BRINGING HOSPITALITY DESIGN ON THE ROAD

The Gettys Group takes design review to the client using NVIDIA VR Ready mobile workstations.

Image Credit: Ingleside Resort Lobby, Pewaukee, Wisconsin

CHALLENGE

Hotel owners, operators and brands have traditionally relied-upon floor plans, elevations and color boards to review and approve hospitality interior environments. Sometimes, color renderings are developed during the initial schematic design and preliminary pricing phases. Changes to plans, furnishings, finishes, or lighting often result in expensive and time-consuming delays prior to final review, approval, and budget allocations. There is no ability to change design with the client "on-the-fly," as visualization is typically outsourced to third-party renderers.

SOLUTION

The Gettys Group uses NVIDIA Quadro P4000 for mobile workstations and P6000 for desktop workstations to develop the entire schematic design-intent model in VR, complete with furnishings, finishes, lighting options, and associated cost implications. Then through portability of an NVIDIA VR Ready mobile workstation, Gettys has been able to easily take the VR design experience to the construction site for client review. Annotations and simple changes can be made on site, and approvals are granted based on a clear understanding of existing conditions and proposed changes, viewed as a completely navigable model.

IMPACT

The NVIDIA Quadro powered mobile workstation allowed the entire hotel ownership, operations team, and general contractor to visualize the future renovation within the existing (unrenovated) space, thereby increasing understanding and expediting the process by months. Screen grabs, selected by the sales and marketing team, were then used as promotional images to aid advance bookings.

"For the first time in nearly 30-years of hospitality design, our clients were able to stand in an existing environment, fully-understand our proposed design in context, and collaborate with us to modify and enhance the solution."

Ron Swidler, Principal, The Gettys Group

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