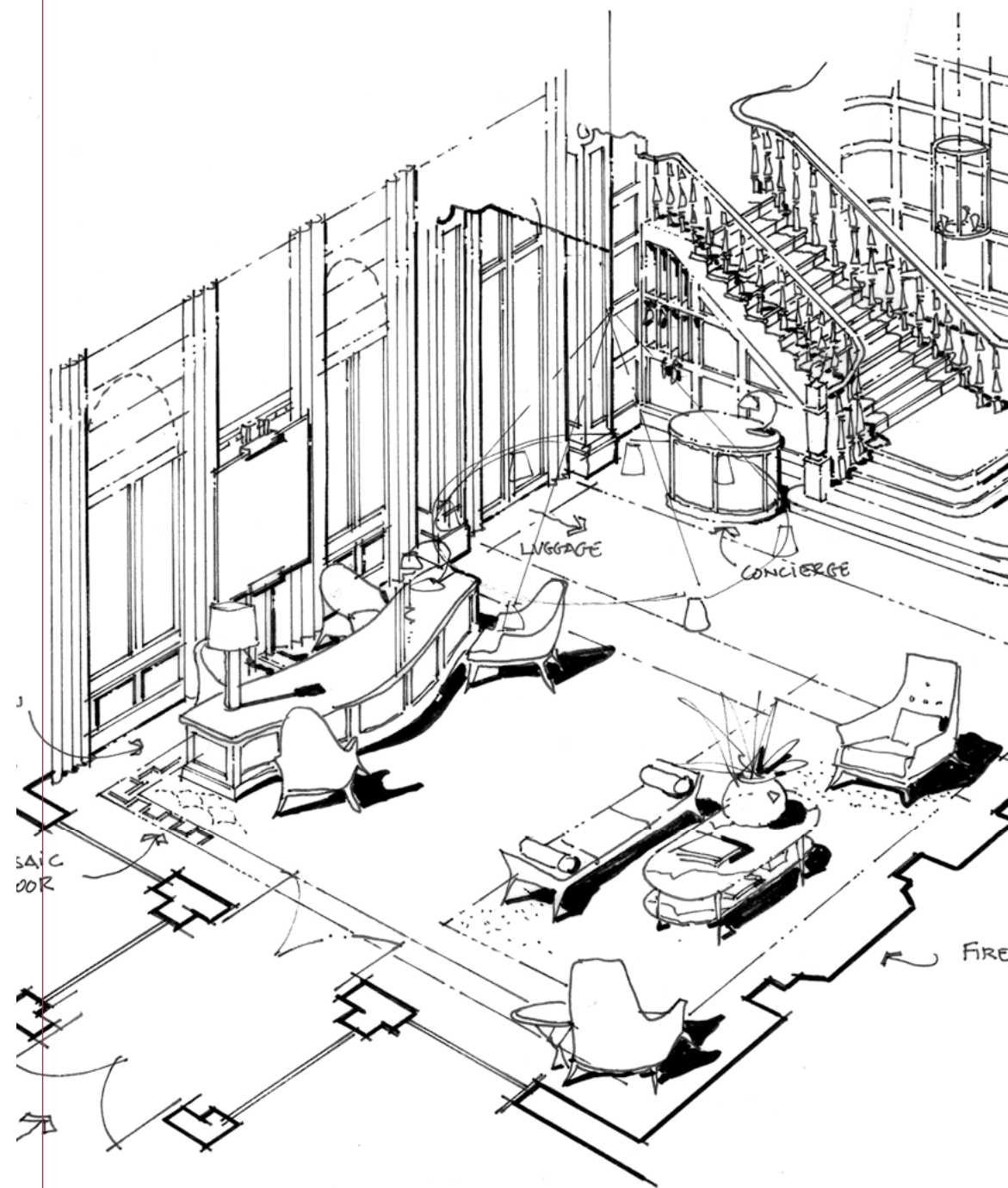
**Alya Kuala Lumpur** Where rainforest meets metropolis

**The Ritz–Carlton Budapest** The blue Danube

**Renaissance Hangzhou Northeast Hotel** A shadow play

**W Budapest** Reinventing tradition









# Belmond Cadogan Hotel, London



SBID International Design Awards 2019  
**Winner: Hotel Bedroom & Suites**

AHEAD Europe Awards 2019  
**Winner: Lobby & Public Spaces**

**Chelsea's new heritage**  
Interior and architectural design – city hotels

Once the local haunt of literary greats and Chelsea's famed socialites, the rich history of the hotel provided the perfect inspiration for the renovation of the guestrooms and public areas.

Figures such as actress and producer Lillie Langtry and Sir Hans Sloane, the creator of Kensington and Chelsea, were kept in mind for the Penthouse and Royal Suite respectively, influencing the colour schemes, art work and bespoke furniture; wall lights feature Langtry's signature feather motif, cast in brass and the coral pattern in the carpets are in reference to Sloane's expeditions to the Caribbean.

In the guestrooms, mismatched night-stands and quirky accessories give the impression that they belong to a personal collection, built up over time, whilst individual artworks hang above each bed treating guests to a personalised experience.

Offering a fashionable meeting spot for both guests and the local community, the design also draws on the unique characteristics of this glamorous London neighbourhood and provides 'a home away from home'.











# The Westin Tashee Resort, Taoyan



## Light yet structured

Interior and architectural design – city hotels

Nestled in the forested hills of Taoyuan county, the resort is designed to be a celebration of space and light. The wide elegant volumes are finished in simple palettes of luxurious limestone and timbers that soothe and relax, allowing the guest to connect with the exterior environment. Lofted ceilings give a relaxed feeling of space while simple floating screens provide separation and detail.

From the gentle water at the entry to the expansive views through the lobby, the design engages with nature. The vertical timber fins used throughout are a gentle echo of bamboo groves and provide a rhythmic background to the interior.







The guestrooms and suites continue to draw on the local landscape for the finishes and motifs, with an abundance of natural materials combined with leaf and floral patterns.



# Harrods Beauty Hall, London



## The Great House

Interior and architectural design – retail

Harrods Beauty Hall is a modern distillation of a Great House. It reflects a bygone era where service was personal and every need was catered for, providing a sanctuary from the stresses and pace of city life, a haven for pleasure and relaxation.

The Basil Street block of Harrods, in which the Beauty Hall sits, was rebuilt by Louis D. Blanc in a restrained, yet sleek Art Deco style. Ceilings and columns have been retained whilst the popular geometric designs and floral motifs of this era have been subtly woven into the detailing of the new design. With sunburst veining in the marble, a nod to the Roaring Twenties, and salvaged ceiling lights from the Harrods archive sensitively replicated; the Harrods Beauty Hall exudes luxurious glamour by retracing its own history.



















# Park Hyatt St. Kitts



Travel and Leisure's World's best Hotels 2018  
**Winner: Editor's Top Pick**

Caribbean Travel Awards 2018  
**Winner: New Hotel Of The Year**

## **Sea-views and sustainability**

Interior and architectural design – resorts

Sustainably designed with local materials and unique water features throughout, Park Hyatt St. Kitts echoes the island's rich heritage and culture, and seamlessly intertwines contemporary architecture and colonial design. Each room provides views of the Caribbean Sea and the islands beyond, with luxurious touches such as private balconies and terraces, local artwork, rain-showers and deep soaking tubs.

The hotel's main restaurant masquerades as an old farmhouse – an integral building that appears to have matured and evolved over the years. Timber-clad wall finishes and oversized glass hurricane lanterns remain true to the island's history with the lattice-work detailing referencing the Caribbean architecture which inspired the design.

A large stone fireplace acts as the heart of the house from which the show-kitchen, rum bar, library, all-day dining and private dining rooms can be accessed.



# W Taipei



Left  
A W Taipei signature W-Zodiac Animal adds a whimsical touch to each of the guestrooms.

Right  
Oversized white leather ottomans evoke the water droplet design of the floor lights in the entryway.

The Asia Pacific Property Awards 2014  
**Winner: Hotel Interior**

## Nature electrified

Interior and architectural design – city hotels

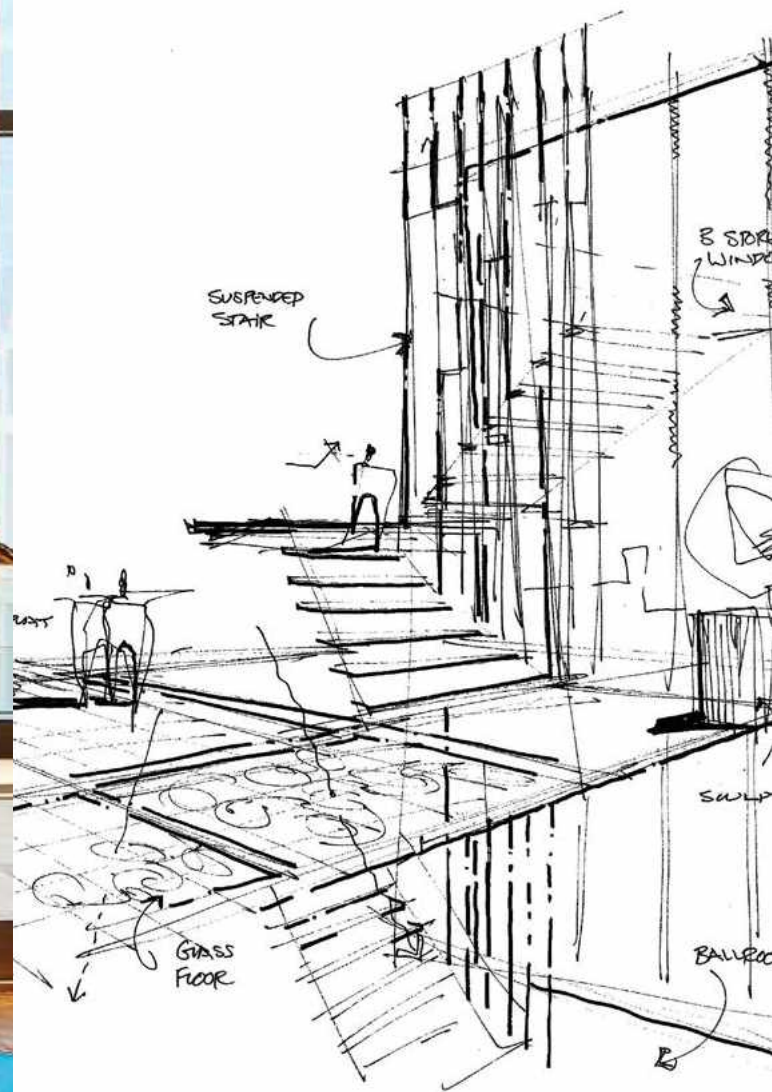
A jolt of high-voltage design, W Taipei – located in the buzzing central business district – is an electrifying sanctuary of serenity and energy in the heart of Xinyi district.

W is a lifestyle hotel that believes in telling a story about its host city; this vibrant, fun hotel is a reflection of Taipei, and all its inherent contrasts: history/future, craft/technology, city/country, tradition/innovation.

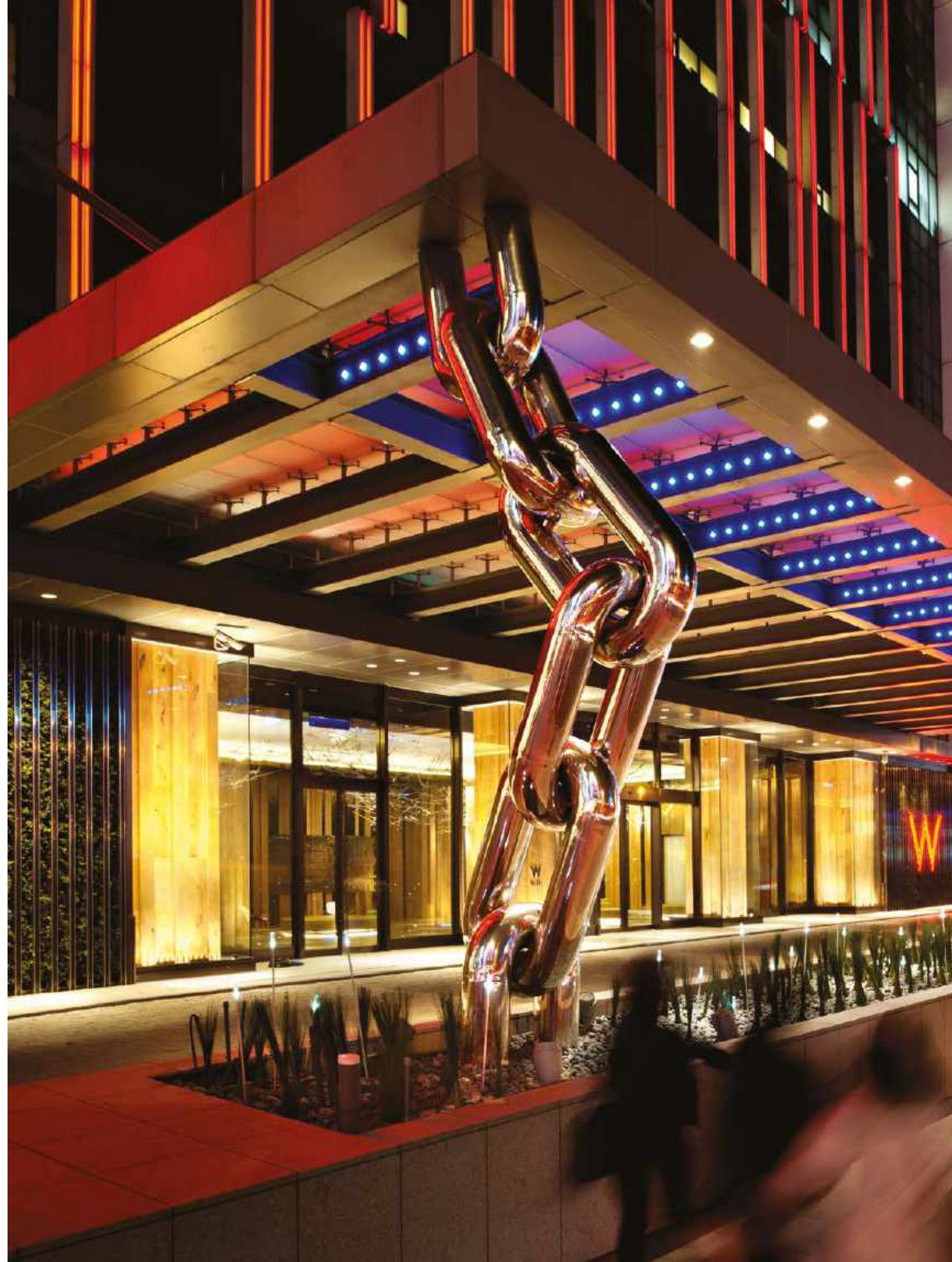
Besides being the urban epicenter and tech capital of Taiwan, Taipei's strong connection to nature continues to influence people and culture. The design concept reflects the surrounding natural beauty of Qixing Mountain and Yangmingshan National Park, juxtaposed with Taipei's energetic, modern cityscape. In doing so it celebrates these contrasts – becoming 'nature electrified'.











