

# Hospitality Sector

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## Hospitality design for the changing world

The hospitality sector remains dynamic with an evolving economic situation, an ever increasing expectation for high levels of customer service and in a very competitive landscape. Trends are changing quickly and we are seeing an increased technology adoption, including customer personalisation and a focus on self service.

Other challenges include alternatives like Airbnb, economic uncertainty, changing consumer demands, and managing expectations for hygiene. What is becoming clear, is that these environments going forward need to consider their ability to be adaptable in use and more consideration needs to be given to hygienic design as a paramount factor.

With all of these challenges we are best to prepare ourselves with design that can be put through its paces.

This brochure will introduce you to Formica Group's range of laminates and colour suggestions. You'll discover how our products have been used to create stylish, contemporary and welcoming environments in bars, restaurants, cafes, hotels, nightclubs and more. And you'll be inspired by the sheer versatility of Formica Laminates, where performance and design combine to deliver truly stunning environments for work, rest – and play.

#### Who are we?

Formica Group is the original laminate manufacture of high pressure laminate (HPL), with more than 100 years of design, product innovation and manufacturing experience. The heritage and brand reputation of Formica Group has been founded on quality, service and unrivalled expertise that ensures products meet the needs of their applications.

#### What we do

Formica Group is the world's leading manufacturer of laminate and surfacing solutions for commercial applications. HPL is our speciality, and its qualities have confirmed its position as a leading choice in the hospitality industry. Clean, hygienic, long-lasting and easy to maintain, it is available in more than 150 plain colours as well as on-trend patterns and timeless woodgrains.

By working closely with architects, designers, managers, and owners, our products fuse beautiful design with purposeful functionality. Because only Formica Group creates versatile surfacing solutions that are inspired by and adapt to the way people live, work and play.







#### Nina Bailey Formica Group Design Manager

A recognition of changing lifestyles and the need for a comfortable and healthier lifestyle balance is more prevalent, is driving major changes in hospitality trends.

"We're seeing the blurring of spaces, with current homely themes starting to merge with hospitality trends," says Nina. "To create a comfortable setting, we're seeing the introduction of brighter, more tropical tones and a move towards darker hues within hospitality interiors. And this trend stretches throughout hotels, bars, cafes and restaurants."

Nina recommends biophilic design to create soothing and relaxing environments. Tones of green, blue and yellow resonate the natural hues of the land, sea and earth – integrating nature and providing a feeling of wellness within hospitality spaces.

She adds: "Deep jewel tones reminiscent of mid-century palettes create a look of timeless sophistication. They're ideal for a lasting hospitality project, with the rich colours linking us back to our heritage through a nostalgic revival and a feeling of reassurance.

"It's for these reasons that I've created a hospitality palette of dark and moody blues, earthed yellows, terracotta, and greyed greens. When combined with a bold white marble and classic oak it gives a grounded feel, with antique brass metal accents adding interesting touches of material contrast in bar and reception areas."

#### Enduring performance

Ideally suited to meet the challenges of consistent footfall and heavy moving items, Formica<sup>®</sup> Laminate is the perfect response for high-impact hospitality environments. Scratch resistant, wipeable and with a long life assured, each fitting is designed to stand the test of time.

Ideal for walls, furniture, doors and washrooms, Formica Laminate comfortably withstands the everyday knocks of food trolleys, suitcases and customers in restaurants, hotels, bars and nightclubs. Its hygienic properties also offer valuable protection against the spread of germs in both kitchens and washrooms.



### Eye-catching designs

Whatever your setting, Formica Group has you covered. From the natural effect of woods and stones to the bold statements of patterns, colours and individual prints, it's easy to create the bespoke feel you need. Simply mix colours, textures or woods. Opt for a tone-on-tone design. Or sit patterns alongside solid colours. When inspiration strikes, let Formica Laminate bring your vision to life.

#### DecoMetal<sup>®</sup>

Stunning real metal surfaces mixed with the flexibility and practicality of laminate. These contemporary stylings are available in textured, sculpted, brushed and hammered effects.

#### ColorCore® Compact

With a colour-matched core and on-trend surface designs, ColorCore Compact is the centrepiece of your environment. Suitable for carving, routing or engraving, it offers endless creative possibilities.

