

PriestmanGoode.



PriestmanGoode-designed Zip by Premier Inn hotel opens in Cardiff

The first Zip by Premier Inn - a new 'no frills' offer from the hotel chain has opened in Cardiff. Designed by PriestmanGoode, the rooms are for travellers looking for outstanding basics at a low price.

Luke Hawes, Director at PriestmanGoode says:

"Zip has been an ideal project to work on. Whitbread has been really visionary in looking at how our expertise in maximising small spaces could help create the perfect budget-friendly hotel room. The design is focused to offer travellers all the basics, but brilliantly done, with a good quality of finish. We're delighted with the end result."

Premier Inn had conducted extensive consumer research and found that customers were willing to forego space and central location in favour of outstanding basics at a lower price. PriestmanGoode was brought onboard for its expertise in maximising small spaces. From designing small studio cabins for solo travellers on cruise ships to creating multi-functional seat environments in aircraft interiors, the London and China-based studio has consistently been at the forefront of innovation in the design of compact environments.

"Our process is very hands on, and we worked closely with Premier Inn to construct and test mock ups of the room" Hawes continues. "We initially built a scale model of the room which let us understand the space and play around with different configurations. We then built a number of full-scale MDF mock ups, including in our selected trim and finish. These mock-ups were an absolutely essential part of the process and allowed us to test everything from intuitive use of space to ease of cleaning in a 1:1 model."

Once the mock ups had been fully tested, Premier Inn launched six Zip rooms available for sale to customers for a number of months to ensure they received full customer feedback before launching the new product.



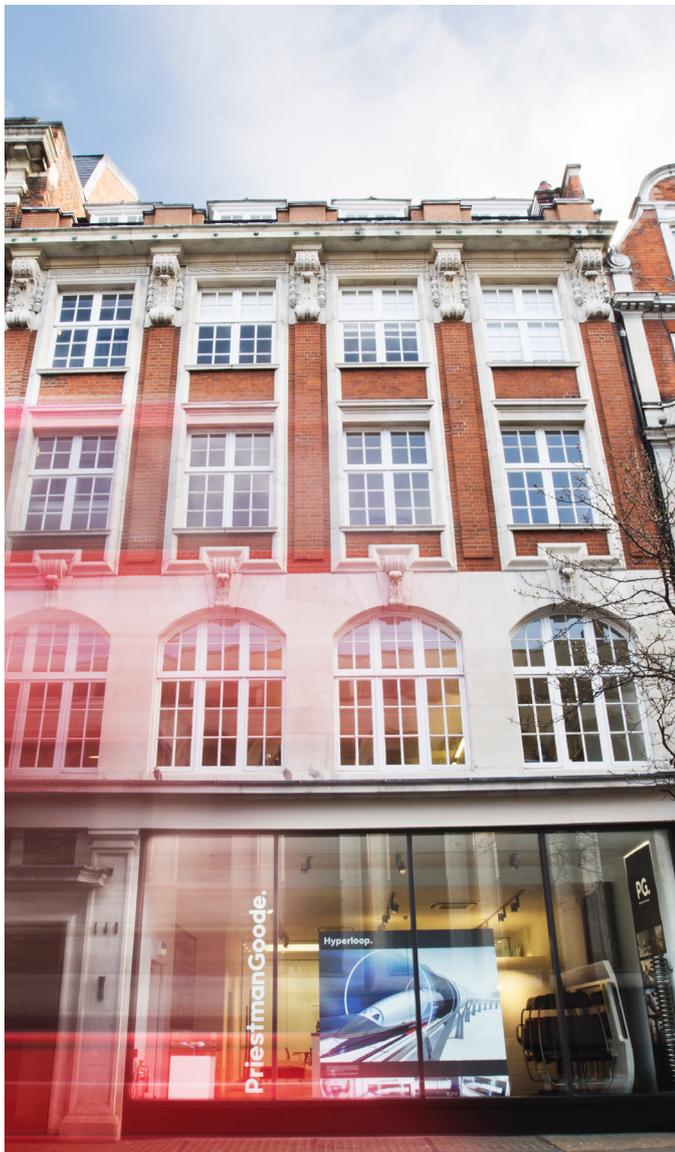
The Zip rooms are a compact 8.5 sqm, but expertly designed to be intuitive to use and to feature all the basics but brilliantly done. The idea was to focus the design on meeting customers' most important needs: a comfortable and relaxing place to rest, and a practical space to get ready.

PriestmanGoode's design process always start from the point of view of the user - whether the end customer or staff. The Zip rooms are designed to be perfectly adapted to traveller needs, as well as to enable staff to clean and maintain the rooms efficiently.

Features of the room include:

- Two single beds that can be combined to create a double bed
- A high shelf to place bags and items out of the way
- A window or a lightbox, which can be controlled by the guest, giving the illusion of a window
- En-suite bathrooms with power shower
- A padded section around the walls at waist height, which provides warm mood lighting
- and serves to protect the walls from damage
- Easily accessible power sockets and USB connections
- A wall mounted bottle opener
- A warm colour and materials palette inspired by Premier Inn's brand colours

The first Zip hotel has opened with 138 rooms in the Roath district of Cardiff, Wales. Zip by Premier Inn hotels will be located on the outskirts of major towns and cities and will feature small, modern rooms with prices from £19.



NOTES TO EDITORS

About PriestmanGoode

PriestmanGoode is a design consultancy that specialises in delivering exceptional brand experiences for a roster of leading international companies.

Using design as a strategic tool to transform businesses, we use our unique global viewpoint to deliver solutions that are tailored to place brands and cultures on the world stage, helping our clients achieve holistic brand experiences and customer loyalty.

From aircraft interiors, airports, public transport and high speed trains to hotels and consumer products, our diverse portfolio enables us to draw from our experience across different sectors to deliver new innovations. This unique way of thinking has led us to become brand and innovation partners with a number of leading companies around the world.

Our designs are about people: from end users to maintenance staff, they are used by millions every year. We're interested in how things work and how to improve them. We believe great design should be simple, elegant, intuitive, easy to maintain and efficient to manufacture.

Our company is steeped in the tradition of great British design, but our experience over the years, our interest in the new and our ambition to redefine expectations of great design has led us to become leaders in our field. We define future trends and are at the forefront of global design today.

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