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# building

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**ON THE COVER** 'Cardboard' Cathedral in New Zealand **ARCHITECTURE** The Cathedral of the Northern Lights in Alta, Norway **INTERIOR** Chatrium Hotel in Yangon, Myanmar; The new Grand Hyatt Shenyang in China **LANDSCAPING** Green Wall Projects **SHOW REVIEWS** Architecture and Built Environment 2013 & Build Eco Xpo (BEX) Asia 2013 **PLUS** Interview with Diane Kelly, Regional President of ASEAN/ANZ/INDIA for Dow Corning



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# High Flying Hotels

**David McNeece, International Marketing & Business Development Manager for Flowcrete Group, considers the changing face of the hotel and leisure industry, looking in particular at the wide range of modern flooring innovations available as well as the role of the floor in creating an enhanced customer experience.**

In his 1897 four-act play 'You Never Can Tell', Irish playwright George Bernard Shaw professed that "the great advantage of a hotel is that it's a great refuge from home life." Not only true at the time, but more than a century later this still carries resonance as the hotel continues to serve as a home from home, setting the foundations and atmosphere for an excellent escape.

With competition high and customer expectations higher than ever before there is an increasing need for the hotel and leisure industries to focus on 'wowing' guests from the moment that they arrive to ensure that first impressions are not only great impressions but that this feeling remains for the duration of their stay.



The interior design of a building is such an important factor in making people feel good – both as a guest or a member of the service team. The whole scheme needs to be designed with the customer and staff firmly in mind and flooring is such a key part in setting an interior look and feel – offering the biggest platform for design after walls. The choice of flooring can make a place feel warm, relaxed and inviting or conversely exhilarating and contemporary.

Huge advances in material technology have driven huge innovations in flooring design. As hotel and leisure establishments strive to stand out from the crowd by offering a unique experience to that of their competitors, so too have flooring manufacturers pushed boundaries to create materials that sculpt a unique and impressive environment from the moment customers walk through the door and wind their way into individual lodgings and communal amenity areas.

As colour, pattern and multi-dimensional textures make a revival in the sector, designers now have full creative freedom to express themselves, create a drama and sense of place, or simply create the desired look with a host of materials, colours and textures available. International resin flooring manufacturer, Flowcrete, is proud of the range of innovative and expressive commercial resin flooring products it now offers to this alluring sector. From decorative terrazzo systems that sparkle underfoot through to fruity epoxy floor coatings with a wet-look, high gloss finish, virtually any floor design is achievable.

Flowcrete's terrazzo range, Mondéco is a cost-effective alternative to granite and marble tiles. Not only is the product available in a range of colours and with a decorative mix of aggregates to choose from; mother-of-pearl, marble, flint, coloured glass, mirror glass to name just a few, the product can also be installed in a series of complicated design and patterns to create a real talking point under foot. Not only this, but the product is available in an environmentally pro-active formulation using recycled aggregates and offers an impressive lifecycle in excess of 20 years with correct maintenance to offer designers a sustainable flooring option in eco-conscious developments.

Other flooring innovations available from Flowcrete include colourful, seamless and ultra-modern high-gloss resin systems, fast-cure finishes that feature multi-coloured flakes broadcast over a pigmented resin system and decorative systems that see coloured quartz beads sealed with a clear resin aggregate.

The company's latest innovation, Expressions, which launched to market in 2013 features a number of artistic finishes including Urban Expressions – a multi-toned polyurethane system that is expertly installed by hand to give a multi-dimensional swirl effect on the surface of the floor as well as Metallic Expressions a glittering polyurea system with a metallic pigment designed to dazzle in high-end, glamorous settings.

For more than 30 years, Flowcrete's dedicated product development team has worked to provide a versatile and extensive range of flooring products that equip designers with the tools they need to create a unique aesthetic. Offering bold colours, intricate patterns and design flexibility combined with durability and environmental credibility, it's no surprise that Flowcrete materials continue to tick all the right boxes in the hospitality industries.

For more information, visit [www.flowcreteasia.com](http://www.flowcreteasia.com).

Twitter: @FlowcreteAsia

## CASE STUDY: Impiana KLCC Hotel – A project by Flowcrete

A unique flooring system from Flowcrete has enabled designers to achieve a stunning effect in the upscale coffee-house at the newly opened Impiana KLCC Hotel in Kuala Lumpur.

Flowcrete's decorative epoxy terrazzo system, Mondéco Crystal, was used in two special colours to create an eye-catching design featuring more than 150 oval shapes within a 350 square metre setting.

Having originally considered marble or granite for the space, Mondéco was later chosen for its ability to achieve the unique design to the quality required.

Before installation of the Mondéco Crystal, a semi-dry, cementitious levelling screed, known as Isocrete K-Screed, was applied to the concrete substrate.

The intricate design was then executed using brass oval rings to set out the unique pattern across the floor before later diamond grinding and sealing using a semi-gloss UV resistant clear seal coat.



# Flowcrete

for the world at your feet



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