#### Younique®

Incorporate unique patterns, logos, photographs or bespoke designs, including signage and corporate branding directly onto walls or doors, with Younique. Nowhere will look quite like this.



#### Endless possibilities

With Formica® Laminate, the only restrictions are the limits of your vision. Bring your hospitality setting to life with smart choices and superb finishes.

Use the solid colour of **ColorCore® Compact** to create durable, attractive and truly memorable reception areas. Choose from natural whites, modern blacks and cool greys for stunning horizontal and vertical installations. Add the finishing touches to hostess stations, bar surfaces and hotel furniture with bespoke engraving, carving or routing.

Depend on the surface performance of **AR Plus® Gloss** to keep your café surfaces in pristine condition. This superior high-gloss laminate offers twice the durability of traditional alternatives and enjoys a seven-year warranty. Flame-retardant options are also available, offering the ideal solution for walls, tables and doors.

Elevate your bar surroundings and give your patrons a premium experience with the stunning chic of **DecoMetal**<sup>®</sup>. Textured, sculpted, brushed and hammered effects provide all the styling you'll need. Our exclusive designs complete the package.

Add the finishing touches with custom surfaces in your hotel bar or restaurant through the **Formica Door** and **Formica Washroom Collections**. Enjoy woods, patterns and on-trend colours in both standard HPL and compact grade laminate.



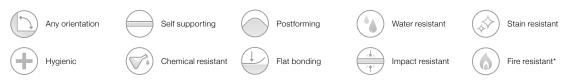
#### Versatile, durable and hygienic surfaces

With its excellent hygienic qualities, Formica® Laminate – which can help reduce the growth of bacteria– is a favoured choice in high-traffic environments such as bars, restaurants, cafes and washrooms.

Its installation instantly provides a surface that makes devising and implementing a cleaning regime easy and straightforward. This instills a peace of mind for both employees and visitors, aligning with today's high customer expectations and helping your premises stand out in a sea of competition.

The low maintenance costs of Formica Laminate and its ongoing performance excellence are welcome attractions for the hospitality industry's architects and designers.

#### Performance features



The Performance features icons are for general reference only. For more specific product information, including technical data and warranties please refer to formica.com \*FR Grade available on request. Only available in certain sizes. Please contact Formica Group for more information.



#### Premium to the core

Propel your finish to the next level with ColorCore<sup>®</sup> by Formica Group. Available in many of the standard HPL shades, ColorCore brings an extra sleek look to high traffic areas by delivering consistent colour from front to back, ensuring laminate joins are invisible.

Available in eight surface finishes and 18 beautiful decors, it's the premium path to added depth and style in all hospitality environments.

Add another dimension to your design by using a Formica Group exclusive texture available on a range of decors. Make your simple solid colour surface more attractive using Microdot, create an elegant and sophisticated level of gloss thanks to Plex, make woodgrains more life-like thanks to Puregrain and Naturelle, or add a premium feel with a nature inspired finish such as Honed or Satin NDF.

