



# HEART OF HOUSE

# DESIGN NARRATIVE



Hilton



L X R

CONRAD



CURIO  
COLLECTION



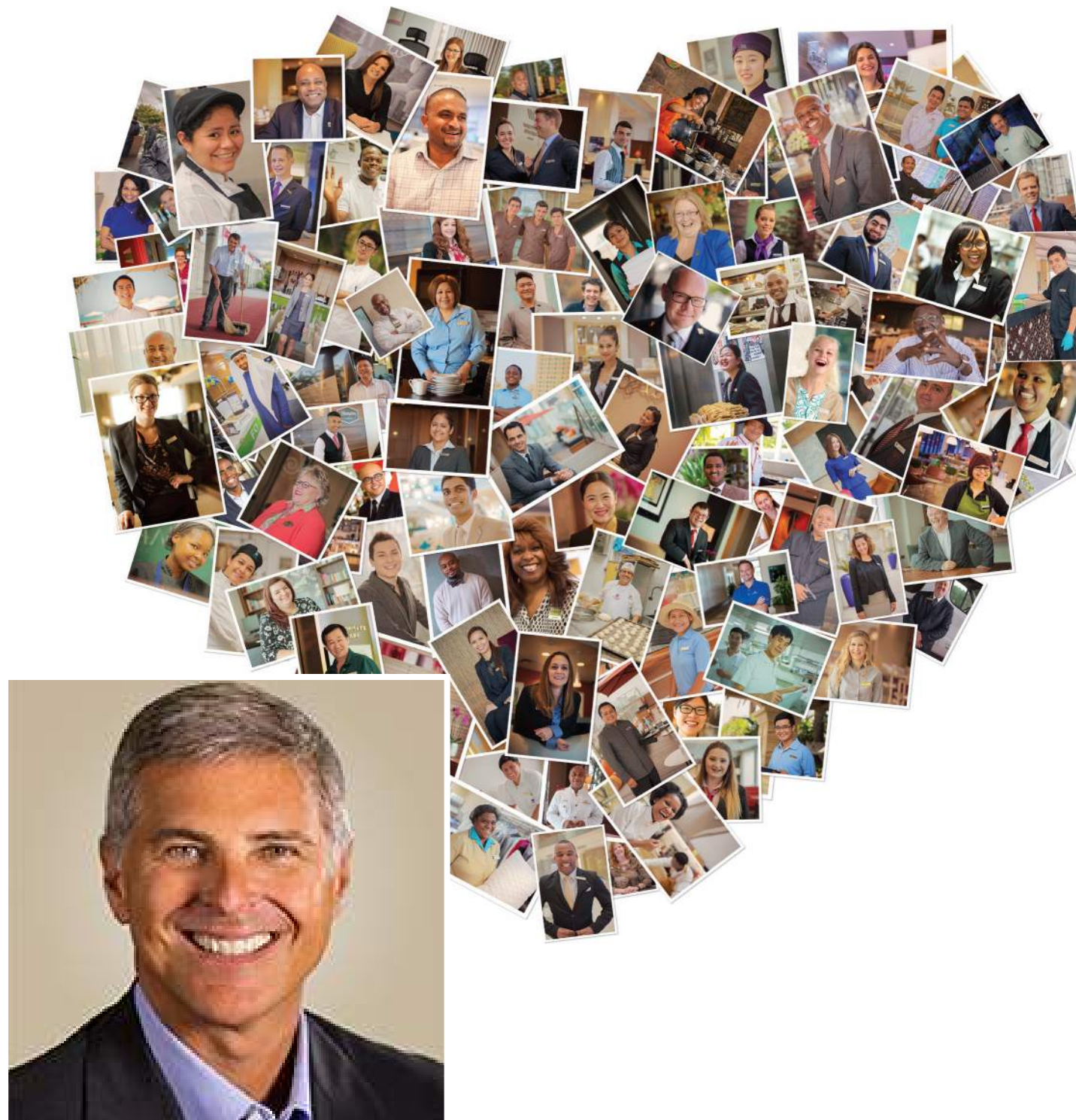
TAPESTRY  
COLLECTION



MOTTO







## *Heart of House means more at Hilton.*

At Hilton, our Team Members are at the heart of our success, and we are committed to showing them the same incredible hospitality they deliver to our guests every day. That's why we're thrilled to announce enhancements to our Heart of House areas, which are designed to improve the Team Member experience and provide a truly great environment. Our new Heart of House areas will include upgraded and refreshed spaces for all of our hotel teams, including Entry, Circulation, Lockers, Dining, Workspace and Relaxation zones.

Our Team Members told us having welcoming, comfortable and modern areas for them throughout our hotels matters and we know this is an important part of making Hilton a great place to work. We hope these updates inspire and energize our Team Members to continue doing what we do best: delivering exceptional hospitality experiences – every hotel, every guest, every time.

*If it's not good for our guests,  
it's not good for our team members!*

## Chris Nassetta

**CHRIS NASSETTA**  
President & Chief Executive Officer



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# OBJECTIVE



**Create an ownable space filled with style and modern convenience** that reflects the Hilton values and provides the opportunity for personal and professional growth.

## ENTRY

**Start the day off with a warm welcome.** Create a friendly sense of arrival by introducing vibrant and energizing colors, greenery, and proper lighting.

## CORRIDOR

**Team Members' pathway to success.** The corridors should provide connected, efficient, intuitive, durable, and bright Heart of House circulation.

## LOCKER ROOM + RESTROOM

**Everything Team Members need to be their best selves.** Create a fresh, clean, private, bright, and warm environment for team members to prepare in.

## TEAM MEMBER RESTAURANT + BREAK ROOM

**Take a break, Team Members deserve it.** The Team Member Restaurants and Break Rooms should provide a fresh, bright, inviting, modern, and warm space reflecting a restaurant experience.

## KNOWLEDGE AND RELAXATION ROOM

**Be alone, or come together.** Create a personal, refreshing, communal, engaging, and familiar space for team members to spend their down time.

## OFFICES

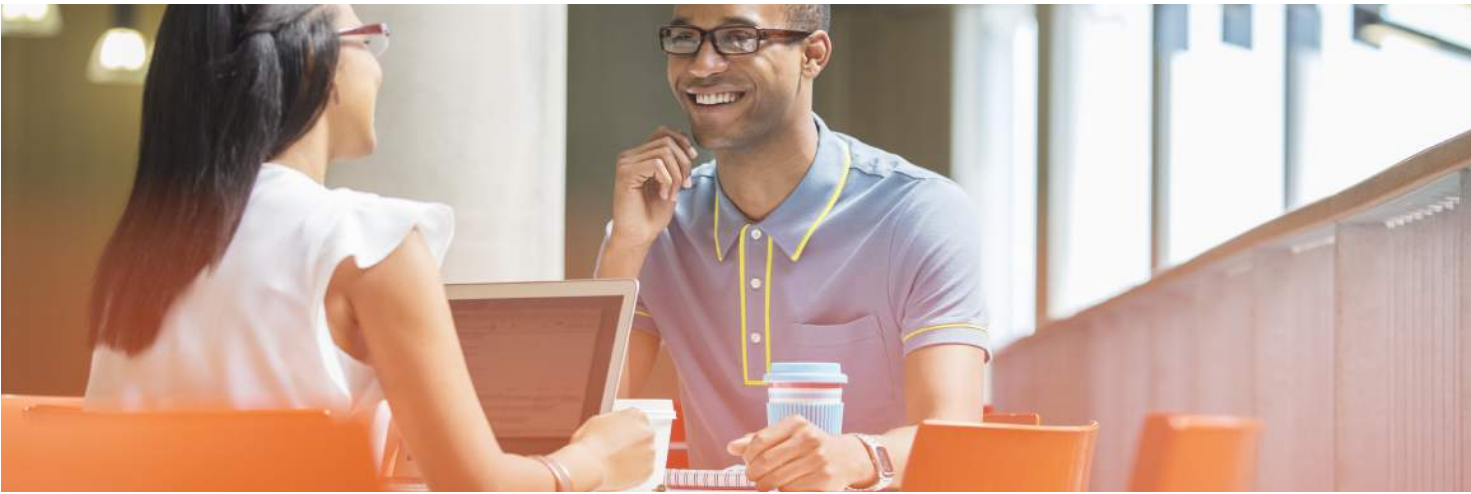
**The powerhouse of productivity.** The office areas should provide an energized, motivating, productive, clean, and approachable workplace.

## FLEX ROOM

**Create, cultivate, and things happen.** Create an energizing, motivating, productive, clean, approachable, and flexible space for collaboration by providing adaptable and multifunctional furniture and finishes.

## OUTDOOR SPACE

**Step outside.** Provide outdoor space where possible as an extension of team member dining or break areas to allow team members to connect with natural light and fresh air.





# APPROACH TO STYLE



## CONTEMPORARY

Use current, up-to-date, timeless finishes, materials and furniture styles. Aesthetic choices should reflect each hotel's bespoke interior design palette as set forth in the public areas.

## COMMUNAL

Spaces and seating should encourage interaction between team members. Create natural points of contact between teams like housekeeping and maintenance to improve communication and provide inadvertent synergies to enhance overall function.

## ENGAGING

Team members need to interact with their space to have pride in it. Provide opportunities for personalization where possible – local art walls, brand specific graphics, team member recognitions, opportunities to share interests and team member events. Offer connectivity to team members so they can use their personal devices.

## CLEAN

Use quality materials that will withstand typical Heart of House activities without looking worn and dilapidated. Consider hard surfaces and smart, durable materials where carts are used and simple, smooth finishes that encourage an uncluttered environment that is easy to clean.

## BRIGHT

Focus on quality lighting and maximize the availability of natural light whenever possible. Team member areas should be lit with the same care as guest spaces. Use an appropriate color scheme to avoid a resemblance to warehouses or surgical suites.

## FAMILIAR

Team members should feel welcomed from the moment they enter the Heart of House. Create comfortable, approachable spaces by using a level of style and care in all areas: the corridors, the dining places, the restrooms, and the lockers. Make signage clear and flow logical so the team members can be efficient and relaxed as they seamlessly transition from Front of House to Heart of House.



# BRAND CULTURE



## The Heart of House global initiative spans all brands and regions.

It is an opportunity for properties to support team member efforts by investing in upgraded Heart of House spaces with the guidance of a global design narrative. The design narrative provides an aspirational look and feel; however, properties are encouraged to bring their brand-specific attributes found in Front of House spaces to the Heart of House. Take the initiative one step further by celebrating regional culture through the incorporation of local influences. Perhaps this takes the form of an artistic mural in the team member restaurant completed by an artist from the local community. Location-based cultural references can be woven into the space through customized material and finish selections.




# DESIGN CONSIDERATIONS

**The Heart of House design narrative provides a framework for this initiative.** The narrative is designed as a scalable kit-of-parts, allowing properties to adapt and scale their Heart of House scope of work based on the size of the property, available space, and number of team members. Follow these steps to get started.

## 3 TIER, 3 SCHEME APPROACH

**1** Determine the property type:


**FOCUSED SERVICE**



**FULL SERVICE**



**LUXURY/RESORT**



**LIFESTYLE**



**ALL SUITES**



**2** Determine a custom or prototypical design and color scheme based on geographic location and hotel market.



**3** Determine the Heart of House spaces to be included in the scope of work based on the Brand's Design and Construction standards, existing conditions and opportunities. For example, focused service properties will most likely have a break room that serves multiple functions rather than separate dining and relaxation facilities.

## NEW BUILD VS. EXISTING

**1** New builds must incorporate the Heart of House initiative into the design from the beginning of the project, referencing the Brand's Design and Construction standards and/or prototype documents for square footage and program requirements.

**2** Existing properties are expected to incorporate the Heart of House initiative to the fullest extent possible, while adapting and scaling the scope of work as appropriate based on existing conditions. Existing properties are also expected to reference the Brand's Design and Construction standards and/or prototype documents for square footage and program requirements.

## SUPPORTING DOCUMENTS & STANDARDS

- 1** This guide is intended to provide design direction. Please reference the **Heart of House specifications** for detailed material, finish, and furniture information per scheme.
- 2** Properties must reference the Brand's **Design and Construction standards** for program requirements and minimum performance standards for materials, finishes, and furniture.
- 3** Refer to the **Heart of House Wall Graphics Initiative Resource Guide** for a visual catalogue designed for the enterprise, brand, and hotel to share information with employees in a clean, comprehensive, and consistent manner, in the environments in which they work.
- 4** Visit **Supplier's Connection** for Hilton approved vendors.
- 5** Use **Hilton Supply Management (HSM)** as your go-to source for purchasing FF&E.





