

The Walking Horizon

Art concept for
Grand Hyatt New York's
conference area and event space, Gallery on Lex.
In collaboration with
Bentel & Bentel, Architects/Planners AIA

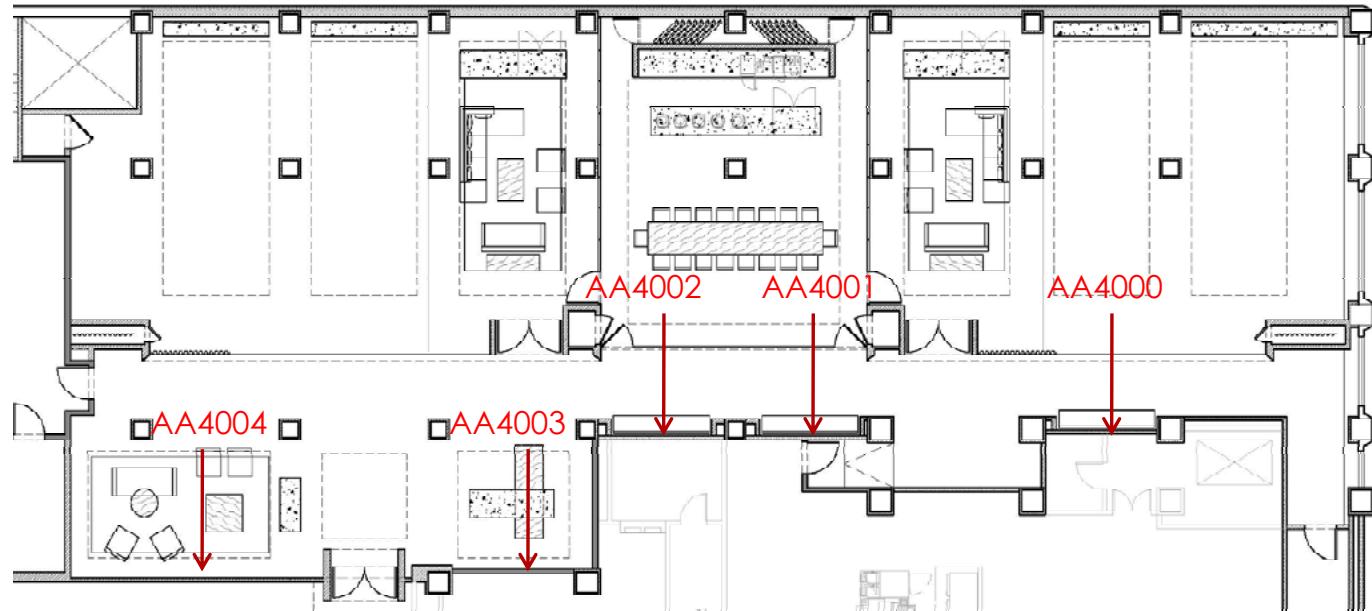
Burghard Müller-Dannhausen
November 2010

The aim of the concept
is to deepen
the guest experience

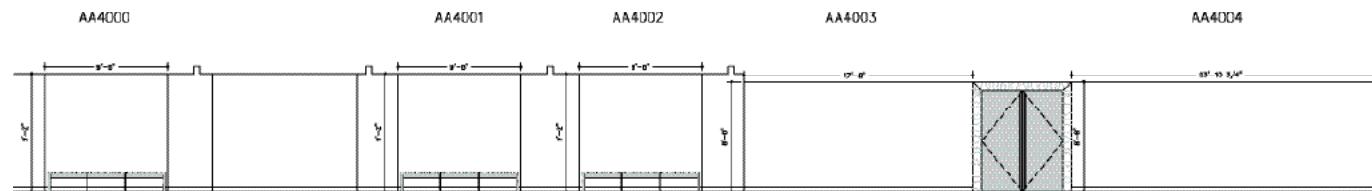
»... our new look and feel will exceed expectations ...,
bringing a fresh travel experience to our New York landmark.«
Matthew Adams, Area Vice President New York for Hyatt Hotels & Resorts

- > The travel experience owes its vitality to the arrivals and departures of guests. As a result, the travel experience is a guest experience too. This insight is the key to understanding the new social event space at Grand Hyatt New York. This space is not merely functional. More than anything else, it awakens a feeling: A feeling of guest experience.
- > Guest experience means entering a room and absorbing it emotionally. When guests enter a room, they perceive their new surroundings. In the process, they also look back at the walls through which they entered. These walls separate the inside from the outside, the present from the past. For guests, the act of looking back confirms that they have arrived.
- > When guests depart, the opposite applies. They look ahead, to the walls through which they will leave the room. In this case, the walls separate the present from the future.
- > These walls are what the concept is all about. Instead of separating, they create associations. Instead of enclosing, they open. They show a horizon – for arriving guests who look back, and for departing guests who look ahead.
- > An awareness of this horizon is part of the guest experience. This art concept makes the horizon visible for all guests. It gives social activities a reference point, a landmark. It gives people something to identify with, and something to remember later on. The horizon connects us.

The arrangement
of picture-bearing walls



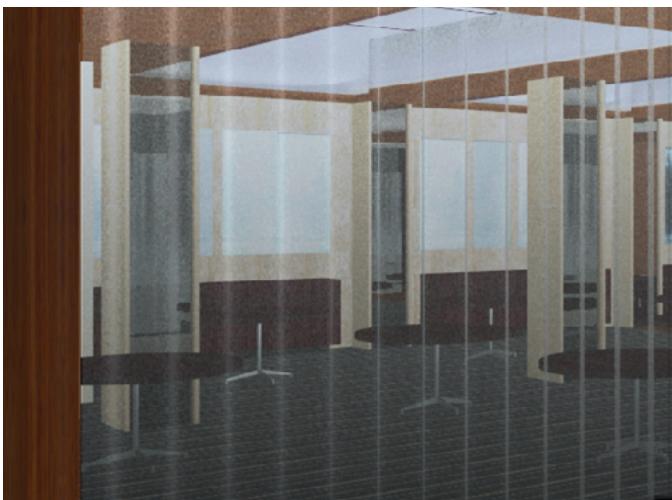
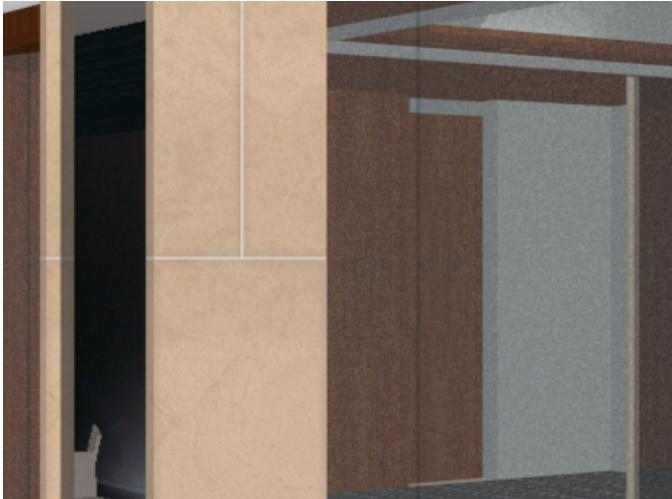
Floor plan