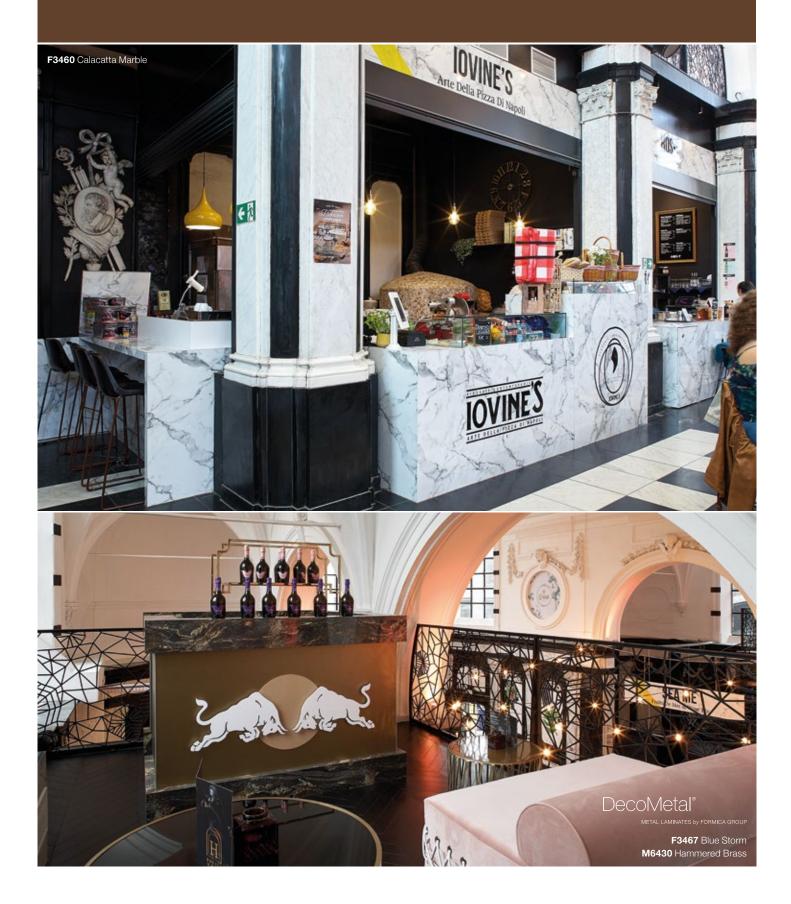


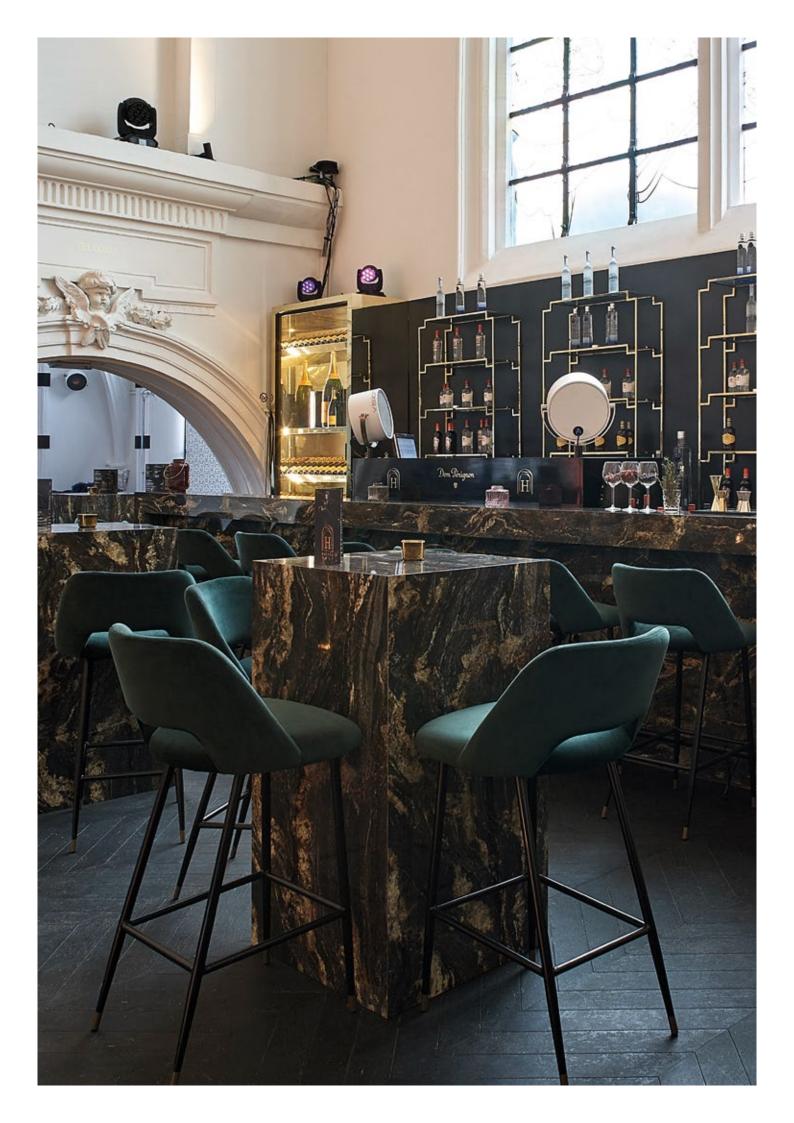
## Take a closer look at some of our exisitng case studies from the hospitality sector

#### Belgian brilliance

In Ghent's 16th-century Baudelo Chapel, a daily transformation takes place – and Formica<sup>®</sup> Laminate is central to its success. A food market and workspace during the day, each evening Baudelo Chapel swaps delis for the dancefloor as it emerges as H-Club, a sophisticated nightclub with world-class DJs, sound and lighting.

