

HYATT

IXI

PROJECT



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Our Voice

OUR ESSENCE

WE CELEBRATE PASSION

OUR ESSENCE

**PASSION GROWS
WHEN IT'S SHARED**

OUR MANIFESTO (DRAFT)

Hyatt X Project is an impromptu dwelling for those who revel in the possibilities of the here and now. The jet-set nomad, the will-travel-for aficionado, the proud weekend warrior. The passionate fan with a lust for life. We're here for you. Hyatt X Project is a mobile village that is composed of private Exo units and shared community spaces. The village flexes around you, while covering all the bases (think: pristine toilets, cozy bedding, and a craft cocktail when you need it) so you can make the most out of whatever the day brings.

Unlike traditional hotels, Hyatt X Project is part of the event. Here, the party never ends. In every locale, the "best of's" are invited to join the village, sharing their specialties in food, drink and culture. Our local Host is your friend in the know. We don't want you to miss that underground afterparty or amazing hole-in-the-wall around the corner.

But we know that epic experiences are not just about the what. It's also about the who. That's why we take a whole new approach to community. We provide serene, private spaces for you to relax, refresh, and recharge in, our mobile village is truly that – a village. Upon arrival, you'll meet your neighbors, and there are plenty of chances to say hello or plot ventures together at the village bar or around the campfire. It's a creative space where you can customize your Exo solo or with friends, throw parties, join the experiences we provide or simply hang out with newly selected neighbor-friends.

Come join us on your next journey – we can't wait to share the experience with you.

OUR ATTRIBUTES

WE ARE PASSIONATE



We are Electric
We are Active
We are Spontaneous

WE ARE COMMUNITY



We are Participatory
We are Collaborative
We are Shared

WE ARE REFRESHING



We are Exhilarating
We are Cozy
We are Intimate

BRAND APPLIED



DJ Hour
Passion Wall
Bloody Mary
Bar



PASSIONATE

We are spontaneous and rebellious. We express ourselves through impromptu DJ sessions, a live passion wall, and small details like crafting our own cocktail creations.

BRAND APPLIED

COMMUNITY

We come together as a community and celebrate through collective meals, capture memories, and invite other like-minded explorers to join our tribe.



Group Dinners
Photo Bus
Token Invites



BRAND APPLIED



Breakfast in Exo
Relaxing on Porch
Custom Flags



REFRESHING

We get intimate and take time to refresh and unwind. We balance our active festival experience with finding replenishing moments in our Circles.

OUR VILLAGE (SAMPLE)



Design components

LOGO MARK



LOGO MARK COLORS



EVENT SPECIFIC LOGOS



LOGO LIMITED USE



TYPOGRAPHY

THERE IS NO END. THERE IS NO BEGINNING.

**THERE IS ONLY
THE PASSION OF LIFE.**

FELLINI

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Futura Bold

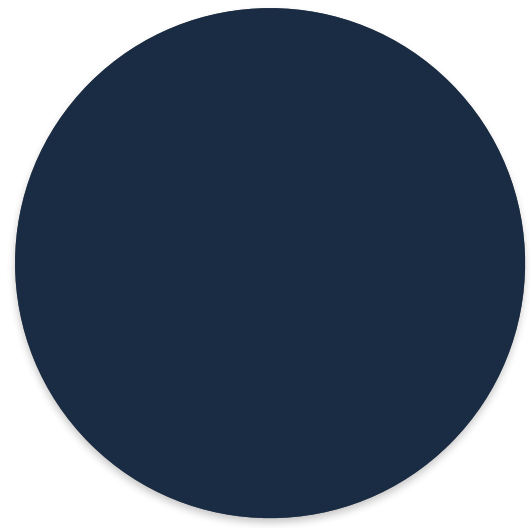
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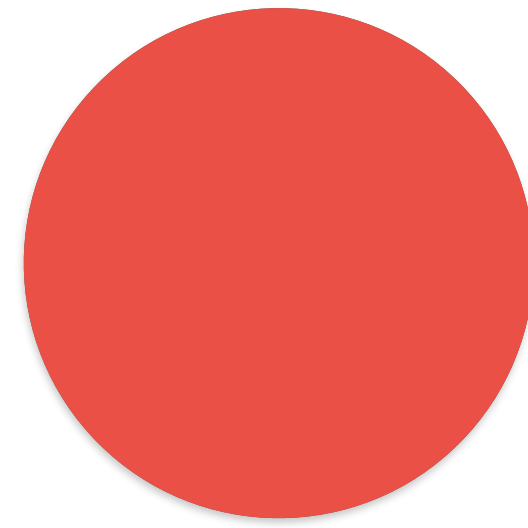
COLOR