SENSE OF ARRIVAL  
& WELCOME

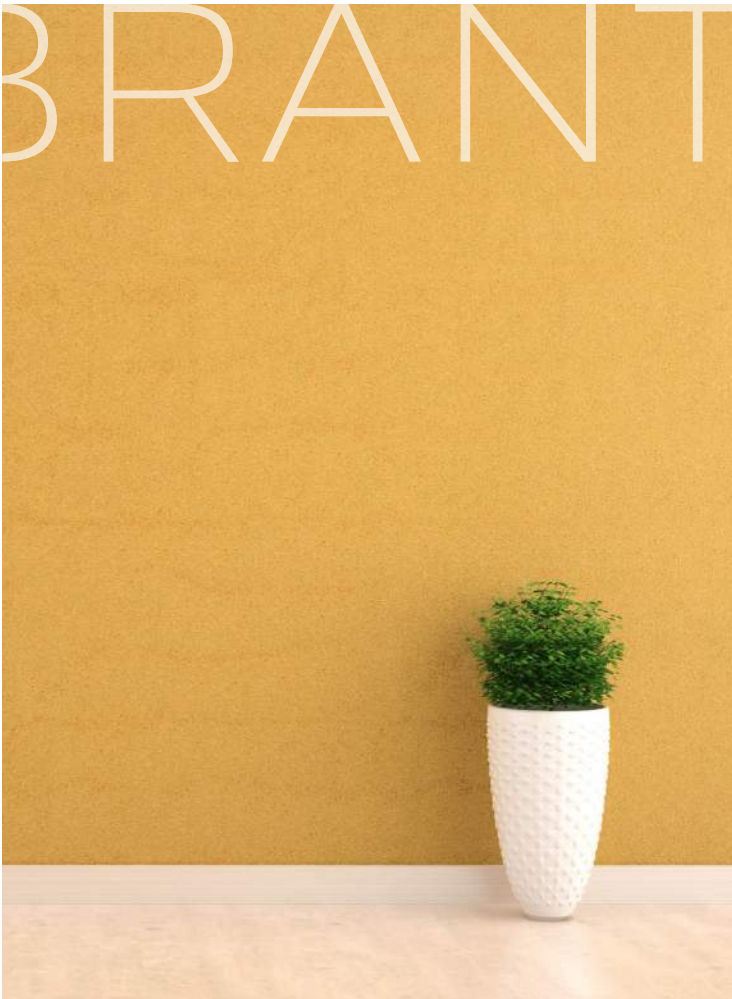
Create a sense of arrival through the use of an awning, color, greenery, lighting, and decals.

VIBRANT

Use accent color(s) on the building exterior to ensure the team member entrance does not resemble a loading dock. Incorporate Heart of Hilton decals.

ENERGIZED, GREEN,  
FRIENDLY

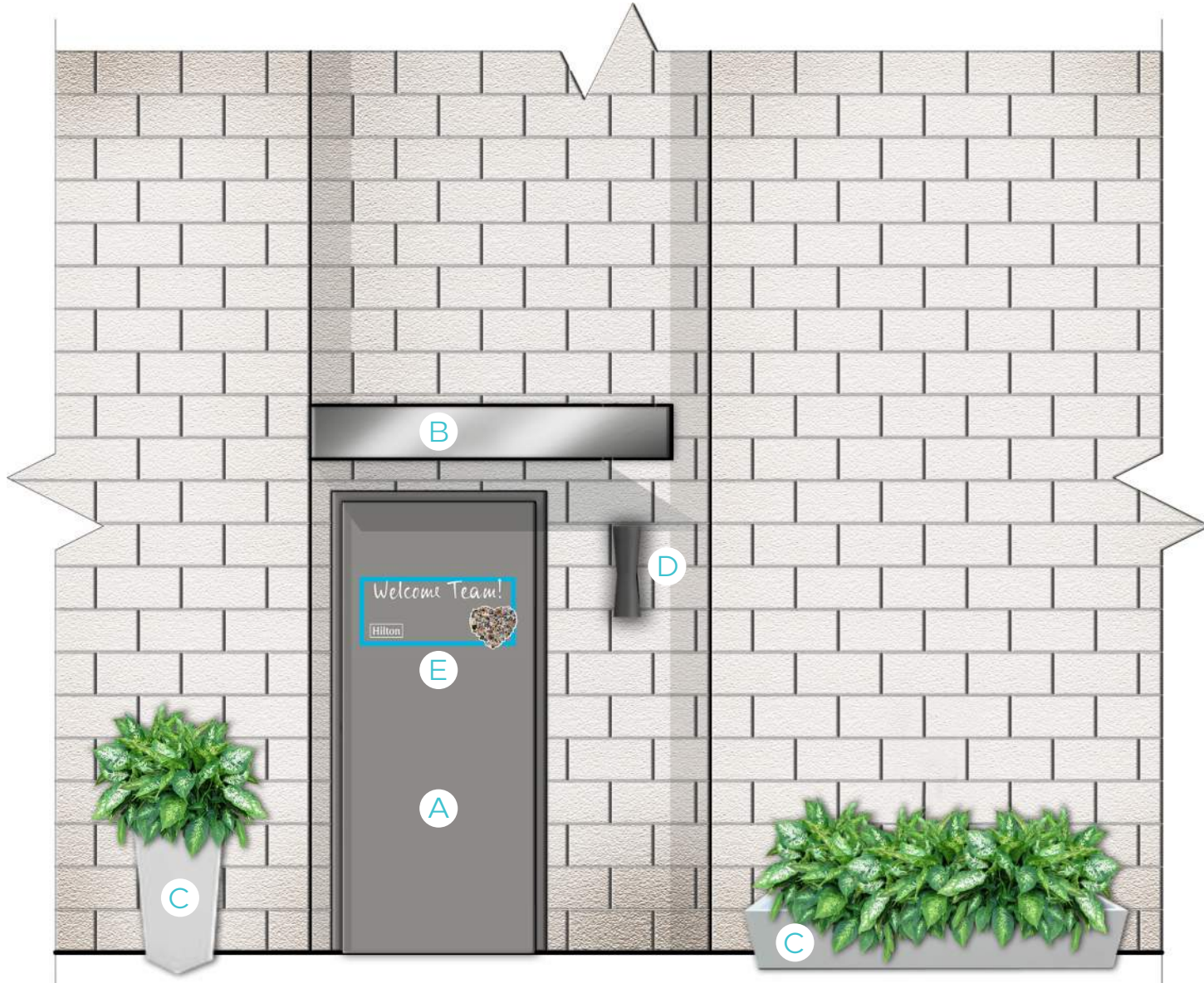
Provide landscaping to make the entrance appealing and also to minimize the service atmosphere. Use sconces or specialty lighting for safety and team member entrance recognition. Where permanent plantings are not an option, planters may be used to denote the entrance.



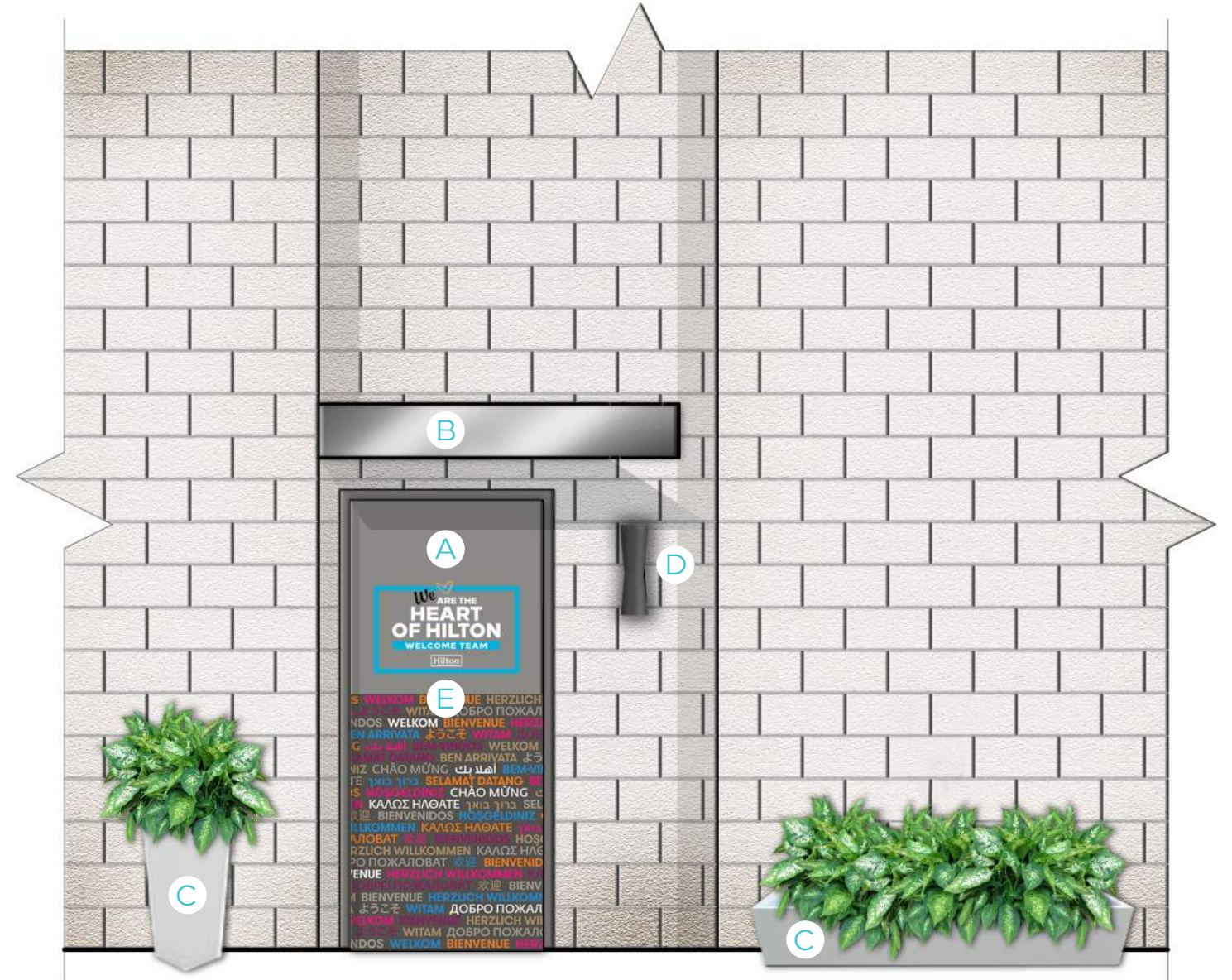


# ENTRY

## DESIGN ELEMENTS



- A DOOR PAINT TO MATCH EXTERIOR PACKAGE
- B CANOPY: FINISH TO MATCH EXTERIOR PACKAGE
- C MODERN PLANTERS
- D MODERN SCONCES
- E HEART OF HOUSE GRAPHICS



PRIVACY DIVIDERS (WHERE POSSIBLE)

LANDSCAPING (WHERE POSSIBLE)





CONNECTED

Provide a level of finish that is not drastically different from the front of house. Provide clear signage.

EFFICIENT

Provide a logical sequence of spaces and paths.

DURABLE

Provide a level of finish appropriate for the intended use of the space.

INTUITIVE

Provide a logical progression from entry through a team member’s daily path of travel.

BRIGHT

Provide appropriate lighting to coordinate with selected finishes. Emphasize the decal program showcasing important team member information.

