



radical
innovation
in hospitality
award

2013

Grand Prize Winner

Pop Up Hotel

Submitted By:

PinkCloud.dk

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Leon Lai (Toronto), Fabian Busse (Berlin)

The Pop-Up Hotel

Midtown Manhattan

PinkCloud.dk

Fabian Busse, Leon Lai, Eric Tan, Nico Schlapps

Manhattan's Midtown is in a real estate crisis. Office vacancies are high, rents have been plummeting, and tenants are moving to New Jersey. A combination of outdated building stock, the economic recession, and a lack of amenities in the neighborhood have transformed Midtown from a vibrant business hub into an area of post-recession decline. Class A office vacancies have been stagnant at around **twenty-two percent** for the past five years. This translates to about **17 million square feet of empty space** in Midtown.

With over 17 million square feet of empty space located minutes away from Times Square, Broadway and Central Park, we believe Midtown represents an incredible opportunity for hospitality to transform otherwise empty space into a vibrant hub of entertainment, amenities, and lifestyle.

The design of the Midtown Pop-Up Hotel focuses on the transformation of empty Class A office spaces into hospitality spaces. The setup is simple. We intend to partner with various owner/leasing agencies around Midtown to identify buildings in need of revitalization. All the parts needed to outfit a hotel for a week is trucked onto site and set up. The Pop-Up Hotel website and app is updated to reflect the newest location of the hotel and viral marketing begins. Reservations are taken and parties are held. The office building receives much needed publicity, the hotel is taken down after four weeks and the kit of parts moves on to the next office building to occupy. Revenue is generated and shared amongst the hotel operators and building ownership.

A uniquely urban experience, the Pop-Up hotel will feature a variety of amenities and rooms catering to a wide diversity of clientele. The flexibility of the existing open office plan on multiple levels allows for an assorted range of programming to suit various lifestyle choices. Reception is located on the ground level and extra lobby space can be used for a café /lounge. Hospitality amenities such as exercise rooms, spas, libraries, and lounge areas are located in available floors closest to the reception. Two types of hotel room layouts will be utilized; traditional hotel room layouts and a luxury hostel style plan would be distributed within empty floors within the building. Finally entertainment, dining, and a bar would be located within the higher levels of the office tower.

The Pop-Up Hotel is designed to be a means of urban revitalization, an economic catalyst, as well as an active community partner. We strongly believe the Pop-Up Hotel to be a transformative experience for both the building and more importantly, the hotel guests.

Data provided by Crain's New York, Optimal Spaces, and Bloomberg Business Week



POPUP HOTEL NEW YORK

BY PINKCLOUD.DK

FABIAN BUSSE
LEON LAI
ERIC TAN
NICO SCHLAPPS

A TALE OF TWO MIDTOWNS

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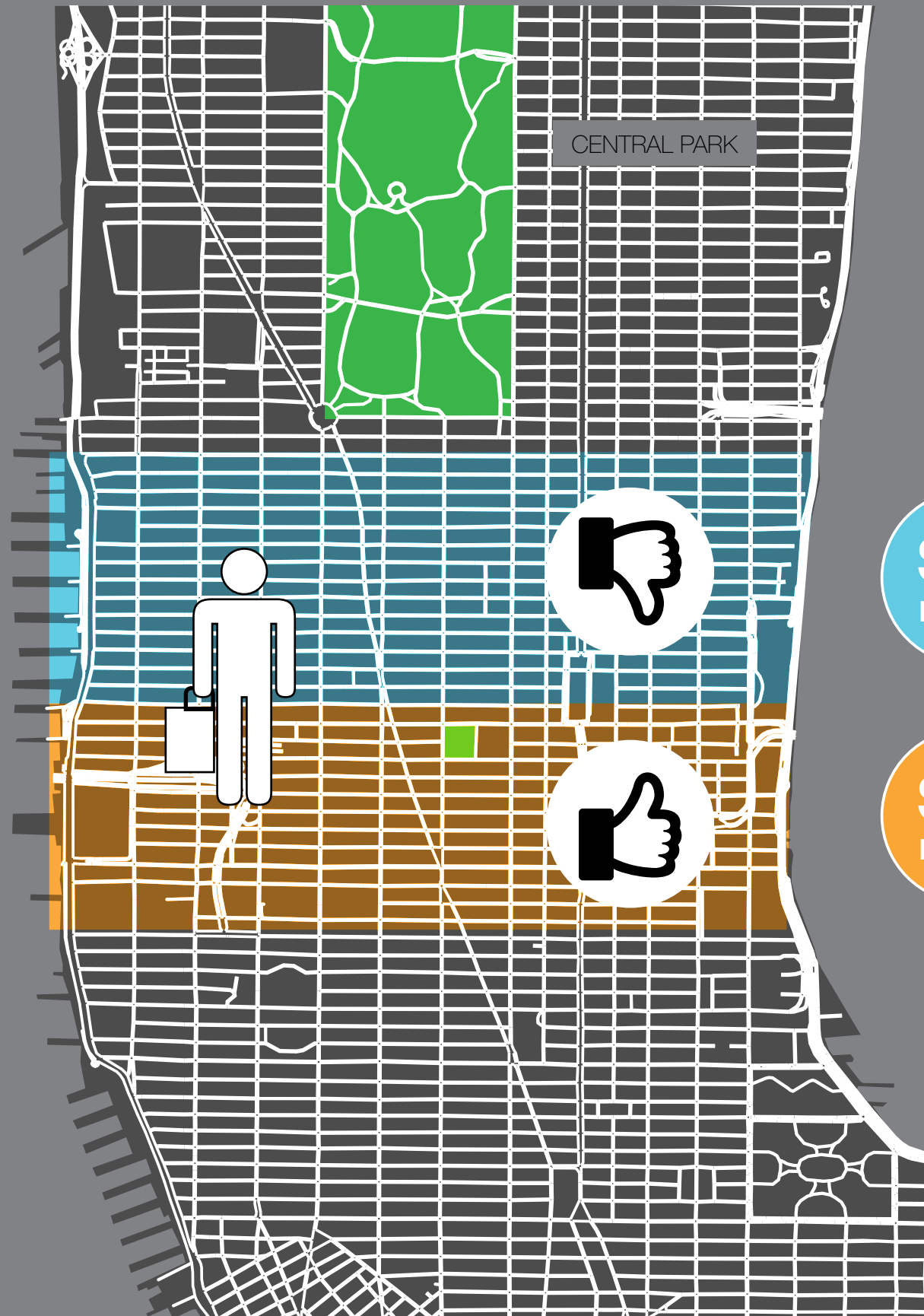
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MIDTOWN = HIGH VACANCY RATE
WHY WASTE?



