

The Coming Change of Hotel Image

Hotel design has seen a tremendous transformation over the past three decades. During the 1960s and before, hotel interiors were typically part of the hotel architect's commission. It was not until the late 1960s and early 1970s that interior design was recognised as a separate and distinct design discipline. Fuelled by the growth of large hotel companies during the 1970s and 1980s, as a response to the growing ease and reduced cost of travel, many new hotels were built, but these were inevitably standardized. The customers at first appreciated a certain amount of uniformity but they eventually reacted to this growing mediocrity...

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7