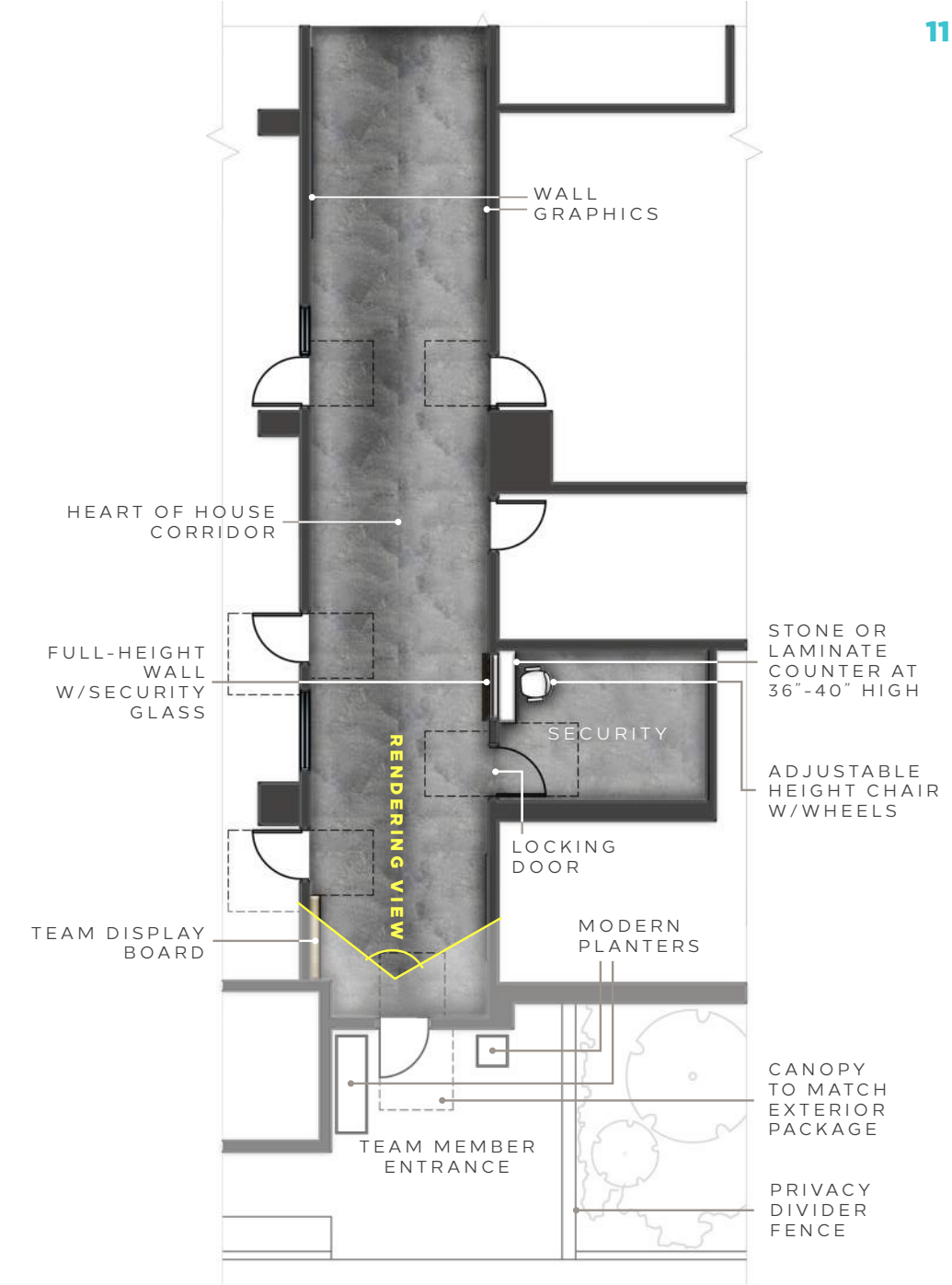


# CORRIDOR+CIRCULATION

## DESIGN ELEMENTS



- A LUXURY VINYL TILE FLOORING
- B PAINTED WALL FINISH  
OPTIONAL IMPACT RESISTANT WALL COVERING BELOW CRASH RAIL
- C POP OF COLOR
- D EXPOSED CEILING
- E CEILING-MOUNTED (OR SUSPENDED) LIGHTING
- F HEART OF HOUSE GRAPHICS
- G CRASH RAIL







FRESH & CLEAN

Provide easy-to-clean and maintenance-friendly materials to maintain a clean and crisp spa-like aesthetic.

PRIVATE

Provide adequate areas for changing and grooming so team members can prepare for work comfortably.

BRIGHT

Provide adequate light levels including electric mirrors at the vanities and grooming stations to enhance the spa-like atmosphere.

WARM

Provide finish materials that are easy to clean, but not sterile, emphasizing the spa-like, residential feel.



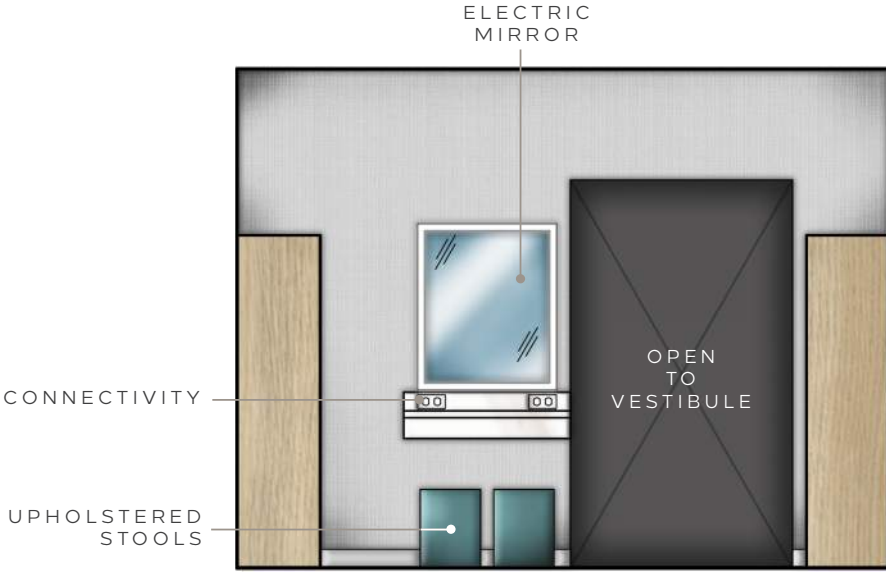
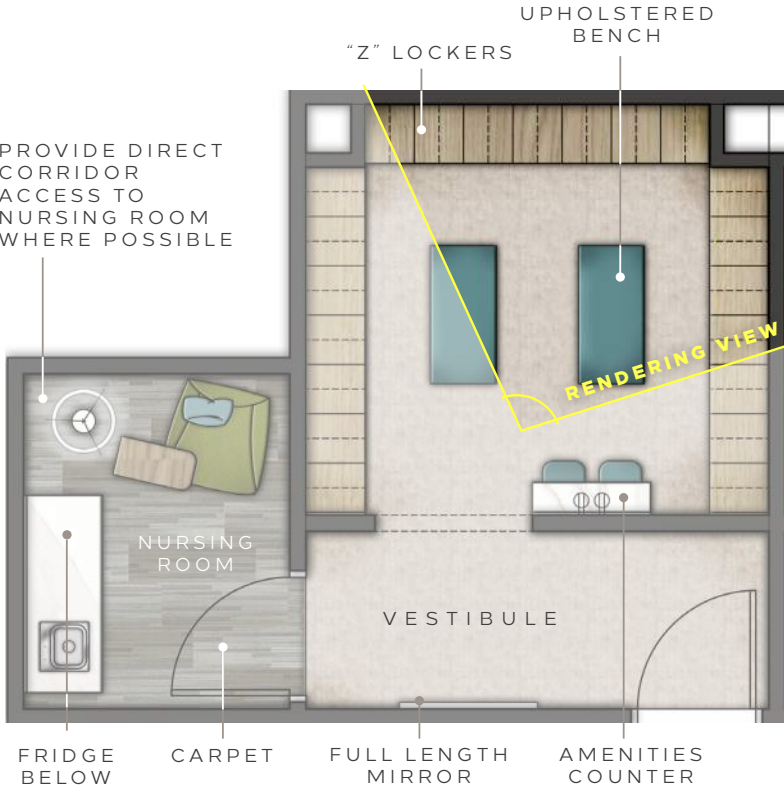
# LOCKER ROOM BRIGHT SCHEME

## DESIGN ELEMENTS



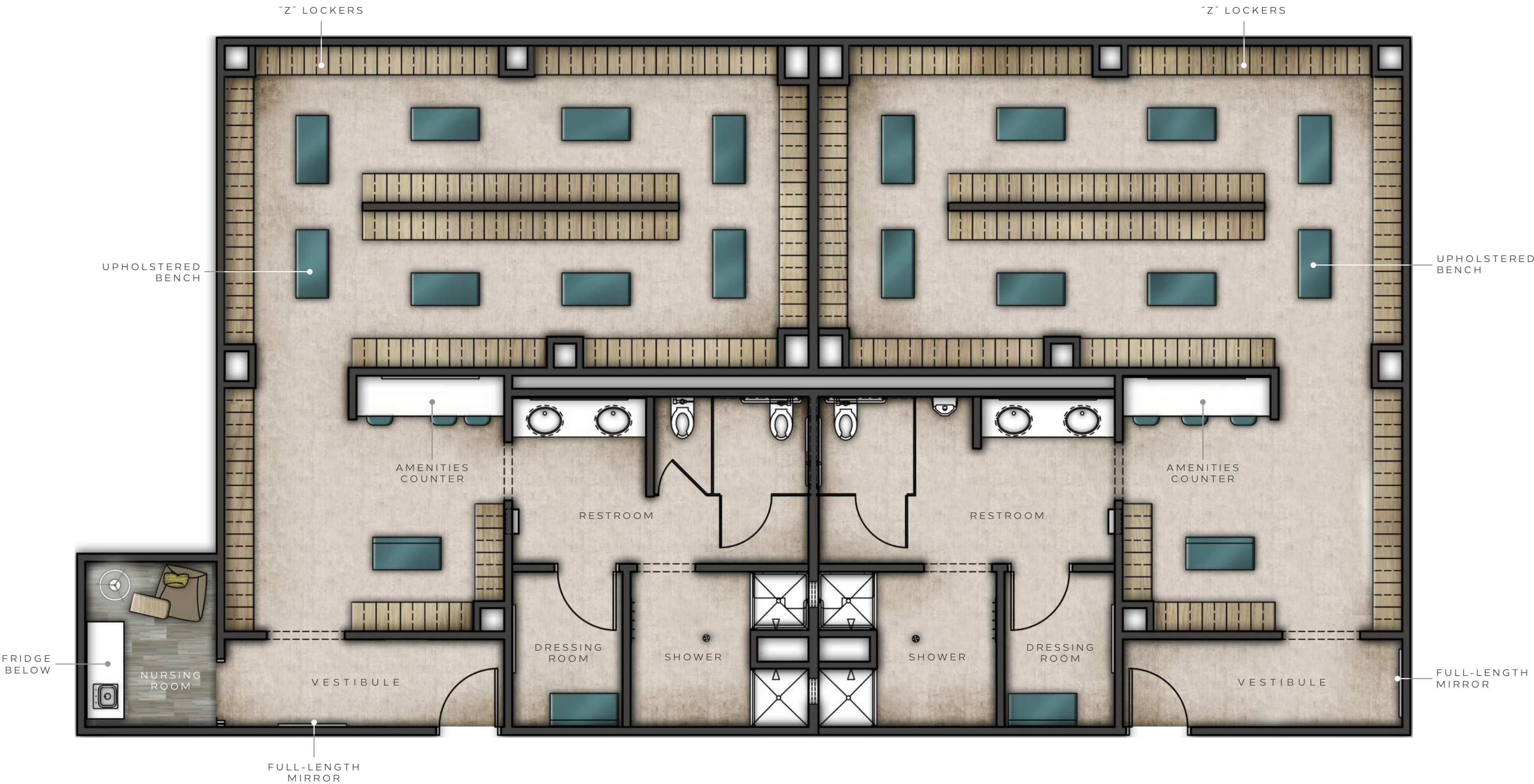
- A LUXURY VINYL TILE OR PORCELAIN TILE
- B UPGRADED ACT
- C POPS OF COLOR

- D WOOD-LOOK FINISH
- E HEART OF HOUSE GRAPHICS
- F SHOE STORAGE



AMENITIES COUNTER ELEVATION





204 TOTAL LOCKERS  
(QUANTITY BASED ON FULL  
SERVICE HOTEL WITH 250  
GUESTROOM KEYS).

REFER TO BRAND  
STANDARDS FOR LOCKER  
REQUIREMENTS.