\$50
per ft.2

MIDTOWN NORTH
AVERAGE OFFICE RENT
(CLASS A)

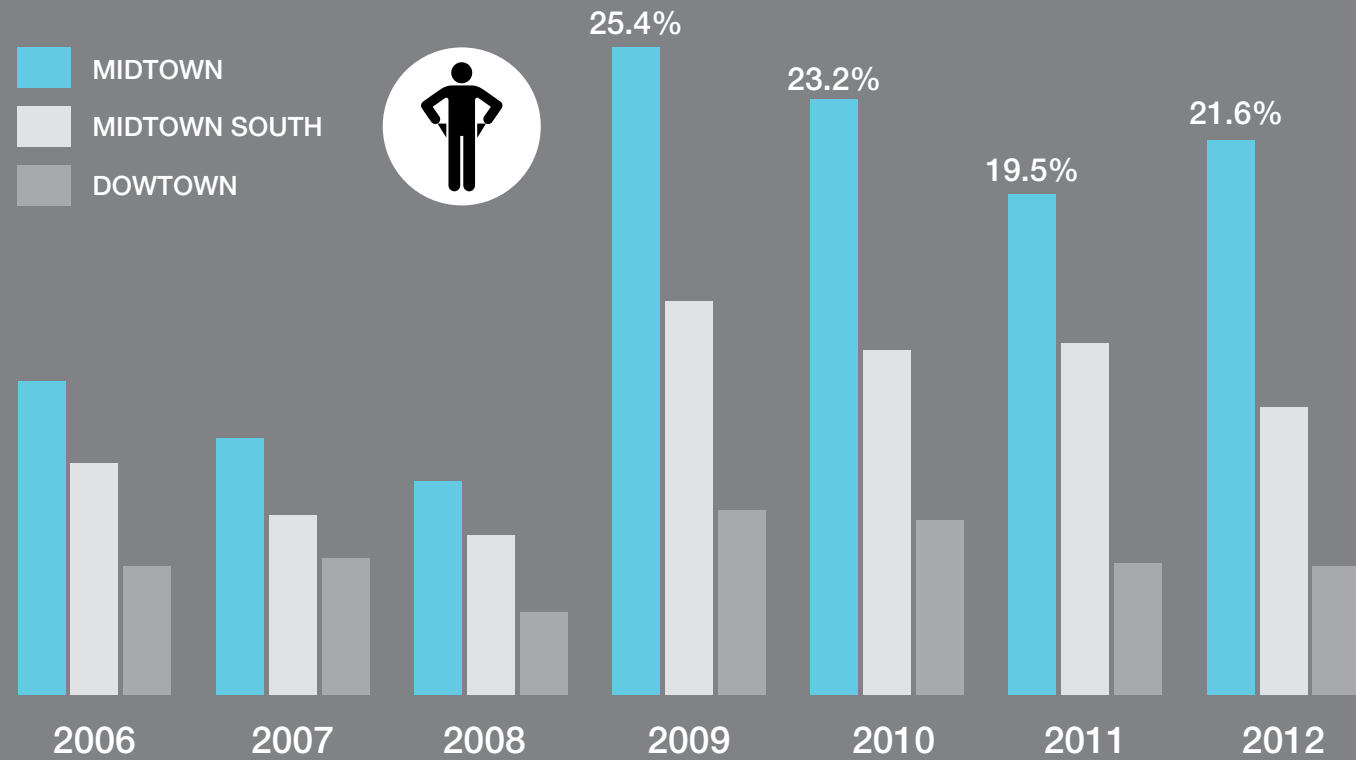
\$95
per ft.2

MIDTOWN SOUTH
AVERAGE OFFICE RENT
(CLASS A)