Formica Laminate Calacatta Marble brings a contemporary look to the ground floor, drawing in light and contrasting superbly with the interior's black paintwork. Upstairs, Blue Storm integrates naturally with the transcendent design approach that powers the change into a landmark nightspot for both Ghent residents and international tourists.

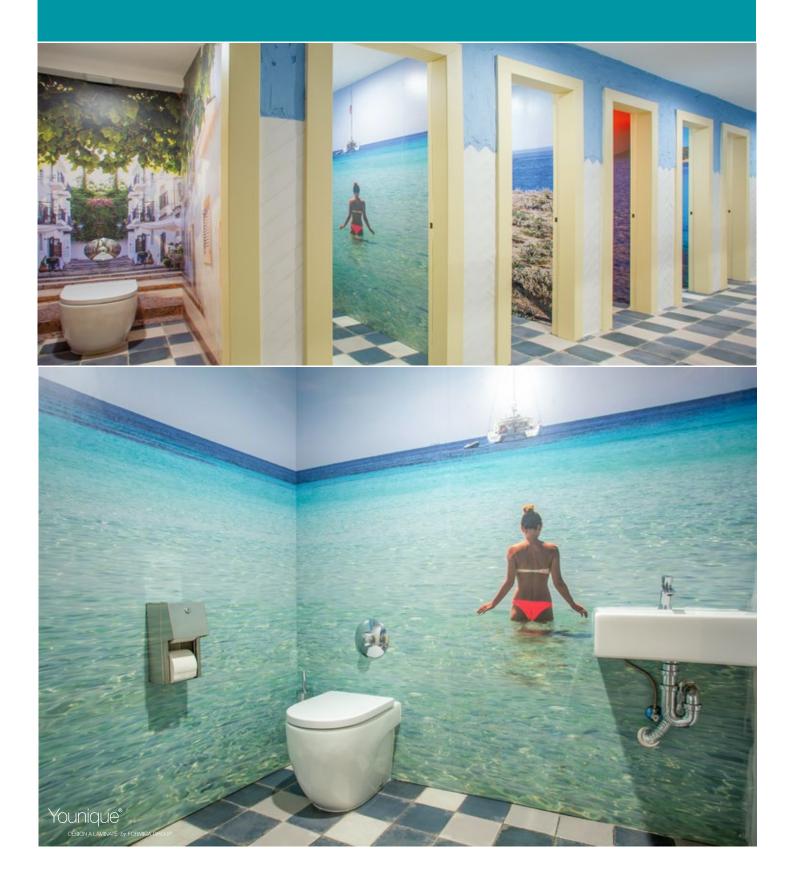




#### Ibizan inspiration

As part of a 2,100m<sup>2</sup> renovation at world-famous Ibiza nightclub Pacha, Capella Garcia Arquitectura chose Younique® by Formica Group for the washroom's finishing touches at this birthplace of the modern super-club. It proved the perfect way to mark Pacha's 50<sup>th</sup> anniversary.

Architect Juli Capella took full advantage of the opportunity to incorporate patterns and photographs across the site, including eye-catching walls in a series of bathrooms. He said: "We wanted to go back to the beginning and remain faithful to the original concept and mood Ricardo Urgell captured, while still giving it a much-needed refresh."



#### Taking off in style

At London's Heathrow Terminal 5, the Hilton Hotel welcomes guests to its Gallery Restaurant with a stylish flair thanks to Copper Stratos from Formica's DecoMetal® range.

The Gallery Restaurant is the focal point of this exceptional new-build hotel. DecoMetal, as the practical alternative to real metal, is ideally suited for hospitality environments – especially when hygiene, easy maintenance and durability are crucial.



