

WOOLF

INTERIOR ARCHITECTURE & DESIGN

HOTEL
LOOKBOOK

woolfinterior.com
LONDON | BATH

OUR AWARD-WINNING STUDIOS
CREATE HOTELS WITH **UNIQUE**
PERSONALITIES

“WOOLF craft interiors with a lasting marketing narrative, ensuring your hotel brand identity stays relevant for years to come.”

VERITY WOOLF | FOUNDER & DIRECTOR



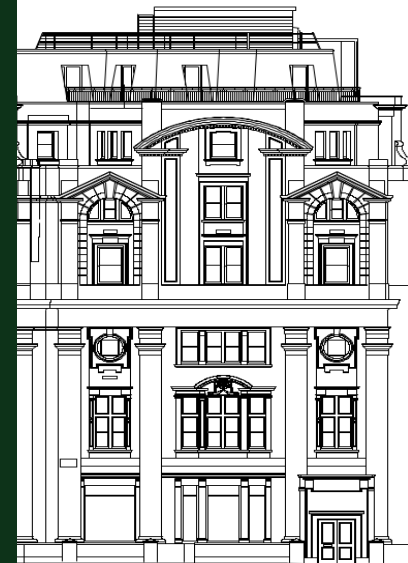
LISTED BUILDING EXPERTISE

WOOLF are accredited historic interior designers, acknowledged for our specialist skills designing for Grade I and Grade II listed buildings.

WOOLF is a member of the Georgian Group and the Historic Houses Association, alongside being shortlisted twice for the International Design Awards (IDA).



THE PROCESS & EXPERTISE



PLANNING & CONCEPT

SCOPE APPRAISAL PLANNING & LISTING STRATEGY
TIMESCALE PROJECT PHASING
LOOK & FEEL PROJECT VALUATION

INTERIOR BRANDING

A SENSE OF PLACE INTERIOR BRANDING NARRATIVE
THE GUEST JOURNEY DISTINCT IDENTITY

TECHNICAL & DETAILED DESIGN

LIGHTING & ELECTRICAL FUNCTION & SPACE LAYOUT
BESPOKE FURNITURE FULL PLANS & ELEVATIONS
KITCHEN & BATHROOM DETAILED JOINERY

PRICING & PROCUREMENT

TRADE DOCUMENTATION COST ENGINEERED SPECIFICATIONS
PRODUCTION SCHEDULING ROOM SCHEME VISUALS

GREEN CREDENTIALS

LOW CARBON SUPPLIERS WOOLF GREEN PLAN
RENEWABLE SPECIFICATIONS SUSTAINABLE MATERIALS
M&E INTERFACE ENERGY CONSULTATION

CONSTRUCTION & INSTALLATION

PROJECT CO-ORDINATION BESPOKE QUALITY CONTROL
INSTALLATION PROGRAMME AV & LIGHTING CO-ORDINATION
SITE DRESSING & STYLING ARTWORK CURATION





OCEANIC HOUSE

OCEANIC HOUSE

COCKSPUR STREET SW1 | THE MALL | LONDON

HOME HOTEL DEVELOPMENT
6 Floors, 7 Apartments. 20,652 sq ft

“We take a meticulous approach to delivering profitability and ROR for five-star hotel brands, boutique hotels, and serviced apartment hotels.”

DUNCAN MCLEOD | FINANCE DIRECTOR





The *alchemy* of hotel design integrates **operational flow** and **visual strategy**.



“WOOLF have a really thorough understanding of period interiors and period architecture. They have accentuated the best features of the site, brought our brand to life and introduced design that we would never have considered.”

BARRY S. | CLIENT

OCEANIC HOUSE | LONDON





Belgravia House

BELGRAVIA HOUSE

HALKIN STREET SW1 LONDON

HOME HOTEL DEVELOPMENT

1,500 sq ft - 1,700 sq ft Apartments

“The team have excellent communication skills and are fast to respond. Their co-ordination of construction programming, scheduling and cost engineering made the process much easier.”

JOSEPH T. | CLIENT





We mix tradition and imagination,
bringing an *energy and elegance* to
hotel interiors.





“WOOLF creates intriguing and thoughtful spaces with a timeless character. Each detail is carefully considered to enrich the customer experience.”

RHI THOMAS | INTERIOR DESIGNER

BELGRAVIA HOUSE | LONDON





Bringing *striking* hotel concepts to life,
drawing upon decades of **collective
expertise** through design and
consultation.