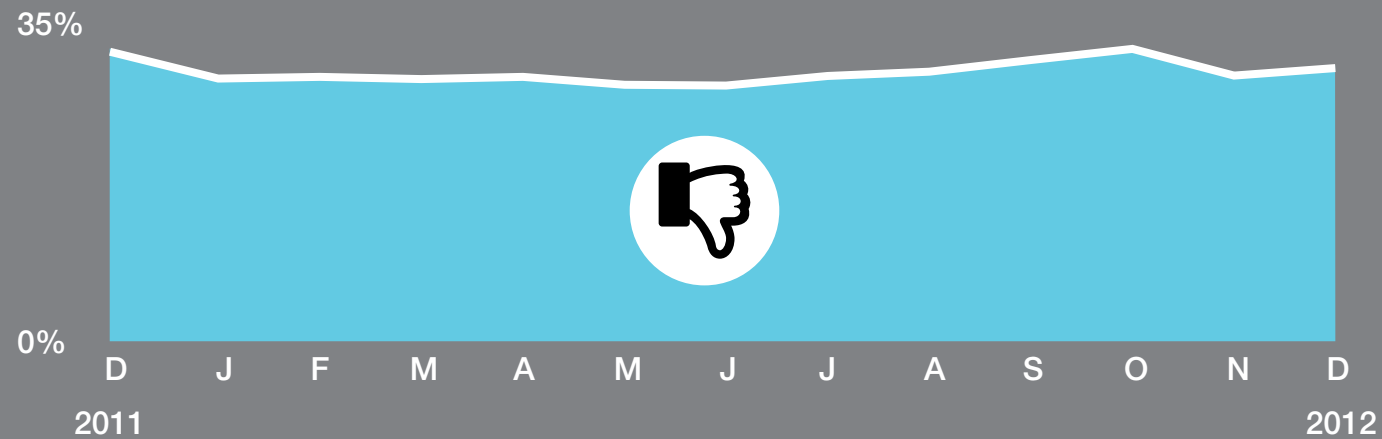
THE PROBLEM

AN MIDTOWN OFFICE VACANCY CRISIS

Midtown New York City has consistently had one of the highest Class A office vacancy rates in the city. Aging spaces, outdated heating systems, low ceiling heights, as well as cheaper rents elsewhere has contributed to Midtown's decline.



