



## HOTEL INDIGO DESIGN AND DÉCOR

Based on the timeless proportion known as the Golden Mean (also known by the Greek letter Phi) the design and décor of Hotel Indigo creates a warm welcoming environment.

### **The Golden Mean:**

A universal design constant used over the centuries for beauty and balance in art, architecture, music and design, the Golden Mean is a major focal point for telling the brand story at Hotel Indigo. The Golden Mean is a ratio which has fascinated generations after generations; the basic concept can be expressed succinctly in the ratio of the number "1" to the irrational "1.618034...."

In approximately 1200 AD, mathematician Leonardo Fibonacci discovered a numerical series within which each number divided by the previous number converged upon 1.618..., the Golden Mean. The Fibonacci series, which begins with the numbers 0, 1, 1, 2, 3, 5, 8, 13, 21, 34, 55, etc., can be found in nature and the human form. Real world examples that exhibit the Fibonacci series in their growth rates and/or growth patterns include pineapples, pine cones, sunflowers, palm fronds, as well as the nautilus shell, which is represented in Hotel Indigo's logo.

The geometric ratio of the Golden Mean has been carried throughout the design of Hotel Indigo. From the nautilus shell logo – a symbol of perfect proportion and natural beauty – to the deliberate design of the lobby chairs and guest room furnishings, the architectural concept creates a relaxing atmosphere of order and balance.

### **Photography:**

Property photographs available.

###



## HOTEL INDIGO BRAND FACT SHEET

- Overview:** The new offering from the IHG (InterContinental Hotels Group), Hotel Indigo is the industry's first branded boutique hotel. It is uniquely designed to appeal to lifestyle focused guests who desire affordable luxury, genuine service and an alternative to traditional hotels without sacrificing any of the business amenities they have come to expect. Renewal is the soul of Hotel Indigo's retail-inspired design concept -- thoughtful changes that are made throughout the year to keep the hotel fresh, similar to the way retailers change their window displays. From relaxed bistro dining to high-style rooms— Hotel Indigo creates an intriguing, warm and inviting environment for guests.
- Service:** As a branded boutique, Hotel Indigo follows a retail service model, addressing the desires of style-conscious guests seeking experience and quality over pure, mundane functionality when traveling. Hotel Indigo is designed to deliver superb service in a unique and intimate atmosphere. The staff is trained to provide personalized service and anticipate guests' needs rather than simply responding. The open-floor layout, inviting design and vivid color pallet reflects the attitudes and personality of its guests, while unveiling the guest-first service culture. For example, in another nod to the retail service model, a non-traditional front desk structure allows staff the flexibility to move from behind the desk and to allow easy movement throughout the lobby area in order to greet arriving guests and assist them in an upfront and personal way.
- Design & Décor:** Based on timeless beauty found in nature and realized through the Golden Mean (also known as the Fibonacci series or Phi) the design and décor of Hotel Indigo creates a welcoming environment. Evolving from the three pillars of Hotel Indigo storytelling, refresh and renew, high peace – there is no 'design' for 'design's sake, rather every detail is created to evoke a response from the customer. Departing from the traditional "beige-hotel," Hotel Indigo is built upon these three pillars that create a refreshing, inclusive hotel experience:
- **Storytelling** – A universal design constant used over the centuries for beauty and balance in art, architecture, music and design, the Golden Mean creates a recognizable brand identity around storytelling graphics and a relaxing atmosphere.
  - **Refreshment and renewal** – As a unique point of difference, Hotel Indigo has integrated a seasonal renewal program which is inspired by the best retailers and serves as the foundation for Hotel Indigo's design concept. Implemented at all of its hotels, the seasonal renewal concept hinges on incorporating thoughtful changes made throughout the year—similar to the way a retailer changes its windows---that are designed to provide even the most frequent guest a unique experience with every stay. In guestrooms, signature murals, area rugs and furniture slip covers will change periodically, while public spaces will be transformed seasonally through changing aromas, music, artwork, murals and directional signage. The refreshment and renewal design component provides a sensory experience

that touches all five senses and an environment of continual discovery for guests.

