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WATG Awarded Latest Le Meridien Urban Resort Project

Mixed-use, urban resort set in Zhuhai Doumen, China will celebrate brand's sense of discovery

Honolulu, June 2015 - Continuing a trend with client Le Meridien, WATG, an award-winning, global design firm has announced it has been selected to design the new Zhuhai ShiRong Le Meridien Hotel & Resort in Zhuhai Doumen, China. The new urban resort project, owned by Zhuhai Doumen District Shirong Industry Co., LTD, a branch office of Guangdong Shirong Zhaoye Co., Ltd. represents a significant addition to the Le Meridien portfolio, which, since being acquired by Starwood Hotels & Resorts, has continued to emphasize hospitality with a nod toward the "creative minded traveler". The Zhuhai ShiRong Le Meridien Hotel & Resort will be situated on a 12.5 hectare delta where Guangzhou, Shenzhen, Hong Kong, and Macau form a virtual intersection of pristine natural wetlands and historical riverfront. A unique feature of the design will take advantage of spectacular canal and riverfront views from virtually every direction. In addition to the 300 room, four hotel villas, the project will include several Urban Design and mixed-use elements, including vacation residential villas, service apartments, and 8,000 square meters of retail and restaurant space. Additional design elements include a proposed marina adjacent to the hotel resort and an expansive bridge linking the resort to the nearby urban centers of Hong Kong and Macau.

According to Sean Sih-Young Jeon, Vice President of WATG in Honolulu, the project design will strive to support key Le Meridien brand attributes of "discovery, timeless chic, innovation, and modern". Says lead designer Jeon, "A particularly alluring design component for guests will include celebrating their arrival as they approach the hotel entrance through an urban forest, vista toward river and marina beyond. This unique entryway serves the property's natural surroundings by striving to connect the guest with nature. In addition, the resort design incorporates a central gathering place or village "hub". We attempted to get into the creative mind of the traveler and want the resort to represent more of what the traveler guest is looking for in an urban setting resort". Jeon also adds that WATG and their design work will benefit from the fact that the hotel's operator, Le Meridien, has been involved in the design process from the outset, which is somewhat rare in the hospitality and leisure industry. In addition, he says that despite stiff competition from other noteworthy design firms, the project was awarded to WATG mid of April, the very same day the firm made their presentation.

About WATG

WATG is celebrating 70 years of design excellence in 2015. Over the course of the last seven decades WATG and affiliated design studio Wimberly Interiors have become the world's leading design consultants in the hospitality industry. With offices in Irvine, Los Angeles, New York, London, Istanbul, Dubai, Singapore, and Honolulu, the full-service design firm is best known for creating internationally acclaimed destinations in 160 countries across six continents. WATG offers a broad range of design services including strategy, planning, architecture, urban design, landscape, and interior design for urban, mixed-use, tourism, entertainment and resort destinations. WATG's projects are renowned not only for their design and sense of place but also for their bottom-line success. Explore more at watg.com

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