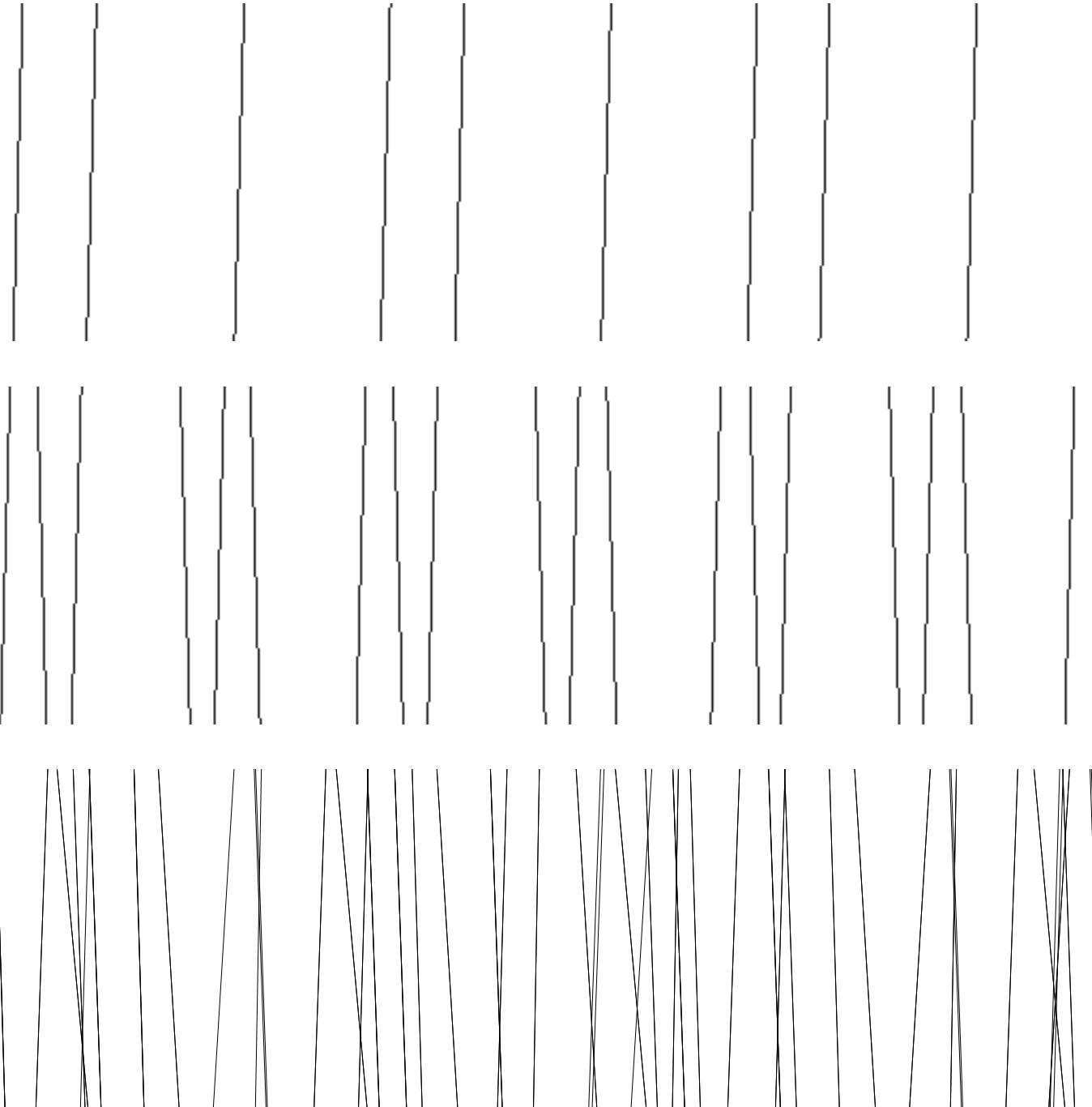
Elevation

The room speaks
through its form.

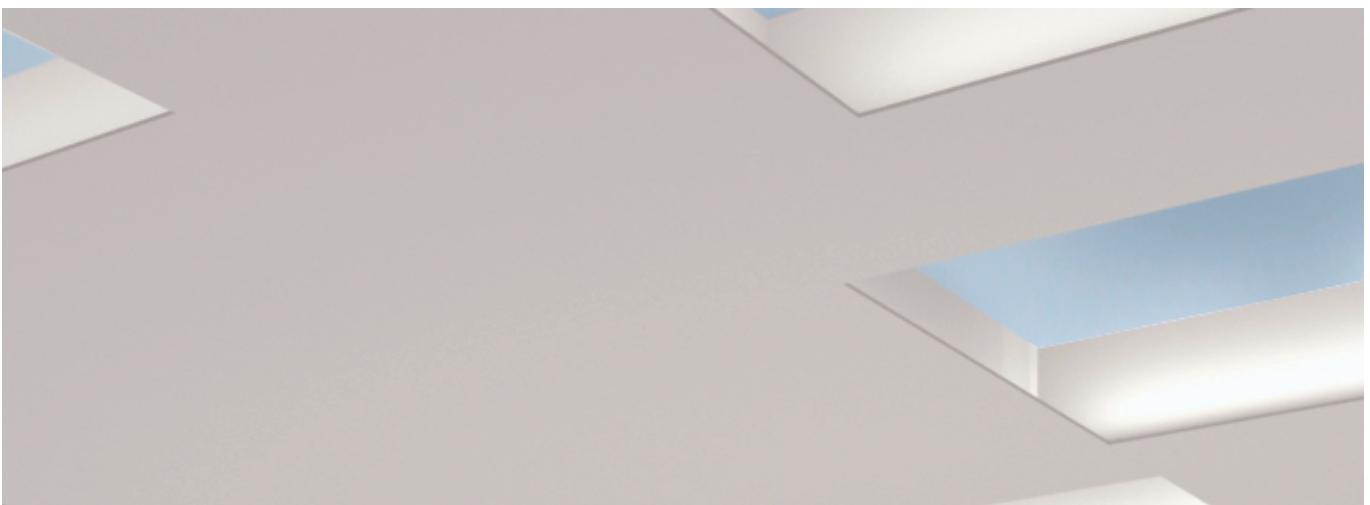
First:
the vertical



The vertical
is varied
and therefore
invigorated



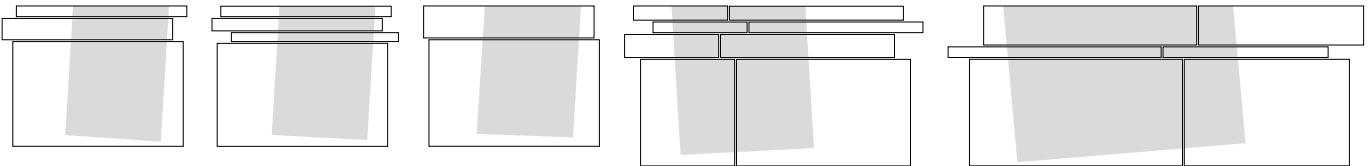
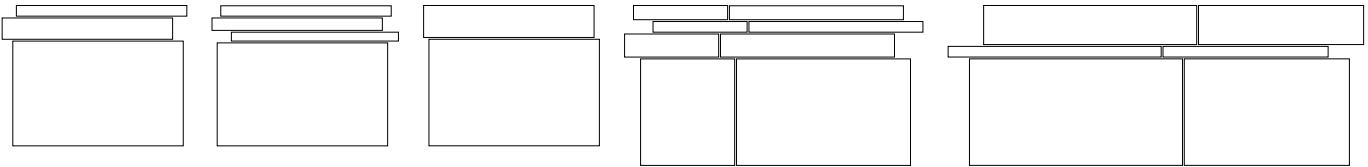
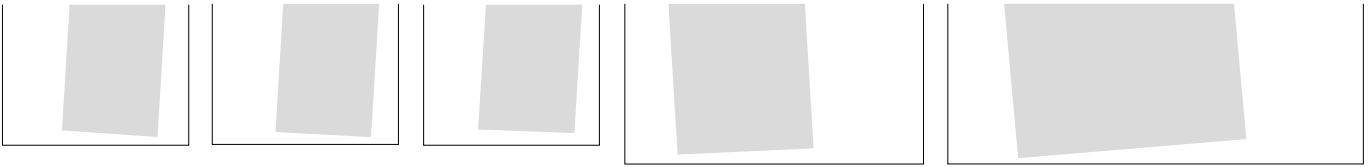
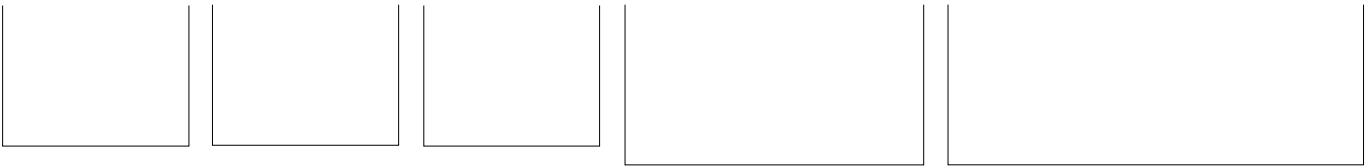
The room speaks
through its form.
Second:
the shifted areas