The huge chain down-pipe appears to anchor the building into the city, it also functions as a guttering system from the canopy to the flower bed below.







# Fountain House penthouse, London



## Elegance unbound

Interior and architectural design – residential

Fountain House, perched on the edge of London's splendid Hyde Park, commands enviable views across the park's Italian Gardens.

In order to maximise the impact of the view, we designed a New York style study off the private lift lobby and incorporated smart glass into the automated entrance doors allowing the panorama to be revealed in all its glory (or hidden from prying eyes).

Inspiration was sought from the building itself and its distinctive location. Character was fused into the interior by designing a glass inset panel into the high balustrade on the upper level. Etched by master craftsmen, it depicts a contemporary representation of Hyde Park and the fountain from which the building takes its name; an example of the inspired original detailing which makes this London property truly unique.









# The Langham Hong Kong



## Distinctly Hong Kong glamour

Interior and architectural design – city hotels

Situated in the heart of the fashion district, the design for The Langham Hong Kong renovation relates back to the historical Langham London, whilst also reflecting the vibrancy of Hong Kong. The solution ensures that whilst there is a classical component to the design, the key elements contain a blend of both old and new, moving the hotel into the 21st century – a seamless blend of technology with distinctive and characterful design.

Focusing on decadent afternoon teas during the day and lighter bites in the evening, the Palm Court has a wealth of character and distinction. The space is richly layered with a multitude of varying finishes to create a luxurious and opulent feel, whilst maintaining a light, fresh and open environment that lifts one's mood and thrills the senses.









# Park Hyatt Mallorca



Right:  
Spacious  
guestrooms  
have a light,  
fresh feel,  
with strong  
Mallorquín  
accents.



## **Mediterranean luxury reconstructed** Interior and architectural design – resorts

Park Hyatt Mallorca recreates an authentic Mallorquín village-style resort, with all aspects feeding into this central concept. The unique design provides an unforgettable guest experience demonstrating the very best of the brand: a high-end luxury resort with a relaxed residential feel and a genuine 'sense of place'.

The interior design reflects an authentic relationship with the external architecture; the resort does not dominate the landscape, but instead allows the stunning backdrop of the valley and the mountainous woodlands to take centre stage.

Although newly built, the environment is led by, and sensitive to, the surroundings – the resort appears as an old *pueblo* that has remained intact. The design allows for the surrounding flora and fauna to grow alongside the buildings and, over time, to hide the resort, adding to the feel of a secret hideaway removed from the hustle and bustle of the main resort strips of Mallorca.







# Royal Atlantis Dubai

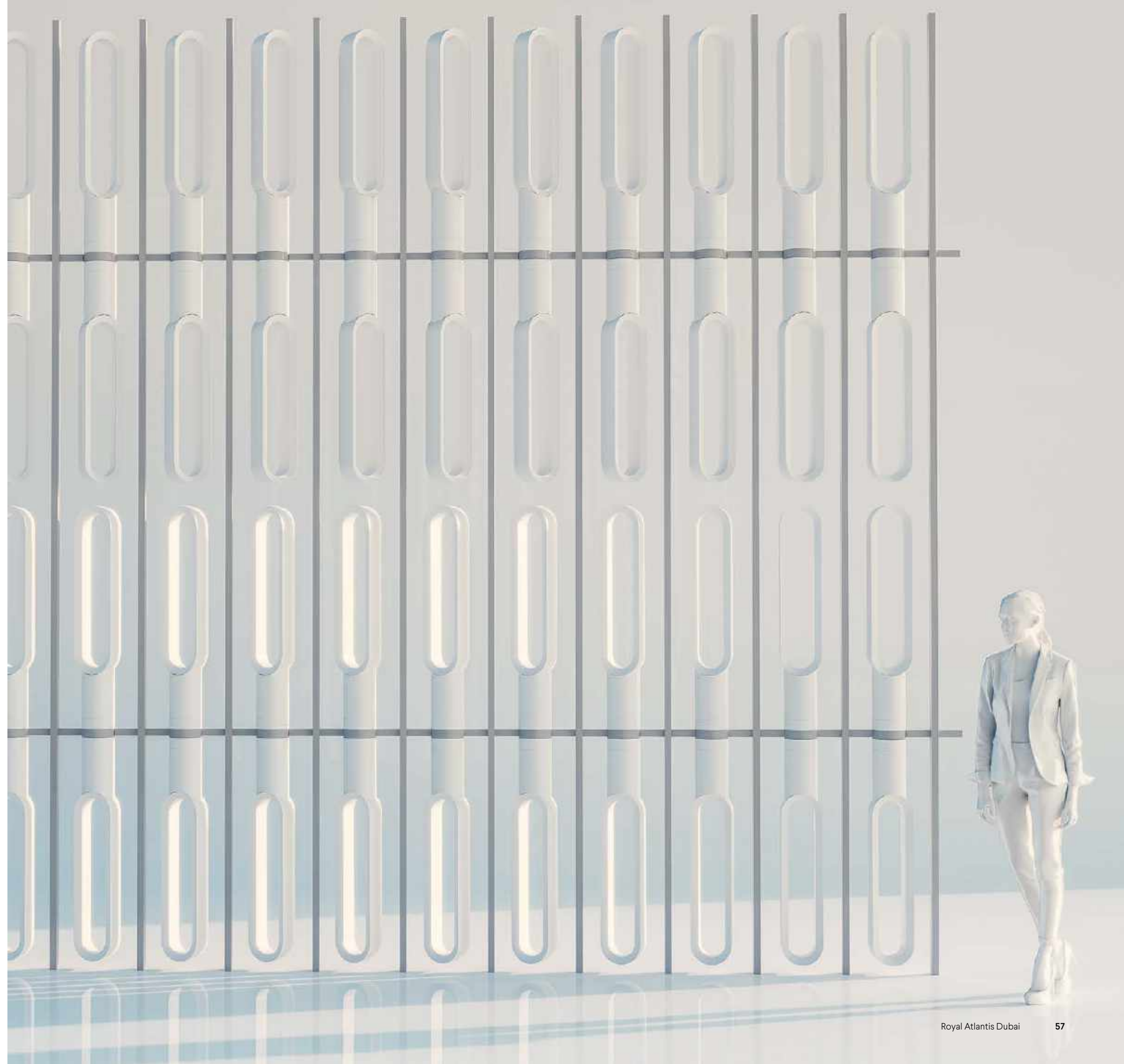
## Winds of change

3D, industrial design, engineering

Royal Atlantis Dubai presented a most unusual challenge: to design an air-cooling system that would create constant air-flow within their covered, but open-air, hawker-style eating area – without spoiling the aesthetics of the space.

The solution was equally unconventional: an intricate arrangement of Dyson AM05 Fans, mounted on vertical frames running from floor to ceiling. The repeated pattern of the pill-shaped fans would create a striking, cutting-edge interpretation of traditional *mushrabiya* screens, used in Arabic architecture since the middle ages.

A level of interactivity can be achieved using computer software that systematically triggers sequential segments of fans, to create new and different patterns as they gently oscillate, blowing panels of cool air through the space in different directions.





**Where rainforest meets metropolis**

Brand strategy and design, marketing, advertising

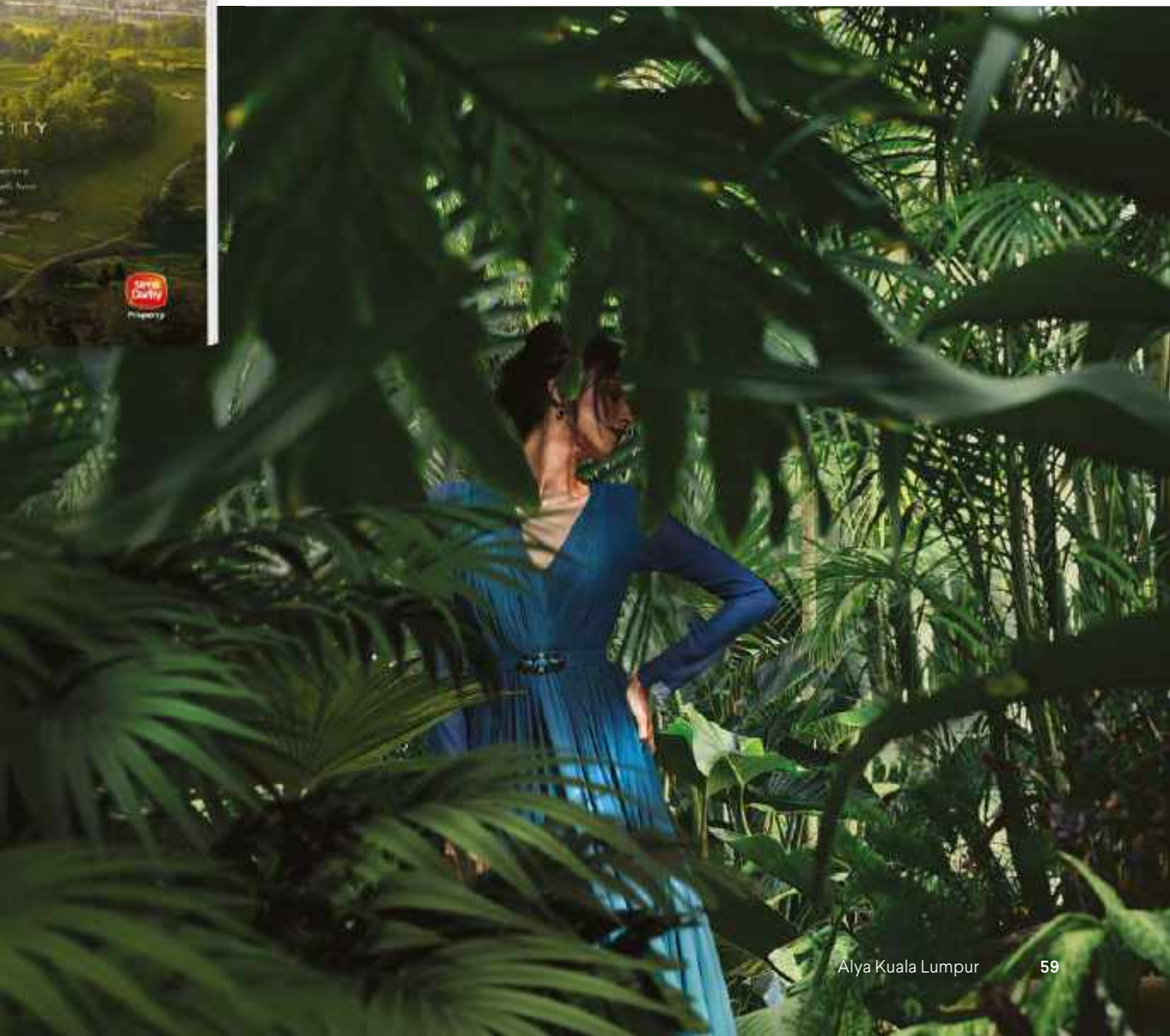
Sime Darby Property had a 360-acre site of prime land in central Kuala Lumpur, their first definitive move into the luxury sector, having previously been known for local township development. The huge complexity of the task had led to confusion and uncertainty about the role and purpose of the project and cannibalisation between the many sub-brands.

A cohesive master-brand architecture and communications campaign was developed to act as a road-map for the ongoing development – both for the customer and the company. The brand to be created would be the first of a new luxury concept to be rolled-out worldwide. The solution took inspiration from the language and culture of Malaysia; the Alya name (which means 'divinity' or 'sky')

# Alya Kuala Lumpur



was chosen to reflect the ambitious and over-arching nature of the project. Inspired throughout by Alya's sense of place – uniquely central yet adjacent to a stunning natural forest reserve – the brand created had target audience appeal by offering a very modern interpretation of luxury: a luxury defined by a sense of freedom of movement, where life is lived in harmony and balance. Alya would provide the core elements of well-being: nature, culture and leisure. The creative concept was refined into execution: logo designs, advertising assets in film, digital and off-line media, interior design for the showcase Alya International Property Gallery and individual show units.







# The Ritz-Carlton Budapest



## The blue Danube

Interior and architectural design – city hotels

Occupying a historical building dating back to 1918, the design of this grand hotel creates a feeling of contemporary luxury in a classic interior. In keeping with The Ritz-Carlton genre of 'the cosmopolitan house', the traditional details and contemporary elements are brought together in a manner that respects the existing building and defines an elegant residential feel.

The story thread of 'the blue Danube' brings together both sides of the city, providing a strong reference for the interior scheme. This central narrative is reflected in the carpet designs, particularly in the guestrooms, corridors and lobby, where a subtle tone-on-tone use of shades of blues and greys tells the story of the river. The swirling carpet design mimics the ebb and flow of the river. The carpet in the lobby expresses the energy and movement of the Danube, drawing the guests from the entrance towards the reception desk.