- **High peace** – Using the universal design concept of the Golden Mean, the décor incorporates imagery that conveys a warm, welcoming environment. In conjunction with the architecture and custom designed furniture and the use of pure versus muted colors embody tranquility, contentment, a sense of belonging, depth of feeling and relaxed sensibilities. The sense of high peace allows guests to offset the high pace of travel.

**Hotel Features:**

Extending the retail model from design through service, Hotel Indigo guests are welcomed into a relaxing environment.

- **Lobby:** A non-traditional front desk structure allows staff the flexibility to move throughout the lobby area in order to greet arriving guests. Staff or “in.bassadors,” as they are known, are cross-trained to accommodate and enhance the way guests’ needs are met.
- **Guest Rooms:** Hotel Indigo’s guestrooms feature an oversized bed with throw pillows, plush duvet, an over-stuffed club chair and ottoman, hardwood flooring with area rugs, signature murals, a spa-inspired shower, high-speed Internet access (or wireless), signature indigo blue telephone with speakerphone option, clock-radio and CD player and coffee maker.
- **Restaurant & Bar:** The hotel’s bistro style Golden Bean restaurant and Phi bar, offer seasonal, fast-casual gourmet fare for breakfast and dinner, in addition to serving Starbucks coffee. Food is prepared quickly for the time-conscious traveler who wishes to eat in his room or to relax in one of the hotel’s signature oversized lobby chairs, specifically designed with the single traveler in mind.
- **Fitness Studio:** Hotel Indigo features a complimentary fitness studio with cardiovascular equipment and free weights. The fitness studio is open 24-hours for convenient access and offers work-out towels and a television for guests.
- **Business Center:** A 24-hour business center offers guests a private space to work as well as additional services for the business traveler including computers with high-speed Internet access, printers and fax machines.
- **Internet Access:** A free wireless internet “hot spot” is provided in the lobby and public spaces and free high-speed internet (or wireless) access is available in all guestrooms.

**Hotel History:**

Experience Hotel Indigo!

- **April 2004:** IHG unveils innovative design and concept for Hotel Indigo.
- **October 2004:** The first hotel is officially opened in **Atlanta’s Midtown** area, and IHG announces the development of its second property – the Hotel Indigo Chicago.
- **May 2005:** The second Hotel Indigo opens in **Chicago’s Gold Coast**.
- **November 2005:** The third Hotel Indigo opens in **Schaumburg, IL**, a suburb just outside of Chicago.
- **June 2006:** The fourth Hotel Indigo opens in **Houston, TX**
- **September 2006:** The fifth Hotel Indigo opens in **Dallas, TX**.

- **October 2006:** The sixth Hotel Indigo opens, the brand's first new build, opens in **Sarasota, Fla.**
- **January 2007 :** The seventh Hotel Indigo opens in **Scottsdale AZ**
- **February 2007:** The eighth Hotel Indigo opens in **Ottawa, Ontario Canada.**

**Coming Soon:**

Nashville, Tenn. –West End  
Nashville, Tenn.-Downtown  
Knoxville, Tenn.  
New York, NY (Chelsea)  
Amherst, NY  
Fishers, Ind.  
Baltimore, MD  
Columbus, Downtown  
Rahway, NJ

**Photography:**

Property photographs available.

**Contact:**

Natasha Gullett  
InterContinental Hotels Group  
natasha.gullett@ichotelsgroup.com  
(770) 604-5597

**Website:**

Visit [www.hotelindigo.com](http://www.hotelindigo.com) for more information  
and to download our seasonal music podcasts.

# # #

## INTERPRET-INDIGO FACT SHEET

Interpret Indigo program is Hotel Indigo's custom design mantra, which delivers on its brand promise to be "non-cookie cutter." It allows prospective developers the opportunity to creatively interpret the property design while maintaining Hotel Indigo's brand essence. Through Interpret Indigo, Hotel Indigo maintains consistency while still preserving the unique experience associated with boutique hotels. This is done through the use of pure colors, texture and fabrics, imagery, case goods and soft goods, while maintaining the brands' hallmarks (hardwood floors, area rugs, spa-inspired showers, murals, etc.).

### HOUSTON



### OTTAWA



**INTERPRET-INDIGO  
FACT SHEET**

**SCOTTSDALE**