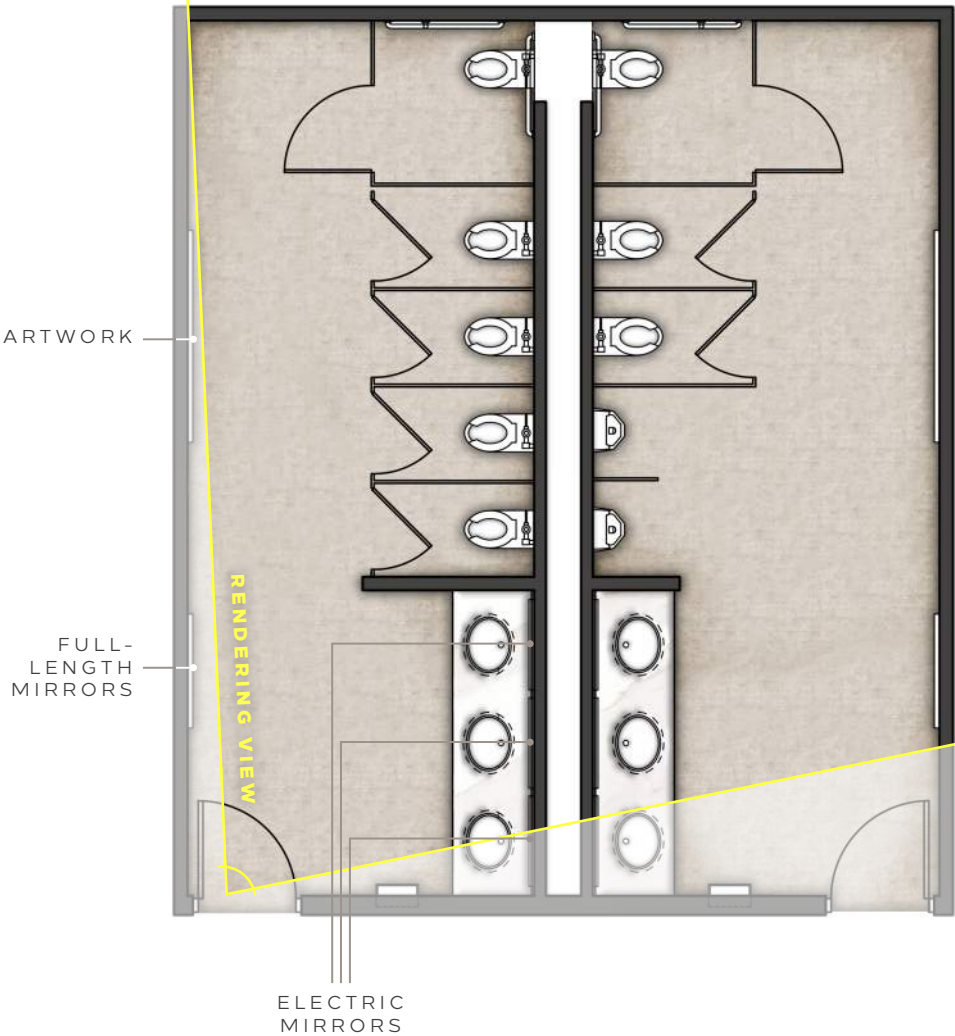
REFER TO LOCAL  
CODES FOR PLUMBING  
FIXTURE COUNTS.

PLAN NOT TO SCALE





- A TILE FLOORING
- B ACCENT WALL
- C EYE-CATCHING VANITY WALL
- D MODERN PLUMBING FIXTURES
- E UPGRADED ACT
- F HEART OF HOUSE GRAPHICS





# TEAM MEMBER RESTAURANT + BREAK ROOM

Take a break, you deserve it. 



**FRESH**  
Provide easy-to-clean and maintenance-friendly materials to maintain a clean and crisp aesthetic. Combine neutral and bright accent colors to energize the space.

**BRIGHT**  
Provide adequate lighting throughout. Maximize access to natural light wherever possible.

**INVITING**  
Provide finish and furniture selections that create a restaurant experience rather than a sterile cafeteria atmosphere. Provide a variety of seating types for dining, lounging, and working, so team members can use their meal time freely. Shield service areas and buffet lines. Address acoustics with wall, ceiling, and floor treatments.

**MODERN**  
Provide up-to-date, timeless finishes, furniture, fixtures, and equipment to create an upgraded experience that is more aligned with front-of-house restaurant spaces.

**WARM**  
Provide finish and furniture selections in a variety of materials and textures. Incorporate soft seating groups and decorative lighting fixtures. Creatively address acoustics with sculptural art-like elements.

**SOCIAL**  
Incorporate communal tables and other elements that encourage team members to connect and interact with their peers.





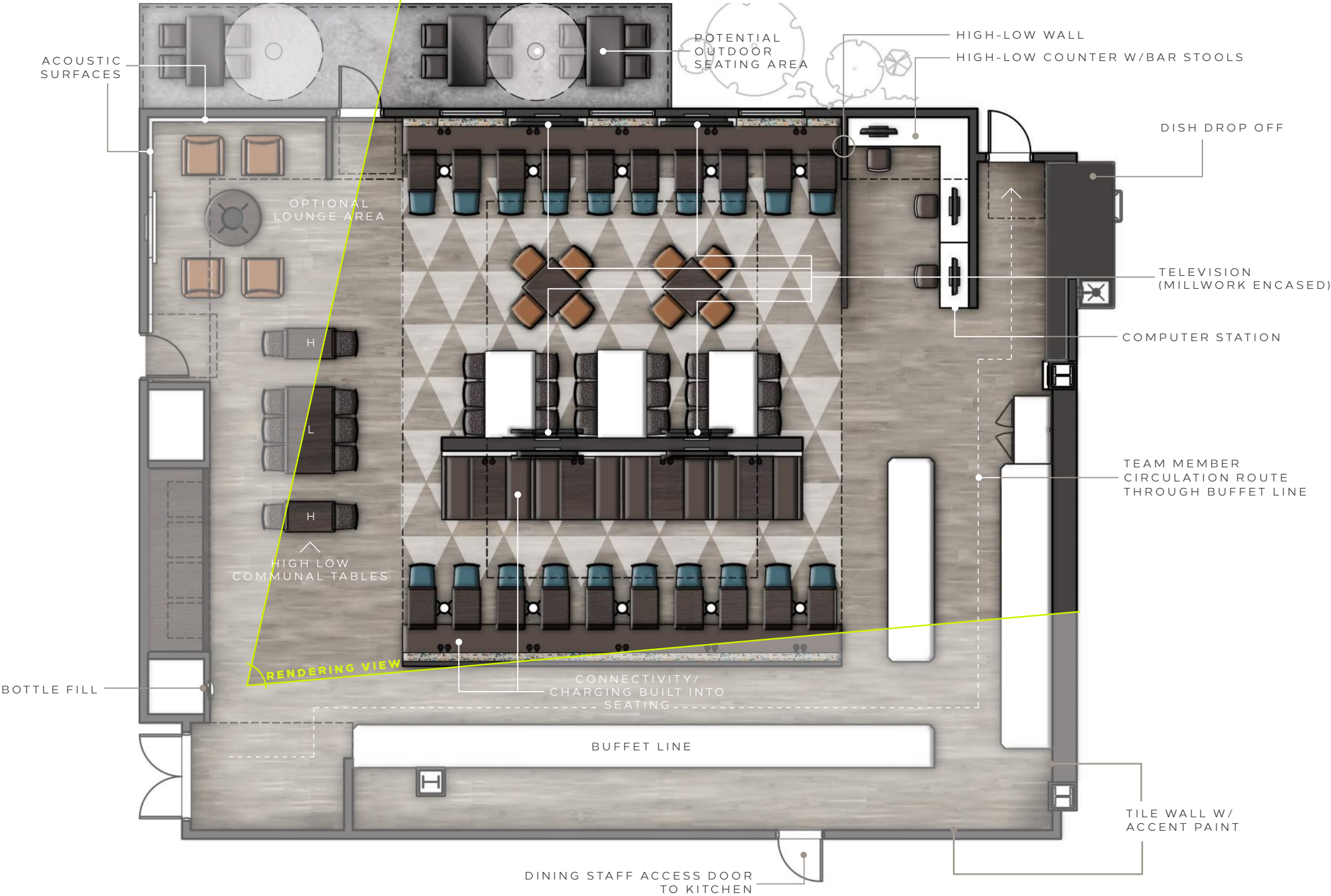


REFER TO PAGE 36  
FOR SPECIFICATIONS  
& RESOURCES.

REFER TO PAGE 24  
FOR ELEVATIONS.

- A LUXURY VINYL TILE FLOORING
- B MIXED MATERIALS TO ADD CONTRAST AND INTEREST
- C HIGH & LOW SEATING
- D MIXED USE OF GYPSUM BOARD & UPGRADED ACT FOR VISUAL INTEREST
- E DECORATIVE LIGHTING
- F POPS OF COLOR WITHIN NEUTRAL PALETTE
- G REGIONALIZED FEATURE WALL GRAPHIC
- H CONNECTIVITY/BUILT IN CHARGING
- I TV'S LOCATED FOR OPTIMAL VISIBILITY







REFER TO PAGE 36  
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& RESOURCES.

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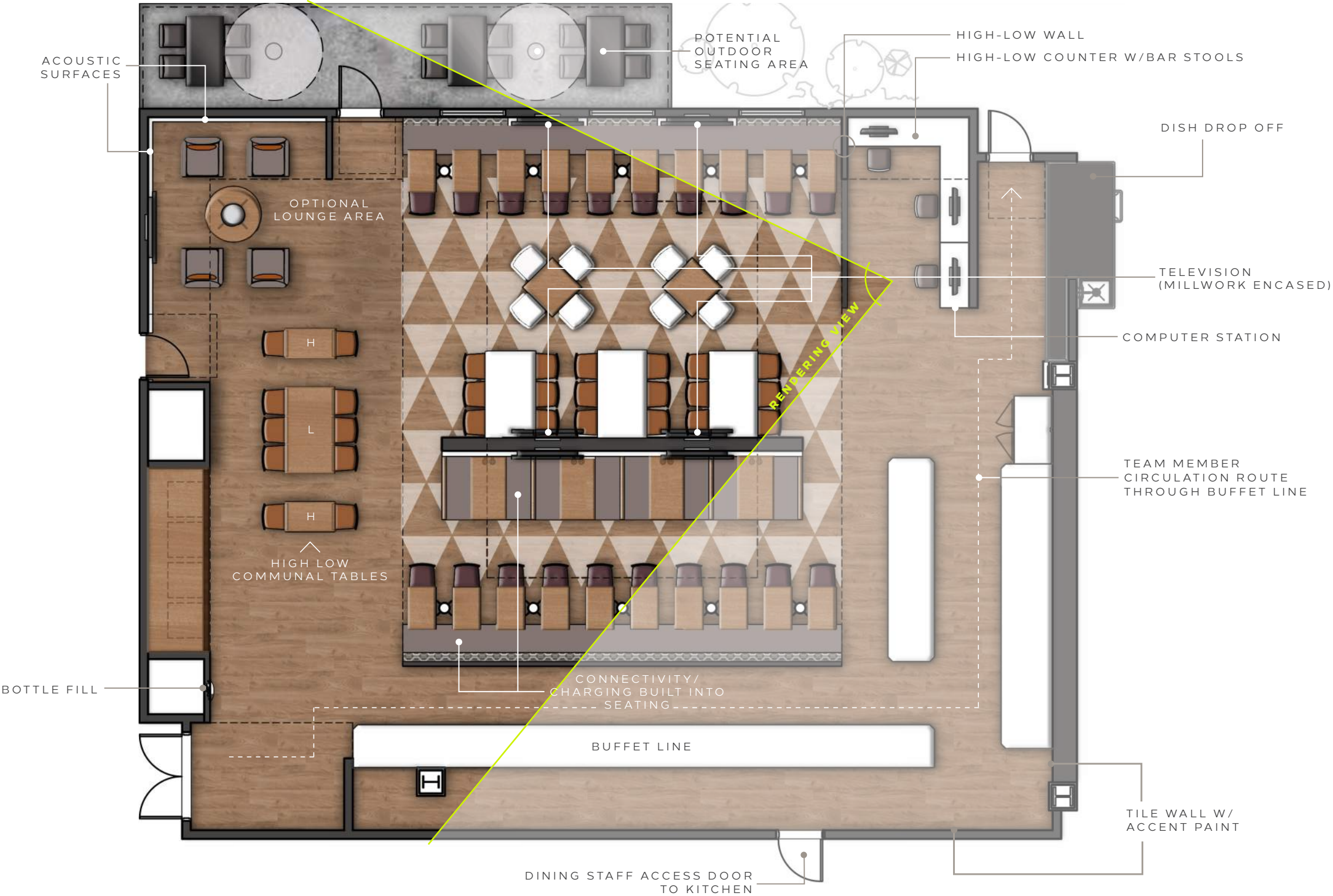
- A LUXURY VINYL TILE FLOORING
- B MIXED MATERIALS TO ADD CONTRAST AND INTEREST