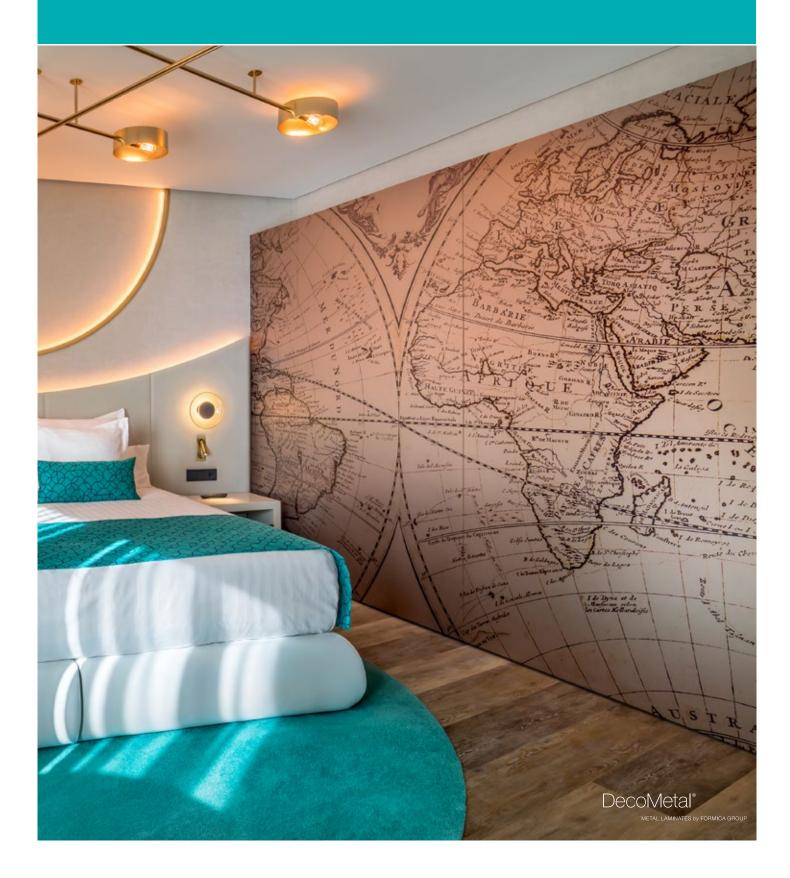
"I chose Copper Stratos because of the movement of colours. We wanted a finish that creates interest and changes depending on the time of day."