Primary colors



Dark Navy

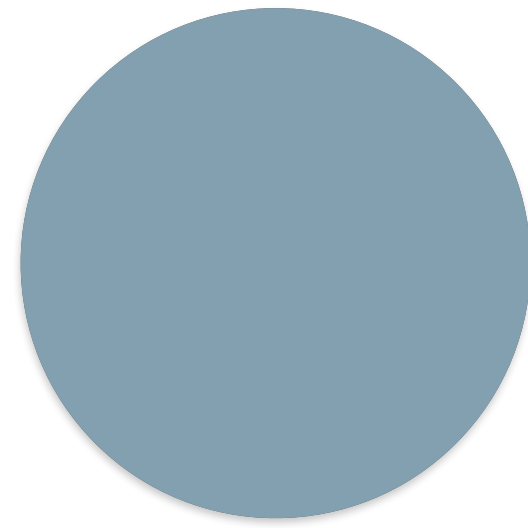
R25 G44 B68
C91 M71 Y28 B47



Coral Orange

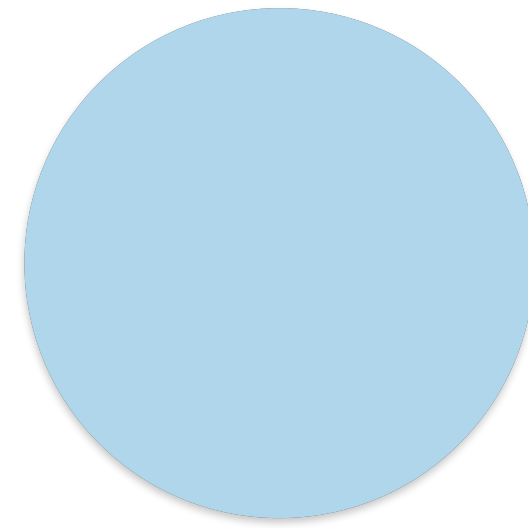
R226 G56 B55
C1 M80 Y72 B1

Secondary colors



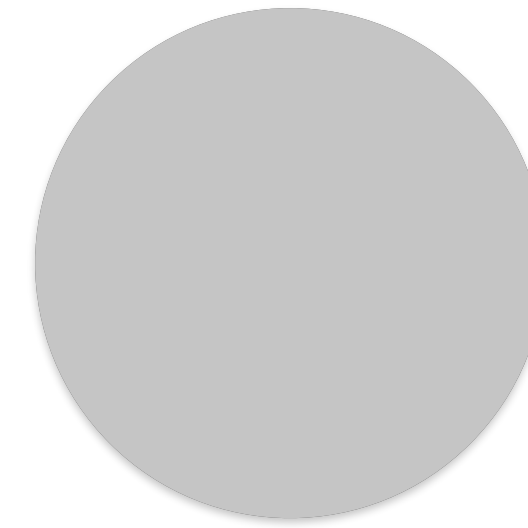
Grey blue