The picture formats
are divided
into shifted areas



A pendular movement
continues
over the formats



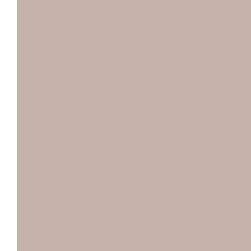
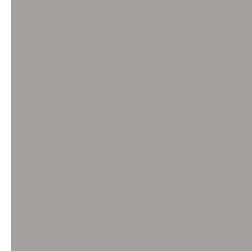
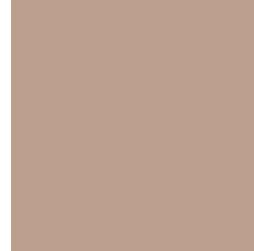
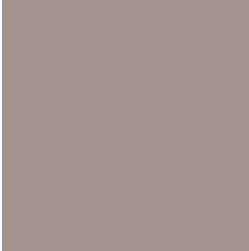
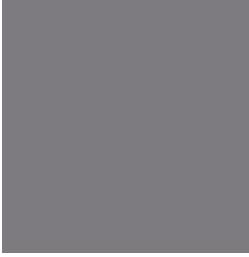
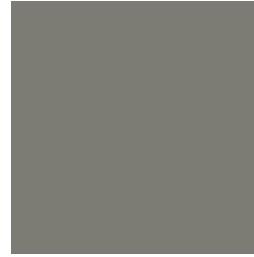
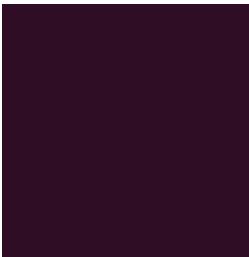
The room speaks
through its colors:
the colors
of materials



Color scheme –
the first component:
Consistency with
the color of materials



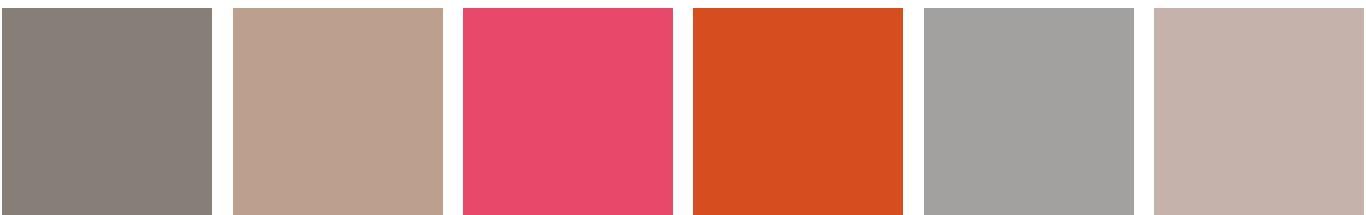
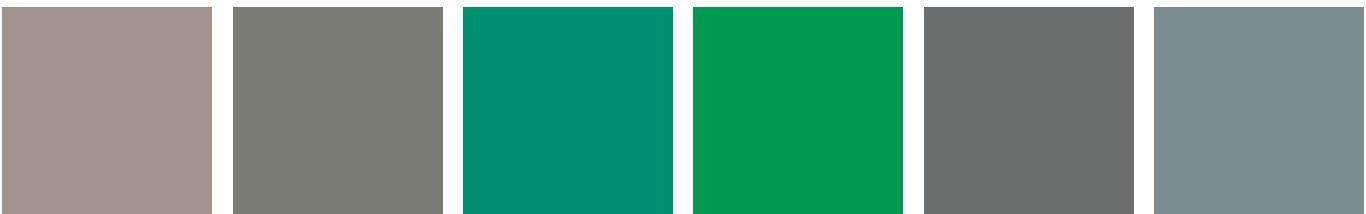
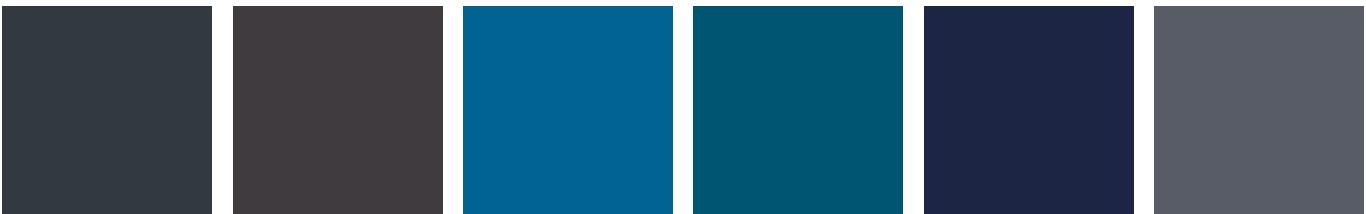
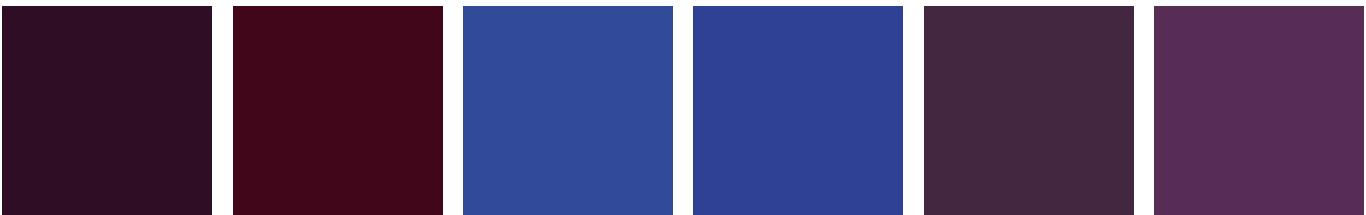
Color scheme –
the second component:
Response to
the color of materials
by variations



Color scheme –
the third component:
Intense color contrast



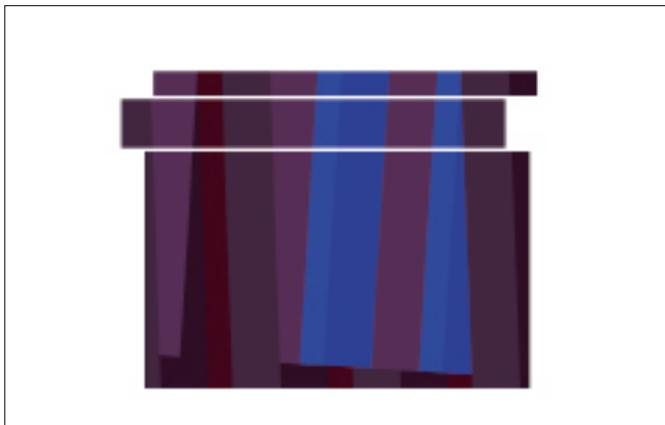
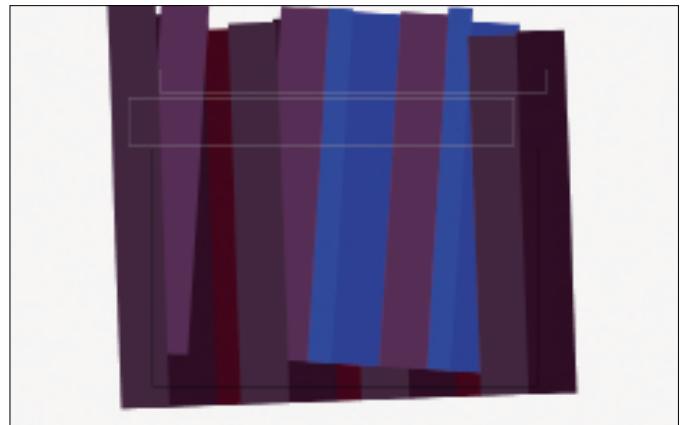
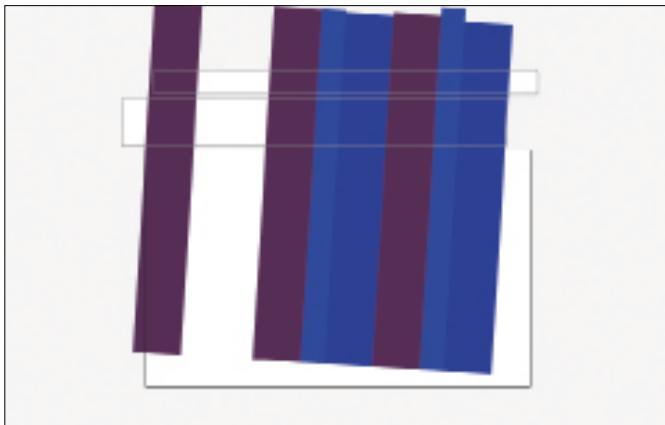
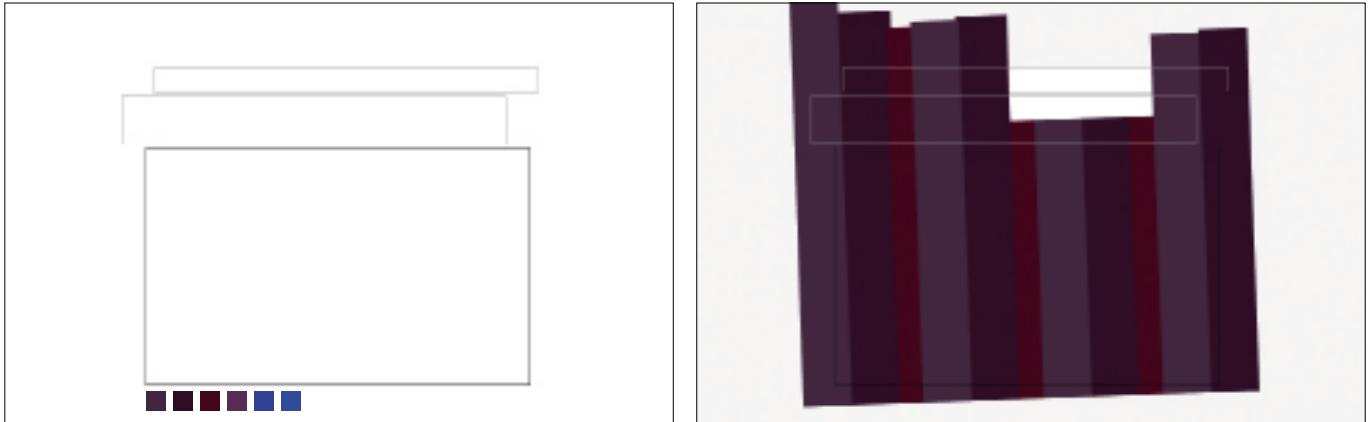
Each of the 5 pictures
has an individual color scale