A YEAR OF STAGNANT GROWTH

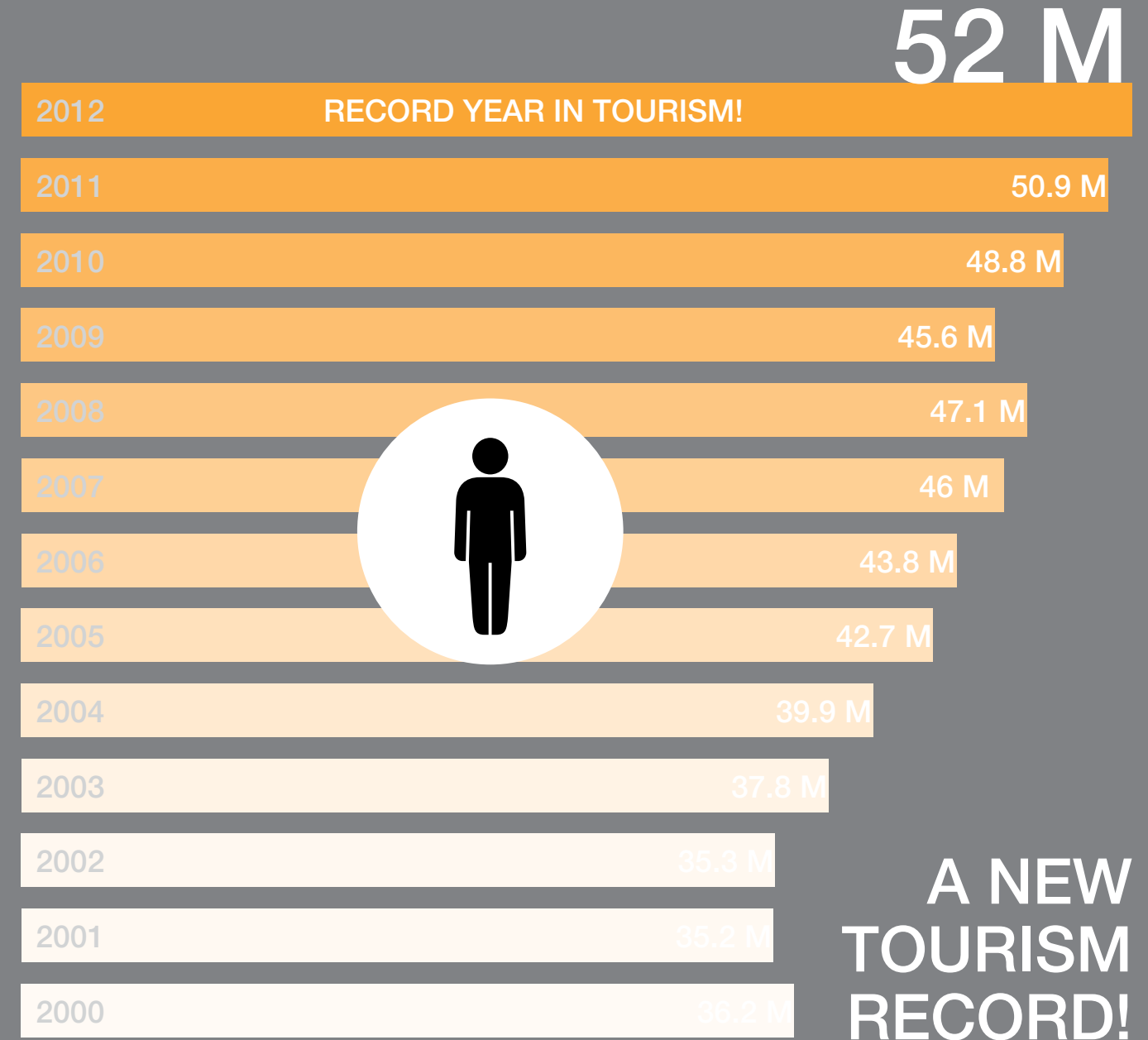


*Data provided by TheRealDeal.com, Bloomberg.com, and CBRE

THE OPPORTUNITY

2012: HIGHEST TOURISM RATES IN NYC HISTORY

In 2012, New York City has reached the highest tourism levels in New York history! A total of 52 million people visited New York City, contributing over \$35 billion dollars to the local economy!

