

CASE STUDY



Renovation of the Rydges South Bank Hotel
South Bank, QUEENSLAND



“The design objective for the Rydges South Bank hotel renovation was to accomplish a **luxurious ambience**, utilising market-leading technology solutions to match the latest market trends. The Arteor switch range complements this design brief, helping us achieve a contemporary and opulent setting.”

CALLUM KENNEDY
Area General Manager Rydges Hotels



Photography by Peter Waddington

Rydges South Bank reincarnation: a symphony of form and function

The recent \$30 million renovation of the Australian-owned and -managed Rydges South Bank hotel in South Brisbane has demonstrated that to deliver a world-class guest experience, every detail counts.

Throughout their lives, most hotels will undergo many refurbishments in order to keep them fresh and to meet the increasingly demanding expectations of the target market. As renovating a hotel is a costly undertaking, the aim is to update or upgrade those aesthetic and operational aspects of the enterprise that will result in more business—immediately and for as many years as possible into the future.

And therein lies the challenge. The design brief needs to tick many boxes: it needs to preserve the brand to retain the existing customer base while extending the appeal to a broader—previously untapped—demographic; it needs to embrace market-leading technology to ensure it remains competitive long into the future; and above all, it needs to be cost effective.

When the Rydges management decided to renovate its 304-room South Bank Hotel in 2015, these were some of the many considerations that influenced the final \$30 million redesign. Rydges Hotels Area General Manager, Callum Kennedy, explains that the design objective was to achieve an opulent environment, while maintaining a contemporary ambience to compete with current market trends.

It was also imperative for the hotel to match its prestigious location amidst the Gallery of Modern Art, the Cultural Centre, the State Library, the Queensland Performing Arts Complex and the Brisbane Convention and Exhibition Centre, plus its proximity to the Brisbane River and the vibrant South Bank quarter, complete with its bars, restaurants, markets and open spaces.

Contemporary class

Often with such ventures, the success can be measured by the attention to detail: the way form and function can blend harmoniously to deliver a truly unique experience for the guests. For example, as part of the \$1 million 'technology upgrade', the Rydges South Bank project architect and designer, multi-award winning Kannfinch, decided to incorporate Legrand's **Arteor** range of electrical sockets and switches, as these represent a cutting-edge solution that perfectly pairs with the overall design ethos for the hotel.

Arteor's expansive choice of cover-plate colours and finishes—plus the elegant design and simplicity of use of the range—helped ensure that the switches and sockets complement rather than detract from the overall design of the hotel, which features a timeless colour palette of luxe tobacco and burgundy hues. Kannfinch selected **Arteor's** cover plates in Stainless Steel to balance the contemporary and luxurious look of the rest of the interior finishes.

Sometimes a designer might elect to make a feature of the functional elements within a space, such as the switches and sockets, but in this instance the decision was made to choose a style and finish that would simply blend in with the key design choices. Make the wrong decision, and there will forever be a slightly discordant note; but select the right fittings and they will harmonise seamlessly with the overall vision for the space. Callum himself believes that the choice of Legrand fittings adds to the contemporary class of the hotel, delivering a sensational end result.

Relentless attention to detail

The technology upgrade also incorporates Samsung LED TVs with Apple TV in all rooms and suites, allied with high-speed connectivity for hand-held technology to embrace the growing trend of BYOD (bring your own device) and BYOC (bring your own content). Guests are able to connect their own smart devices and laptops and wirelessly stream content to the in-room TVs, empowering them to watch their preferred movies or latest TV boxset binge, play games, listen to music, or view photos or video content, all via simple plug-and-play connectivity.

The renovation, completed in May 2016, has been a resounding success. Not only has the hotel won the title of '**Best Redeveloped Accommodation Hotel**' at the 2016/17 **National Awards for Excellence**, but it has also won the '**Best Marketed Hotel in Queensland**' and the '**Best Superior Accommodation**' at the **2017 Queensland Hotel Association Awards for Excellence**.

The 21-year old hotel now begins a new chapter in its life. It boasts an enviable position in the heart of Brisbane's South Bank district, and features class-leading bars, cafes, restaurants and entertainment. These perfectly complement the premium quality guest rooms and suites to deliver an unforgettable stay for domestic and international guests alike. The success of the project is due in no small part to the designer's relentless attention to the individual elements of the refurbishment that together are greater than the sum of their parts: the Rydges South Bank Hotel is testament that the devil really is in the detail when it comes to matching form with function.



PROJECT SNAPSHOT

Project: Rydges South Bank Hotel

Location: South Bank, South Brisbane, Queensland

Owner: Rydges Hotels

Architect & Designer: Kannfinch

Developer: Rohrig

Electrical Contractor: Force Electrical

Products:

Arteor range with Magnesium grid and Stainless Steel cover plates:

- Arteor double powerpoint
- Arteor single powerpoint
- Arteor double gang switch
- Arteor triple gang switch
- Arteor auto-switch powerpoint
- Arteor data outlet
- Arteor TV outlet



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