# Renaissance Hangzhou Northeast Hotel



## A shadow play

Graphics and signage system

The Renaissance Hangzhou is a new-build hotel in one of China's most historic and culturally significant cities. The brief was to execute the graphics and signage system design for the hotel, coordinating closely with the other project consultants.

The interior design of the project had a traditional 'Chinese opera' theme – a stimulating and busy environment. The client wanted the signage design and system to reflect and incorporate this interior theme.

A 'shadow play' design was created for the signage that referenced the concept of the stage and foot-lights from Chinese opera; the actual numbering and lettering of the signs was made by a shadow cast from specially positioned lights.

This concept required painstaking coordination with the lighting consultant to ensure the final design package produced exactly the right result – careful calibrations were made of the angle and play of the light to create the effect. The result was a beautiful fusion of context and culture into the existing interior design – interesting and playful enough to attract attention, whilst being simple and clear enough to function excellently.







# Budapest Lifestyle Concept



## Reinventing tradition

Interior and architectural design – city hotels

The concept for W Budapest presented the opportunity to truly bring one of Budapest's most impressive buildings, Dreschler Palace, to life. Situated opposite the State Opera House on Andrássy Avenue – often referred to as 'Budapest's Champs-Élysées' – Dreschler Palace is Hungarian tradition personified.

The vision was to combine design with fun, from the very first moment guests step inside the hotel. Virtual reality was used in the hotel's entrance hall to bring the artwork to life – literally. The 3D team experimented with facial features on three portraits inspired by artist Julian Opie, causing eyebrows to raise, moustaches to twitch and eyes to wink.

This playfulness went beyond the building's interior, with virtual projections onto the exterior of the building in reference to some of Budapest's most famous exports: windows flicker alight to reveal matches, whilst sections of the hotel's façade slide into place, mimicking the sides of a Rubik's Cube.





# Striking an emotional chord

**Corinthia London** Refinement reimagined

**Samara Lombok** Indonesian Inspiration

**London penthouse** Sophisticated and serene

**Paradise City, Incheon** Art and entertainment

**Parisian Chic Hotel concept** A modern Parisian icon

**TwentyEight restaurant, Conrad Tokyo** Heady transitions

**London Pied-à-terre** Relaxed elegance

**St. Regis Osaka** Sun and moon

**Booking Office Bar, London** Classical momentum

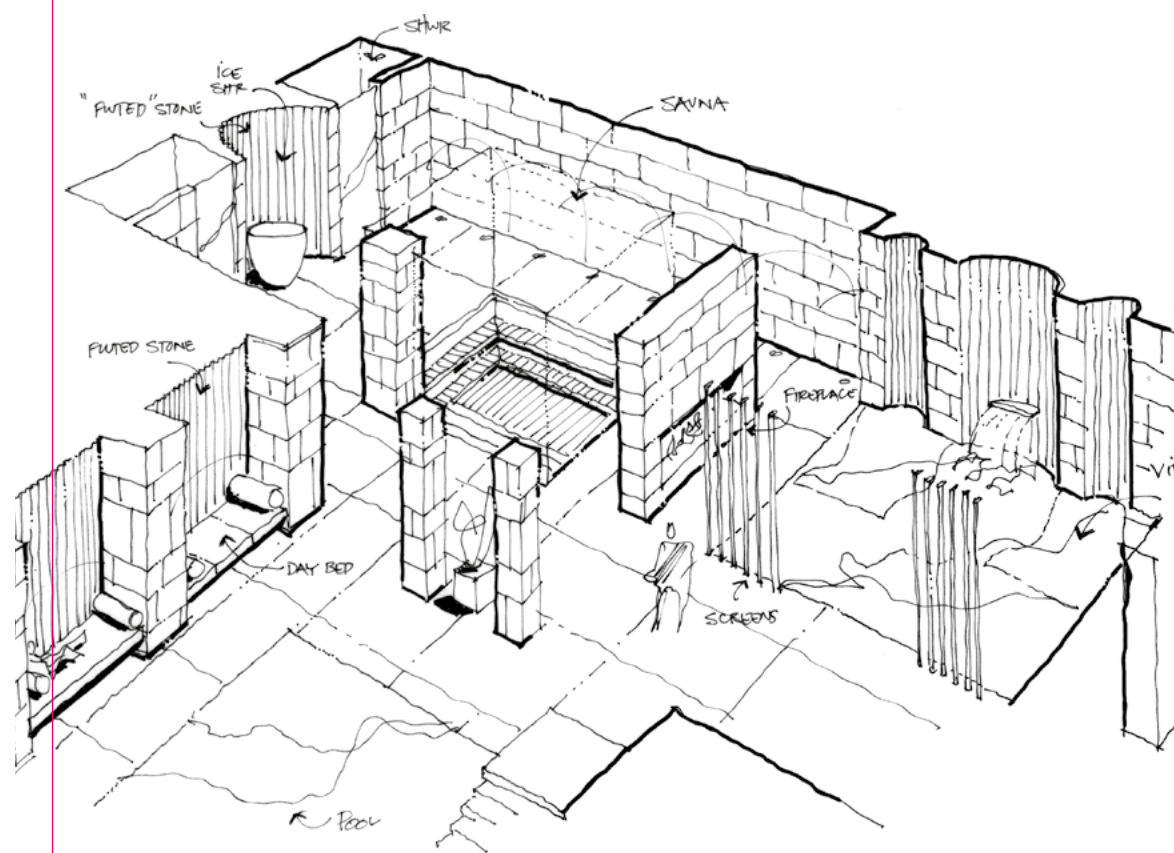
**Tune Hotels** The Coca-Cola of hotels

**M Social** Make it yours

**Central London apartment** A layered approach

**W Shanghai** Sculptural flow







# Corinthia London



Left:  
The bronze  
clad detailing  
on the lift doors  
are cast from  
moulds of leaves  
found within St.  
James' Park.

Luxury Spa Awards 2017

**Winner: Luxury Business Hotel Spa**

**Winner: Luxury Wellness Spa**

**Winner: Luxury Destination Spa**

World Spa Awards 2016

**Winner: Best Spa In England**

**Winner: Best Hotel Spa In England**

Condé Nast Traveller Gold List 2012

**Winner: Best For Ambience & Design**

European Hotel Design Awards 2012

**Winner: Best Suite**

The International Hotel & Property  
Awards 2012

**Winner: Hotel Over 200 Rooms**

European Hospitality Awards 2011

**Winner: Hotel Spa Of The Year**

## Refinement reimagined

Interior and architectural design – city hotels

The brief from the client was simple; they wanted a 21st Century 'Grand Hotel'.

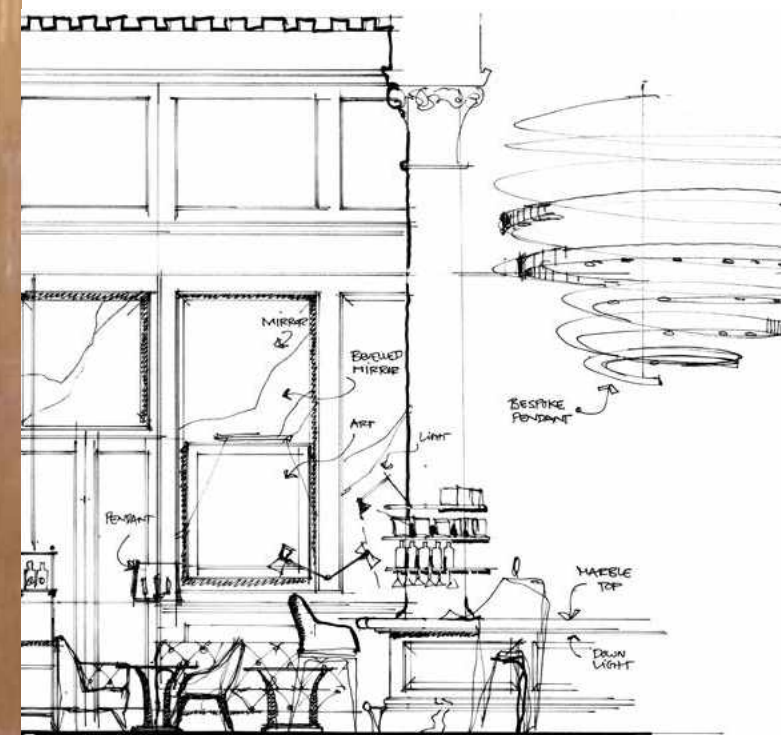
Originally an imposing Victorian-era Grand Hotel, the project presented a very rare and unique gift. The core objective was to leave the exterior unaltered, but internally to identify the base structure and recognise the potential hidden behind layers of chaotic adjustments and insertions.

A commitment to authentic craftsmanship gives Corinthia London the timeless appeal of a true classic – a place that feels comfortable in its own skin, and which imbues the guest with a similar feeling of composure.

Conceived as a grand garden room, the lobby lounge features a 5.8 metre ceiling and a spectacular seven metre central glass dome with a Baccarat 'full moon' chandelier, comprised of 1001 individual crystal orbs.













The hotel features Europe's largest spa facility, at 3,300m<sup>2</sup> over four floors. The design of ESPA is all curves, with a luxurious sense of space, energy flow, soothing colours and tactile finishes.



A central fire, suspended from the ceiling, provides a soothing glow to this darkened, peaceful room.









Seven exquisite penthouse suites utilise the upper floor spaces and unrivalled turret areas. Each subtly-themed penthouse delivers a bespoke experience, with inspiration from an imagined Georgian London street and the different people that might have lived there – the writer, the explorer, the musician, the actor.





# Samara Lombok



## Indonesian inspiration

Master planning, architecture, interior design, brand identity, brand strategy, advertising & marketing

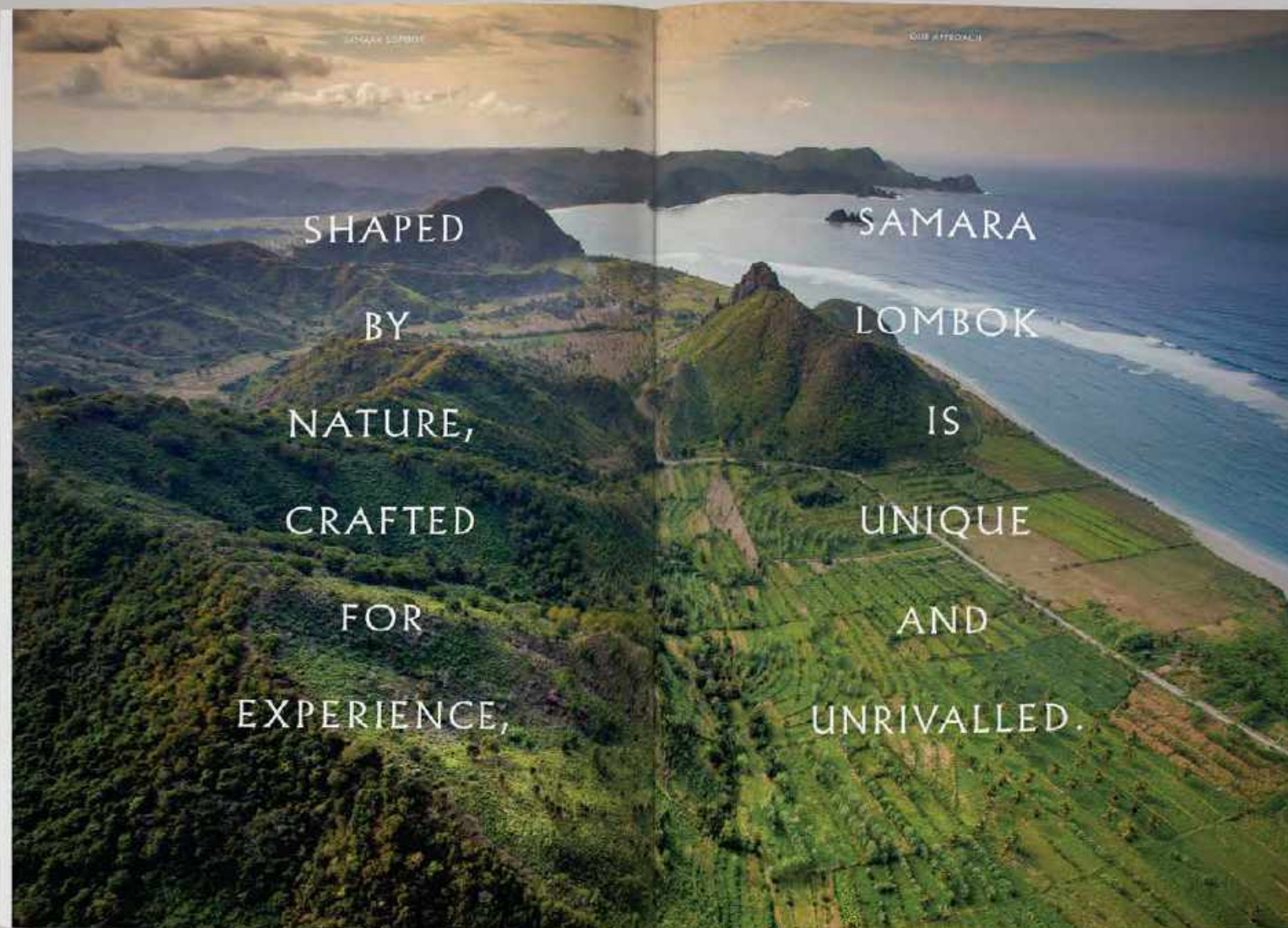
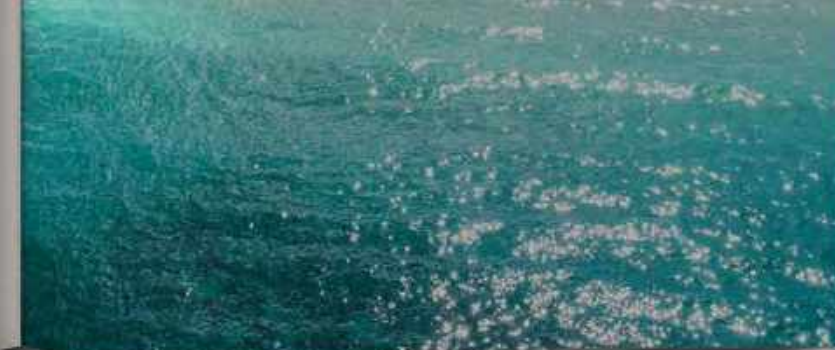
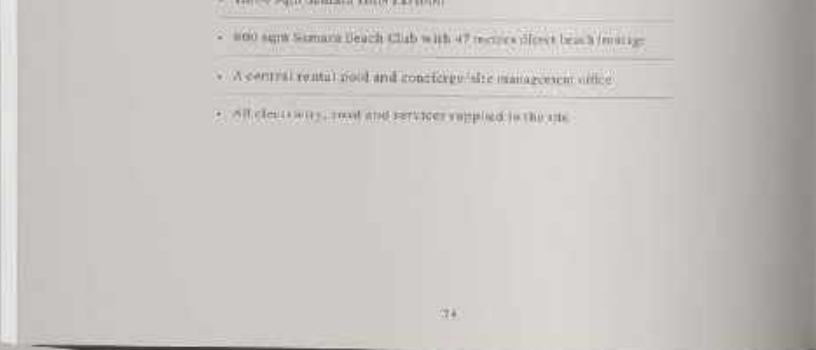
Only 32km from the hustle and bustle of Bali, yet untrammelled by tourism, Lombok boasts some of the world's best surf breaks, pristine white beaches, and the captivating local Sasak people. Rascal Republic, the client, owned prime land along the spectacular coastline surrounding Torok Beach and wanted to create a unique travel destination that would put Lombok on the map. Their target – a growing segment of well-heeled adventure-seekers. Culturally curious, they seek off-the-grid holiday destinations and desire authentic lifestyle experiences without compromising on luxury.