R113 G143 B160
C49 M24 Y16 B1



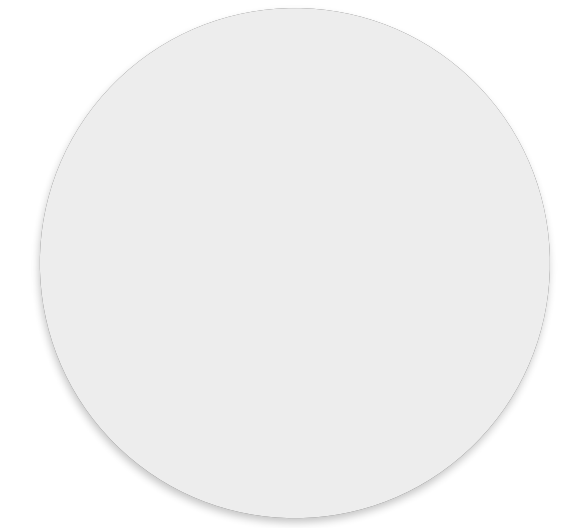
Light blue

R160 G205 B229
C29 M5 Y2 B0



Grey

R184 G184 B184
C21 M15 Y13 B0



Light grey

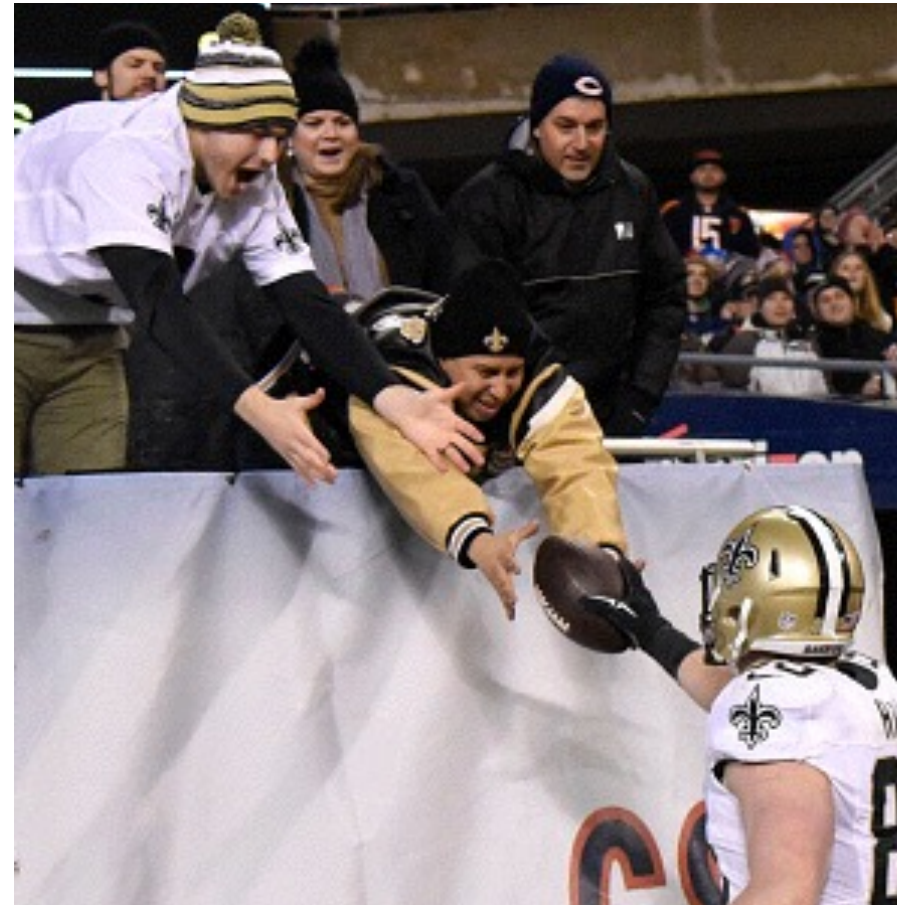
R230 G230 B230
C6 M4 Y3 B0

PHOTOGRAPHY LOOK & FEEL: MUSIC FESTIVAL



