

Hospitality Concept Design



EHL HOSPITALITY BUSINESS SCHOOL



Hospitality Concept Design

Create Spaces That Captivate, Engage, and Drive Revenue

The Hospitality Concept Design program is an immersive learning experience designed for professionals who want to master the art of creating spaces that not only look good but also drive revenue and are easy to operate. In a digital, visual, and globalized world, the design of spaces and experiences is undergoing significant changes. This course equips you with the skills to reinvent spaces for the 'phygital' world.

Whether you're an independent hotel owner, architect, real-estate developer, or head of hospitality in retail and workspace companies, this course will teach you to bring together architecture, interior design, operations, and marketing to create winning hospitality spaces. You will learn to manage the design process from ideation to space design, brand identity, and digital channels, and design your digital assets to maximize visibility with the *Digital Springboard™*.

Through a real-life case study of a hotel redesign, you will apply your learning to all elements of the design, from floor plans to visual identity and website.



ONE VIRTUAL KICK-OFF SESSION,
3 DAYS ON CAMPUS



3 DAYS



EHL LAUSANNE
CAMPUS

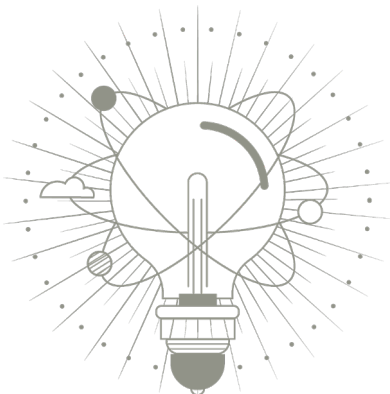


TAUGHT IN ENGLISH



2,500 CHF

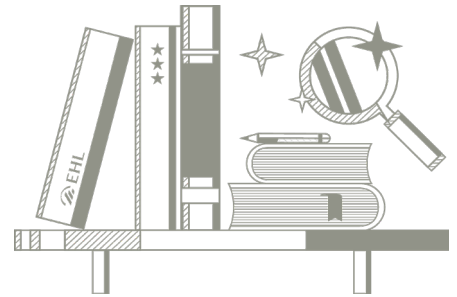
WHAT YOU WILL GAIN



- A deep understanding of the design process, design principles, and their impact on operations and marketing
- A bulletproof approach to designing physical spaces that work for guests and staff
- Expert tips on briefing and managing creatives (interior and graphic designers, photographers)
- A unique framework in the *Digital Springboard™*, to help you plan and implement a winning digital strategy for your physical assets, from channels to content creation
- Over 50 examples of successful hospitality designs from Europe, USA, and Asia

WHAT YOU WILL DO

- Learn about the cultural and social impact of hotel and restaurant design throughout history
- Understand the latest trends in interior design
- Imagine a customer offering that both your guests and your operations team love
- Find the right brand name and create a unique visual and verbal identity
- Design the perfect guest environment from space programming to interior design
- Design guest interactions, events, and activities that leverage 'onsite momentum'
- Master the digital presence and content creation for your hospitality concept



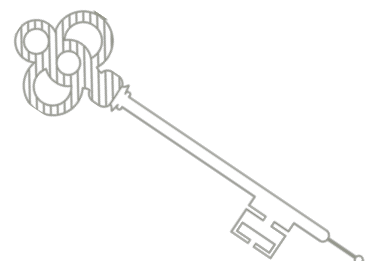
WHO SHOULD APPLY



- Independent hotel and restaurant owners
- Architects and interior designers
- Real-estate owners and developers
- Hospitality brand CEO and COO
- Head of hospitality in retail and workspace companies
- General Managers

ADMISSION REQUIREMENTS

- Experience recommended: Minimum of 5 years in the business, service or hospitality sector
- Language: English proficiency



Why take the Hospitality Concept Design Program?



The Hospitality Concept Design program is a one-of-a-kind opportunity for forward-thinking professionals to master the art of creating captivating and profitable spaces in the ever-evolving hospitality industry. As design becomes a key success factor in the creation of hospitality concepts, it is essential for industry leaders to develop the skills and knowledge needed to create spaces that win customers and captivate imaginations in both the virtual and real worlds.