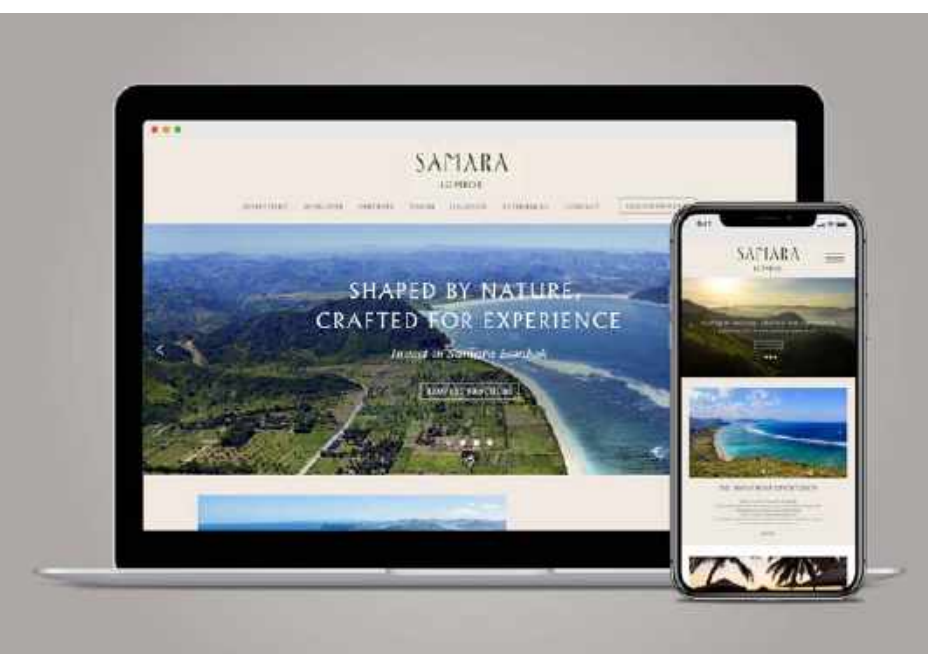




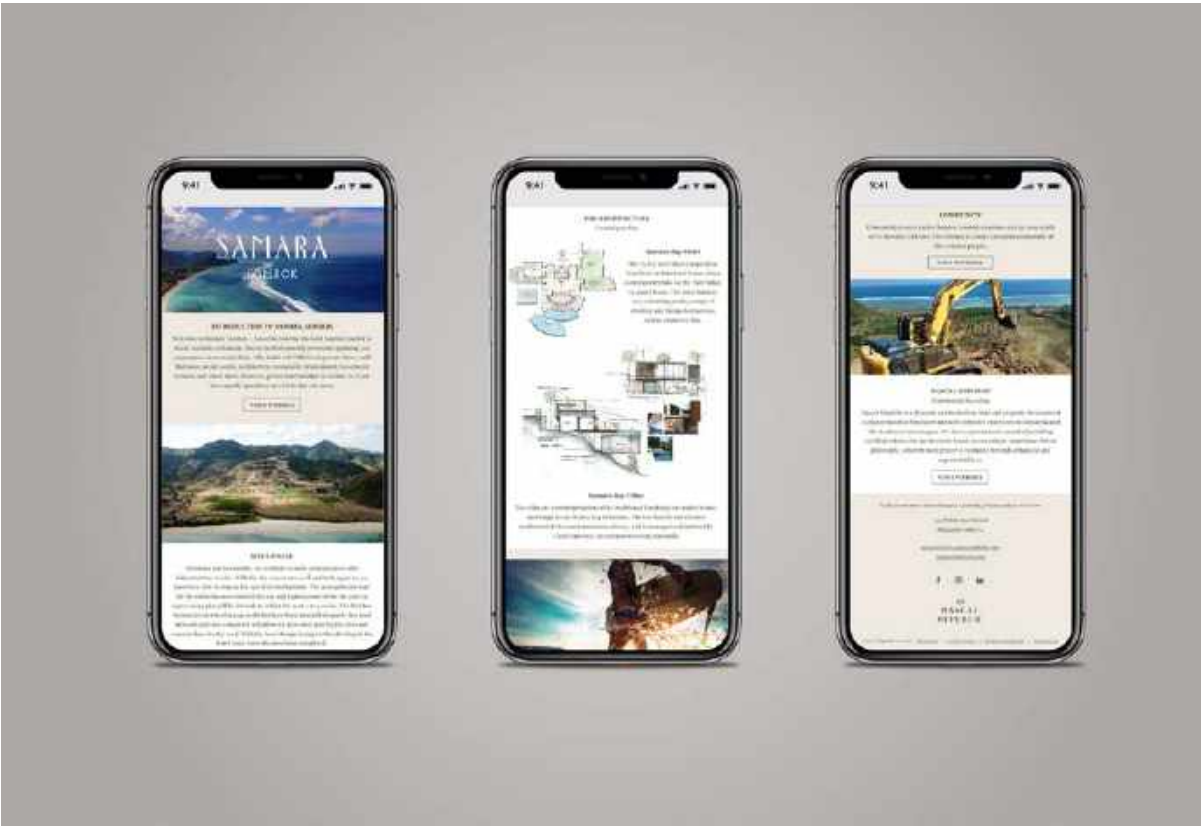
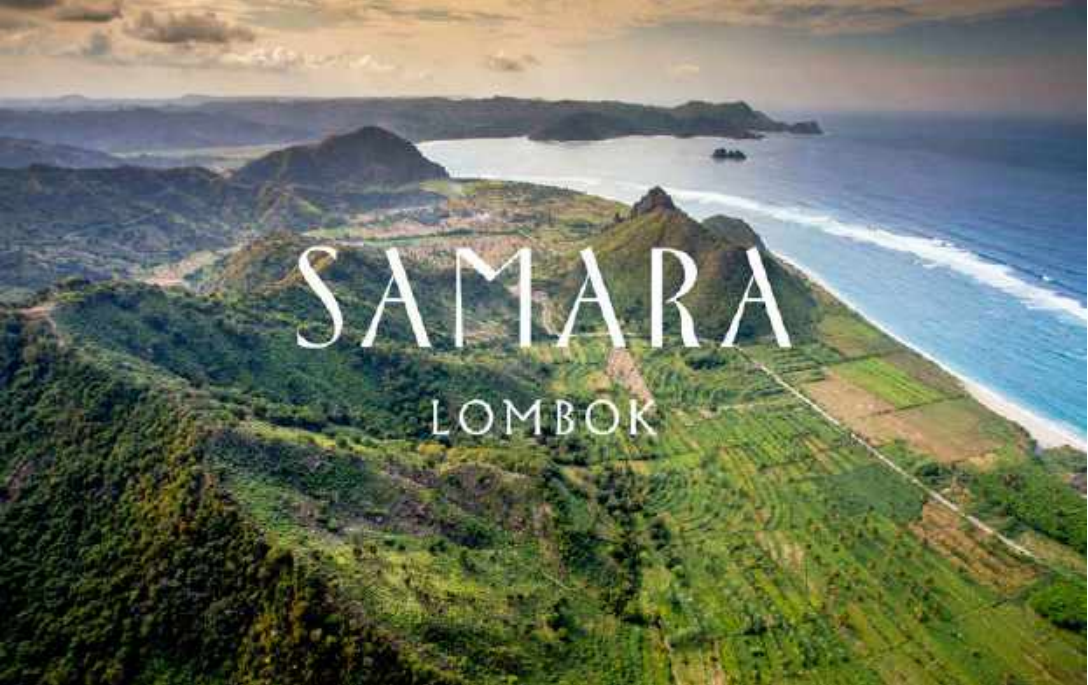
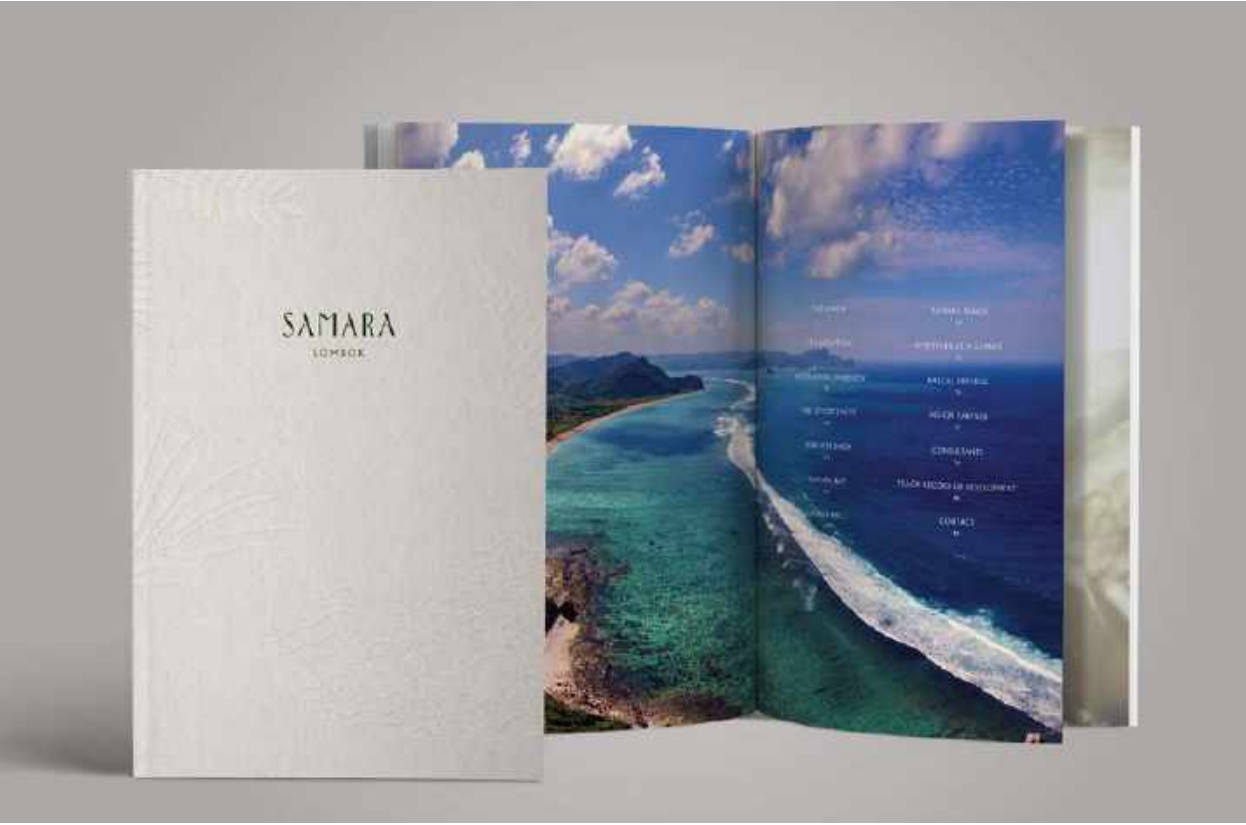








G.A developed the branding and communications (including web design, ECRM, brochures and a series of films) extending the brand experience concept into master-planning, concept architecture and interior design; producing an integrated residential villa, hotel and F&B offering.



The unique feeling of Lombok was carried through in every aspect of Samara Lombok, from the architectural design of the hotel and villas – a contemporary take on the traditional 'bale baleq' and 'lumbung' – to the abundant nature trails and harmonious landscaping, to the local organic kitchen gardens, and local arts and crafts.





# London penthouse



## Sophisticated and serene

Interior and architectural design – residential

This striking property is set within the eaves of an historical building in the heart of London. The brief was to strip out the apartment and reconfigure all areas to accommodate for social gatherings and a growing family's needs.

Inspiration was found in the period details of the building to create a modern and sophisticated penthouse design which still embraces the essence of the original building.