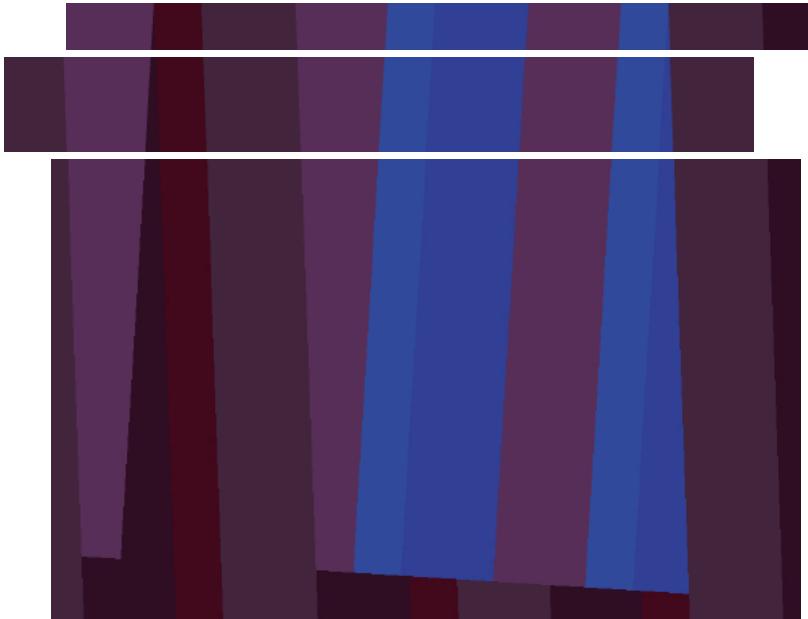
The Walking Horizon as a picture sequence

- > Common principles give the picture sequence consistency, therefore creating the horizon.
- > The varying application of principles makes each picture individual as well as giving the horizon an eloquent diversity.
- > The horizon possesses a progressive direction through the increasing picture size.
- > The horizontal accentuation of the horizon is achieved through the layering of planes.
- > The horizon develops into a dynamic process through the rhythm of the vertical shapes.
- > The horizon develops a swinging movement through the principle of the pendulum.
- > The horizon acquires a progressive lightening through the organization of luminosity values.
- > The horizon acquires color movement through the change in color scheme.
- > The horizon is a richly diverse coherent whole.
It has its own movement – parallel to the gaze of the viewer.

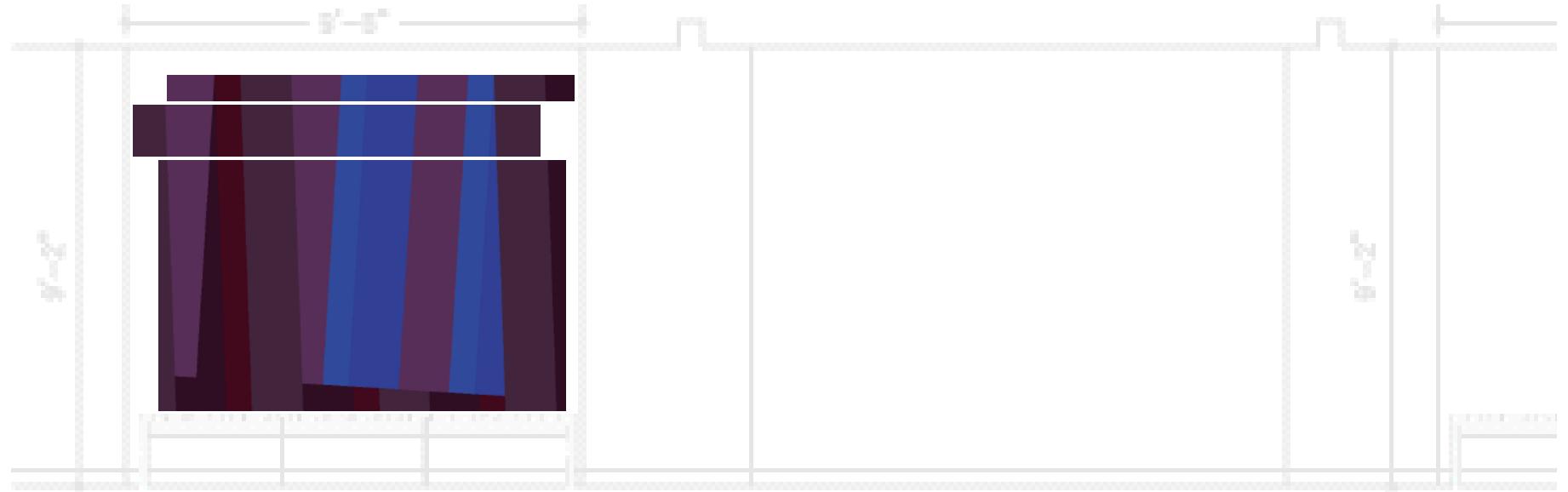
The constructive
composition of
the first picture:
The Walking Horizon I



