

DESIGN SENSE

FRASER HEALTH
transformational *change*

The Hotel at River Rock
BIG IMPACT SMALL SPACE

ISSUE 16

ssdg.
SSDGINTERIORSINC

who we are.

SSDG Interiors is one of BC's top interior design firms, working with great brands including Red Bull, Colliers, Terminal City Club and FortisBC. We have a loyal client following with over **70% alumni** and a team of **20 talented designers** who love what they do and **deliver results.**

what we do for you.

At SSDG we are passionate about creating **unique** spaces. Spaces that **tell your story**, define your brand, evoke emotion and create amazing experiences for clients, guests and employees.

Why? Because without the story, it's just another space.

Visioning

Concept Development

Space Planning

Construction Drawings

Project Management



collaboration

MOTIVATES PEOPLE | INSPIRES CREATIVITY | CULTIVATES INNOVATION | DRIVES PROFITABILITY



In this five-part series, we will share insights into five distinct types of collaboration:

1. Teams
2. Peer-to-Peer
3. Mentoring / coaching
4. Learning
5. Socializing

Part 1: TEAMS

Here are a few important distinctions about teams:

- Usually a larger group with diverse skill set.
- They have a high degree of interdependency.
- Common goals with a set time-frame.
- They are assigned to their roles – no choice but to participate.

and...

- Teams are highly interactive, so working in close proximity to one another is important.
- Benching: a good application for their workspace.
- They have frequent impromptu interaction, therefore, benefit from a variety of readily accessible work settings.



Photography by Ema Peter

transformational change

collaboration is key

'Transformational Change' were the words used by Dr. Murray to describe his vision for the new administrative offices in Central City. **Consolidating 11 locations** into one constituted a major change for the people working in the space. Not only were they moving from small offices of 2,000 – 10,000 square feet into two large 55,000 square foot floor plates, they also were **moving from traditional office oriented spaces to open workstations.**

Creating a central facility was a new beginning that provided an opportunity to embrace new ways of working. Fraser Health is committed to establishing the real estate, technology and human resource systems required to allow staff to work how and where they want. This

was achieved by **creating a network of places** that support individual, as well as, collaborative work.

The planning process employed by SSDG was **highly collaborative.** Departments were encouraged to include their teams in the process, and SSDG worked with large groups using a hands on planning process that **allowed people to be a part of the change.** This in turn played a key role in the buy-in and change management process.

The result is a creative planning solution that gave teams **privacy and a strong feeling of community,** while providing collaborative spaces throughout to facilitate open communication.

"The design of the Fraser Health Admin offices at Central City was challenging; SSDG worked with the Facilities Team in transitioning staff from offices to open plan, incorporating concepts to address flexible workstyles and large floor plates. The team was accessible, creative and were affectionately referred to as the Super Surrey Design Gals!"

Larry Harder,
Director of Capital Projects





Photography by Ema Peter

big impact without blowing the budget

The Hotel at the River Rock Resort was designed to create an alternative to the high energy casino and hotel across the street. Minutes from YVR and 15 minutes to downtown by skytrain the hotel has maintained an 80% occupancy since opening and receives rave reviews from guests.

The touchstone for the project was **“Big impact, small space, limited budget”**. The visioning and design focused on a tailored use of space, effective lighting to set the mood and impactful design features to deliver the ‘unexpected’.

The big impact to creating a memorable experience is delivering customer service. One-on-one check-in pods were designed in the lobby to give the guest private individual attention. Something that doesn’t go unnoticed; they receive great customer service reviews.

“The service was great; we were constantly greeted and told to have a nice day.”

“We enjoyed it so much that we didn’t want to leave. Hats off to the great staff, and that includes all of them. Thank you.”

Reviews from Tripadvisor.ca



top 10 hotel trends

1. WOW YOUR GUESTS

First impressions count. Give your guests a memorable experience from the moment they walk through the door.

2. LOBBY = GREAT ROOM

Create a series of environments, giving your guests a variety of experiences throughout their stay. The Lobby is no longer a “pass through” space. Give your guests the opportunity to use it for casual meetings, socializing and gathering space.

3. DELIVER VALUE

Exceed Expectations. Create big impact from small spaces.

4. IMAGE

Deliver a first class experience to keep guests coming back. Your guests are more design savvy than ever, checking out hotels' online presence long before a decision is made. Competition is fierce and brand loyalty is top of mind for hotel flags.

5. BE THE PLACE TO BE

Be more than a hotel or restaurant, be a destination.

6. INDULGE

Slow down and chill out. Slow travel and staycations continue to gain momentum.

7. KEEP SURPRISING YOUR GUEST

Create a gallery of artwork, asymmetrical lighting to give a sense of arrival to the suite, your own personal entry.

8. IT'S ALL ABOUT YOUR GUESTS

Give them the unexpected, create magic. Rethink typical guest room layouts, open bathroom's along the full length of the guestroom.

9. THINK LOCAL

Celebrate what everyone loves about this place. A signature piece for each room. Large scale artwork by a local photographer printed onto backboard. Great for marketing!

10. PUSH THE BOUNDARIES

Go outside! Take advantage of outdoor space, it's an extension of the interior.

For information on SSDG and our design services please contact Susan Steeves at 604.640.4642

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Red Bull

Mercedes

Hootsuite

Miku Restaurant

Fortis

Terminal City Club

Hyatt Regency Vancouver

River Rock Resort

Prospera Credit Union

Plenty of Fish

Golder Associates