- C HIGH & LOW SEATING
- D MIXED USE OF GYPSUM BOARD & UPGRADED ACT FOR VISUAL INTEREST

- E DECORATIVE LIGHTING
- F REGIONALIZED FEATURE WALL GRAPHIC

- G CONNECTIVITY/BUILT IN CHARGING
- H TV'S LOCATED FOR OPTIMAL VISIBILITY







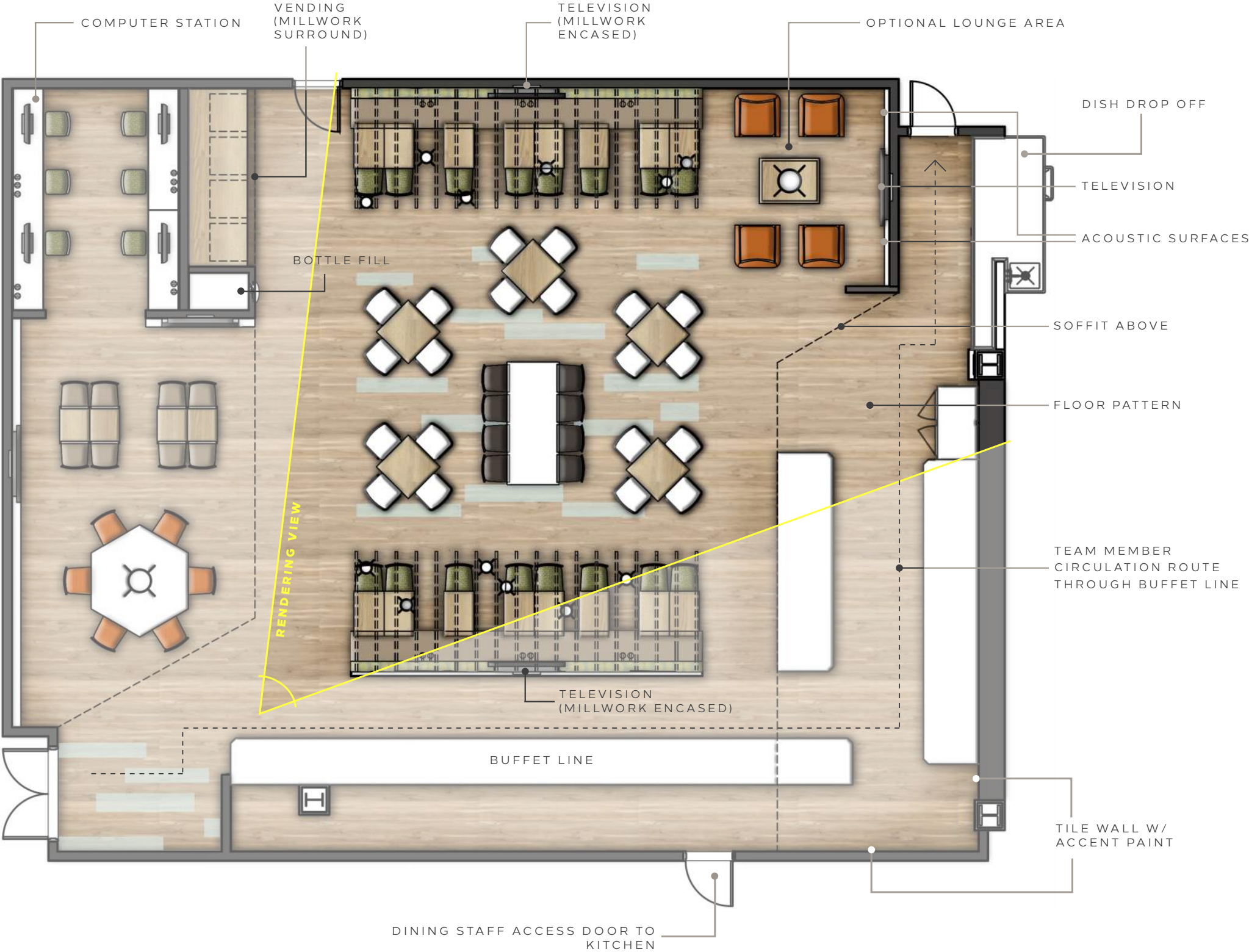
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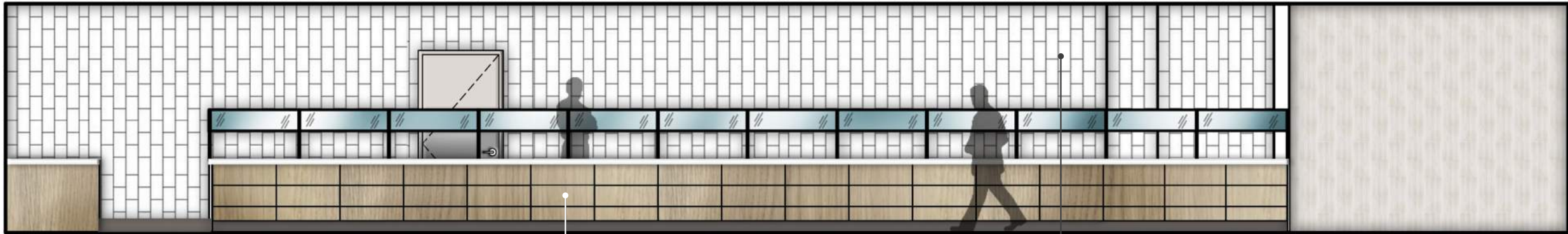


- A LUXURY VINYL TILE FLOORING
- B MIXED MATERIALS TO ADD CONTRAST AND INTEREST
- C HIGH & LOW SEATING
- D MIXED USE OF UPGRADED ACT AND DECORATIVE CEILING ELEMENTS FOR VISUAL INTEREST
- E DECORATIVE LIGHTING
- F POPS OF COLOR WITHIN NEUTRAL PALETTE
- G REGIONALIZED FEATURE WALL GRAPHIC
- H CONNECTIVITY/BUILT IN CHARGING
- I TV'S LOCATED FOR OPTIMAL VISIBILITY









