



In this issue's IIDA forum article (see p. 152), IIDA CEO Cheryl Durst notes that the emphasis on regionalism in hospitality design is one that perhaps should have emerged sooner because it creates a distinct association of place that lingers in the memory even after you've left—a key to any successful hospitality project. Thankfully, design firms like DiLeonardo International firmly grasp this concept and applied the technique to the Luxury Island Resort & Villas in Haitang Bay, China, using rendering software to refine its design concept to perfection.

DiLeonardo's design captures the essence of local culture in a contemporary and crafted manner, highlighting local materials and construction techniques.

"We looked to create an iconic space in the region," explained Frederick Robertus, senior design/senior associate at DiLeonardo. "We are drawing on local traditions such as weaving and fishing techniques, as well as local patterns and materials to develop something culturally sensitive and specific to this region of Sanya."

The move is a smart one, given that the resort will cater to multiple generations with the goal of creating a memorable and unique experience of the island with at a scale unmatched in this location.

"We listen very carefully to our clients and also do extensive research on the location, culture, and existing marketplace," said George Cucitrono, project director/senior associate at DiLeonardo. "This provides a framework for our designers to begin creating contextual design. Our renderers are part of our team so we work very collaboratively."

As design is being developed, DiLeonardo's design team uses models to help determine views and resolve difficult transitions or architectural elements. It also works to understand the constructability of the spaces, which helps to push the quality and solutions developed in the schematic phases of work.

"Another important aspect of the rendering is quality of materials, and we expend much effort in photographing and capturing the true materiality of the products we are working with," noted Cucitrono. "The rendering must convey a beautiful or thought provoking image as well as be a tool to realize a constructible environment."

The property is a study in blurring the boundaries between interior and exterior space, and it's clear that DiLeonardo achieved this concept by taking full advantage of the technology, materials, and tools available today.



Luxury Island Resort+Villas

Haitang Bay, China | By DiLeonardo International

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