This course is designed to address the crucial questions that arise in the face of digital transformation, changing customer preferences, and global trends. How can you design spaces that encourage social interactions? How can you create dishes that are social media-ready? How can you use graphic design and content creation to build a strong community? Through a meticulously crafted curriculum, expert guidance, and real-world examples, the Hospitality Concept Design program provides you with the answers to these questions and equips you with the skills to overcome these challenges.

Develop Specialized Knowledge and Skills



Master the Fusion of Design, Operations, and Marketing

The Hospitality Concept Design program empowers you to create exceptional hospitality spaces by seamlessly integrating architecture, interior design, operations, and marketing. You will learn to manage the entire design process, from concept and space design to brand identity and digital channels.

Gain Insights from Industry Innovators

Throughout the course, you will gain the privileged position of learning from and interacting with curated guest speakers, including renowned interior designers, graphic designers, and content creators. These industry innovators will share their expertise and experiences through unique real-life case studies, providing you with valuable insights and inspiration for your own design projects.



Develop Specialized Knowledge and Skills

Apply Your Design Skills to Real-World Projects

At EHL, we believe in the power of experiential learning. During the course, you will get to work on a real-life case study. This hands-on approach allows you to apply your newly acquired knowledge and skills to all elements of the design, from floor plans and visual identity to website development, ensuring that you're well-prepared to tackle real-world challenges.

The Hospitality Concept Design program develops specialized knowledge and skills that enable you to:

- 1 Create hospitality spaces by bringing together architecture, interior design, operations, and marketing
- 2 Manage the design process from ideation to space design, brand identity, and digital channels
- 3 Design your digital assets and maximize visibility with the *Digital Springboard™*

Immersive and Collaborative Learning

The Hospitality Concept Design program offers an immersive and interactive learning experience that fosters collaboration and networking. Through workshops, teamwork, and exclusive behind-the-scenes access to hospitality concept projects, you will have the opportunity to engage with other professionals from diverse backgrounds, exchanging ideas and perspectives that will enrich your creative process.



Discover your Learning Journey

Three-Pillar Approach

Interactive Learning



engage

Immerse yourself in dynamic workshops, teamwork exercises, and panel discussions that foster collaboration and encourage the exchange of ideas among participants and industry experts.

Hands-On Application



create

Put your learning into practice by working on a real-life case study of a hotel redesign, applying the design principles and techniques acquired throughout the course.

Real-World Case Studies



experience

Gain exclusive insights from curated guest speakers, including renowned interior designers, graphic designers, and content creators, as they share unique real-life case studies of successful hospitality design projects.



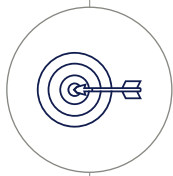
Hospitality Design Evolution

Embark on a fascinating journey through the history of hotel and restaurant design, exploring how cultural and social influences have shaped the evolution of hospitality spaces. Gain a deep understanding of the key milestones and turning points that have defined the industry, and learn how to apply these insights to your own design projects.



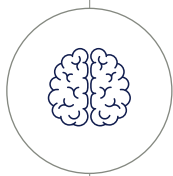
Global Design Trends

Stay ahead of the curve by discovering the latest trends in interior design. From the rise of biophilic design to the integration of smart technology, you will explore the cutting-edge concepts and innovations that are reshaping the hospitality landscape, and learn how to incorporate these trends into your own designs.



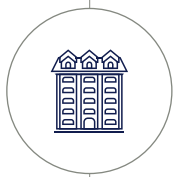
Customer Offering Design

Master the art of creating customer offerings that perfectly balance the needs and desires of your guests with the operational requirements of your team. Learn how to conduct thorough market research, identify unique selling points, and develop a comprehensive range of products and services that will set your hospitality concept apart from the competition.



Brand Identity

Discover the power of a strong brand identity in the hospitality industry, and learn how to create a unique visual and verbal language that reflects your concept's values and personality. From crafting the perfect brand name to designing eye-catching menus and showcasing room pictures, you will acquire the skills needed to develop a cohesive and memorable brand experience across all touchpoints.