BUFFET SOUTH ELEVATION

WOOD-LOOK FINISHES      BEVERAGE STATION      POLISHED CERAMIC TILE



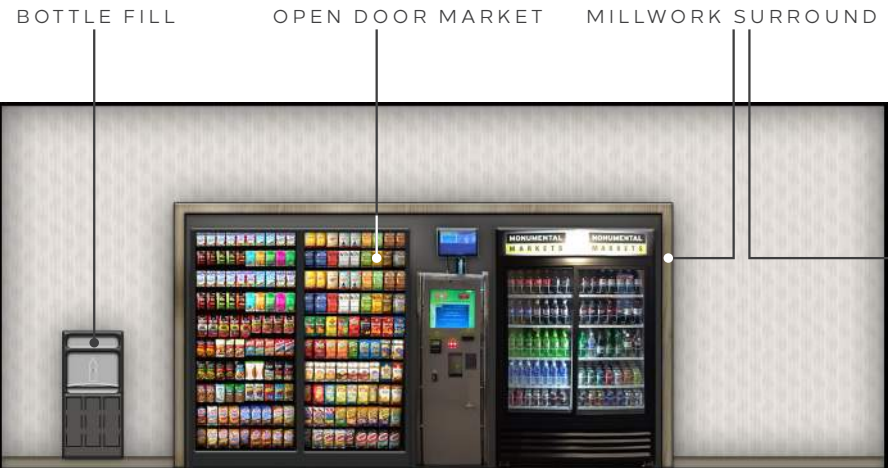
BUFFET EAST ELEVATION



WORKSTATION OPTION 1 ELEVATION



WORKSTATION OPTION 2 ELEVATION



VENDING OPTION 1 ELEVATION



VENDING OPTION 2 ELEVATION





BUFFET SOUTH ELEVATION

WOOD-LOOK FINISHES      BEVERAGE STATION      POLISHED CERAMIC TILE



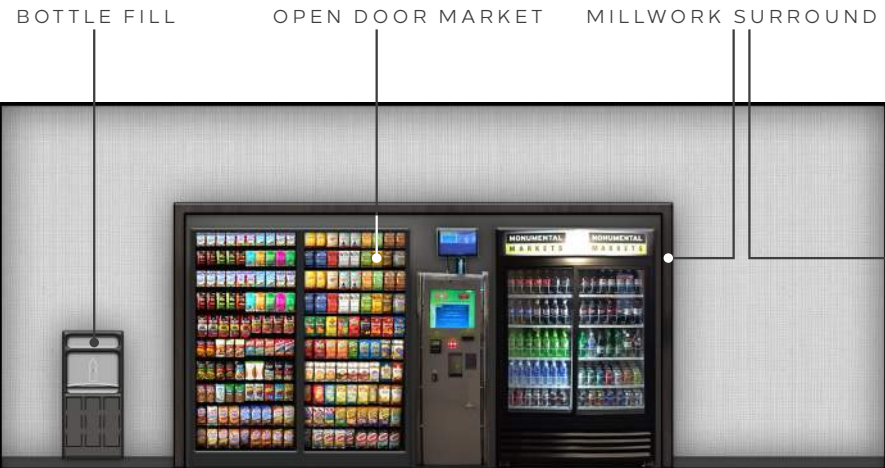
BUFFET EAST ELEVATION



WORKSTATION OPTION 1 ELEVATION



WORKSTATION OPTION 2 ELEVATION



VENDING OPTION 1 ELEVATION

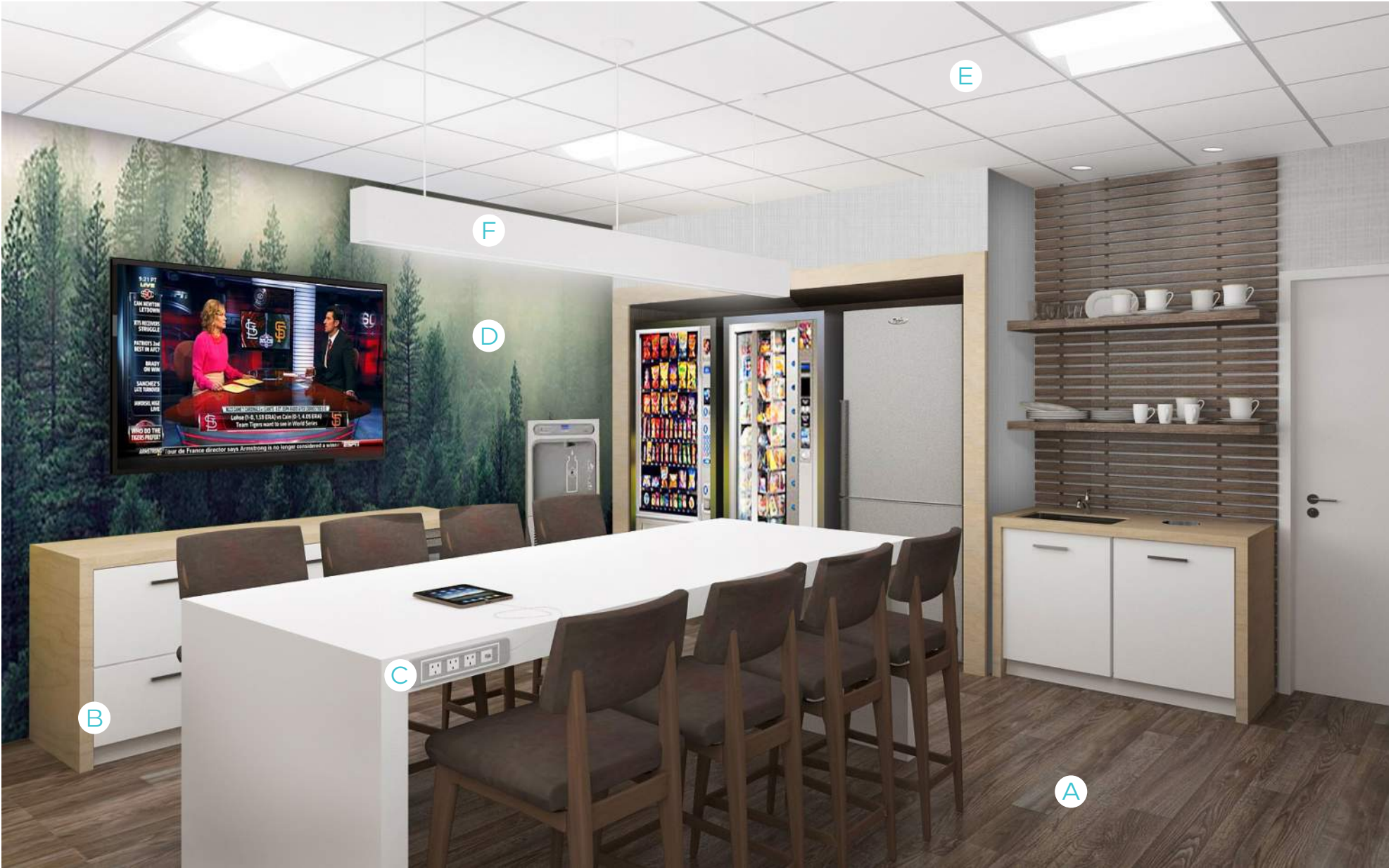


VENDING OPTION 2 ELEVATION



BREAK ROOM FOCUSED SERVICE, BOLD SCHEME

DESIGN ELEMENTS



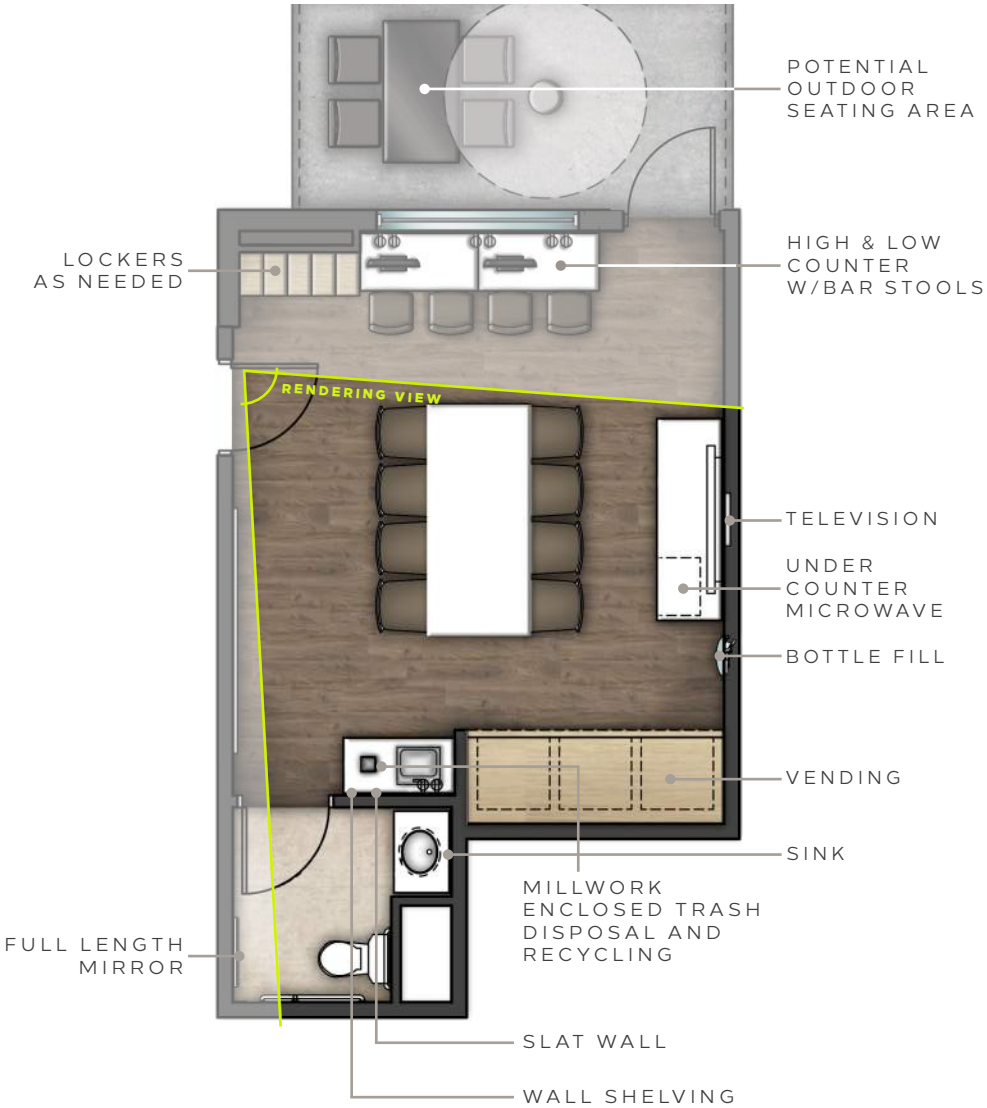
- A LUXURY VINYL TILE FLOORING

B MIXED MATERIALS

C CONNECTIVITY/BUILT IN CHARGING
- D REGIONALIZED FEATURE WALL GRAPHIC

E UPGRADED ACT

F DECORATIVE LIGHTING







PERSONAL

Create an opportunity for team members to pursue personal interests and connect with their peers or enjoy their personal devices. Allow the space to be personalized.

REFRESHING

Provide comfortable, soft seating in a quiet area to allow team members to recharge before, after, or during shifts.

COMMUNAL

Consider providing a communal wall for art installation or team member sharing. Local artwork or photographs provide common points for discussion.

ENGAGING

Provide space for interaction, create millwork for housing games, magazines, and team member shared media.

FAMILIAR

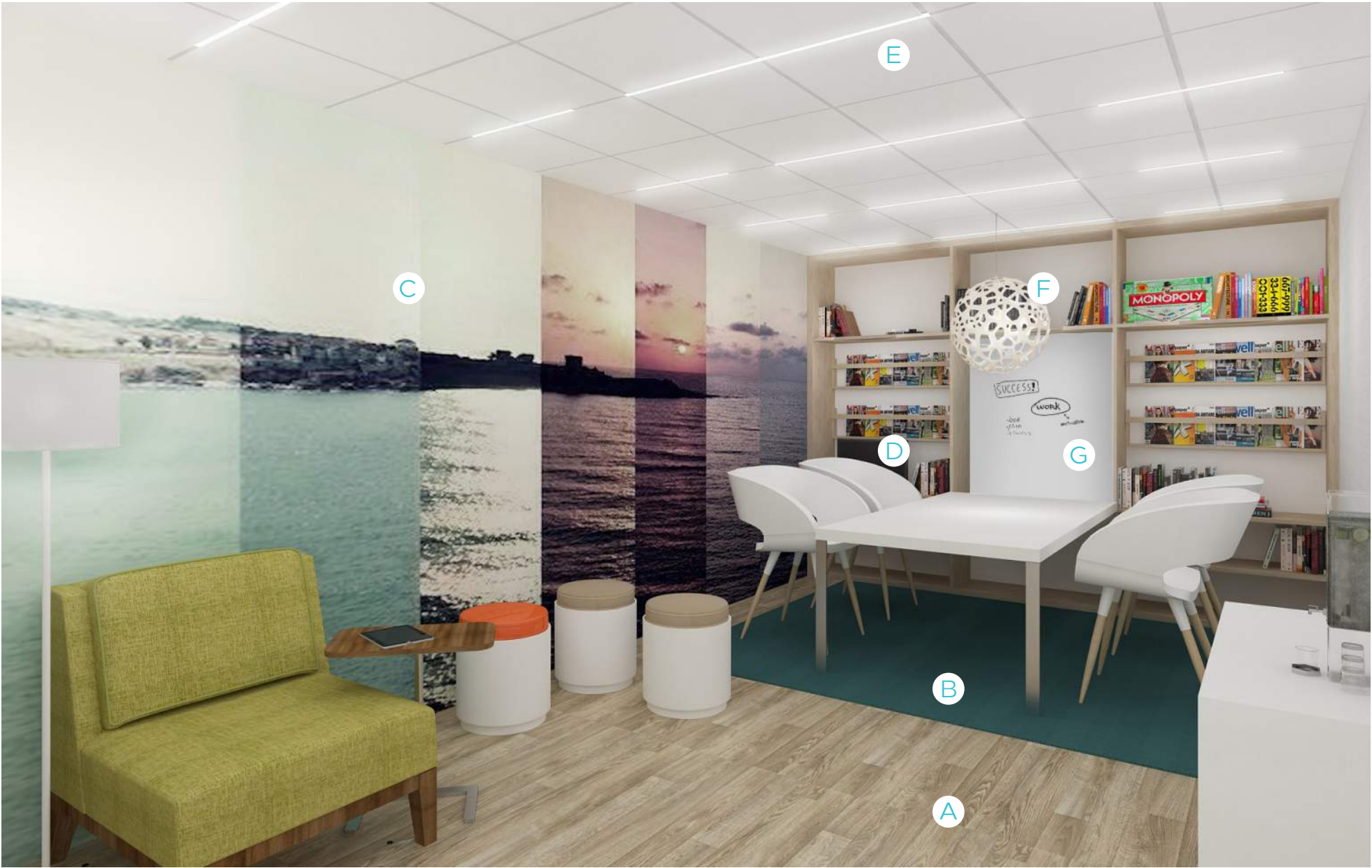
Strive for a more residential feel by providing a mix of lounge and work-style seating to allow for different types of interactions.





