

Art and Design Hotel with Concept

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Importance of **art and design** are already recognised in different strategic documents on EU level. The importance of design as a key discipline and activity to bring ideas to the market has been recognised in the commitment 19 of the Innovation Union, a flagship initiative of the Europe 2020 Growth Strategy. Cultural and creative industries (CCIs), are responsible for around 3,5 % of all EU products and services annually, and employ about 3 % of the European workforce (European Commission 2010).

In everyday life, the term design is often associated with the design of the aesthetic elements of a product and the concept of style, but it actually means a larger, deeper and more complex meaning. In this context, the design, which brings together the aesthetic and managerial process, assumes the triple meaning of:

- method, which allows to define and communicate business goals in a direct and operational way;
- process, involving both creative and managerial activities;
- competence, linked to the choices of differentiation of the company.

On the other hand **tourism** today is one of the fastest growing industries and consequentially hotels are becoming attraction themselves. Key to success is no longer its location or further tourist offer but much more. Famous designer can attract people by designing a hotel and its products only because of his or hers name solely because they are part of show business.

Times when people would return to visit the same hotel year by year and annually made new reservations are over. Hotel as a home outside home or as a temporary living space are no longer easy answers to the question how to perceive hotels as such and what is their function in contemporary society.

Contemporary trends of designing hotels are a subject of new spirit of time therefore hoteliers wish to give its customers more and more.

How else could we explain the latest trends in designing hotels as well the need of new ones which borders of new design concepts are often crossed, especially as life styles, shelters...and on the other hand the constant search of a hotel style based on magnificent tradition of culture heritage hotels.

Travelling customer on business or private arrangements is after all always in search of refined consumer experiences like culinary pleasures, games, identity, fashion, music, art, etc.

People like to buy the whole package or idea which is already carefully placed in space itself. Philosophy of ART & DESIGN is the answer on contemporary trends of implementing culture in economy and for the economy. This is a place where culture, economy and all kind of multi/interdisciplinary experts meet who all together form the representative space of meeting, exhibition making new businesses and selling quality identity products. Design itself is an investment, which in combination with innovative knowledge, design creativity and proper marketing, form an excellent added value.

General idea of the project is oriented toward close cooperation between young artists and designers with tourist industries. Interaction between them will be done via living lab, where design concepts for Art shop galleries for hotels, will be developed and benchmarked. In mentioned shops young emerging artists will develop their innovative, unique art products based on cultural heritage which will be added value for hotels' offers. Based on experiences and results of living labs, Design management business model for tourist industry (hotels) will be prepared, and tested in selected hotels, and promoted via touring exhibition and international conference.

Main objectives of the project are:

- To foster the creativity and innovative approach in cooperation between Artist & designers and tourist business sector,
- Living labs of 10 groups of interdisciplinary designers in order to find and test particular solutions for tourist sector needs.
- To develop Design management as a holistic approach for product development marketing and branding in tourist sector, as a new and innovative business model.
- To boost exchange of interactions and experiences between Art & design related partners of the project, enterprises in tourist
- Inclusion of young artists and designers to gain operational experience and to develop design culture and design management capacities in companies (hotels).

Specific objectives of the project are:

- Organisation of 10 living labs in order to provide design concepts for innovative form of Art Shop gallery, based on the cultural heritage and identity of different regions.
- Based on experiences from living labs, identified opportunities, possible obstacles and bottlenecks, Design management business model will be developed and tested .
- Promotion of the design culture in the form of touring exhibition focused on design management as a new form of business model in tourist sector) and opening global level conference Alice 2016.