# Paradise City, Incheon

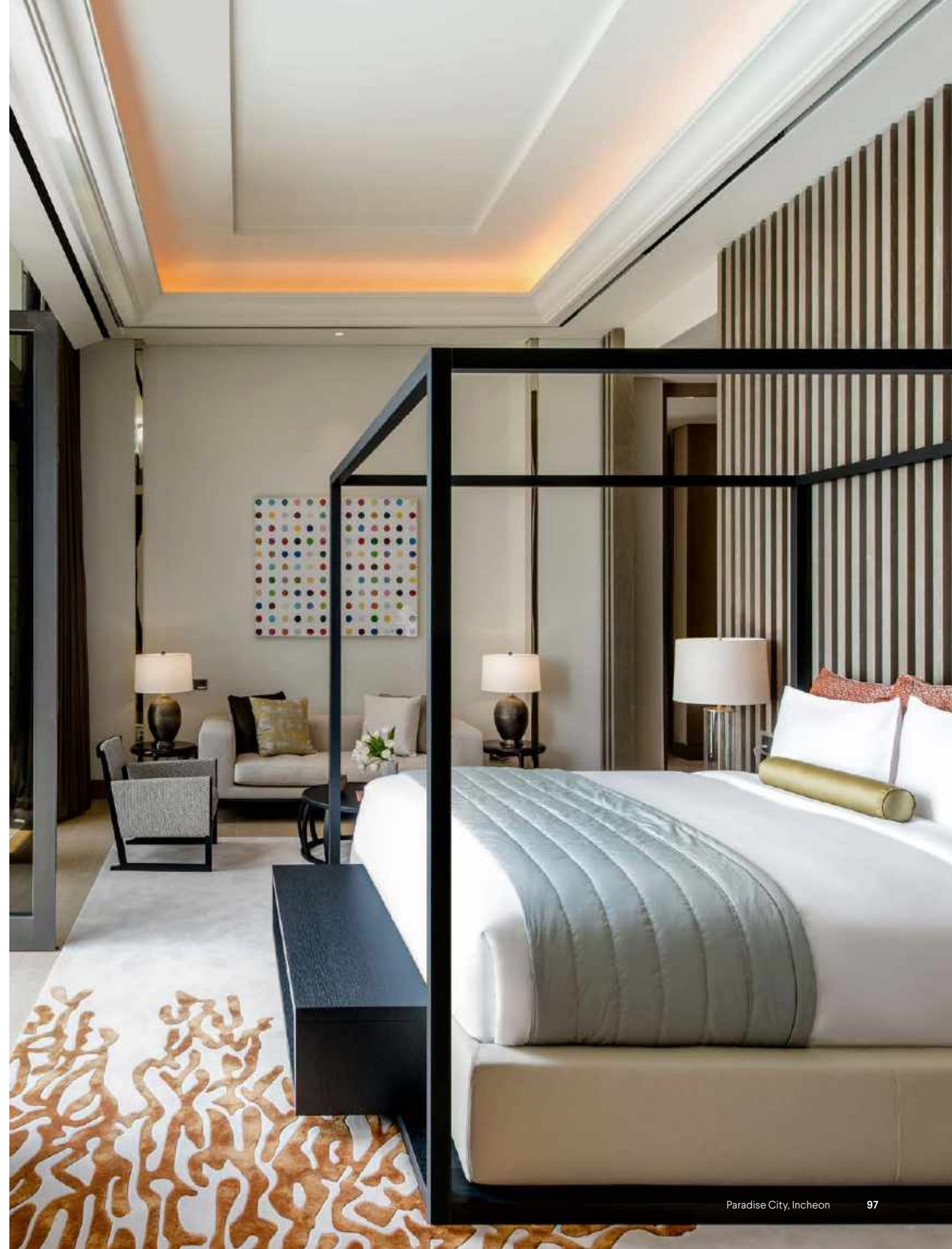


## Art and entertainment

Interior and architectural design – resorts

Art plays a significant role in South Korea's first integrated resort with its vast and sprawling public spaces providing the back drop to a gallery of contemporary pieces, including a Damian Hirst horse statue and a large 'pumpkin' sculpture by Yayoi Kusama.

An abundance of light pours into the Guestrooms and Suites where soft furnishings feature subtle Korean references such as Gingko patterned carpets and luxurious finishes lend a high-end residential feel to the rooms.









# Parisian chic hotel concept



## A modern Parisian icon

Interior and architectural design – city hotels

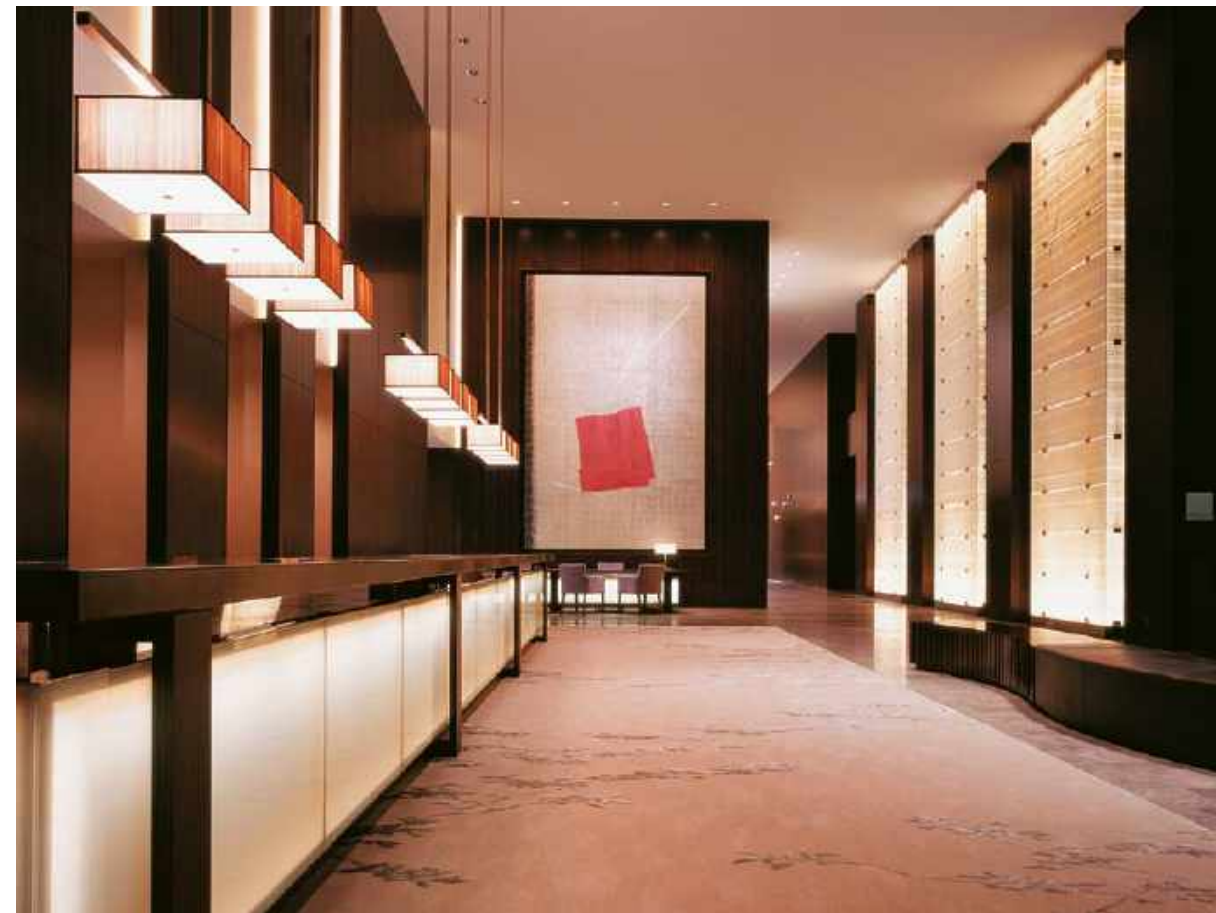
Situated in a unique building that rises a storey above its neighbours, the concept for this Parisian hotel focuses on the history of craftsmanship and exquisite detailing renowned to the French capital. Inspiration was taken from Haute Couture fashion and the intention was to incorporate traditional techniques and materials, such as French wrought iron, into the design wherever possible.

The soft grey scheme for the guestrooms is elevated through the use of French bronze detailing and playful pops of colour inspired by the tantalising boxes of Macarons that can be seen in the windows of nearby patisseries. Walls and shelves are adorned with artwork with the theme, 'faces of Paris' and combine classical art references alongside contemporary figures, to give the rooms a timeless yet iconic quality.





# TwentyEight, Conrad Tokyo



## Heady transitions

Interior and architectural design – restaurants and bars

The Conrad Tokyo commands spectacular views over Hamarikyu gardens to Tokyo Bay. Inspiration was drawn from these Gardens and other historical references from their period of construction, which are subtly acknowledged in the design.

TwentyEight, the hotel bar, acts as the hotel's tea lounge and retains a wonderful feeling of lightness and refinement. By evening, the area transforms into an energetic destination bar with live music.





# London Pied-à-terre



## Relaxed elegance

Interior and architectural design – residential

This stylish property, in one of London's most desirable locations, is the definition of liveable luxury. Quality meets comfort and practicality, with refined contemporary finishes and a soft, enriching colour palette. A turn-key project that exudes warmth while also feeling distinctly modern.

G.A performed a complete renovation of this three-bedroom duplex apartment, two upper floor bedrooms were transformed into a stunning Master suite, complete with a dressing room and a luxuriously spacious bathroom.

To ensure the house remained a three-bedroom property, an unused downstairs dining room became a beautiful bedroom, full of soft muted tones and tasteful details. The staircase was completely redesigned, unnecessary corridors were eliminated and doors heights were increased to emphasise the volume of rooms, all adding to the sleek opulence of this property.







# St. Regis Osaka



## Sun and moon

Interior and architectural design – city hotels

The St. Regis Hotel Osaka is set in the heart of the beautiful Midōsuji, a ginkgo tree-lined boulevard in Osaka.

The design concept pays homage to the golden age of Japanese history, the Momoyama period – an era of hope, prosperity and harmony, and a time when Japan opened up trade between the east and west; a period which to this day has a deep emotional resonance for the Japanese people.

A guest's journey through the St. Regis Hotel begins with the moonlight ambience of the entrance hall, a combination of silver leaf, bronze and dark marble flooring, with the sparkling crystal tree as the centre piece, leading through to the sun-drenched reception zone.











The St. Regis Bar is approached through grand walnut doors. Deep turquoise paneled walls, a precious blue tiger's eye bar counter, imposing full height mirrors and a deep corniced silver leaf ceiling reflect the Momoyama period.



# Tune Hotels



## The Coca-Cola of hotels

Interior and architectural design – city hotels

Tune Hotels sought to 'reset' their hotels' brand and interior design concept in a holistic fashion. The unique G.A Resonance Process placed brand strategists, creatives, interior designers and architects in one room to work on a solution to the brief.

The result was innovative and resonant: market and design Tune Hotels as if it were the 'Coca-Cola of hotels' – in other words, well-priced, enjoyable, fun and omni-present. This simple analogy opened up the creative potential.

The concept spread across the marketing assets, through to the design of the new hotel rooms and across into the experience as well – digital walls to connect the hotels worldwide, specially-designed pillows to inspire dreams, a partnership with Spotify and a totally re-designed room concept design.





# M Social

## Make it yours

Brand strategy and design, marketing and advertising

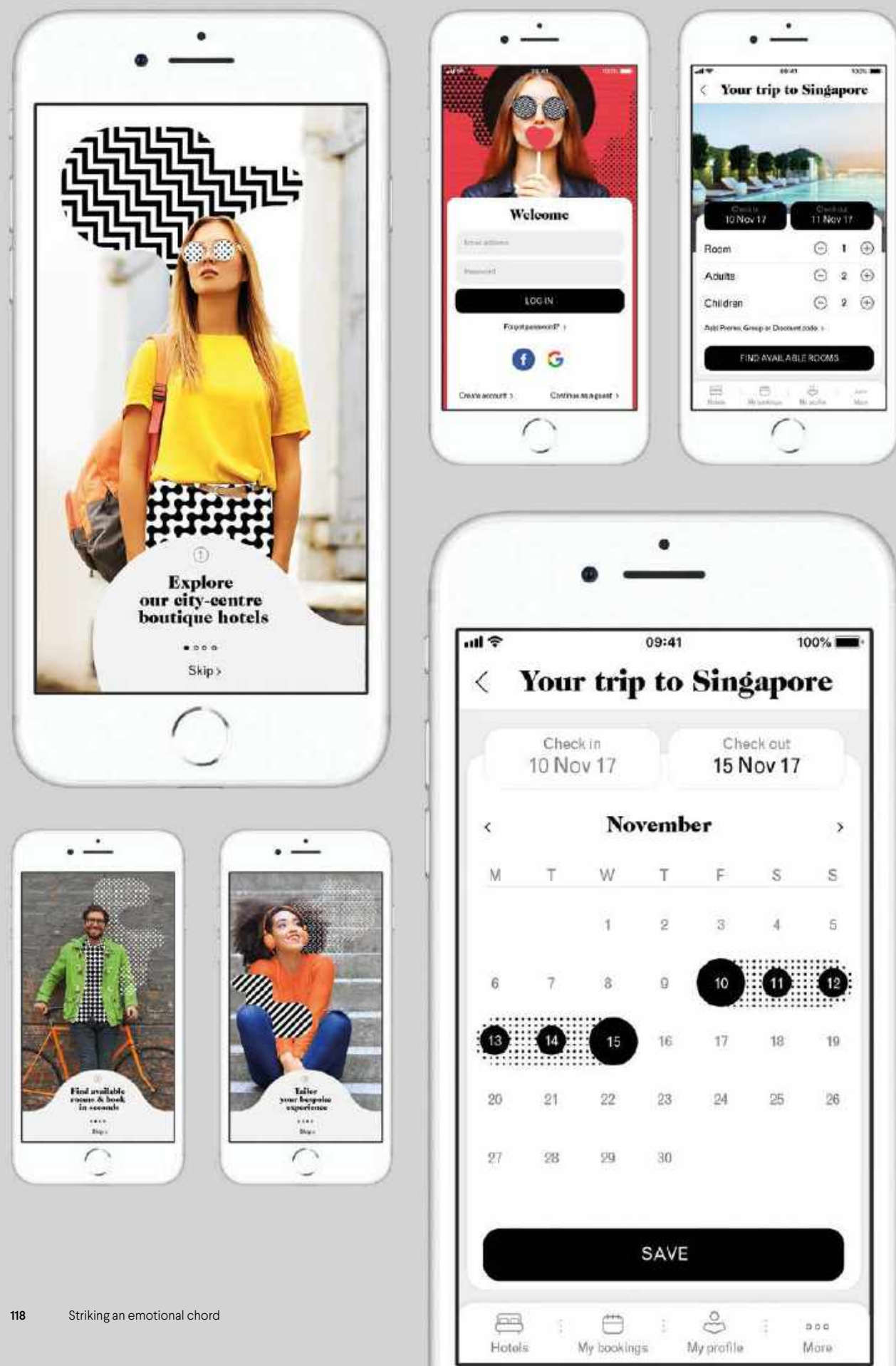
Millennium Hotels and Resorts were poised to break into the crowded boutique hospitality market with a stylish, urban lifestyle brand targeted at Generations X and Y, and a vision to bring a vibrant, modern aesthetic and innovative, inclusive attitude to the category.