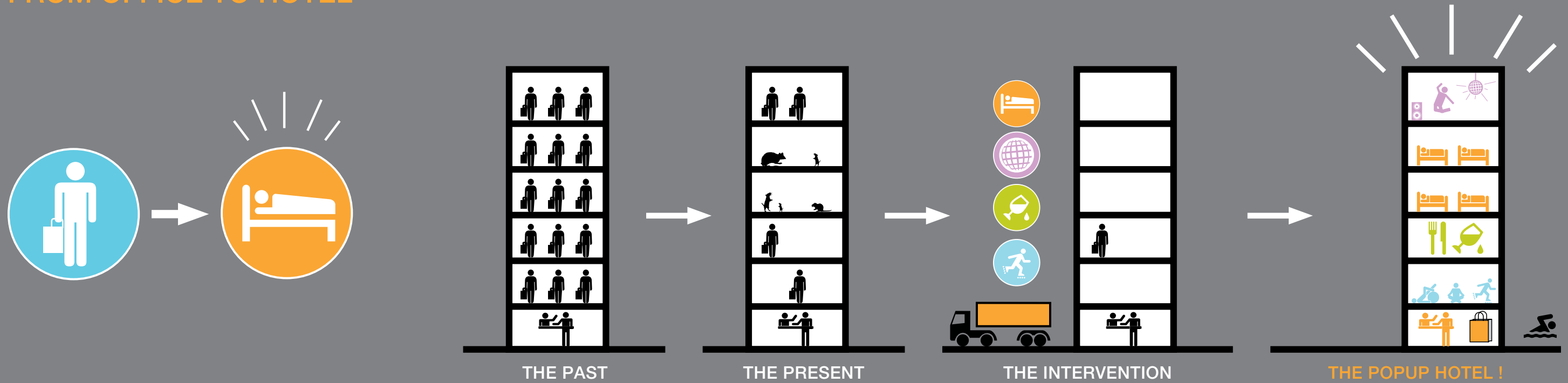


**A NEW
TOURISM
RECORD!**

*Data provided by NYCGO.com

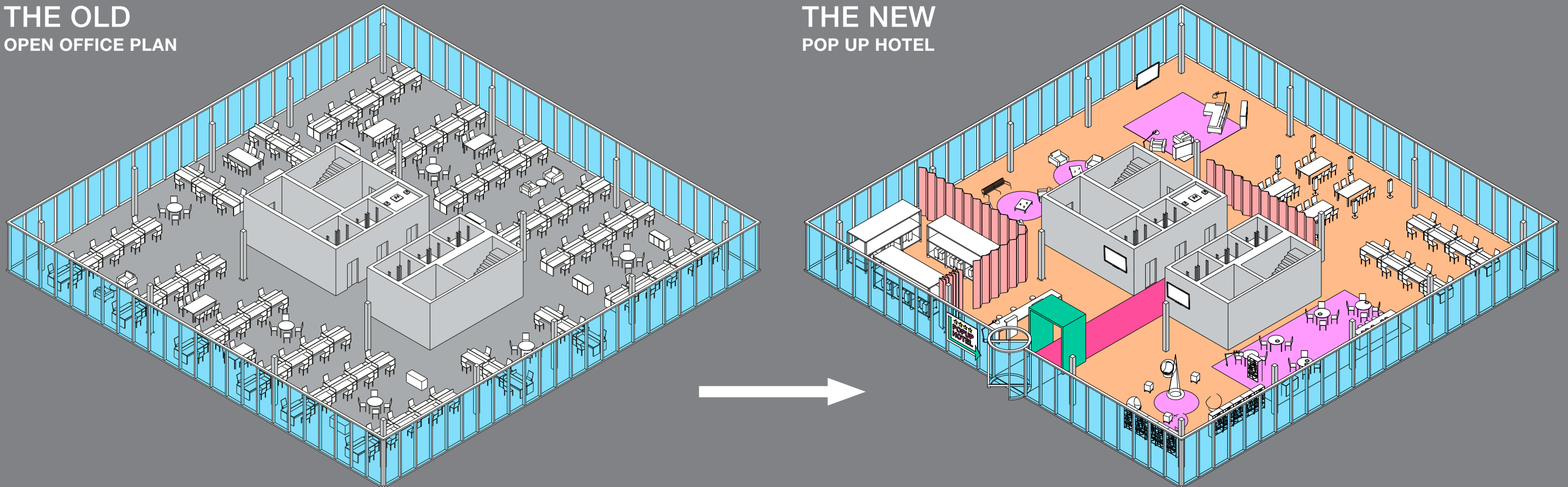
THE BIG IDEA - POPUP HOTELS

FROM OFFICE TO HOTEL



THE OLD
OPEN OFFICE PLAN

THE NEW
POP UP HOTEL



THE POPUP HOTEL

FORMER OFFICE SPACE = DELUXE HOTEL ROOM



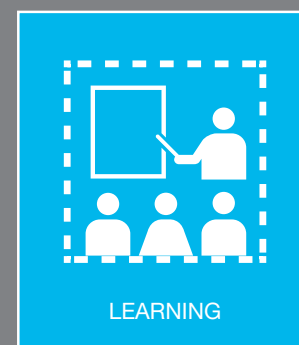
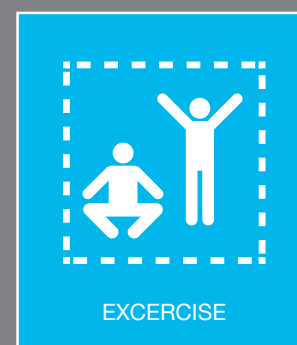
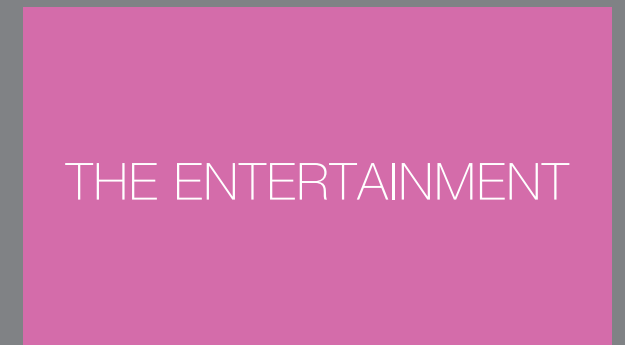
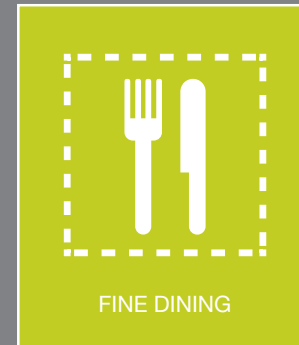
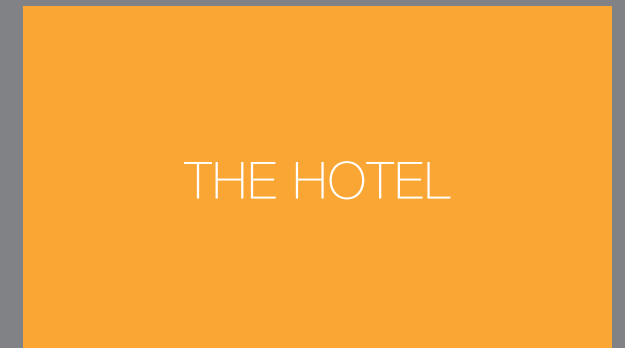
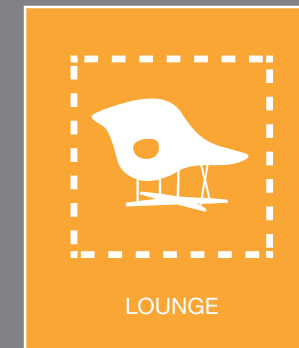
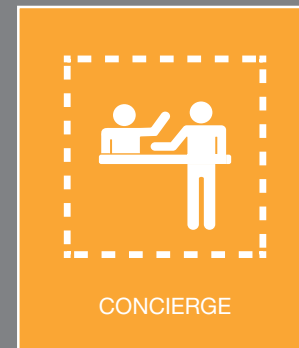
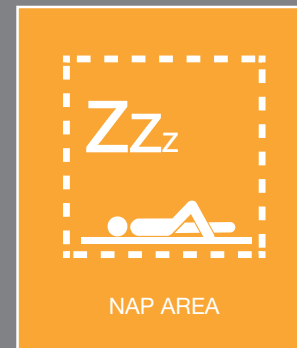
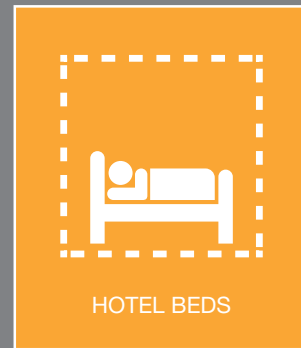
THE MENU

POPUP HOTEL KIT-OF-PARTS

The Pop-up Hotel offers a completely customizable alternative to the traditional hotel experience. Like ordering from a restaurant menu, one can pick and choose from a variety of experiences. The flexibility provided by the existing open office plan allows for a variety of module types and sizes to fit into the space.