Space Design

Dive deep into the world of space design, and learn how to create guest environments that are both functional and visually stunning. From space programming and layout optimization to the selection of materials, furniture, and lighting, you will master the key principles and techniques that underpin successful interior design in the hospitality industry.



Community Activation

Explore innovative ways to engage and activate your hospitality concept's community, both online and offline. Learn how to design guest interactions, events, and activities that leverage 'onsite momentum' and create a sense of belonging and loyalty among your customers. Discover the power of customer engagement content creation in building a thriving community around your brand.



Communication Channels

Gain proficiency in creating a compelling digital presence for your hospitality concept and learn how to effectively communicate your brand story and offerings across various channels through high quality content creation. From website design and social media marketing to email campaigns and influencer partnerships, you will acquire the skills needed to develop a comprehensive digital strategy that drives engagement, bookings, and revenue.



Innovative Tools and Frameworks

Throughout the course, you will be introduced to innovative tools and resources that will support your hospitality design journey. By mastering these tools and frameworks, you will be well-equipped to tackle the challenges of concept design in a fast-paced and rapidly evolving industry.

These include:

The Digital Springboard™

A unique framework that helps you plan and implement a winning digital strategy for your physical assets, from channels to content creation, ensuring a seamless and engaging guest experience across all touchpoints.

Admissions and Applications



Applying to the Course

To apply, please submit the following documents online:

- Professional resume, CV or LinkedIn profile link
- English proficiency if non-native speaker

The Admissions Office will review applications on a rolling basis.



Tuition and Fees

The tuition fee for the course is CHF 2500. This covers:

- Virtual Kick-off session, followed by 3 days of on-campus learning
- Course materials and resources
- Lunch and refreshments during the course
- Certificate of Completion

Please note that accommodation and travel expenses are not covered in the tuition fee.

For further information on the application process, tuition, or payment plans, please consult our website or reach out to our admissions office.



Course Director

Professor Yuri Sawerschel



Youri Sawerschel, the founder of Creative Supply, brings a wealth of experience in strategic branding and design to the Hospitality Concept Design program. His agency, based in Zurich, specializes in crafting unique brand experiences across various touchpoints, from physical spaces to digital platforms.

With a keen eye for design and substantial knowledge at the top of the hospitality industry, Youri has led transformative projects across Europe, China, and the Middle East. His work encompasses not only the creation of captivating spaces but also the development of comprehensive brand identities and digital strategies.

As a thought leader in the field, Youri has authored influential publications such as 'The Hospitality Concept Handbook' and developed branding guides that have become industry benchmarks. His expertise has made him a sought-after speaker at leading institutions like EHL, EPFL, HEC Paris, and ESSEC Business School.

In the Hospitality Concept Design program, Youri shares his profound insights and practical techniques to help participants master the art of creating spaces that not only look stunning but also drive business results. His guidance spans the entire design process, from ideation and space planning to brand identity creation and digital asset management.

Under Youri's mentorship, participants will gain the skills to blend creativity with strategic thinking, ensuring that their designs captivate guests, streamline operations, and boost revenue. His unique perspective on the 'phygital' world will empower participants to create hospitality concepts that thrive in the digital age.



Awards and Rankings

As the world's first hospitality management school, EHL offers 130 years of applied teaching expertise. This program allows you to immerse yourself in our pioneering approach and engage with our vibrant learning community.

Take your career from industry leader to inspiring future leaders and fellow professionals.

#1

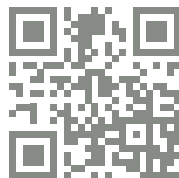
Hospitality & Leisure Management, QS
World University Rankings, 2019-2024

Accreditations

AASB // NECHE // HES-SO

#5

Switzerland (2021 - 2023) QS World
University Rankings in Business &
Management Studies



Scan to learn more

Elevate your design skills. Create spaces that captivate in the 'phygital' world.

Hospitality Concept Design



Learn more.



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1000 Lausanne 25, Switzerland

gs.ehl.edu



Hes·so