# KNOWLEDGE AND RELAXATION ROOM BRIGHT SCHEME

## DESIGN ELEMENTS



- A LUXURY VINYL TILE FLOORING
- B CARPET TILE AREA RUG
- C REGIONALIZED FEATURE WALL GRAPHIC
- D COMPUTER

- E UPGRADED ACT
- F DECORATIVE LIGHTING
- G DRY ERASE BOARD



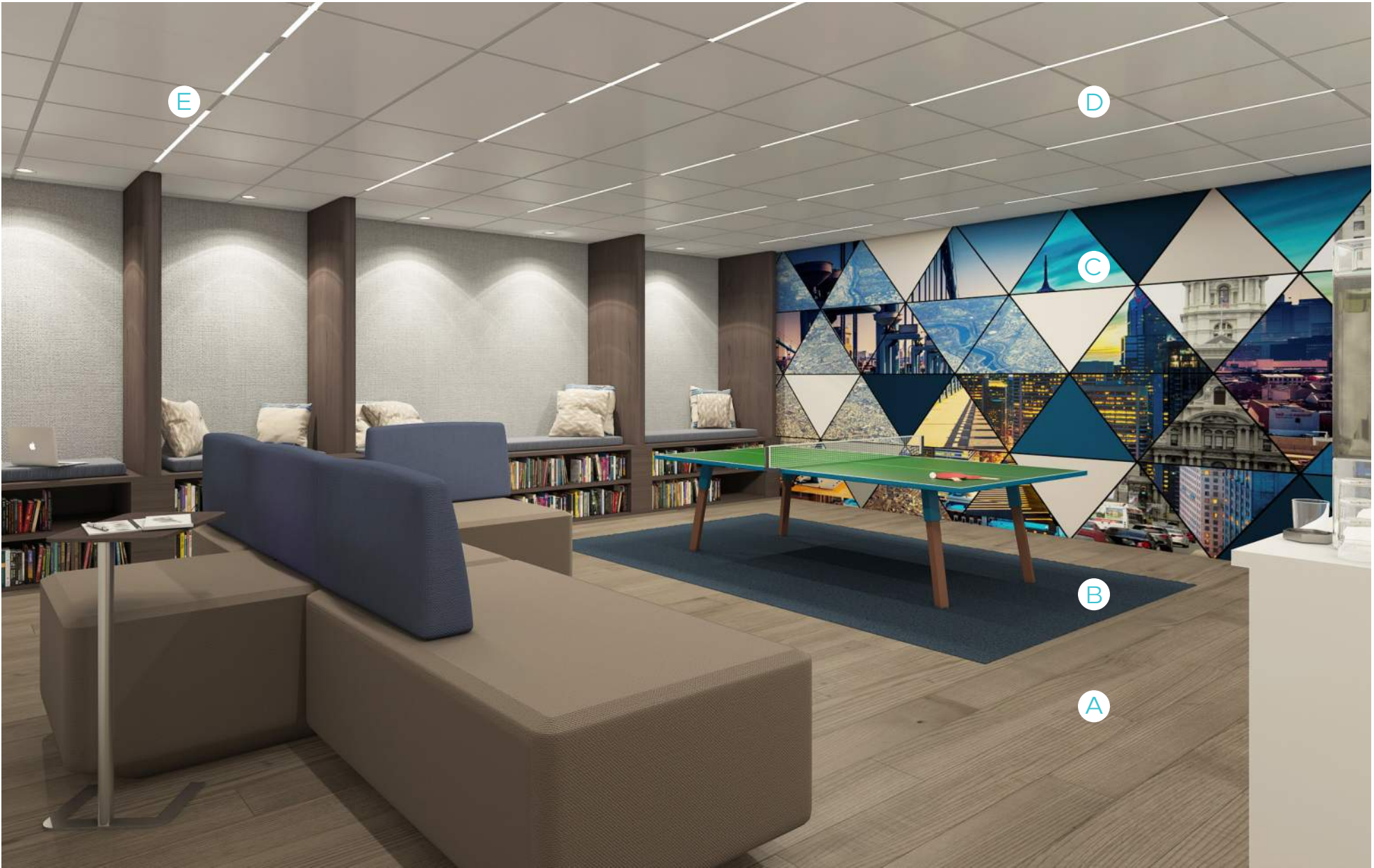
PLAN AND ELEVATION NOT TO SCALE



# KNOWLEDGE AND RELAXATION ROOM

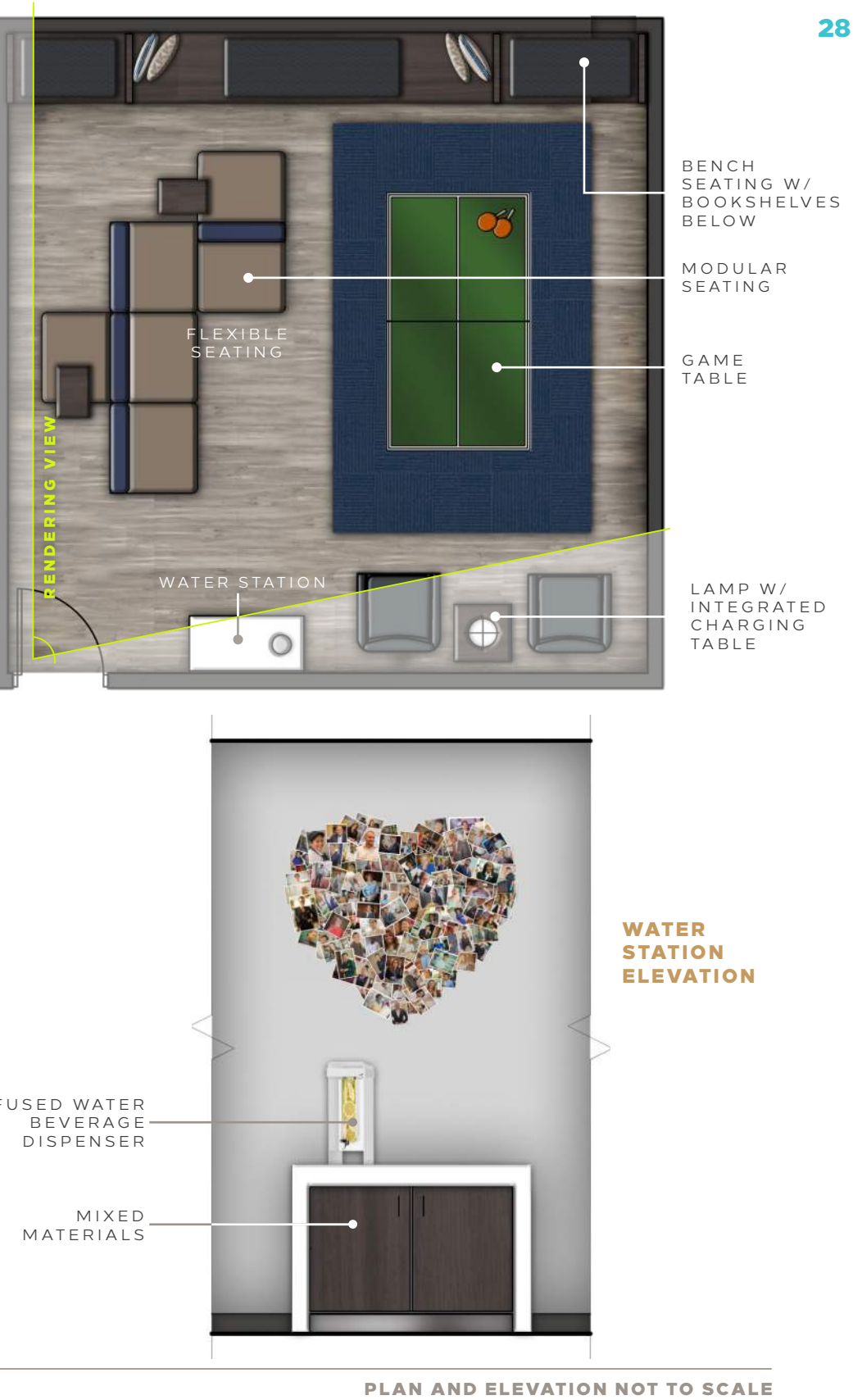
BRILLIANT SCHEME

## DESIGN ELEMENTS



- A LUXURY VINYL TILE FLOORING
- B CARPET TILE AREA RUG
- C REGIONALIZED FEATURE WALL GRAPHIC

- D UPGRADED ACT
- E ARCHITECTURAL LIGHTING







MOTIVATING

ENERGIZED

ENERGIZED

Designate accent walls or provide pops of color in unexpected locations like the ceiling to keep the space from becoming too monochromatic and sterile. Maintain low workstation partitions where possible to encourage interaction.

MOTIVATING

Maximize natural light and outdoor views wherever possible. Transparency and light provide motivation.

PRODUCTIVE

Create efficient spaces with adequate storage and communal work spaces or break out areas where appropriate.

CLEAN

Provide easy-to-clean and maintenance-friendly materials to maintain a clean and crisp aesthetic and encourage clutter-free work spaces.

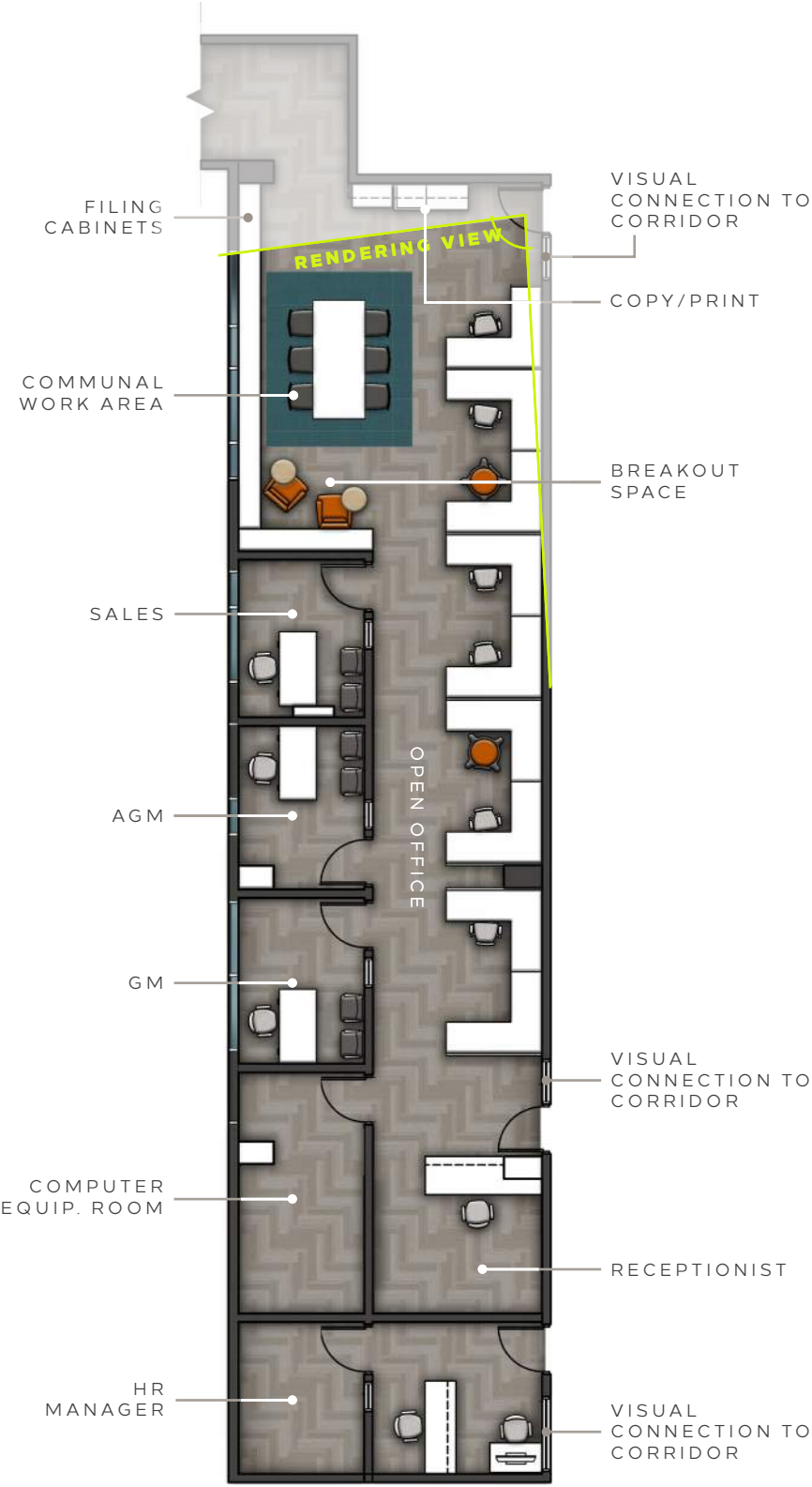
APPROACHABLE

Provide side lights and/or use translucent materials within office partitions to allow for transfer of light and to encourage an open, interactive work environment.





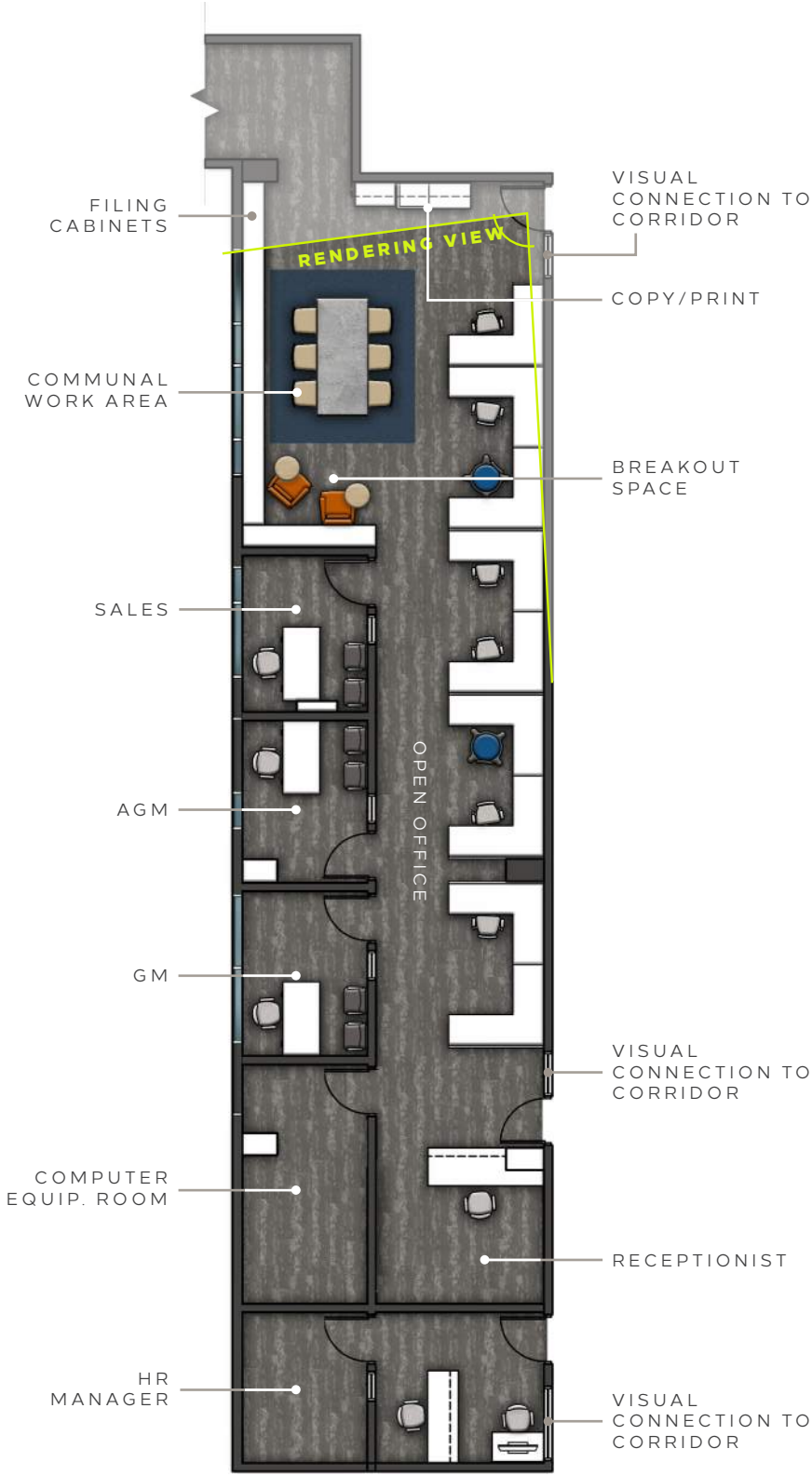
- A NATURAL LIGHT
- B CARPET TILE
- C POPS OF COLOR
- D SIDE LIGHTS
- E DECORATIVE LIGHTING
- F PERSONAL STORAGE WITH SEATING
- G CABLE MANAGEMENT