* These images are a suggested look and feel. To use them publicly, please reference purchasing details on page 28

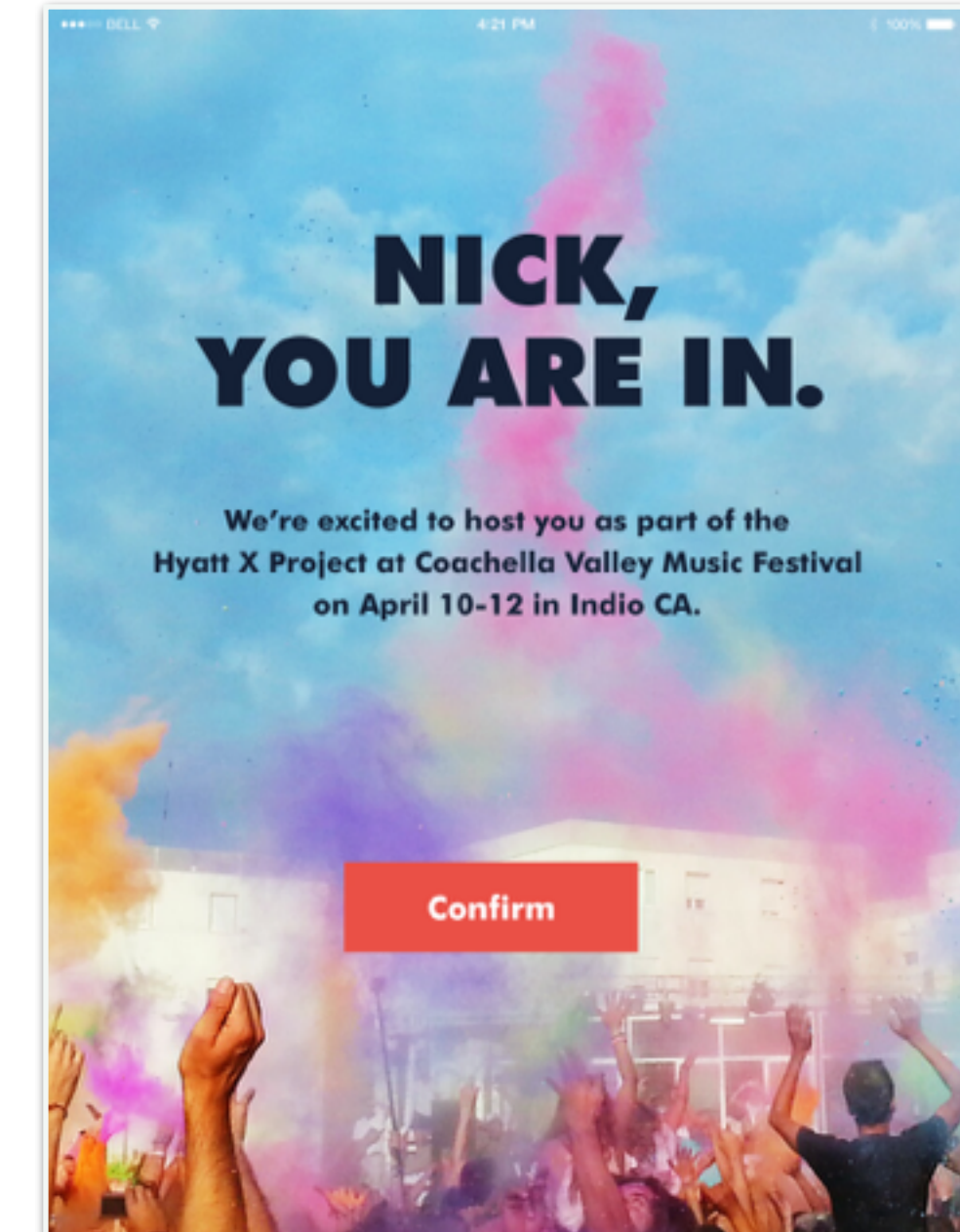
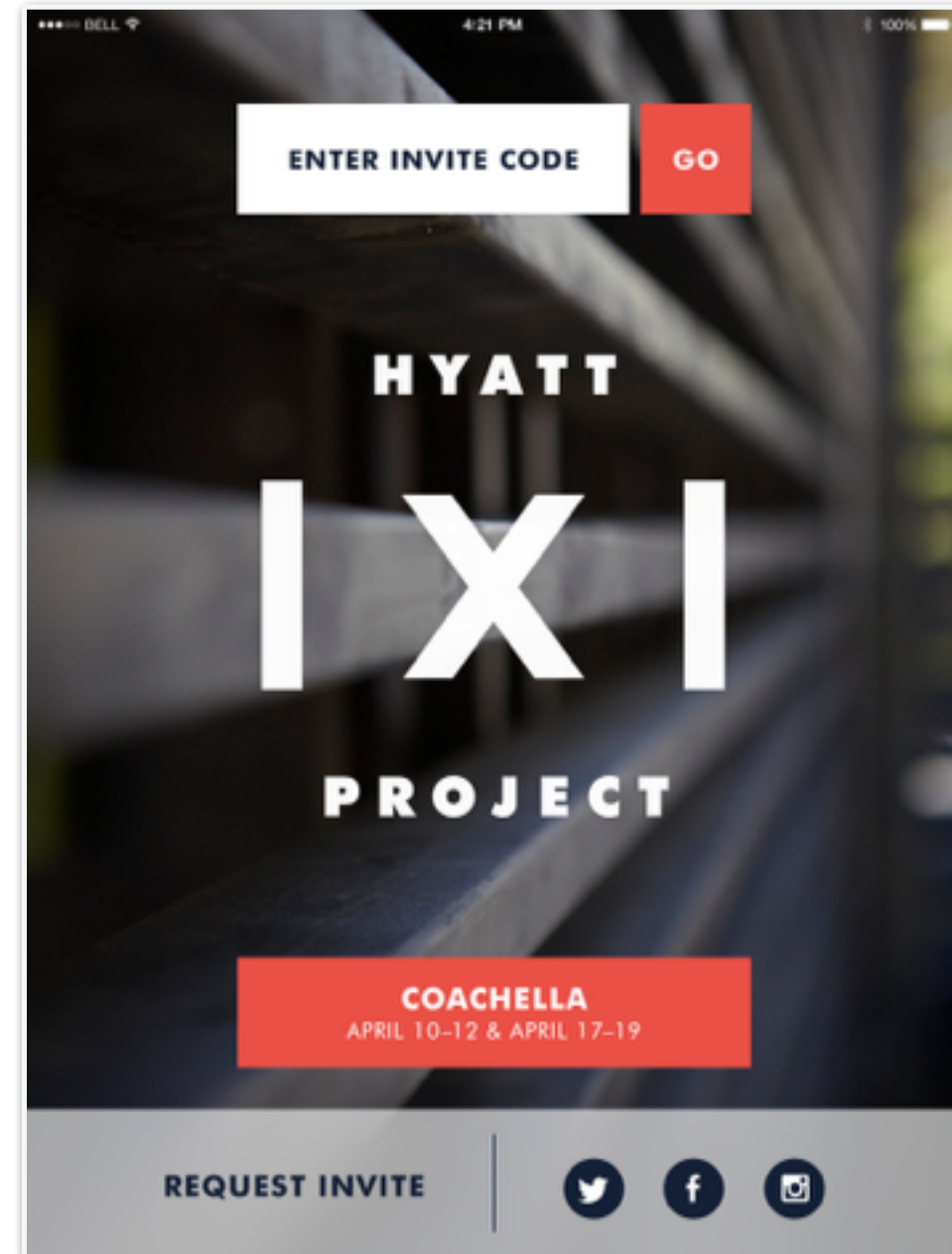
PHOTOGRAPHY LOOK & FEEL: SPORTS EVENT