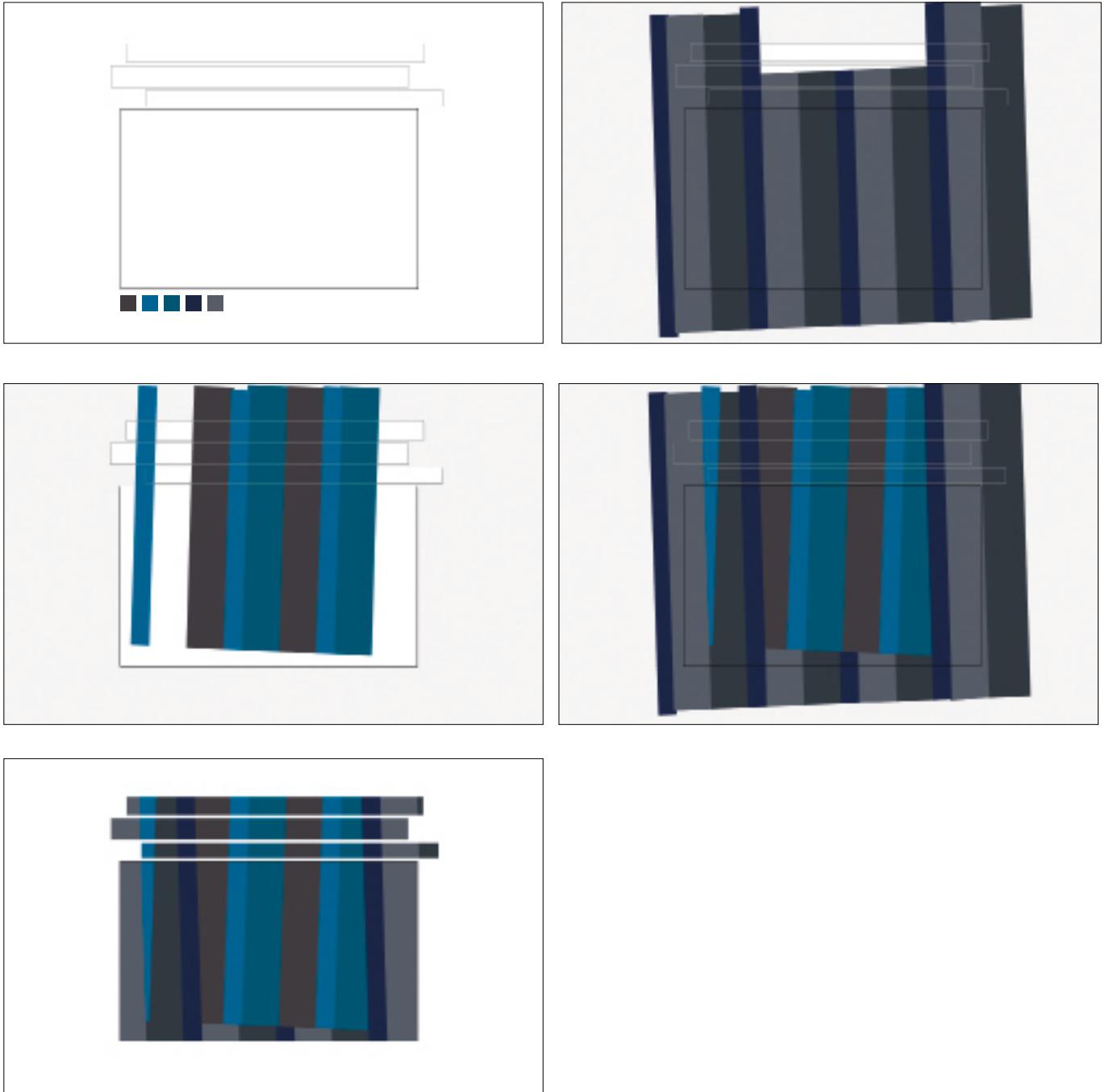
The Walking Horizon I



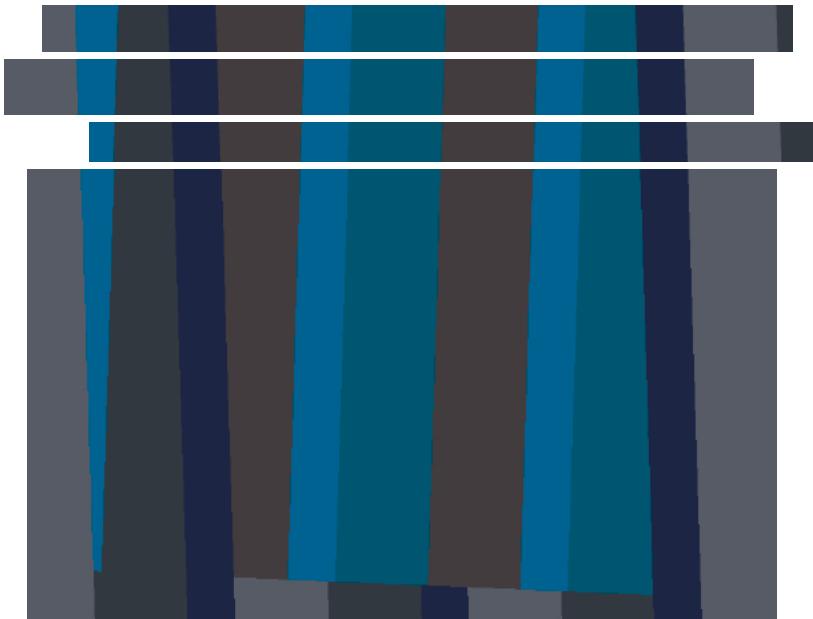
Integration of The Walking Horizon I



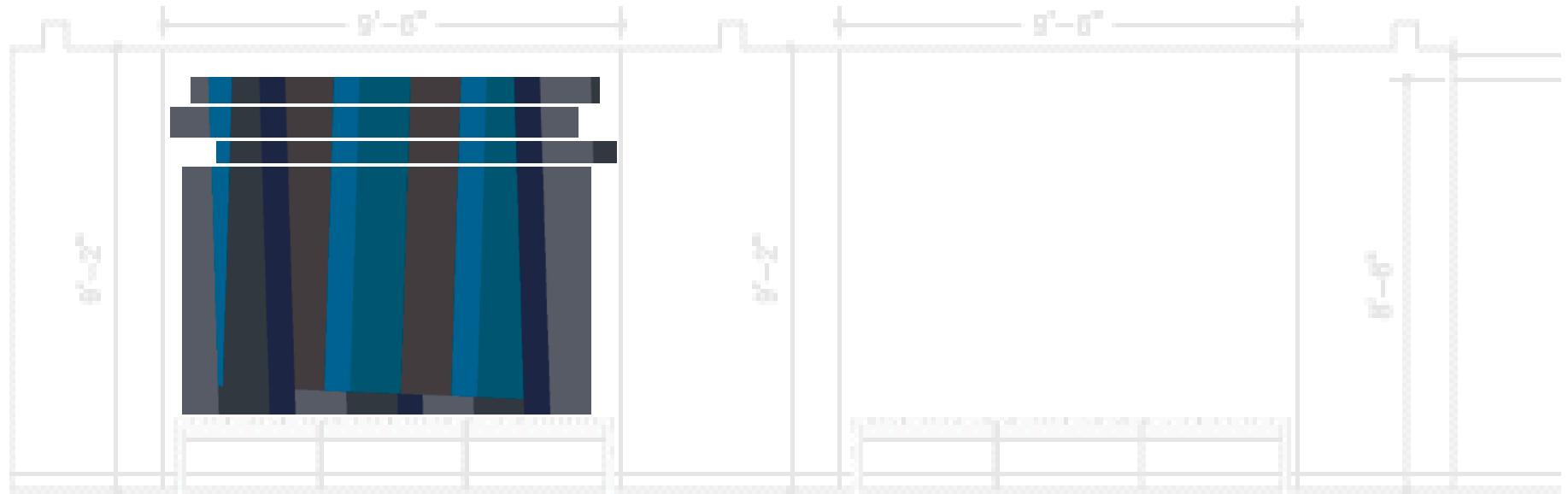
The constructive
composition of
the second picture:
The Walking Horizon II