The brief was to look jointly at the brand proposition and creative expression in tandem with the hotel concept design. The brand strategy team articulated a bold and differentiated positioning around a brand essence of 'Freedom to be yourself', positioning M Social as a stage for creativity, self-expression and connection – with like-minded people and the surrounding city.

Hospitality design and branding teams collaborated to produce the hotel and operations concept for the London and New York hotels. The approach created localised and contemporary informal spaces for those who live close by, as well as a vibrant social base for travelers.



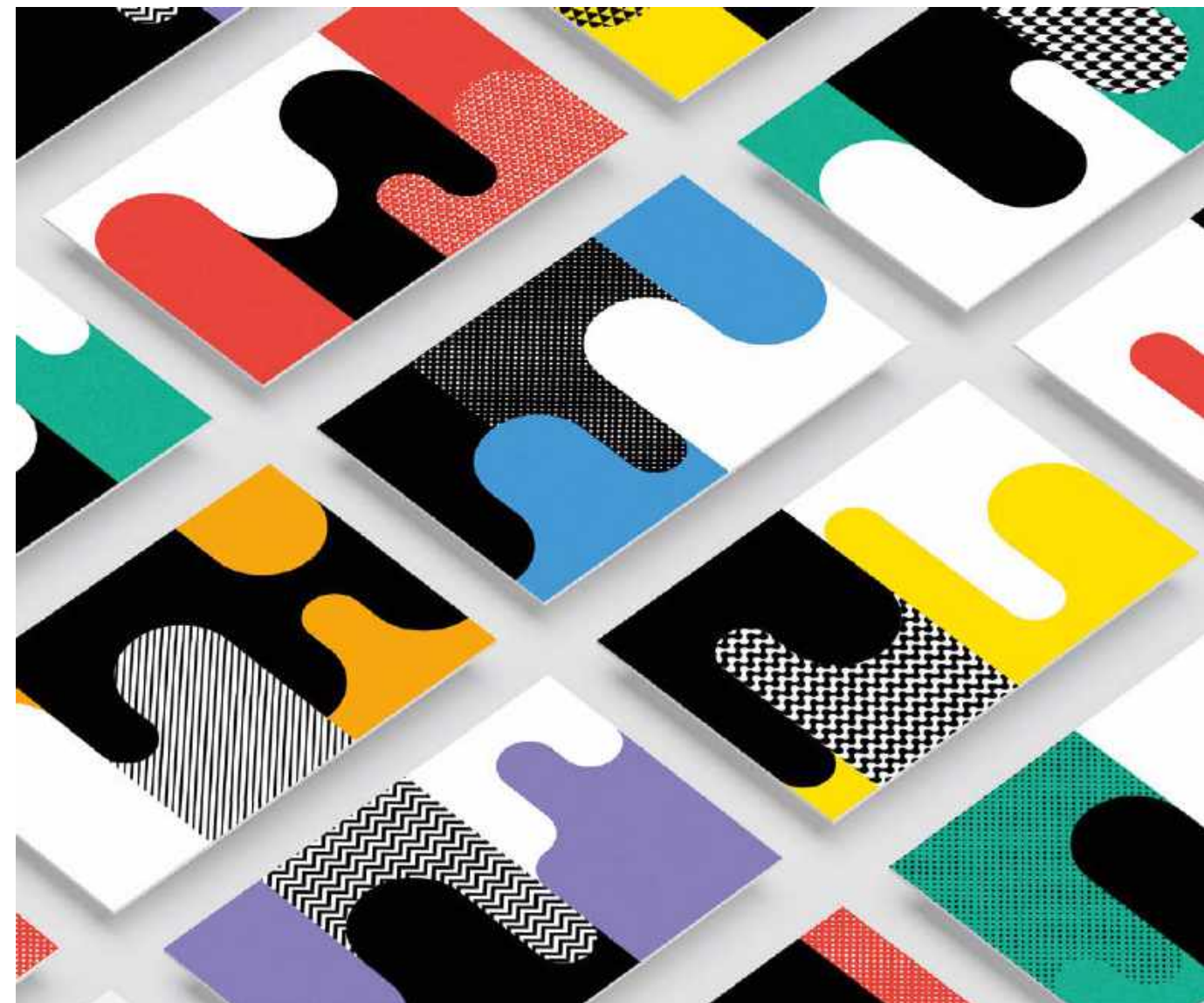




# MSOCIAL

A new brand mark was created to showcase the way in which M Social acts as a meeting point, with the serif shaved and the kerning fused as a visual reference to the social nature of the brand. Alongside this, a multi-layered visual brand identity was developed and rolled out across master collateral and a range of marketing and advertising assets, including a new website, booking app, digital display campaign, out of home posters and an evocative brand film that plays on all in-room TVs.

To achieve a fully consistent narrative, a set of Service Guiding Principles and Initiatives were developed, in line with the new positioning, to ensure the brand delivers a stand-out experience at every touch-point.





# Central London apartment

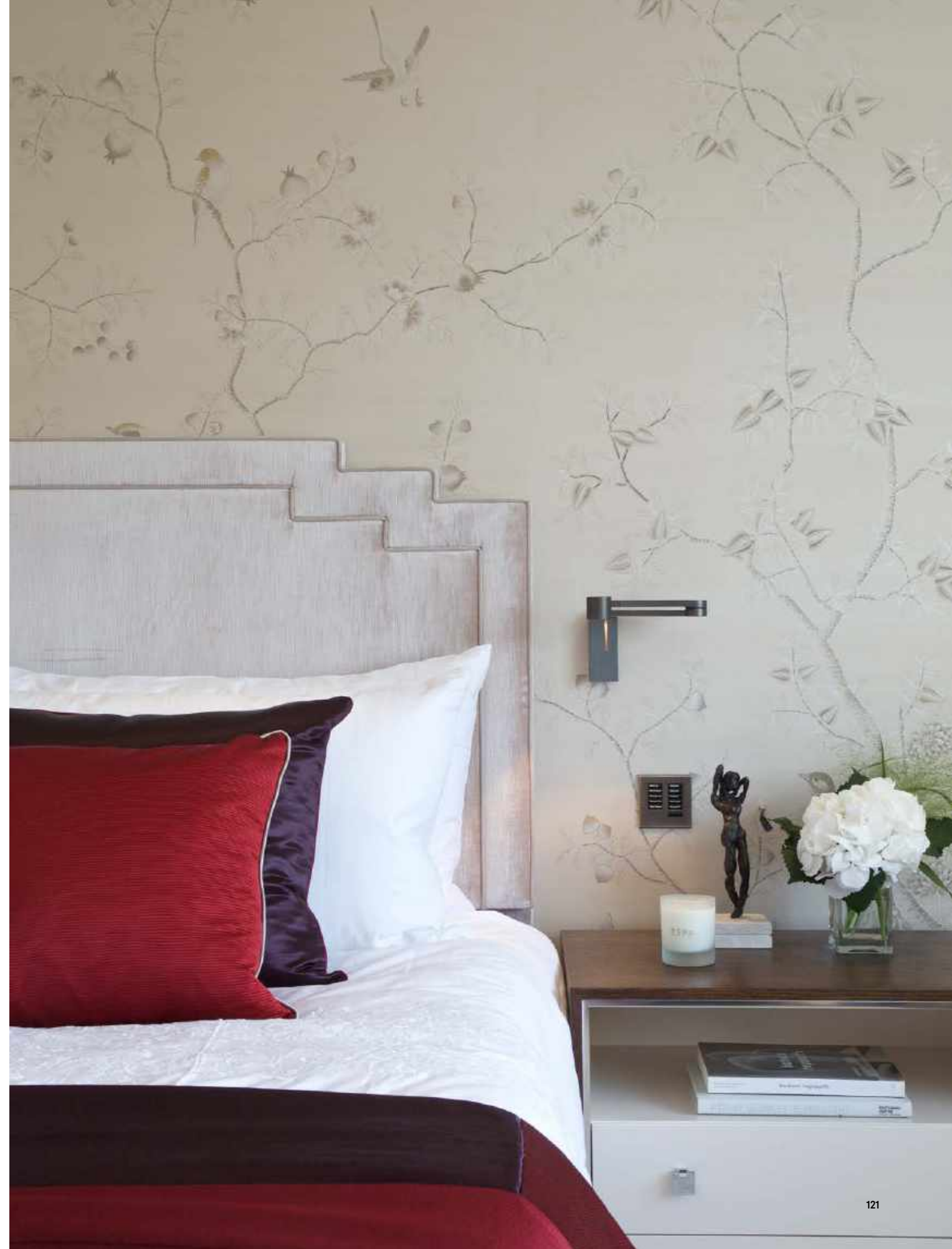


## A layered approach

Interior and architectural design – residential

Designing for private clients must always strike an emotional chord and this project was no different. The client was specific in their needs and taste, wanting an apartment where they could entertain guests and maximise their own living space. They sought a design which embraced a bold sense of colour, yet with details and finishes kept simple and clean. Plenty of space, to showcase the collections and artwork which they had built up over the years, was also a mandatory.

Generous windows were maximised by removing existing walls and re-planning the spaces so that all the main living areas benefited from natural light and London rooftop views. Styling was tailored, drawing from Art Deco elements of the existing architecture, to which layers of toned down texture were added: lacquer, matt plaster, antiqued mirror and ribbed bronze panels, to create features and emphasise space. Furniture and decorative lighting all compliment these backgrounds, incorporating the client's preferences and, ultimately, achieving the desired balance of luxury, simplicity and comfort.











# AWAY® SPA staircase, W Shanghai

## **Sculptural flow**

3D, industrial design, engineering

As part of the design project for W Shanghai, an evocative feature staircase was created to take guests on a journey from open, light spaces into the more intimate, dramatic zones of the Away Spa.

The flowing, sculptural design was inspired by the Huángpǔ River running through Shanghai. The ultra-contemporary staircase appears as if suspended, with layered, flowing ribbons representing not only the river but the many layers that make up the city.



# W Shanghai



## Captivating contrasts

Interior and architectural design – city hotels

Divided by the Huángpǔ River, Shanghai is a truly diverse melting pot, characterised by its clash of culture, people, architecture, attitudes and space – the inspiration behind the design concept, ‘captivating contrasts’.

W Shanghai is located on a site where a rich juxtaposition of opposing cultures occurs; the futuristic electrified neon of the Lujiazui peninsula provides the backdrop, whilst the traditional international buildings of the Bund line the west bank of the Huangpu, reflecting on the past. The design seeks to represent the contrasting, multi-layered nature of the city.

A narrow atrium space reinterprets the slim lilong alleyways of Shanghai. Bridges connecting the two buildings on one hand represent the horizontal links created by bamboo washing lines and cables. On the other, they reflect the bridges connecting the Puxi and Pudong districts across the Huángpǔ River. Metal tiles cladding the walls are a contemporary take on the traditional clay tile patterns typical of the lilong, with contrasting black and stainless steel finishes again emphasizing the conflicting characteristics of Shanghai.