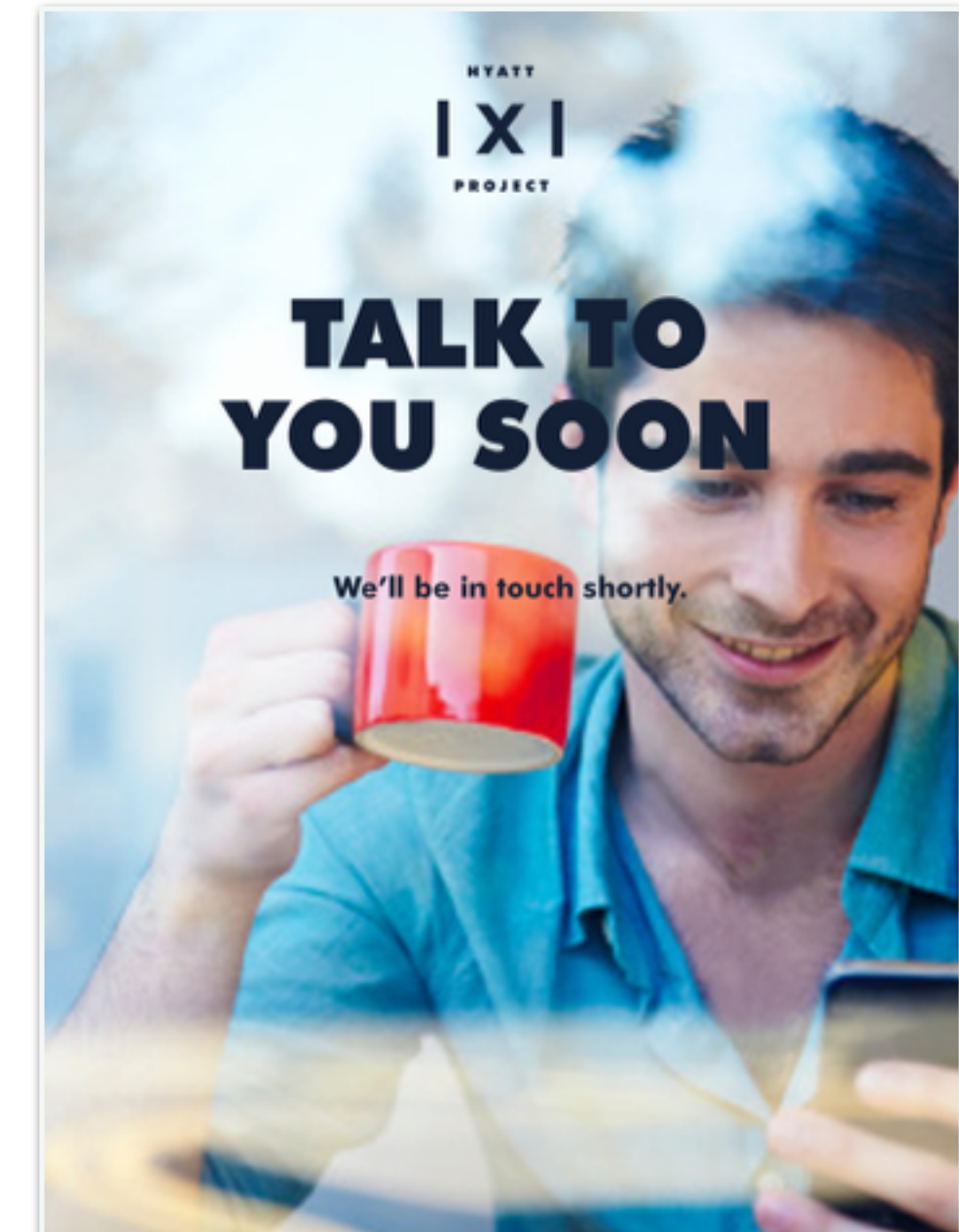
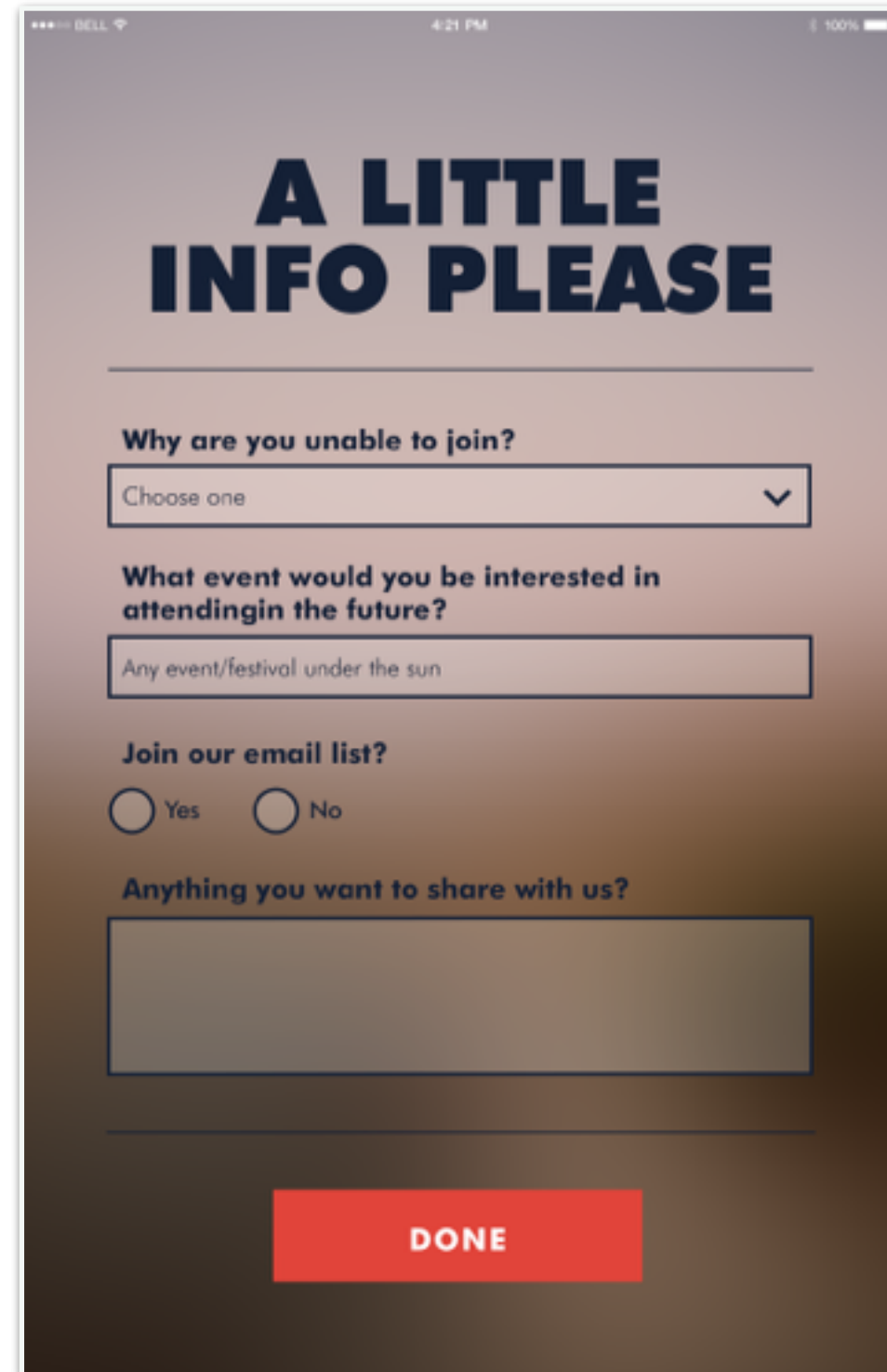
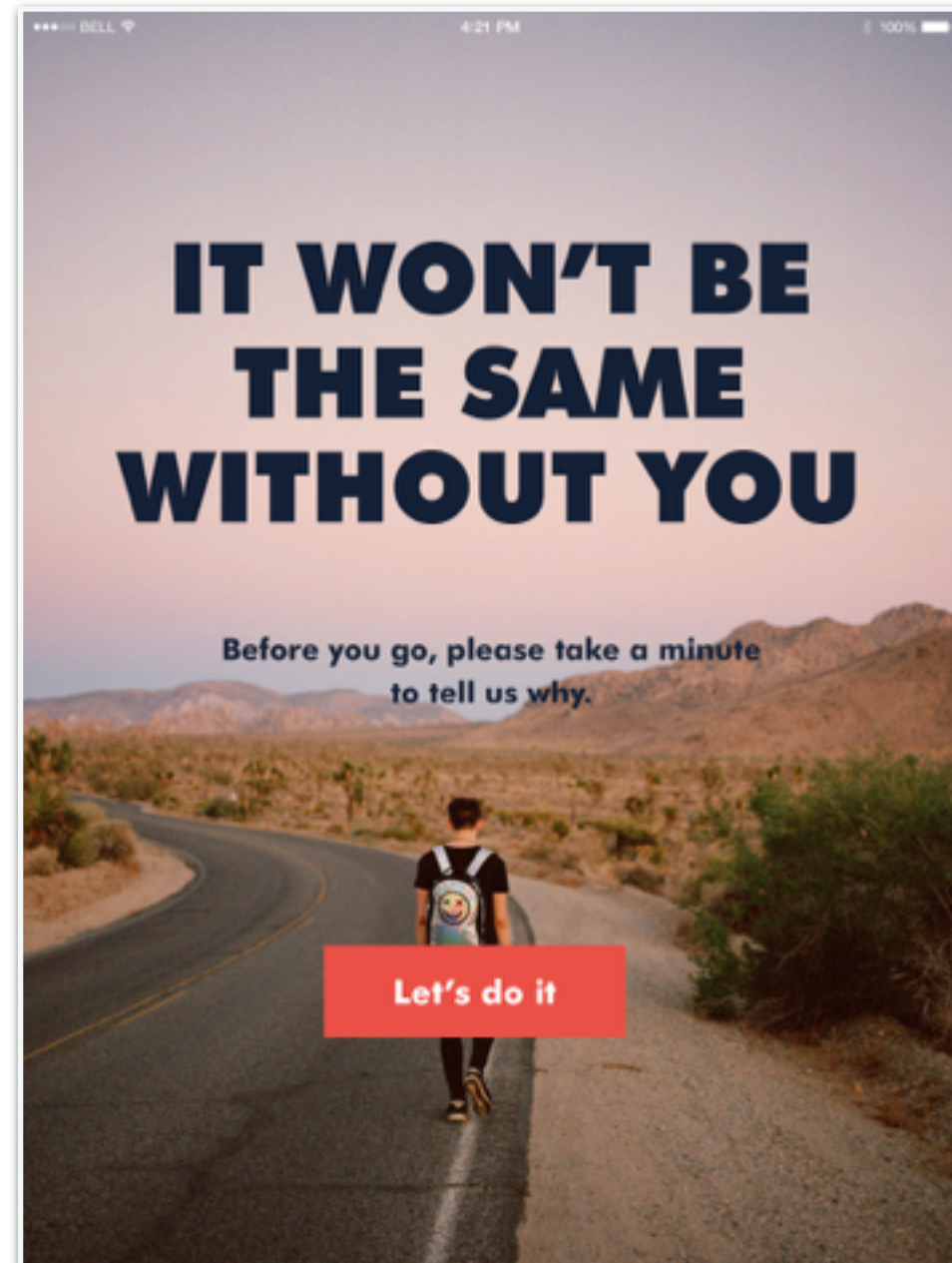
* These images are a suggested look and feel. To use them publicly, please reference purchasing details on page 28