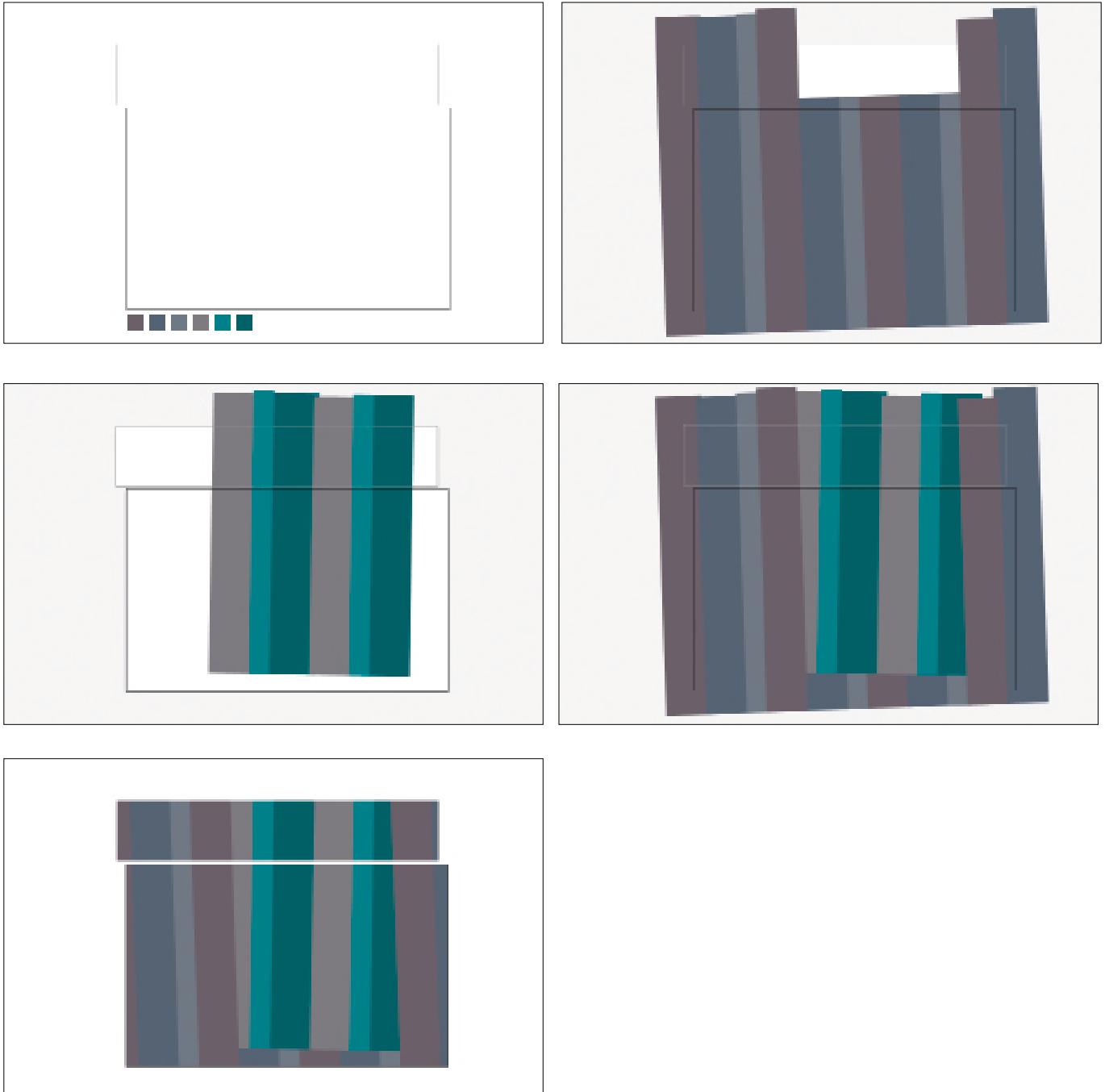
The Walking Horizon II



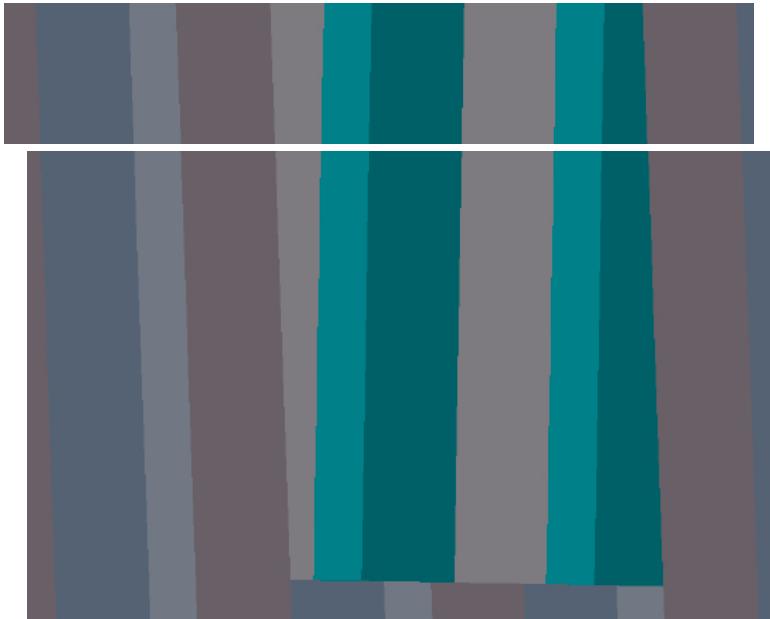
Integration of The Walking Horizon II



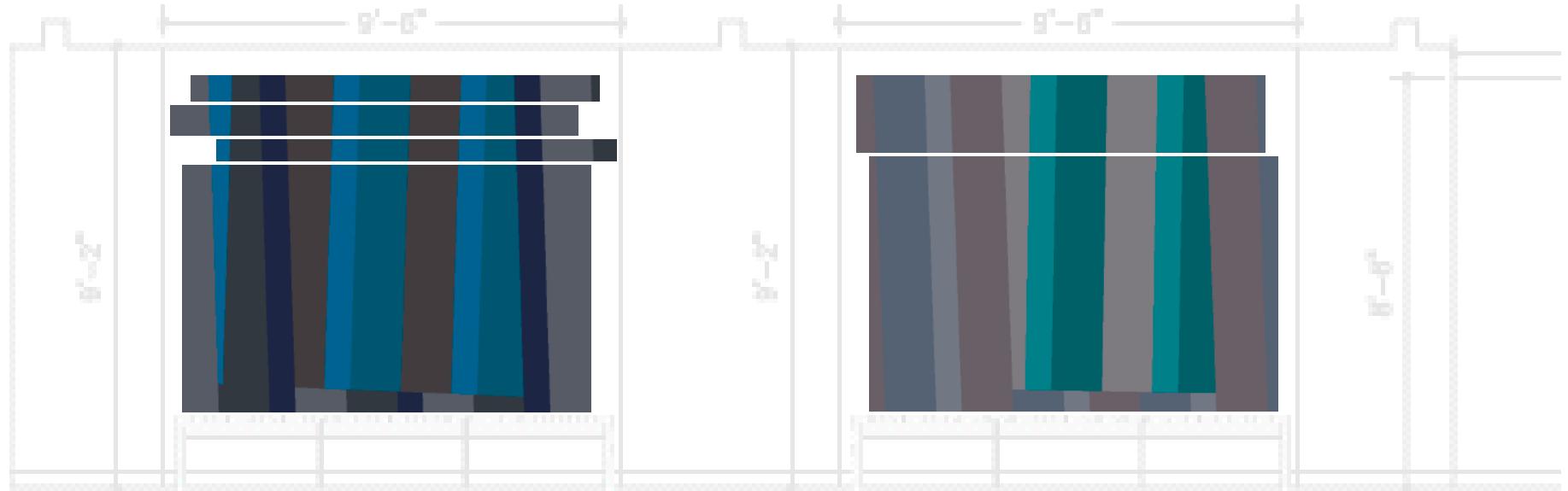
The constructive
composition of
the third picture:
The Walking Horizon III