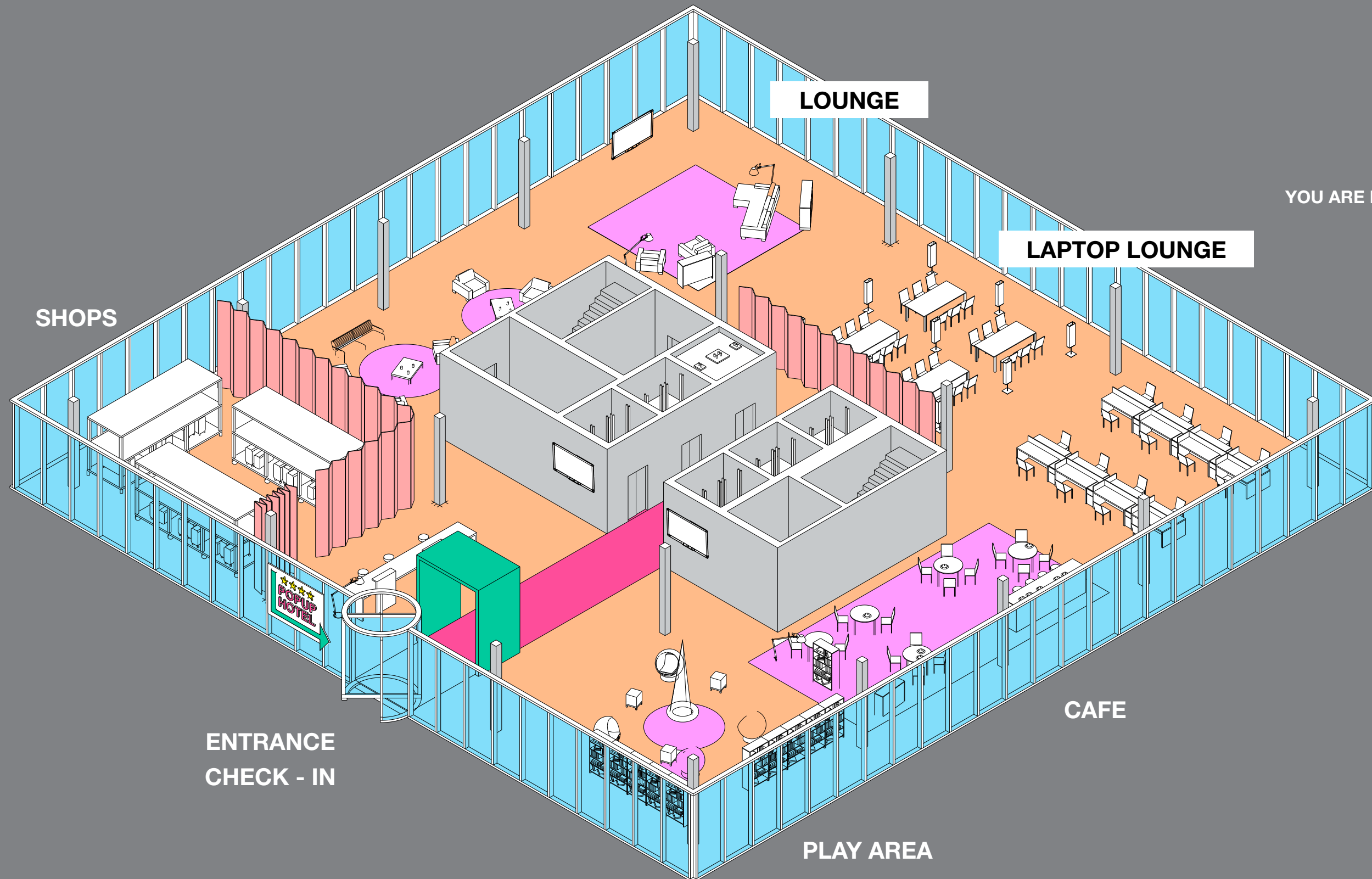
Each unique experience fits inside a standardized 'x' cubic module - the size of which is defined by the existing spatial limits of the empty office building. The standardization of these modules allow for a high degree of flexibility. Because these programmatic modules are quickly and easily interchangeable, the possible resulting combinations are almost endless.

The Pop-Up Hotel is all about optimizing user experience. In a culture where the smart phone is ubiquitous, extending the powerful tools of user interface and customization to the built environment has the potential to create a vibrant, continually self-refreshing social condition that was never-before possible.