Putting it all together

DIGITAL



DIGITAL



WELCOME GUIDE



IXI **HYATT PROJECT**

WELCOME GUIDE

Hyatt X Project
Coachella Valley Music & Arts Festival
April 2015

YOUR WEEKEND OVERVIEW

Friday | Check-in & Welcome

- 1:00 pm | Lorem ipsum dolor amet debet norum tam
- 3:00 pm | Lorem ipsum amet debet bonorum dolor
- 8:00 pm | Lorem ipsum dolor sit amet debet sit amet
- 10:00 pm | Lorem sit amet debet bonorum exus
- 11:00 pm | Lorem ipsum dolor sit bet bonorum exustint

Saturday | Full Day One

- 8:00 am | Lorem ipsum dolor sit amet debet bon tam
- 10:00 am | Lorem ipsum dolor sit amet debet bon tam
- 11:00 am | Lorem ipsum dolor sit amet debet bon tam
- 1:00 pm | Lorem ipsum amet debet bonorum exus dolor
- 2:00 pm | Lorem ipsum dolor sit amet debet sit amet
- 3:00 pm | Lorem ipsum amet debet bonorum exus dolor
- 8:00 pm | Lorem ipsum dolor sit amet debet sit amet
- 10:00 pm | Lorem sit amet debet bonorum exus dorn
- 11:00 pm | Lorem ipsum dolor sit bet bonorum exustint
- 1:00 am | Lorem ipsum dolor sit amet debet sit amet

Sunday | Full Day Two

- 8:00 am | Lorem ipsum dolor sit amet debet bon tam
- 10:00 am | Lorem ipsum dolor sit amet debet bon tam
- 11:00 am | Lorem ipsum dolor sit amet debet bon tam
- 1:00 pm | Lorem ipsum amet debet bonorum exus dolor
- 2:00 pm | Lorem ipsum dolor sit amet debet sit amet
- 3:00 pm | Lorem ipsum amet debet bonorum exus dolor
- 8:00 pm | Lorem ipsum dolor sit amet debet sit amet
- 10:00 pm | Lorem sit amet debet bonorum exus dorn
- 11:00 pm | Lorem ipsum dolor sit bet bonorum exustint
- 1:00 am | Lorem ipsum dolor sit amet debet sit amet

Monday | Check-out & Goodbye!

- 8:00 am | Lorem ipsum dolor amet debet norum tam
- 10:00 am | Lorem ipsum amet debet bonorum dolor
- 12:00 pm | Lorem ipsum dolor sit amet debet sit amet

Hyatt X Project | Coachella Valley Music & Arts Festival, April 10-12 & 17-19, 2015

THE HOST WELCOMES YOU & SHOWS YOU AROUND



Lorem ipsum dolor amet debet norum tam


Lorem ipsum dolor sit amet, pri an meliore convenire ite. Cum ipsum error antiopam ea, per an laudem voluptaria constituto. Meis error duo eu, iudico prodesset constitutum cu mei. Purto sapientem eos ut, pro cu sale persequeris. Eu putent aperiri sed, modo accusam definiebas id mei, alienum intellegebat nam te.

Lorem ipsum dolor amet debet norum tam

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Hyatt X Project | Coachella Valley Music & Arts Festival, April 10-12 & 17-19, 2015

INDIO, CA?



AVERAGE TEMPERATURE APRIL

DAYTIME HIGH
92°F
33°C

NIGHTTIME LOW
57°F
14°C

PRECIPITATION
0.02 IN

SUNRISE
6:38 AM

SUNSET
8:47 PM

Hyatt X Project | Coachella Valley Music & Arts Festival, April 10-12 & 17-19, 2015

ONE FOR ONE

IXI HYATT PROJECT + reaction

Lorem ipsum dolor sit amet, suas dui mentitum pro et, ut est ipsum assum definitiones, ea cum verear oporteat simi lique.

Eu natum posse ornatus mei, ei mel nihil populo pertinacia, sit no postea everti. Nam et quot clita discere, quem fugit eruditi mea te, eam labitur perlinax voluptaria in. Vel at scripta viderer, virtute perpetua mnesarchum pro te. Vim et accusata appellanturn, ad vis ignota viderer expelendis. Ad nobis epicuri assentior nec, ad eam elit phaedrum. Te nam nihil oporteat reprimique. Id mel odio nominavi epicure.



Hyatt X Project | Coachella Valley Music & Arts Festival, April 10-12 & 17-19, 2015

FLAGS (SUGGESTED DESIGN)



Purchasing assets

TYPOGRAPHY

The brand font, Futura, is only used in the light book, and bold weights. It can be purchased from Linotype and other foundries, and licensed for temporarily from Typekit, for both print and digital use.

Purchase: <http://www.linotype.com/472/futura-family.html>

License: <https://typekit.com/fonts/futura-pt>

Futura Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PHOTOGRAPHY

To capture a consistent visual feel to the images, we've selected images from a few different sources.

1: giantartists.com – Jake Stangel
bigsur_05_2048.jpg (\$3,000)

2: giantartists.com – Jake Stangel
porterrobinson_14_2048.jpg (\$3,000)

3: giantartists.com – Jake Stangel
stylus_210_2048.jpg (\$3,000)

4: uspalsh.com – IMG_8402 (Free)

5: getty.com – 496081827

6: stocksy.com – 430570 (\$100)