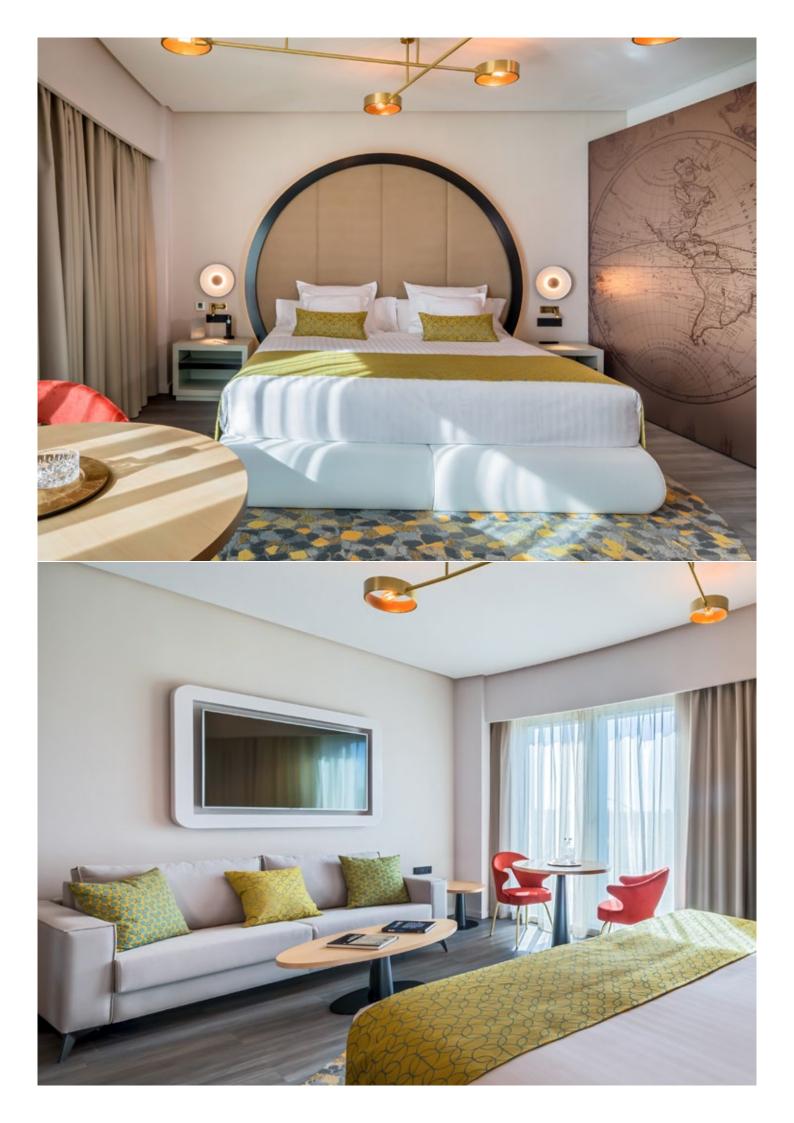
Felicia Ng, EPR Architects

#### Hotel luxuries

The Barceló Sevilla Renacimiento Hotel is a symbolic five-star hotel located in La Cartuja. The hotel's 270 rooms have been completely renovated using Formica<sup>®</sup> laminate by the ILMIODESIGN studio, who were inspired by the discovery of America.

Following the nod to the new world, and as a distinctive element of each room, the walls of the entrance hall and access to the bathroom show off a spectacular mural made of DecoMetal<sup>®</sup> metallic laminate. World maps with the routes of the most important discoverers of the new continent were digitally printed on laminate. DecoMetal by Formica Group brings an urban and sophisticated touch to any interior design project.

