



Algieri Design & Purchasing Services, Inc.

CASE STUDY: MARRIOTT COURTYARD INDIANAPOLIS, INDIANA

ASSET

A 121 rooms / 3 story frame structure with a prototype design layout situated just off a major local interstate. Amenities include an indoor pool and fitness area, meeting space, a lobby café and lounging area.

CHALLENGE

As part of the Marriott Brand affiliation, a mandate REFRESHING BUSINESS LOBBY PROGRAM to convert the lobby café area and lobby was issued.

- The master program was launched by the Brand to modify the F&B service offerings under certain brand guidelines within the main lobby space as it existed.
- No expansion was required, only a redefinition of the space, updated color palette and addition of fresh, contemporary FF&E.

RESULTS

After meeting with the client and reviewing the options of the “PROGRAM” designs offered by the Brand, it was agreed that ALGIERE would be consigned to develop a custom interior space which incorporated the primary elements of the new platform established by the Brand.

- Hallmark features would be incorporated into a completely custom regionalize décor suited to the area.
- ALGIERE undertook this challenge as a Design/Build partner.
- Project timeline: 6 months
- Renovation Budget: \$650,000
- The result was a success and after the implementation, the Brand added the color scheme to the national offering as an additional option for other franchise holders.
- ALGIERE has participated in multiple Courtyard Brand Forums to assist in the presentation where our custom color option has been formally presented to owners and other design teams as an alternative for the Refreshing Business Lobby Program.