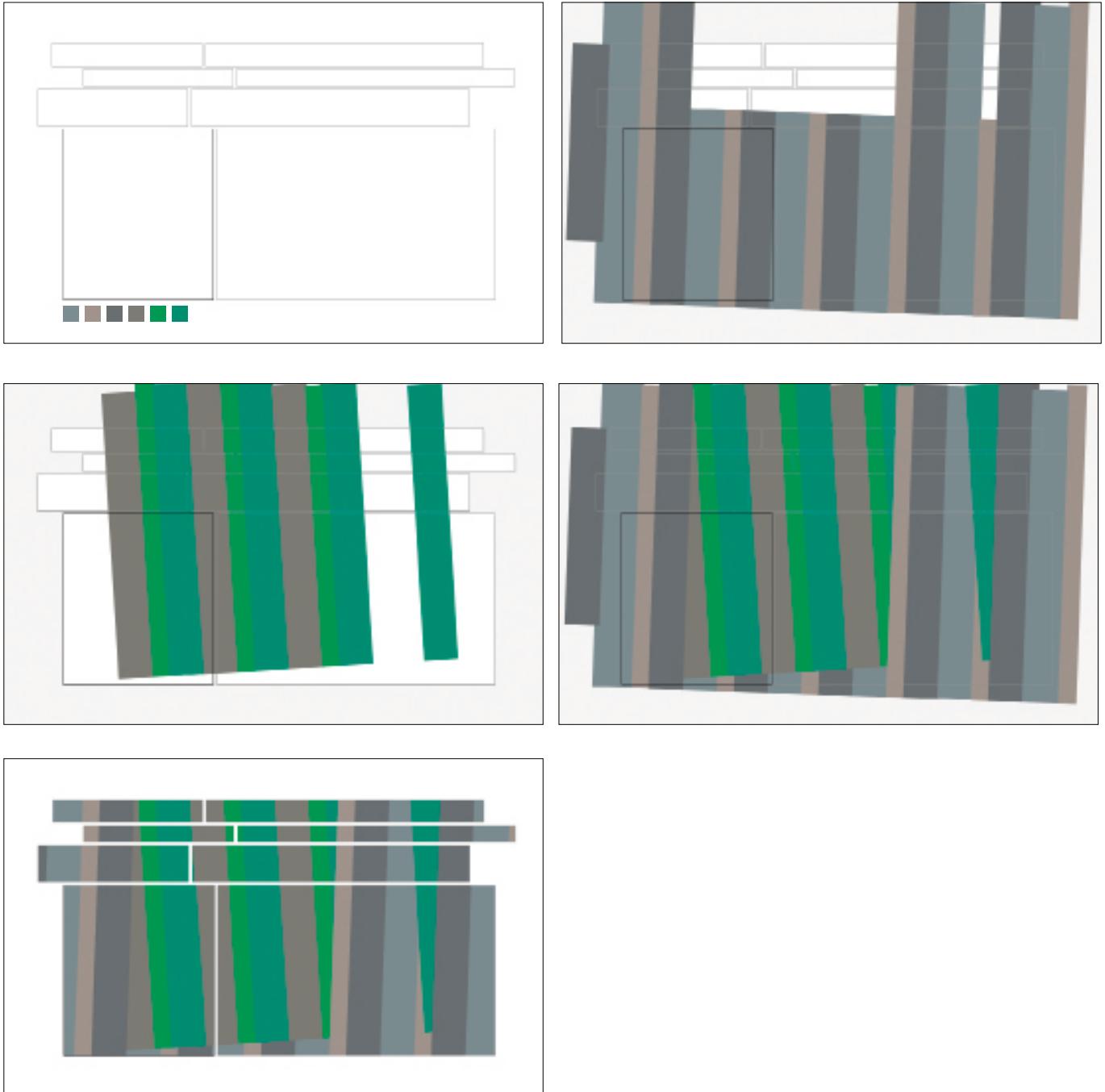
The Walking Horizon III



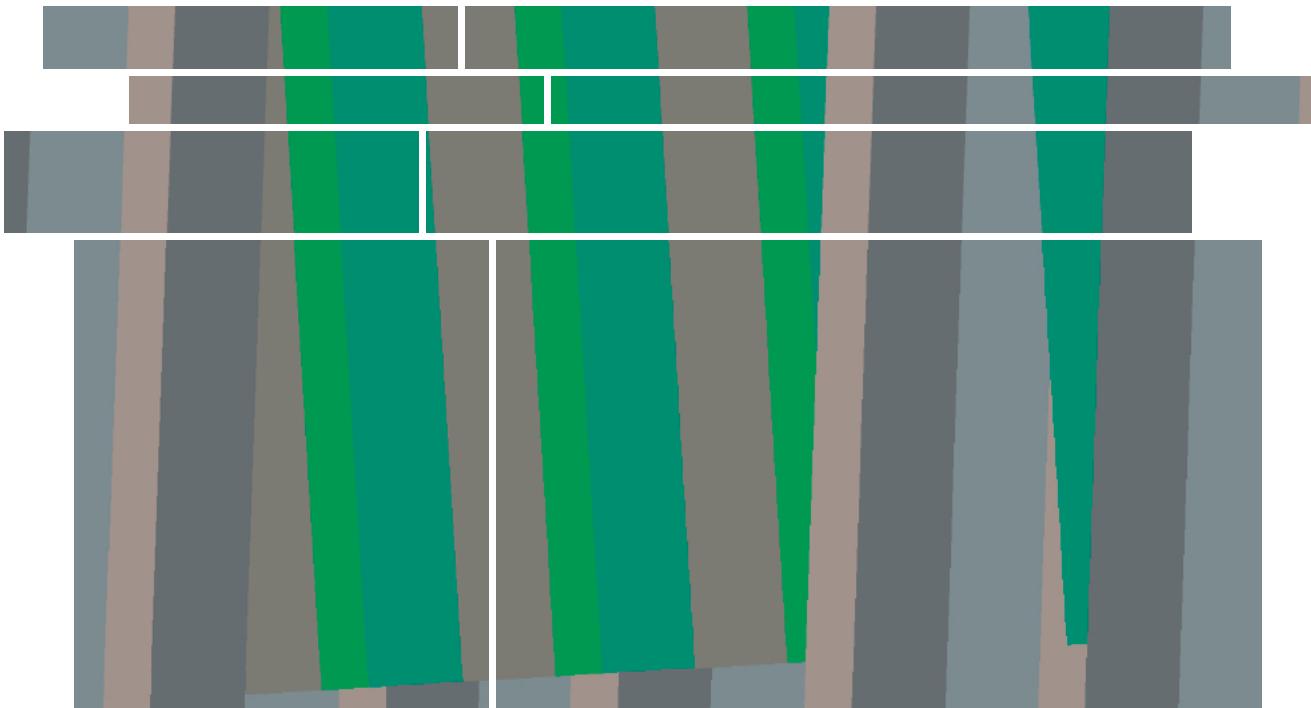
Integration of The Walking Horizon III



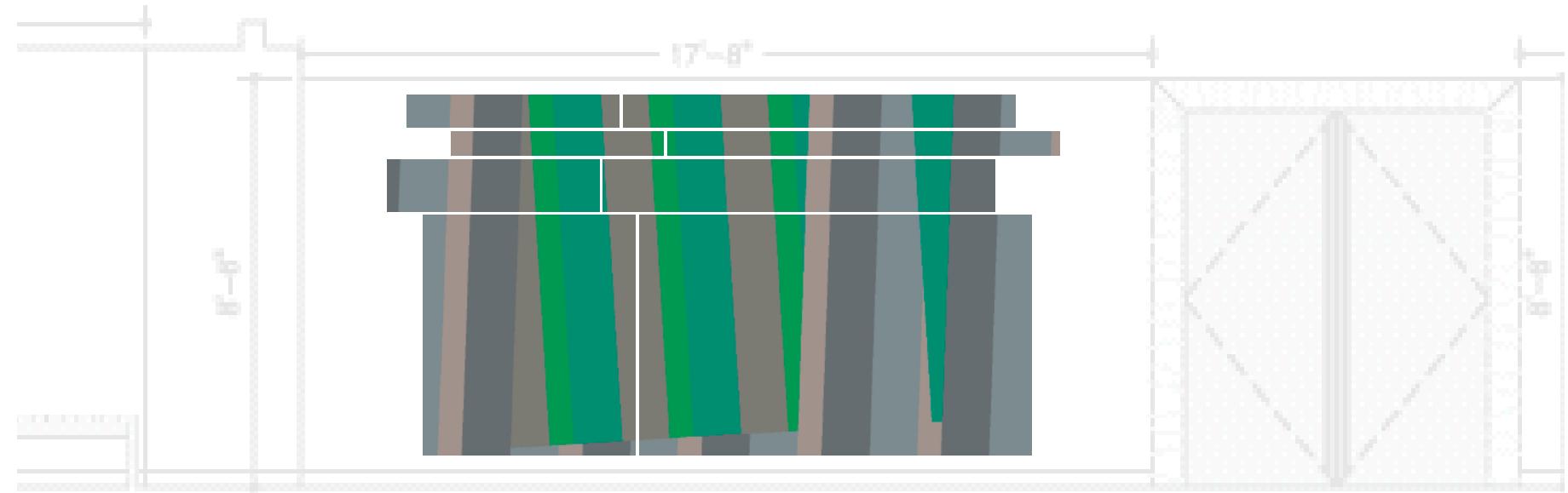
The constructive
composition of
the fourth picture:
The Walking Horizon IV