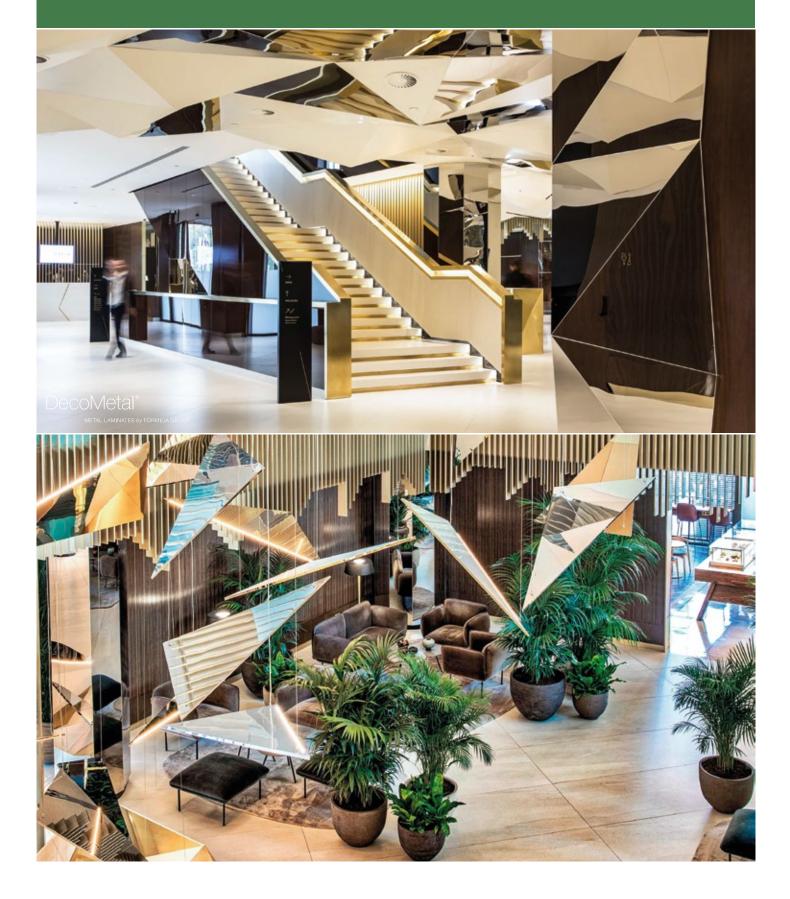




#### Classic Barcelona

Following a €60m investment, Barcelona's Sofia Hotel on Avenida Diagonal has been brought to life with 2,300m<sup>2</sup> of stunning Formica<sup>®</sup> Laminate. From the welcome hall to the VIP floors, the impeccable finishes of Formica HPL, DecoMetal<sup>®</sup> and AR Plus<sup>®</sup> Gloss laminate bring luxury and sophistication to ceilings, walls and sculptures.

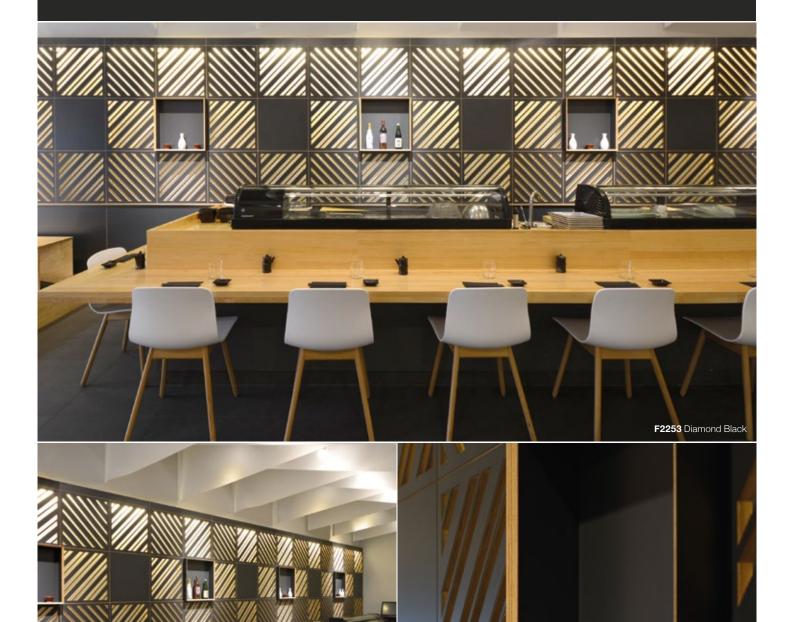
The striking result is a hotel blessed with unmistakable urban touches, glossy finishes and enduring performance.



#### History and modernity combined

As Barcelona's oldest Japanese restaurant, Tokyo Sushi has a proud heritage to protect. KOBFUJI Architects respected that history by using Formica Group's Terril with a Matte 58 finish.

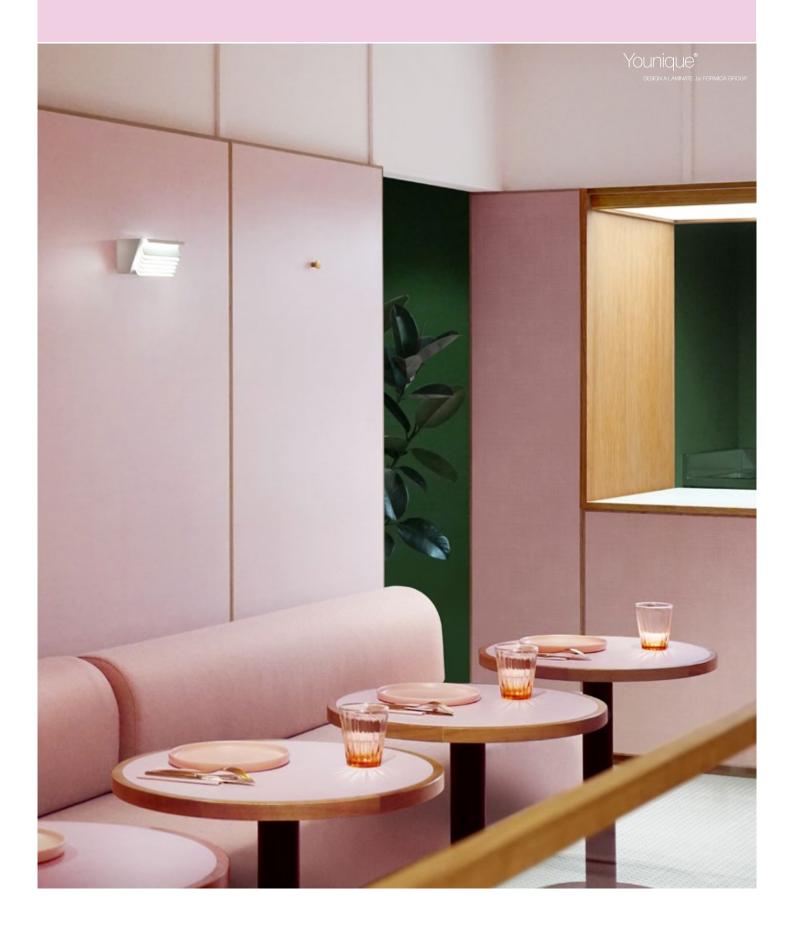
The result – a jaw-dropping new 10-metre wall behind the sushi bar – provides a modern interpretation of the classic kimono stripe pattern from the Edo era.