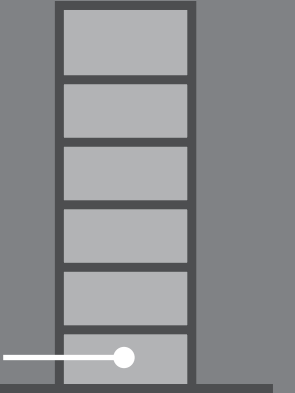


RECEPTION LEVEL

RECEPTION / SHOPPING / CAFE / LOUNGE

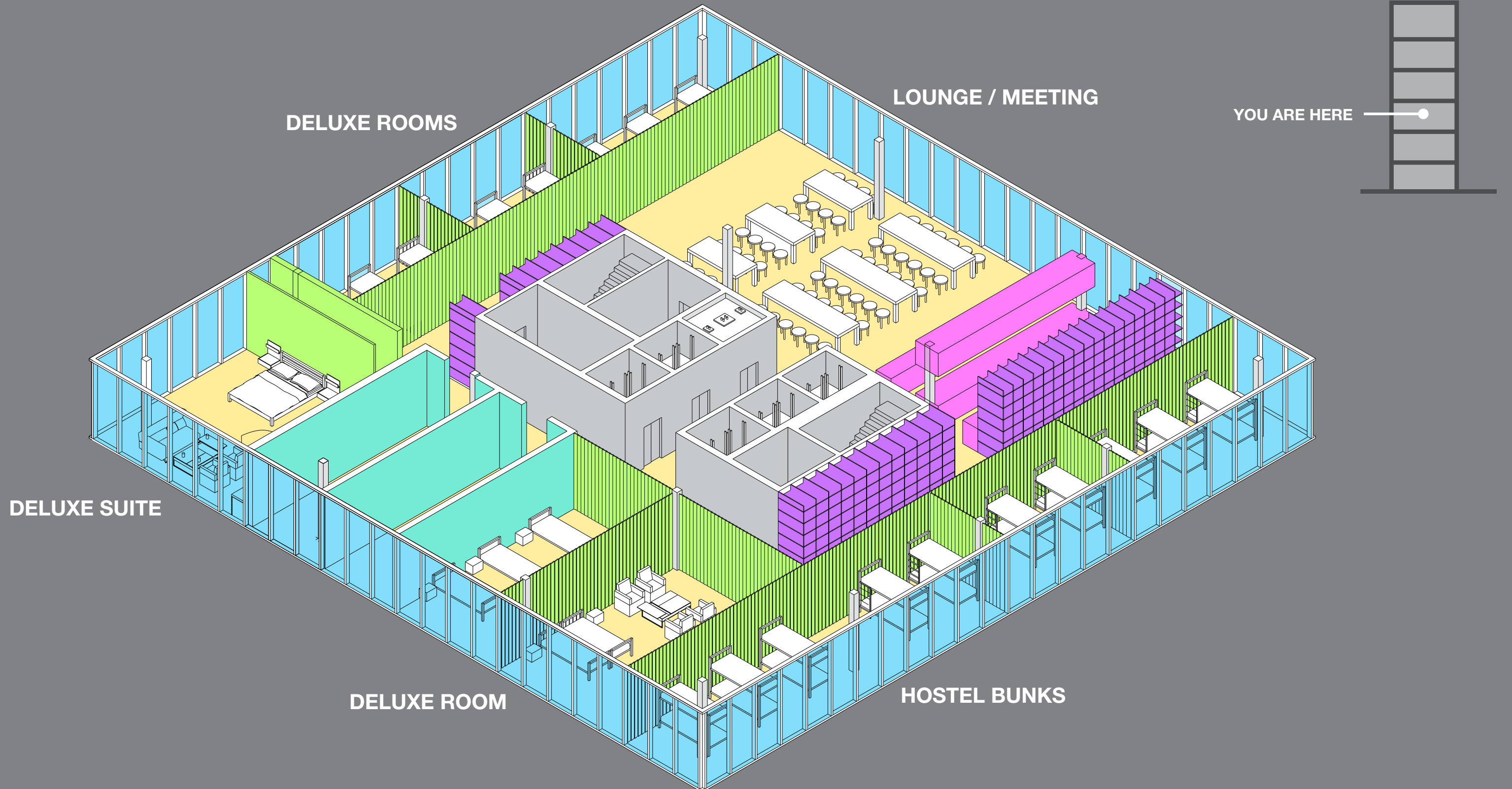


YOU ARE HERE



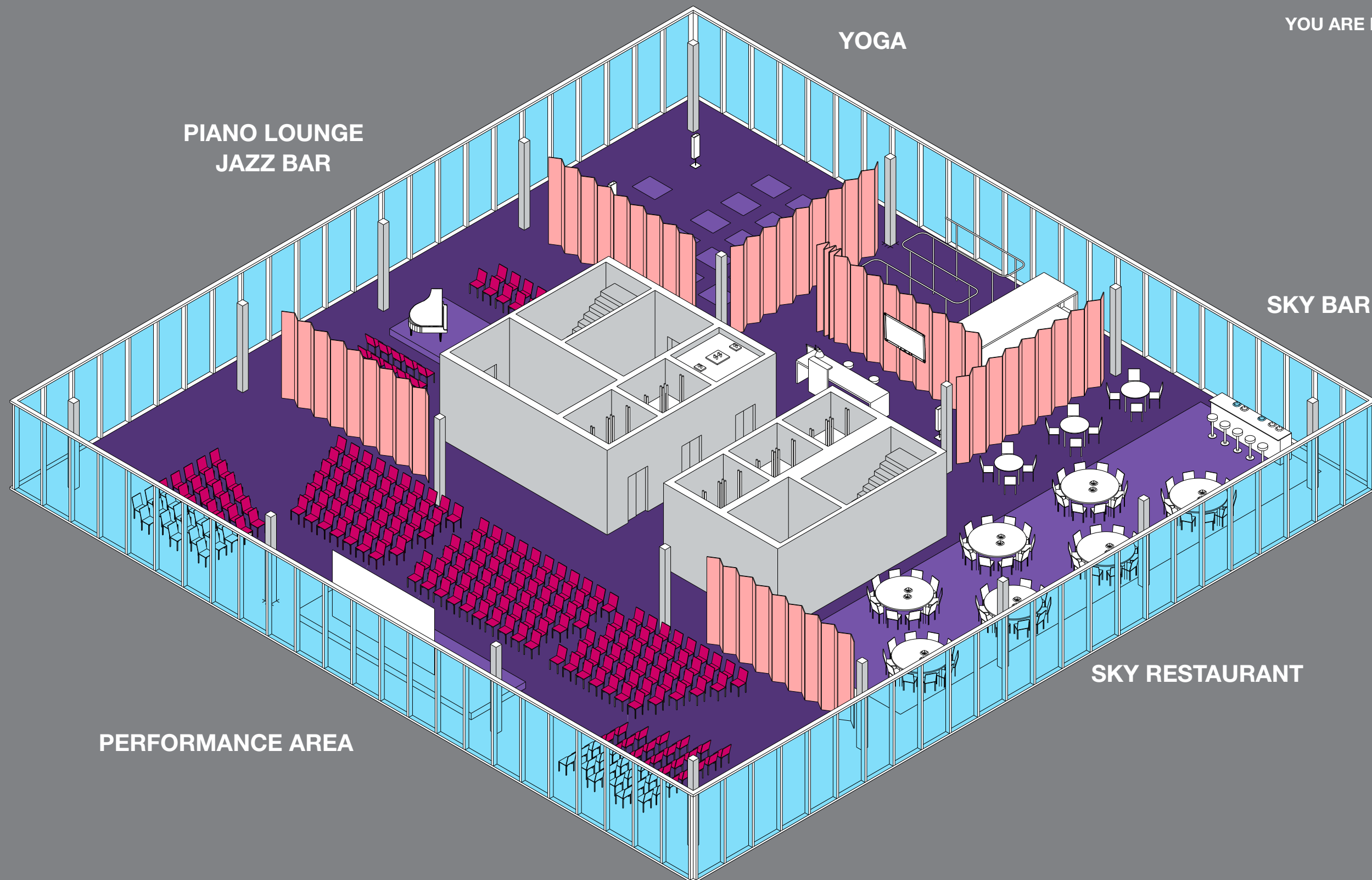
HOTEL ROOM LEVEL