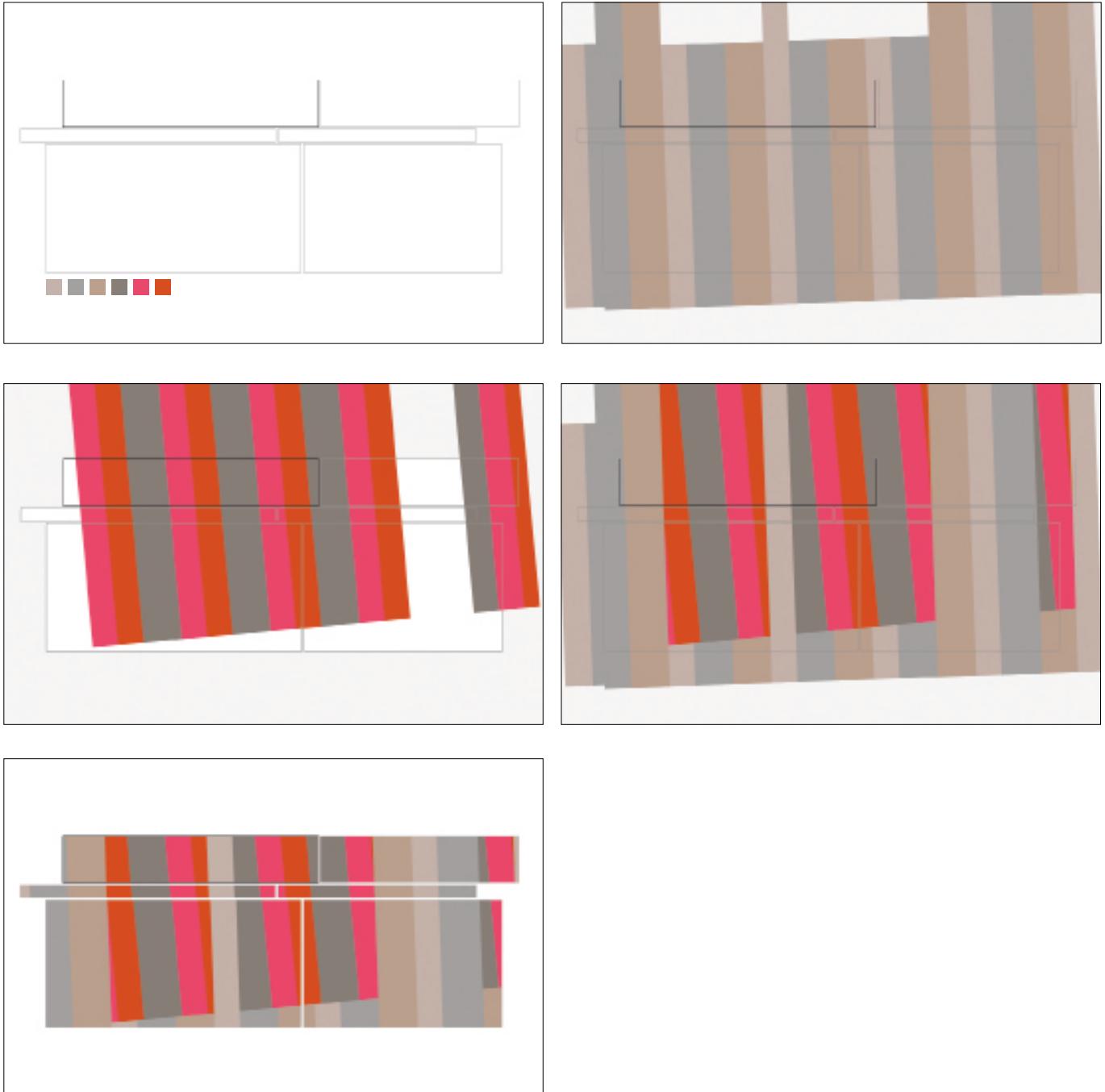
The Walking Horizon IV



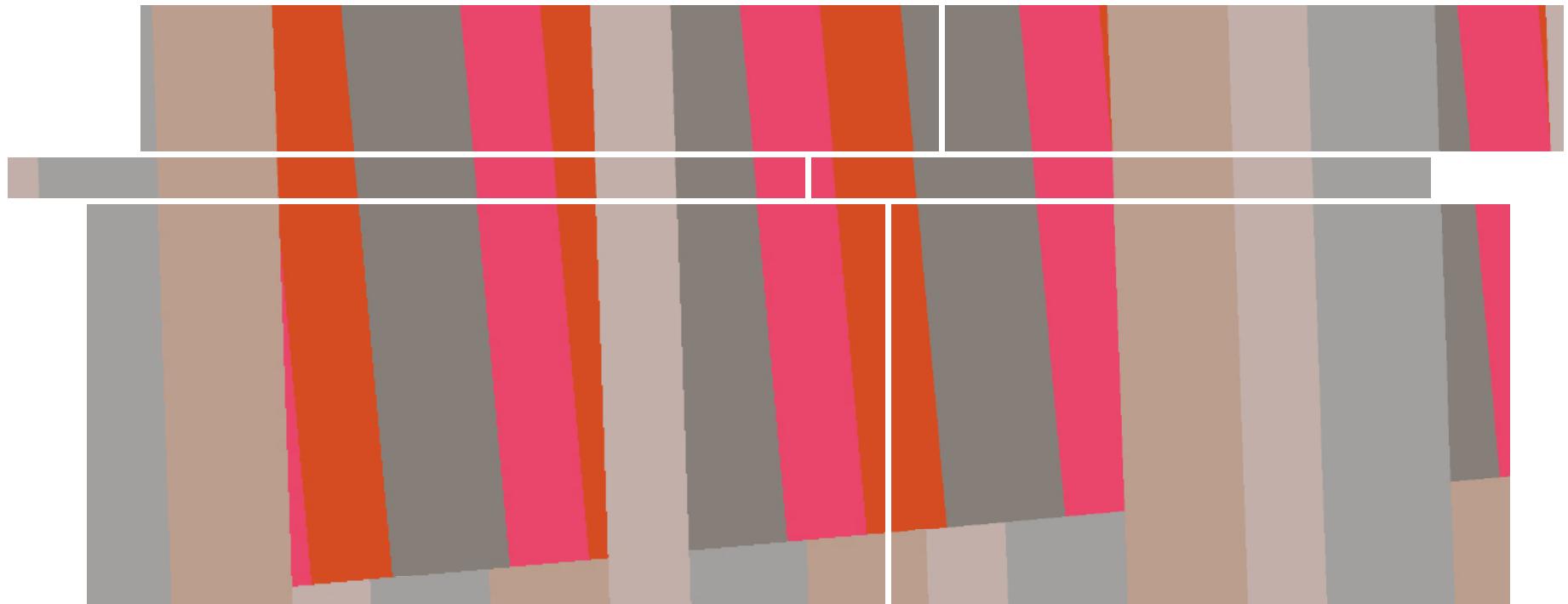
Integration of The Walking Horizon IV



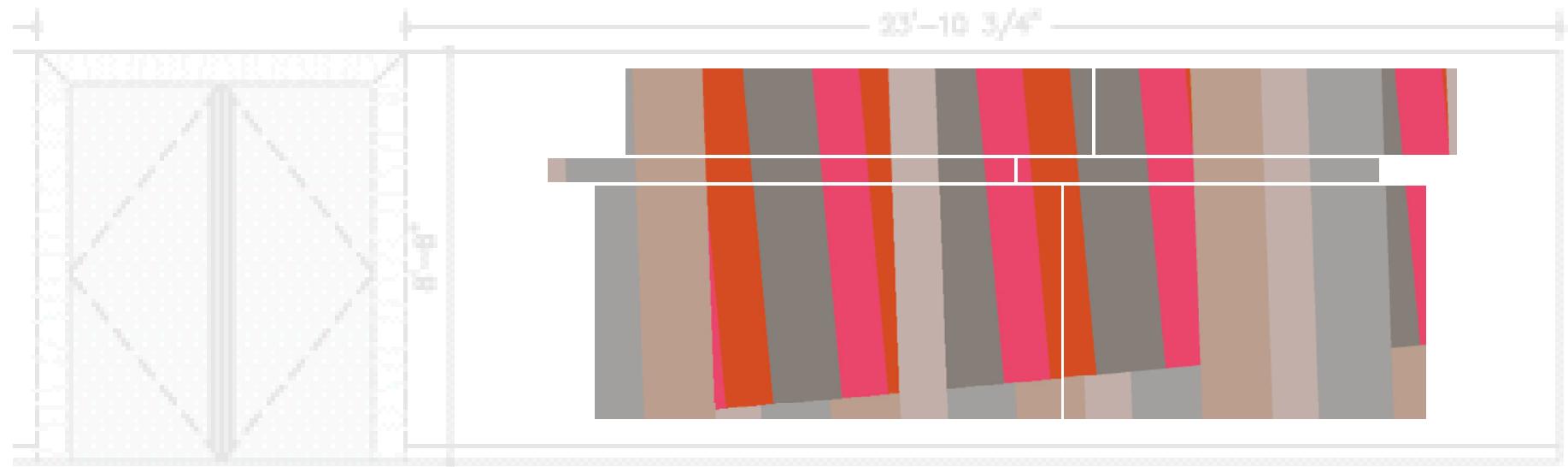
The constructive
composition of
the fifth picture:
The Walking Horizon V



The Walking Horizon V



Integration of The Walking Horizon V



Survey of The Walking Horizon