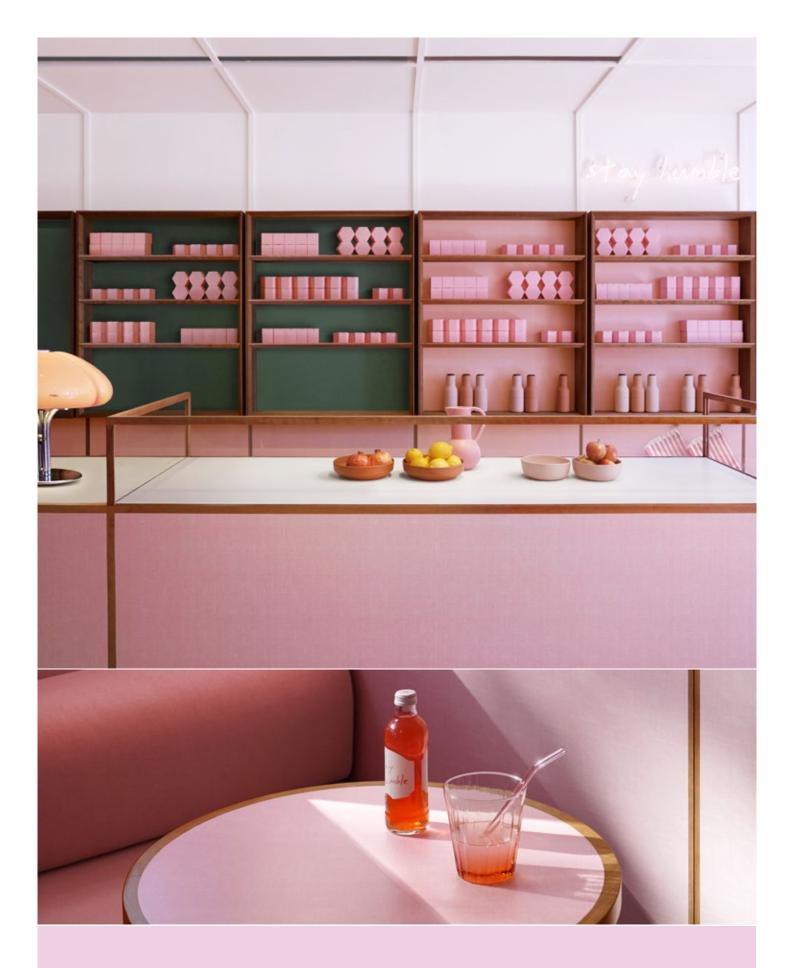


### Pink perfection

Stroll down London's King's Road and, among the high-end fashion boutiques, one property now stands out above all others.

Designers Child Studio created a stunning 1950's aesthetic at vegan restaurant Humble Pizza, using a pink tone-on-tone palette and Formica® Laminate archive patterns to deliver a truly unforgettable dining experience.





"This is a beautifully photogenic design scheme that will inspire diners to hurry online and share their pink moment."

Nina Bailey, Formica Group Design Manager

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