HOMETOO

HAMILTON SQUARE | LIVERPOOL

HOME HOTEL DEVELOPMENT

1,500 sq ft - 1,700 sq ft Apartments

“WOOLF have undertaken a few projects for us and have always done an incredible job. Each project involved a very different spec, the team were upbeat and professional and their delivery was seamless. We always feel like we are their most important client.”

JOHN W. | CLIENT





WOOLF's **'Green Credential Guide'** continues to develop a straightforward approach to renewables and *carbon accountability* for hotel interiors.

"For historic interior alterations, we work alongside specialist Town Planning, Energy, and Heritage consultants, towards the common challenge of achieving net zero."

AFFRODITI KIRMI | FOUNDER & DIRECTOR





POUNDON HOUSE

BICESTER | OXFORD

BOUTIQUE HOTEL & PRIVATE RESIDENCE

13,200 sq ft - 1,900 sq ft Garden Wing - 900 sq ft Garden Cottage

"We have worked with WOOLF on a few of our interior projects. Their attention to detail is superb, they have helped transform a very special manor house into a stylish, elegant boutique hotel and wedding venue. I would absolutely recommend them."

NATALIE AND DAN F. | CLIENT









Taking a **multi-sensory approach** to designing boutique hotel interiors, for an *immersive* and *experiential* guest journey.





Glin Castle
Ireland

GLIN CASTLE

LIMERICK | IRELAND

BOUTIQUE HOTEL & PRIVATE RESIDENCE
20,000 sq ft Georgian Estate - 15 Suites

This beautiful Georgian castle is a national heritage site that has been faithfully restored and revived over many years with great sensitivity, by drawing upon layers of historic references. WOOLF supported the family in harnessing their vision to create a distinctive boutique hotel alongside the family home.





Our prime focus is to *communicate* the **essence** of the brand's visual identity.



TYRINGHAM HALL

TYRINGHAM | BUCKINGHAMSHIRE

HIGH END PRIVATE | CORPORATE STAYCATION

“One of the most important things WOOLF did was introduce us to excellent main contractors. They do a skilful job of keeping the project together considering many small but important details.”

TH DEVELOPMENT | CLIENT









CLARIDGES

MAYFAIR | LONDON

5* HOTEL CONSULTANCY

The Maybourne Hotel Group of premiere hotels boast The Berkeley, The Connaught and Claridges. The group is constantly evolving and enriching their luxury offering. The legendary and prestigious Claridges is one of the worlds most famous luxury hotels, for which WOOLF was brought in as a specialist consultant with a focus on joinery.





THE ADMIRALTY ARCH

THE MALL | LONDON

5* HOTEL CONSULTANCY

Admiralty Arch, a Grade I listed building, is being transformed into the finest hotel in London, a treasured Landmark with unique royal and political heritage dating back to the 1900s. WOOLF designed the model suite prototype for the 98 elegant rooms and suites in the south wing of the building, all with views along The Mall or towards Trafalgar Square.

THE FOUR SEASONS

JUMEIRAH | DUBAI

5* HOTEL CONSULTANCY

Four Seasons Hotel Jumeirah Dubai resort was already a well designed 'going concern' when WOOLF was invited to consult for this strikingly impressive site, which features numerous international design influences which coalesce in the key public spaces. The interior detailing is particularly evident in the Arabian-inspired archways and patinated bronze panelled lift doors, juxtaposing against the Art Deco 'Fortnum and Mason' styling.



HOSPITALITY

OCEANIC HOUSE

HOME HOTEL / SELF SERVICE
LONDON | UK

BELGRAVIA HOUSE

HOME HOTEL / SELF SERVICE
LONDON | UK

HOME TOO

HOME HOTEL / SELF SERVICE
LIVERPOOL | UK

POUNDON HOUSE

PRIVATE RESIDENCE & BOUTIQUE HOTEL
OXFORDSHIRE | UK

GLIN CASTLE

PRIVATE RESIDENCE & BOUTIQUE HOTEL
LIMERICK | IRELAND

TYRINGHAM HALL

PRIVATE / CORPORATE STAYCATION
BUCKINGHAMSHIRE | UK

CONSULTANCY

CLARIDGES

FOR THE MAYBOURNE GROUP
LONDON | UK

ADMIRALTY ARCH

FOR THE MODEL SUITE
LONDON | UK

ST NIKOLAS

FOR NIKOLSKAYA DEVELOPMENTS
MOSCOW | RUSSIA

FOUR SEASONS

FOR THE JUMERIAH BEACH
JUMERIAH | DUBAI

TO BOOK AN APPOINTMENT

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