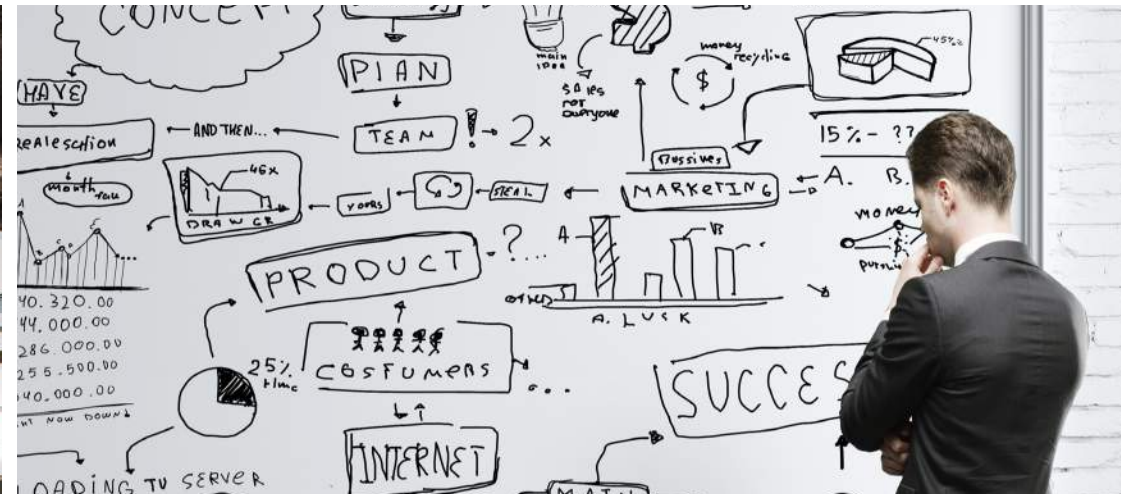


- A CARPET TILE
- B POPS OF COLOR
- C SIDE LIGHTS
- D DECORATIVE LIGHTING
- E PERSONAL STORAGE WITH SEATING
- F CABLE MANAGEMENT
- G ARCHITECTURAL LIGHTING
- H HEART OF HOUSE GRAPHIC



PLAN NOT TO SCALE





SIMILAR TO THE OFFICE, THE FLEX ROOM SHOULD BE DESIGNED AROUND THE FOLLOWING KEY WORDS: ENERGIZED, MOTIVATING, PRODUCTIVE, CLEAN, AND APPROACHABLE. HOWEVER, THE FLEX ROOM MUST BE ALSO BE FLEXIBLE.

ENERGIZED

Designate accent walls or provide pops of color in unexpected locations like the ceiling to keep the space from becoming too monochromatic and sterile. Maintain low workstation partitions where possible to encourage interaction.

MOTIVATING

Maximize natural light and outdoor views wherever possible. Transparency and light provide motivation.

PRODUCTIVE

Create efficient spaces with adequate storage and communal work spaces or break out areas where appropriate.

CLEAN

Provide easy-to-clean and maintenance-friendly materials to maintain a clean and crisp aesthetic and encourage clutter-free work spaces.

APPROACHABLE

Provide side lights and/or use translucent materials within office partitions to allow for transfer of light and to encourage an open, interactive work environment.

FLEXIBLE

Provide a flexible and adaptable space, able to be reconfigured to serve multiple functions. Flexible furniture, versatile surfaces, and connectivity are a must.

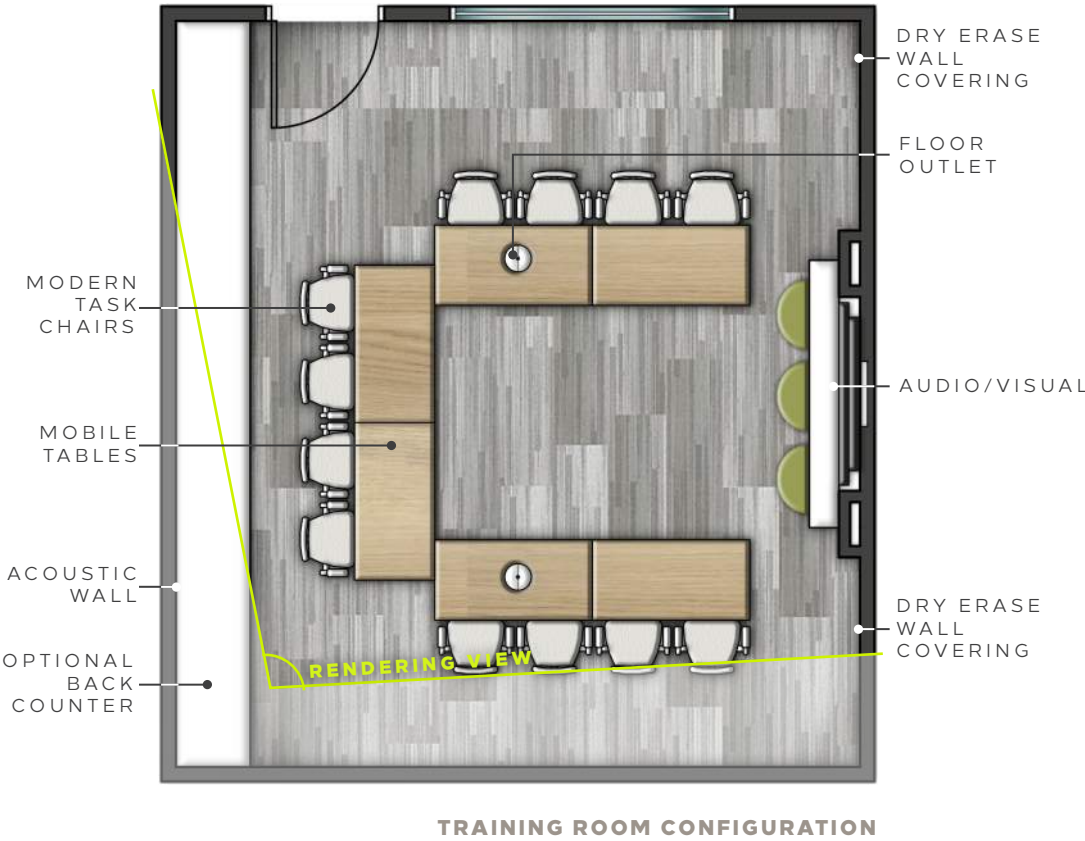


ENERGIZED





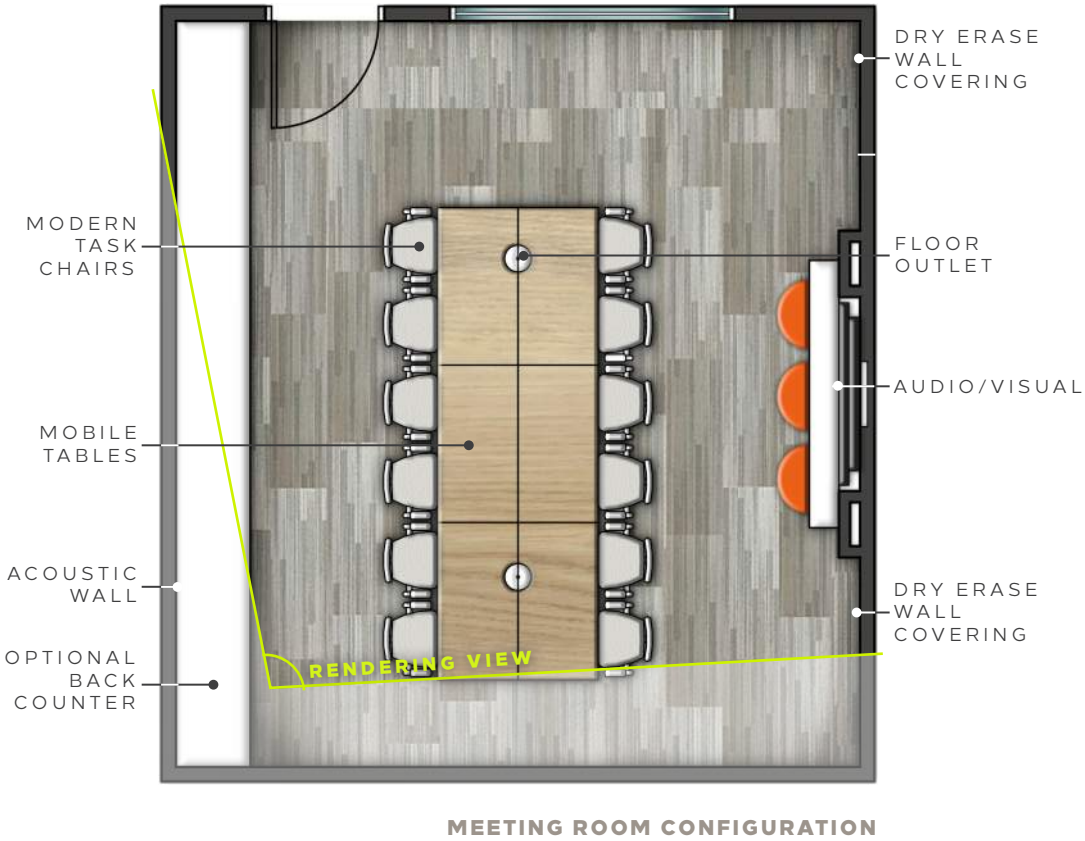
- A CARPET TILE
- B VISUAL CONNECTION
- C POPS OF COLOR
- D INTERESTING CEILING
- E DRY ERASE BOARD
- F ARCHITECTURAL LIGHTING







- A CARPET TILE
- B VISUAL CONNECTION
- C POPS OF COLOR
- D INTERESTING CEILING
- E DRY ERASE BOARD
- F ARCHITECTURAL LIGHTING





# OUTDOOR SPACE

Step outside. 

## BRIGHT & FRESH

Provide outdoor space where possible as an extension of team member dining or break areas to allow team members to connect with natural light and fresh air.

## RELAX

Create a relaxing space through comfortable furniture selections for dining and lounging.

## DURABLE

Provide exterior furniture and finish selections that are appropriate to the hotel's location, climate, and weather patterns.





MATERIAL, FINISH, FURNITURE SELECTIONS  
& SPECIFICATIONS

BRILLIANT

The Brilliant Design Scheme provides cooler colors, modern, clean, crisp lines with unexpected accents.



BOLD

The Bold Design Scheme provides softer, warmer, more comfortable and approachable, residential-style aesthetic.



BRIGHT

The Bright Scheme provides a playful and energized aesthetic with a neutral base and bright pops of color.



PROGRAMS + GUIDES



HEART OF HILTON WALL GRAPHICS  
INITIATIVE RESOURCE GUIDE



NUTRITION INFORMATION



SUPPLIERS' CONNECTION

STANDARDS



DESIGN AND CONSTRUCTION  
STANDARDS



**The Heart of House** reflects the hospitality of the entire hotel. Because when you care about the team members as much as the guests, it will be evident in both the team member's service and the guest's satisfaction. Provide team members with current, clean, efficient, and playful designs and their performance will reflect the level of style and care they have received.

**When to contact brand:**

The design review process for the Heart of House narrative is the same as the process followed for lobby, guestroom, or other renovations occurring throughout the property. Properties are responsible for submitting a comprehensive design package to their regional Architecture and Construction contact prior to implementing the design. Hiring a professional designer is highly recommended. Properties should follow the design review process for their specific brand and region.