



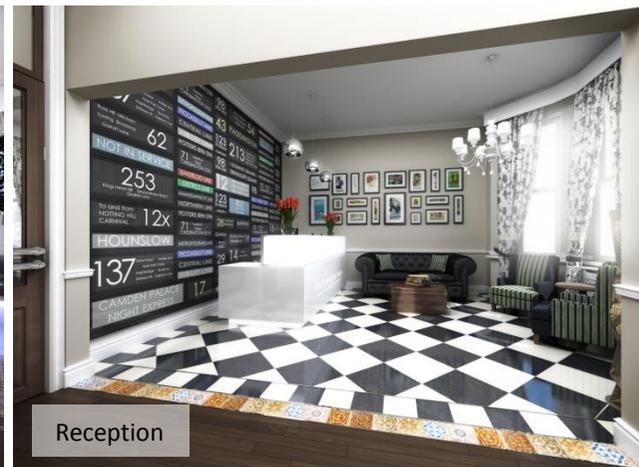
Masterplanning	<p>Description</p> <p>Long-time friends and clients, Carnoustie Group wanted to expand their business portfolio across the world. They are already responsible for some of the larger developments in and around Delhi in addition to hotel developments across India but this time was different. Their desire to be involved in London was discussed many times after other project meetings. This culminated in the staff of IDG searching for a suitable investment property. The Abcone hotel was purchased in 2009 and whilst it was in a poor state of repair, the occupancy was through the roof and the profits were considerable. Soon after the purchase, IDG were commissioned to project manage the design stages for a complete overhaul, manage the various permissions required, find a suitable contractor and to help put together the business case behind the refurbishment. During these stages, the hotel was rebranded as The Villa Kensington and this brand was woven through the design work at the hotel.</p> <p>IDG provided architectural and interior design services alongside DOT to produce, in the contractors words, “the most beautiful set of drawings I’ve ever used”. Along with the technical drawings and detailed construction specifications, realistic 3D renders were produced to give the client some comfort over the final design. During the design phase, all aspects were value engineered to ensure the money was efficiently spent for the required star rating and service quality. The raise in rack rates over the previous hotel offering led to an investment payback term of just under 4 years which to us, made absolute sense. The hotel remains one of the most cost effective overnight stays in the nations capital whilst in style and quality terms, confidently standing head and shoulders above the large chains.</p>
Golf Course Design	
Architecture	
Landscape	
Project Management	
Interior Design	
Tender Stages	
Visiting Inspection	
<p>Project Size 38 Bedroom Hotel</p> <p>Date (Start/End) 2011 / 2012</p> <p>IDG Contact Jon Hunt +44 1173 160 592 Jon.hunt@idgplanet.com</p>	<p>Objectives & Challenges</p> <ul style="list-style-type: none"> • Create maximum financial value by value engineering every design decision. • Raise the star rating of the hotel by two stars. • Achieve planning consents in a notoriously difficult conservation area. • Project manage all other disciplines on behalf of a remote client. <p>Added Value & Benefits</p> <ul style="list-style-type: none"> • Sharing key staff experience in hotel operations bringing operational knowledge into the design process. • Complete interior design package created at 65% of the cost of the next cheapest design quote. • Assistance to the client in his ability to effectively do business in the UK by obtaining visas and supplying company directors. • Reducing initial construction budget by 38% whilst achieving the required rack rate.



Breakfast Room



Lounge / Bar



Reception



Sample Bedroom