



Flinders
UNIVERSITY

FROM OPULENT TO SLEEK: CONTEMPORARY ARCHITECTURE AND THE LUXURY TRAVEL EXPERIENCE

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Luxperience 2014 Presentation

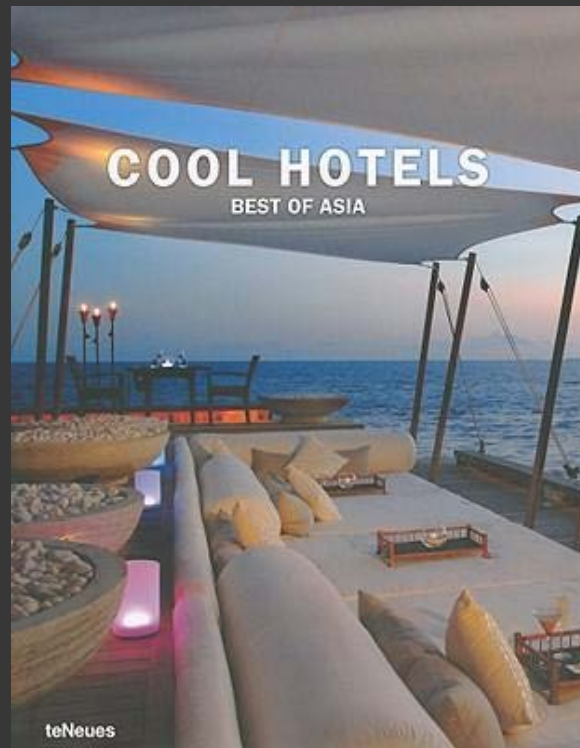
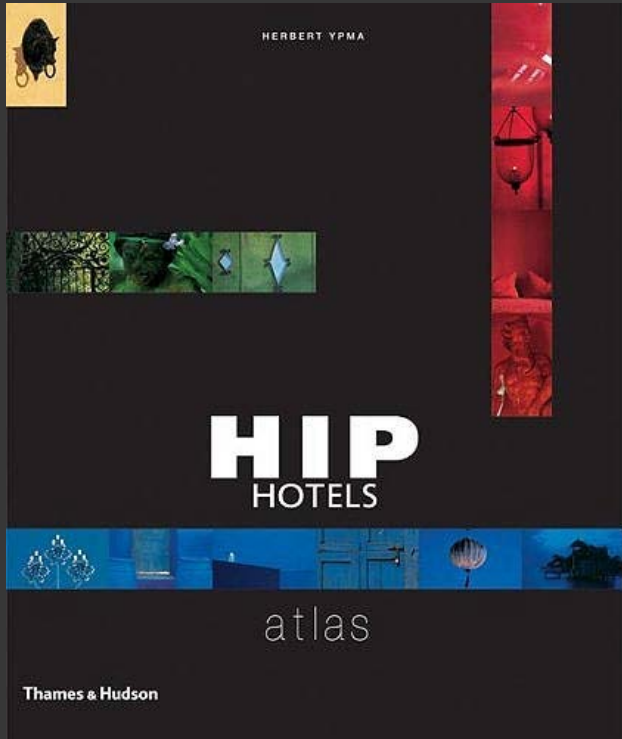
Old or 'opulent' luxury: Waldorf Astoria, NYC



New or 'Sleek' Luxury: Parkroyal on Pickering, Singapore



New arbiters of 'good taste' in luxury travel



Evolution of luxury brands: Rolls Royce





Differences between 'old' and 'new' luxury

- Handcrafted by an artisan versus well-designed and offering precision assembly.
- Precious natural materials (e.g., marble, gold or polished wood) versus high-tech and machine produced materials (e.g., polished concrete, stainless steel and high-grade laminex).
- Things that are timeless and reflect wealth/aristocratic values versus things that are modern, 'hip', not overtly ostentatious.

◎NB: Luxury is still about a high degree of ‘exclusivity’; and has to have the connotation of ‘quality’.

My own research based on 2014 List of Exhibitors...