HOTEL ROOMS / LUXURY HOSTEL / CAPSULE HOTELS

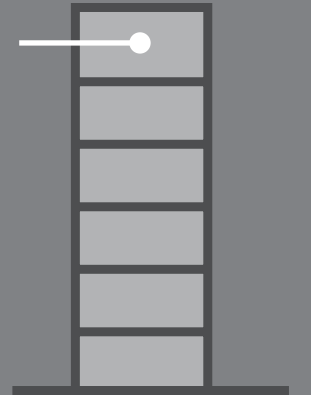


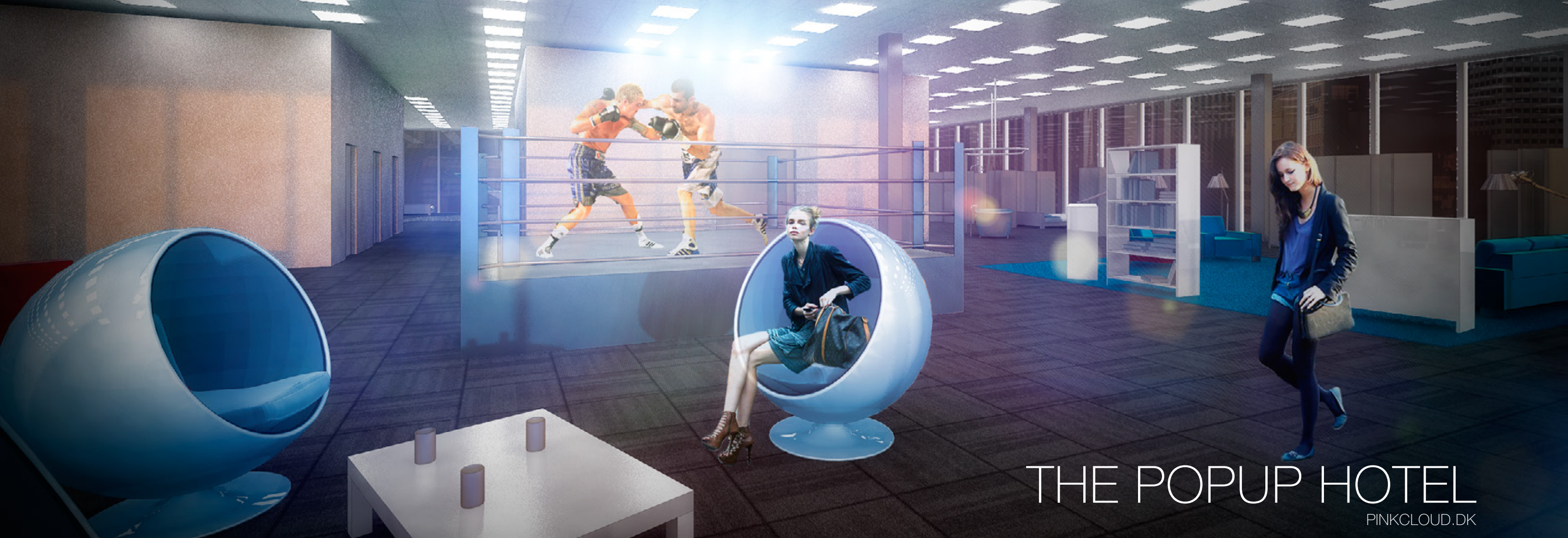
ENTERTAINMENT LEVEL

PERFORMANCE / DINING / BAR / YOGA



YOU ARE HERE





THE POPUP HOTEL

PINKCLOUD.DK