# A sense of unexpected relevance and harmony

**The Northall restaurant, Corinthia London** A grand British brasserie

**One Homantin, Hong Kong** Bringing the outdoors inside

**St. Regis Langkawi** Langkawi luxe

**Le Meridien Hangzhou** Creative building blocks

**One&Only Le Saint Géran, Mauritius** A natural haven

**The Rosebery, Mandarin Oriental, London** Refined and exceptional

**American Express Centurion** Culture curated

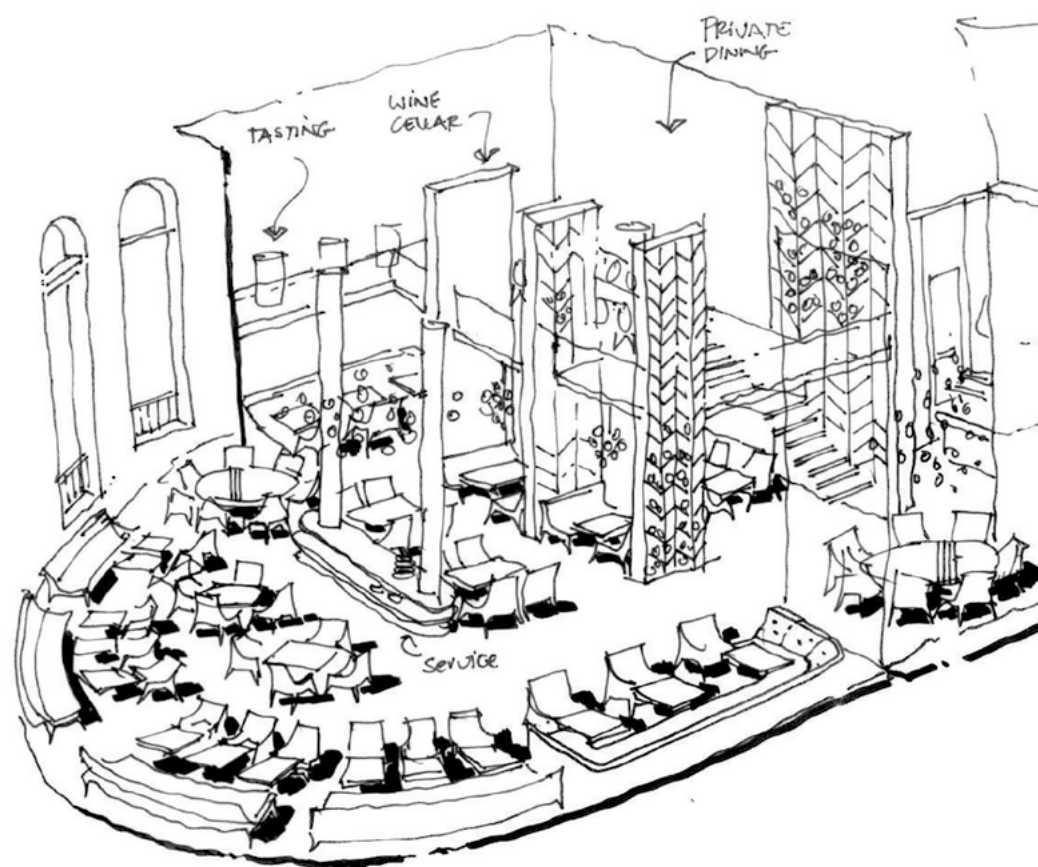
**Palace Hotel Tokyo** New Japanese grandeur

**Tapware** Elevating the ordinary

**Luxury extension Mayfair, London** An opulent transformation

**Grand Hyatt Kuala Lumpur** More than meets the eye









# The Northall restaurant, Corinthia London



## A grand British brasserie

Interior and architectural design – restaurants and bars

The Northall restaurant is a bright and airy space designed to merge traditional detailing and daring colour; a modern grand British brasserie which showcases the breadth of the country's culinary strengths, with an emphasis on seasonality. The renovation itself was a voyage of discovery, stripping back layer upon layer of previous renovations and adjustments to reveal the original structure and details.

With a brush grain silver/grey timber floor, the bar and restaurant spreads over two main sections for dining and hosts an open kitchen section linking the two. Antique bevel-edged mirrors reflect original period details; a sense of purpose is set by introducing a large wine display, complemented by an artisan British cheese unit.

The central bar counter and tables, with Carrara marble tops, surround this area and offer a chic and informal dining experience. The space also features a mezzanine level which itself connects through to the meeting room level of the hotel. The result is a space which sits comfortably within the building, and which creates a similar sense of ease amongst its guests.











# One Homantin, Hong Kong

## Bringing the outdoors inside

Interior and architectural design – residential

The client wanted the building to embrace the idea of community, so a large focus was placed on the idea of the Clubhouse being an extension of the apartments. The lobby, reception and lounge areas were deliberately kept open to ensure natural daylight flooded the indoor spaces.

In the courtyard the garden architecture was used to further develop the 'indoor-outdoor' narrative. Elements that subtly remind people of the outdoors were added throughout the interiors. A crystal leaves light installation acts as a central feature in the lounge; a motif which then repeats within the staircase, connecting the three levels of the Clubhouse.

In the lounge ginkgo leaves appear upon the central carpet whilst in the spa delicate leaf patterns can be seen within the experience shower's mosaic and on the relaxation area's glass panelling – a design repeated from the outdoor garden. Nature is once more referenced in the etched chinoiserie glass panels in the function rooms which depict birds and foliage.











# St. Regis Langkawi



The International Hotel & Property Awards 2018

**Winner: Hotel Under 200 Rooms – Asia Pacific**

The Asia Pacific Property Award

**Winner: Best International Hotel Interior**

## Langkawi luxe

Interior and architectural design – resorts

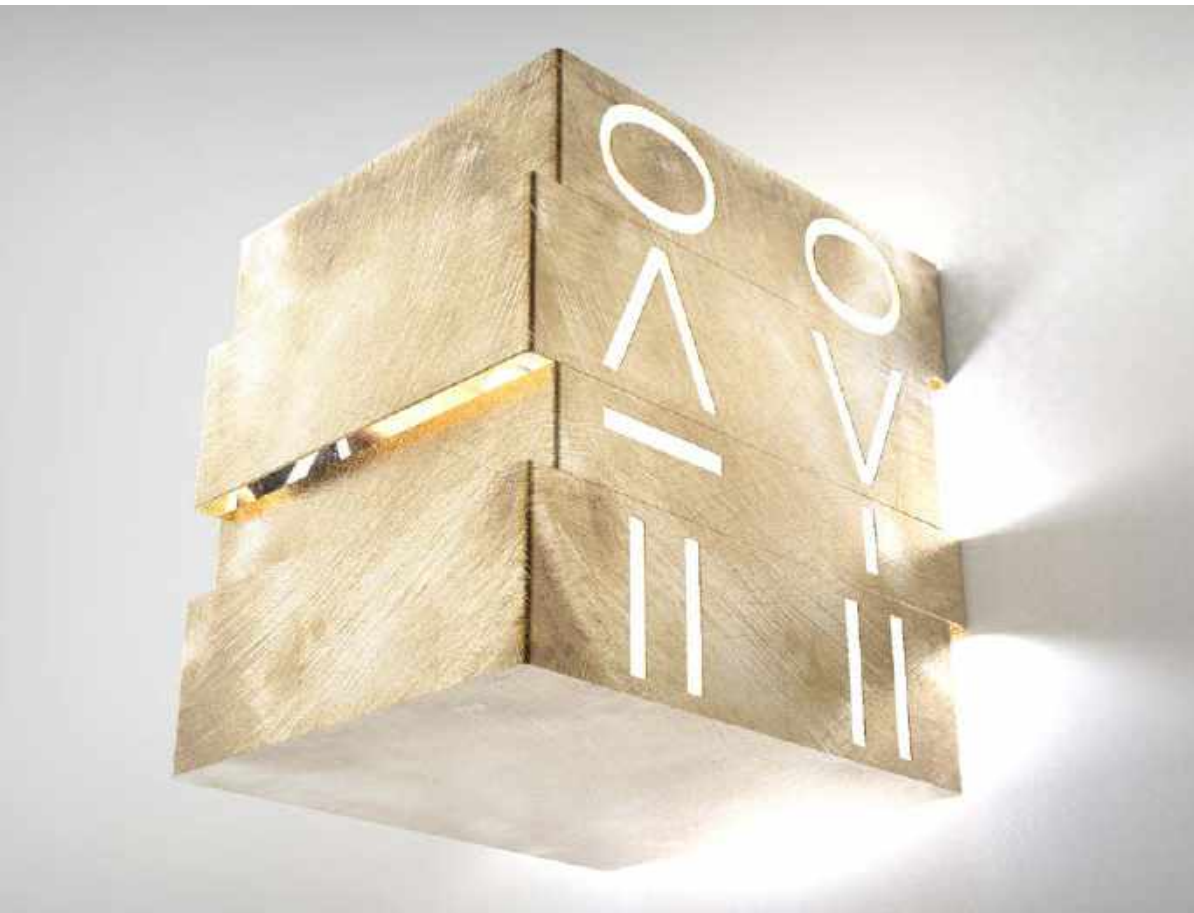
The Client's vision was for a grand Mansion house that offered a unique alternative to the more traditional laid-back resorts that can be found on the island. Although a relaxed environment was still key, the focus was on a more glamorous setting reminiscent of the European Rivas, with fresh and light interiors and grand open spaces. Colour schemes have been influenced by the sea and the island vegetation that surrounds the resort with punches of ocean blue and canary yellow.







# Le Meridien Hangzhou



## Creative building blocks

### Signage system

Playing on the notion of creativity and a blank canvas, the signage concept loosely represents a scattered placement of Chinese and English metal block printing letters, pulled together to form a clear and unique visual language.

Used as freestanding signs, embedded into the floor or wall-mounted, the blocks also cast a pleasing shadow in relief, when cast in spotlight.

Whilst acting as a reference to tradition, the signage is kept modern through the choice of materials. Brushed champagne brass lettering has been used on a brushed oxidised champagne brass base resulting in beautiful and tactile blocks.







# One&Only Le Saint Géran, Mauritius



Travel and Leisure's World's best Hotels 2018

**Winner: Editor's Top Pick**

## **A natural haven**

Interior and architectural design – resorts

The restaurants and public areas of this renowned Mauritian resort have been transformed in a design that honours its surroundings with a cool, contemporary, beach-inspired aesthetic.

A picture-perfect location, the resort connects with the beach and its environment in a very immediate and accessible way. The design celebrates this connection, maintaining all the openness of the original resort and further emphasising its easy relationship with the elements.











# The Rosebery, Mandarin Oriental, London



## Refined and exceptional

Interior and architectural design – restaurants and bars

Conceived as an elegantly relaxed morning room, the renovation of The Rosebery rooms draws on the hotel's original DNA to transform the rooms into a light-filled, sparkling destination with the impression of a garden room.

The new rooms are a re-imagining of the original tea rooms of the hotel's heyday in the 1920s, breathing life, light and joy back into the original. Reflecting the proximity to Hyde Park, the room's colours are fresh, vibrant and pastoral, while forms are soft and refined. Every detail is bespoke, from the Rosebery china to the uniforms, each designed to relate to the gardens and the park.

The art is individually commissioned to underline the garden theme, from the playful 'moving peacock' video art above the bar, to the vibrant resin abstracts.













# London extension, Mayfair



## **An opulent transformation**

Interior and architectural design – residential

This heritage property is one of the last remaining townhouses on the street, while the exterior remains intact, its interior has undergone significant transformation.

An entirely new sub-basement floor has been added comprising a 15-metre pool, fully equipped gym and luxury spa facilities. The pool area is designed as a space of tranquillity, with subtle contrasts of texture and light that add grandeur.

The renovated space now has a new state of the art, 10-seater cinema room, as well as a modern kitchen and dining room.

A gallery space with a large skylight floods the area with natural light, avoiding the usual pitfalls of basement properties.







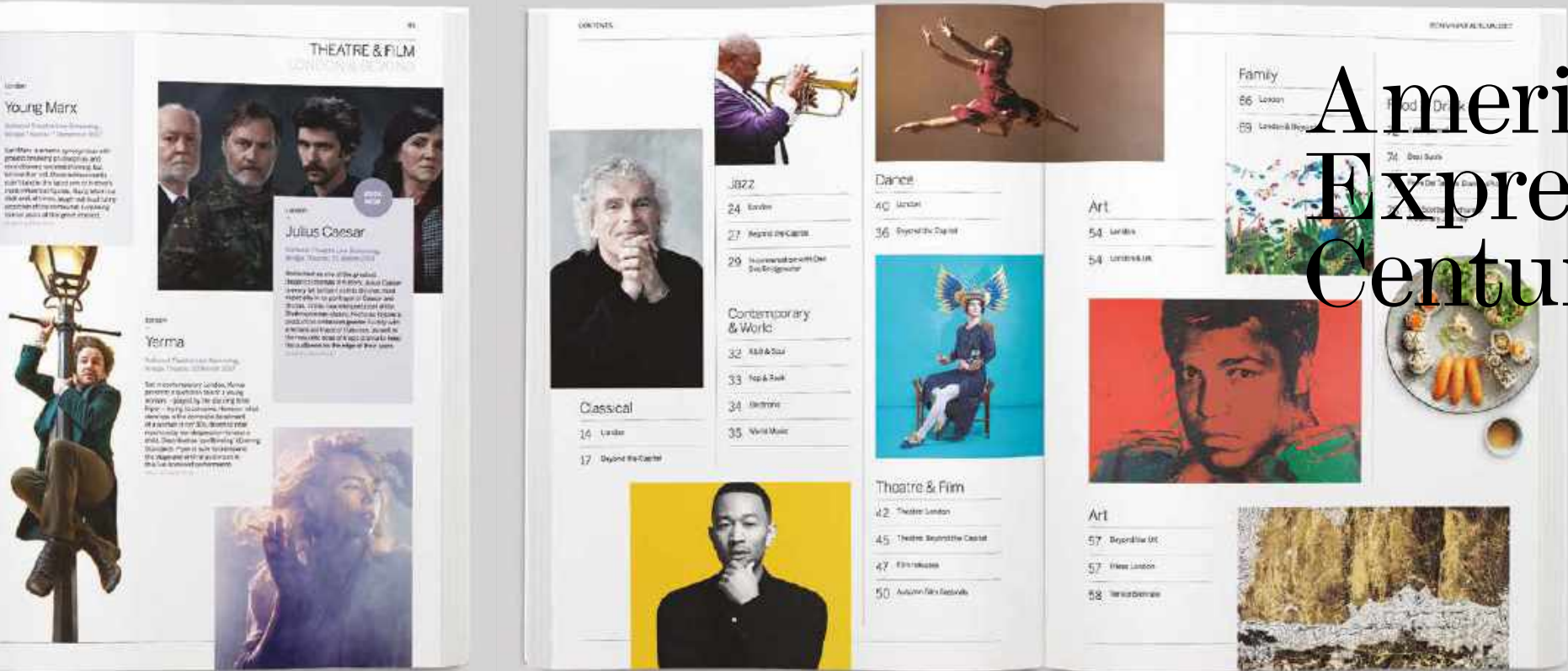
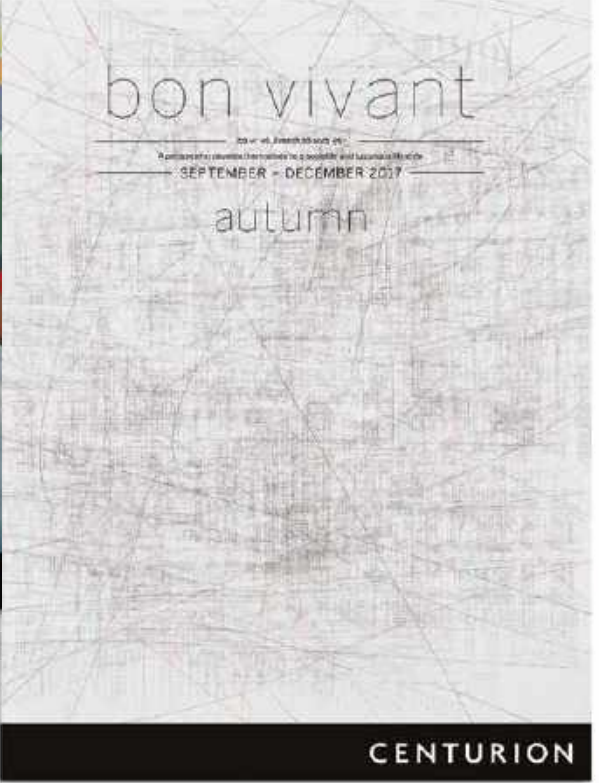




Culture curated  
Branding and communications

Highly affluent and discerning audiences, such as Centurion members, are notoriously difficult to reach – and even harder to impress. A range of high-end, insight-led marketing materials are designed to deliver value, build brand affinity and drive loyalty to the Card.