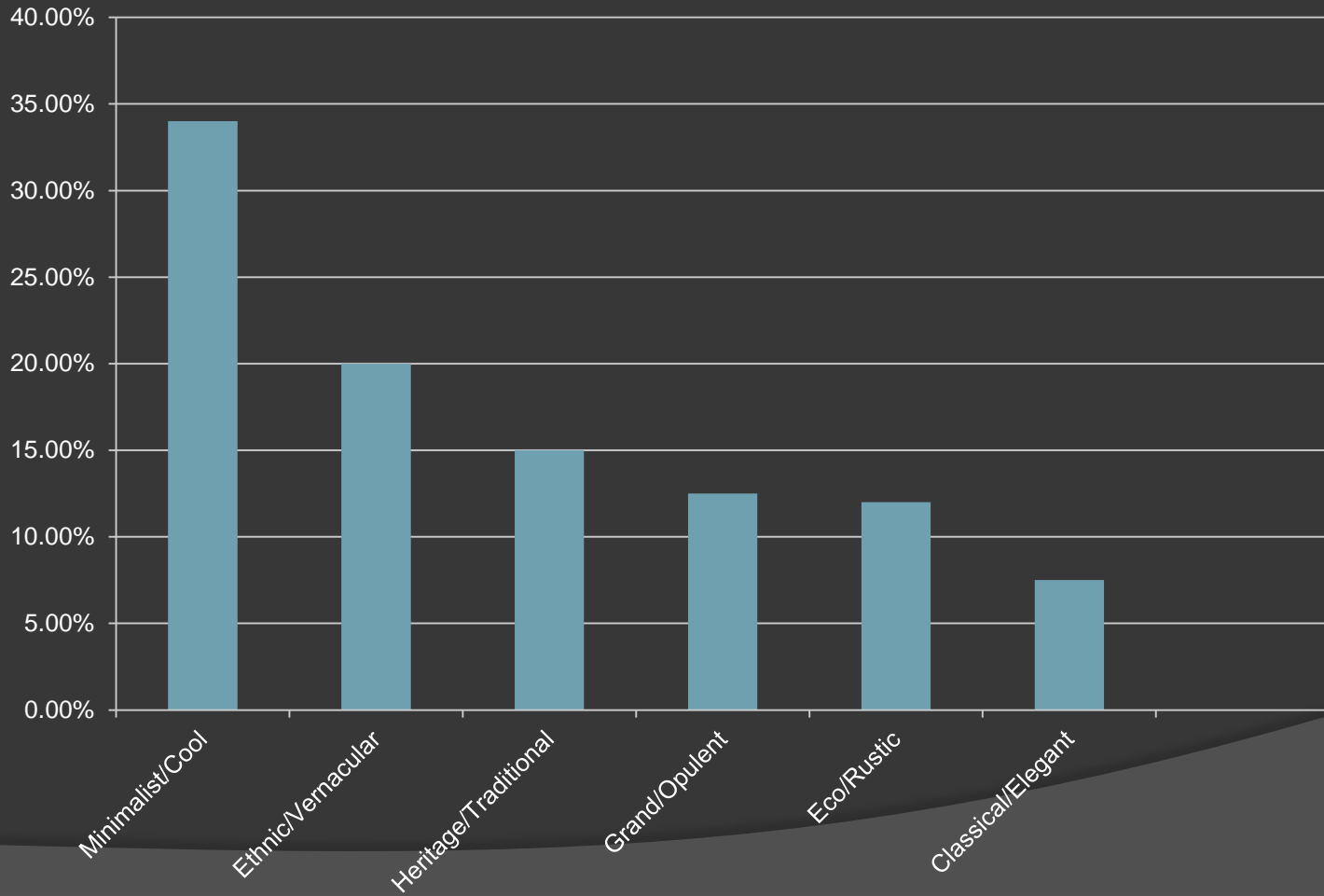


NB: Sample based on individual properties. Coded via website images.

Contemporary hotels and resorts were coded into these styles:

- Minimalist/Cool
- Eco/Rustic
- Ethnic/Vernacular
- Classical/Elegant
- Heritage/Traditional
- Grand/Opulent

Luxperience Hotels and Resorts by Style





Philippe Starck (2004) Faena Hotel, Buenos Aires



Max Pritchard (2008) Southern Ocean Lodge, Kangaroo Island

MONA: The future of experience-based luxury?



- ◎ A multi-faceted brand that includes art, interesting architecture, bespoke accommodation, scenery, gourmet food and wine/beer, and festivals/performances – all driven by one man's passion and vision.



- ◎ **Conclusion:** Luxury accommodation is of necessity exclusive; but good architecture can be enjoyed by everyone that has the time and interest to experience it.
- ◎ **Question:** In the era of the 'experience economy' (Pine and Gilmore) are there multiple ways of having a 'luxperience' (e.g., the person staying in the luxury hotel, the person drinking cocktails in its funky bar or the person who enters the foyer in order to simply experience its architecture)?