Bon Vivant, a carefully curated culture and lifestyle publication, was born from an understanding that whilst Centurions are ideally placed to enjoy the cultural highlights of their city and beyond, they rarely have the time to sift through the plethora of options. Instead, they look to American Express to expertly guide them towards a relevant selection of the finest cultural experiences.







The Great Artist Series, in which American Express presents the greatest artists of our time in intimate, private performances, exclusively for Centurions demands communications that reflect the artistry of those featured. The materials developed employ a restrained and elegant design approach, in order to create anticipation for these truly unique events.

To mark the launch of a new elite tier of membership, Centurion Medallion, to reward the most loyal Centurion card members, the brief was to develop the logo and create launch communication materials of the highest quality. These were followed by exquisitely crafted invitations to exclusive Medallion events, such as dinner with Alain Ducasse at the Palace of Versailles.



Inspiration was drawn from the visual language of aristocratic heraldry in the creation of the Medallion identity.

The acanthus leaf motif was taken from the Art Deco inspired design of the original American Express card to create the logo for The Great Artist Series.





# Palace Hotel Tokyo



Travel & Leisure Design Awards 2013

**Winner: Hotel Over 100 Rooms**

## **New Japanese grandeur**

Interior and architectural design – city hotels

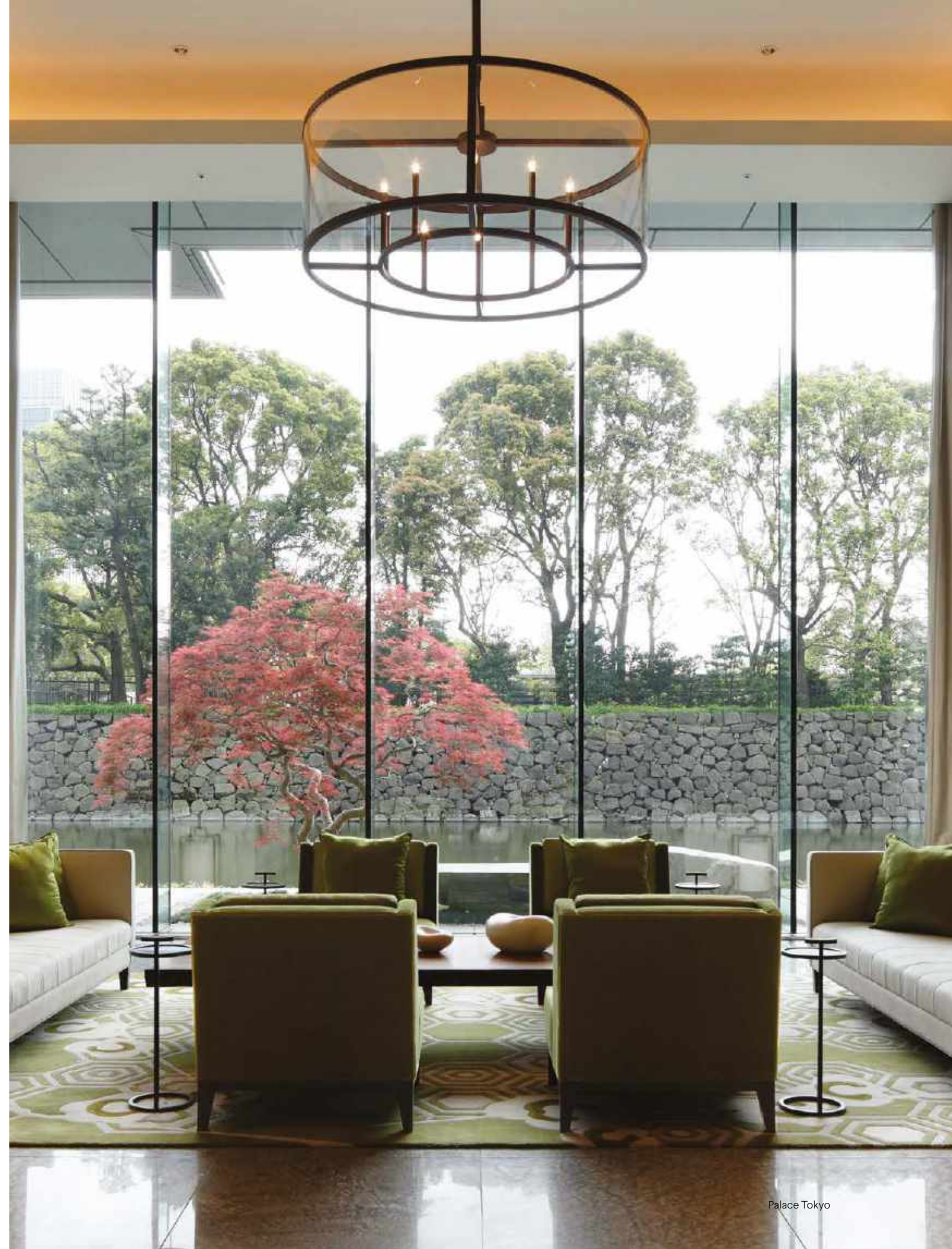
Situated opposite the Otemon gate of the Imperial Palace and its gardens, the Palace Tokyo is a grand destination hotel that celebrates its unique position and views.

Imagined as a 'Grand Residence', the Palace hotel embraces its surroundings with subtle colour schemes and vast picture windows. Upon entering you are struck by the wonderful sense of light and the immediate connection to the gardens outside. The colours are fresh and relaxing, and echo the greens of the landscaping.

In keeping with the theme of the hotel, the landscaping is beautifully balanced and offers a variety of small views as the gardens rest against the hotel. Moving through the reception

area, one of the calmest rooms is revealed; floor to ceiling glass creates the sense that one could step outside into the landscape.

The main entrance boasts an eight metre wide gallery that runs the length of the ground floor through to a dramatic picture window overlooking the Wadakura-bori; a hand-selected maple tree is the focus of this window. Chosen specifically for its gentle beauty and shape, the intention is for this tree to grow with the hotel, becoming synonymous with the hotel's strength and growth, constantly reflecting the changing of the seasons.

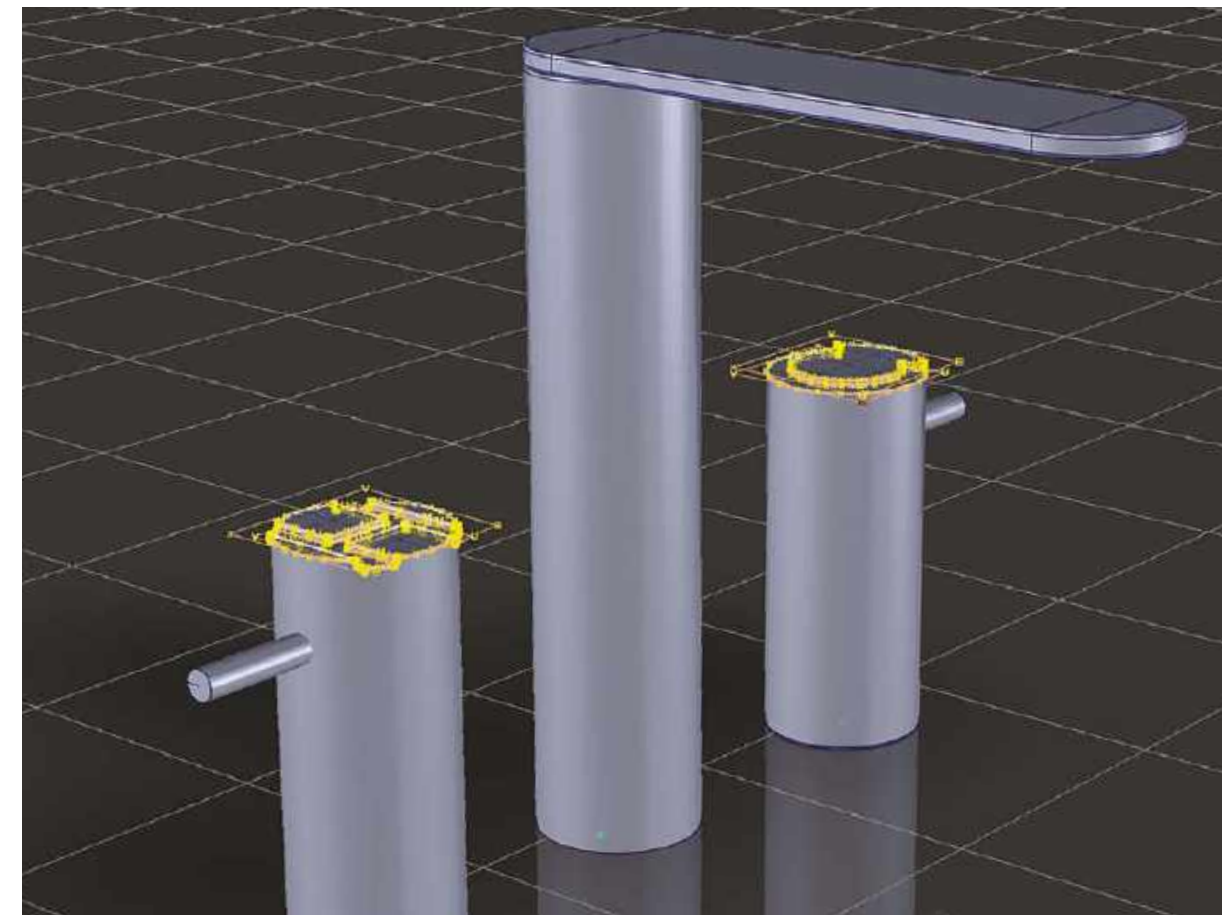








# Tapware



## **Elevating the everyday** 3D, industrial design, engineering

Great design has the power to transform even the most ordinary of items into the extraordinary. In order to achieve true luxury, every detail needs to be meticulously considered and executed – as with the design of this striking range of high-end tapware.

3D experts crafted bespoke designs featuring sumptuous lines that flow harmoniously and unexpected materials that contrast yet complement each other.



# Mayfair residence, London



## Tailor-made luxury

Interior and architectural design – residential

A private commission, the renovation of this Mayfair residence sought to achieve a great deal within a limited space. The approach was to entirely strip out the interior, and redesign the space starting with a blank canvas.

Through clever space planning and design, a sense of consistency between discreet yet connected spaces is realised. A feeling of cohesion and harmony is achieved through flowing vertical and horizontal lines.











# Grand Hyatt Kuala Lumpur



## Understated Glamour

The renovation of the Pool House and Residences along with restaurant Thirty8 called for a simplicity in spatial planning and a maximisation of volumes, along with the creation of strong sight lines and vistas. We brought in as much natural light as possible to enhance interaction with the natural landscape.

The design utilises simple, raw materials in bold statements whilst drawing on the local heritage and surrounding locale, to offer a laid-back, yet glamorous setting.

Narrative has been woven into the design as subtle details. The references to local traditional crafts can be found in the hand carving to the teak credenzas, whilst the signature artworks pick up on the elements of the surrounding pool and landscape, whether this be in the feature wall sculpture which forms the major back drop upon entering the residence, or the triptych of painted works that form a procession along the main meeting room corridor. The elements build on the story without visually overloading the guest.



# JW Marriott Nara



## A Distinctly Japanese Grand Residence

Interior and architectural design – city hotels

The first step to developing the design scheme for this project was to explore Nara. This gave our designers a deeper understanding of the cultural landscape of Nara and allowed them to get a feel for the iconic elements of the city and in turn, to appreciate what makes it so important as a worldwide destination. Famous for its temples, landscape, historical buildings and, of course, the Nara Deer. The aim was for guests at JW Marriott Hotel Nara to feel welcomed and relaxed upon entering the space, rather like that of a Grand Residence, but re-imagined in Japan.









# The G.A Group Executives



**Werner Aeberhard**  
Chairman



**Jonathan Aeberhard**  
Chief Executive Officer



**Terry McGinnity**  
Executive Design Director



**Vernon Brannon**  
Chief Financial and  
Administrative Officer



**Wei Li Liu**  
Independent Director



**David Mayo**  
Group Director of Branding



**David Cairns**  
Independent Director

# Company Directors



**Edward Davies**  
Managing Director  
G.A Design London



**Corinna Galdies**  
Director  
G.A Design London



**David Clixby**  
Director  
G.A Design London



**Juliet Eardley**  
Managing Director  
G.A Residential London



**Kate Cox**  
Managing Director  
G.A Brand Design London



**Paul Woods**  
Managing Director  
G.A Design Budapest



**Adrian Currie**  
Managing Director  
G.A Design Kuala Lumpur



**Jonathan Wang**  
Managing Director  
G.A Design Shanghai



**Duncan Mackenzie**  
Managing Director  
G.A Destination Architecture



**Sam Hall**  
Global Head of FF&E  
G.A Design London



**Johnathan Garrison**  
Principal  
G.A Design New York