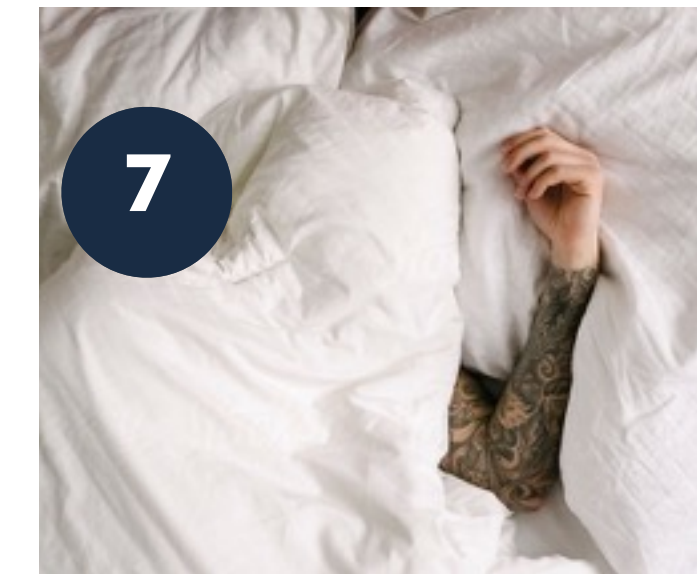
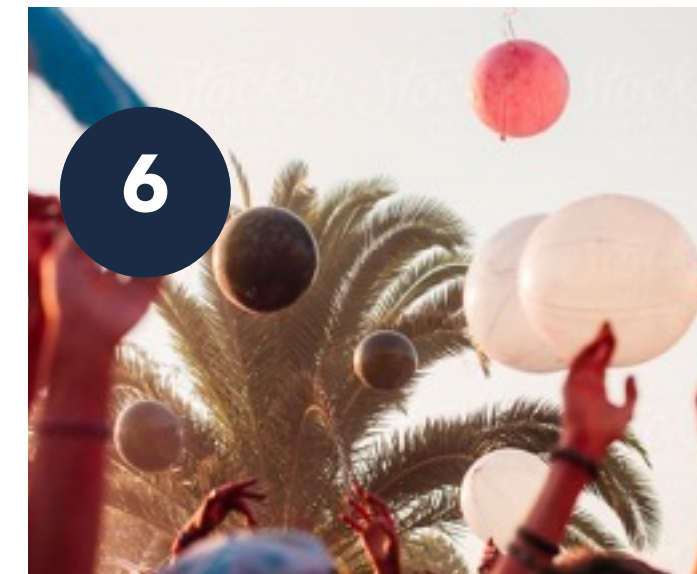
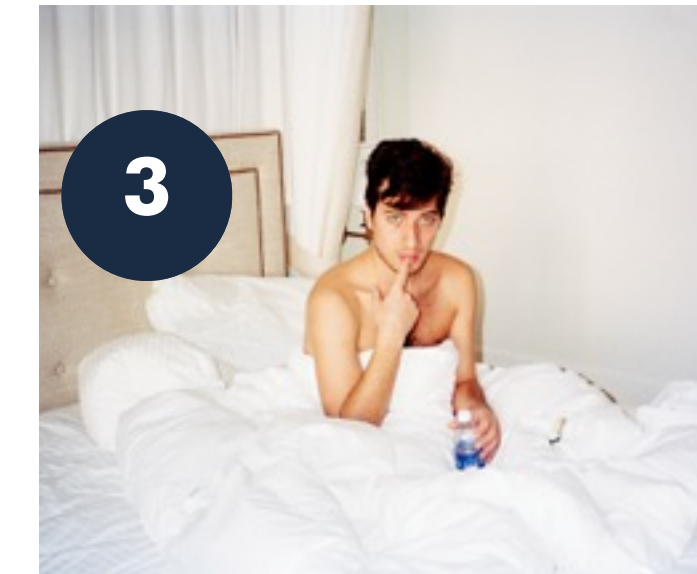
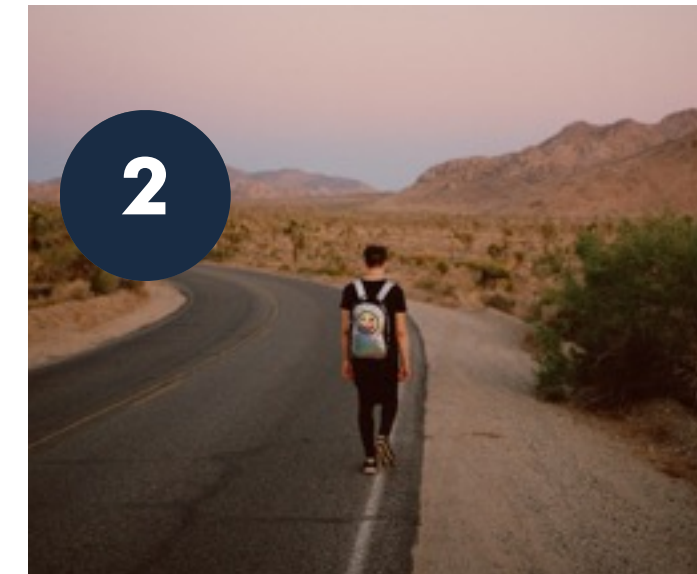
7: stocksy.com – 167272 (\$100)

8: flickr.com – 9743596380

9: flickr.com – 13903587605

10: getty.com – 200257163-001

11: getty.com – 451813175



VIDEO

In the future, we recommend creating unique video assets. For the pilot we have selected footage from **dissolve.com**

1: Detail shot of sliding on the door with fingers

D333_4_910 (\$80), HD 1920 x 1080

2: Young woman sleeping on rear seat of off road vehicle

D298_1_067 (\$150), HD 1920 x 1080

3: Night falls in the desert as the sun sinks to the horizon

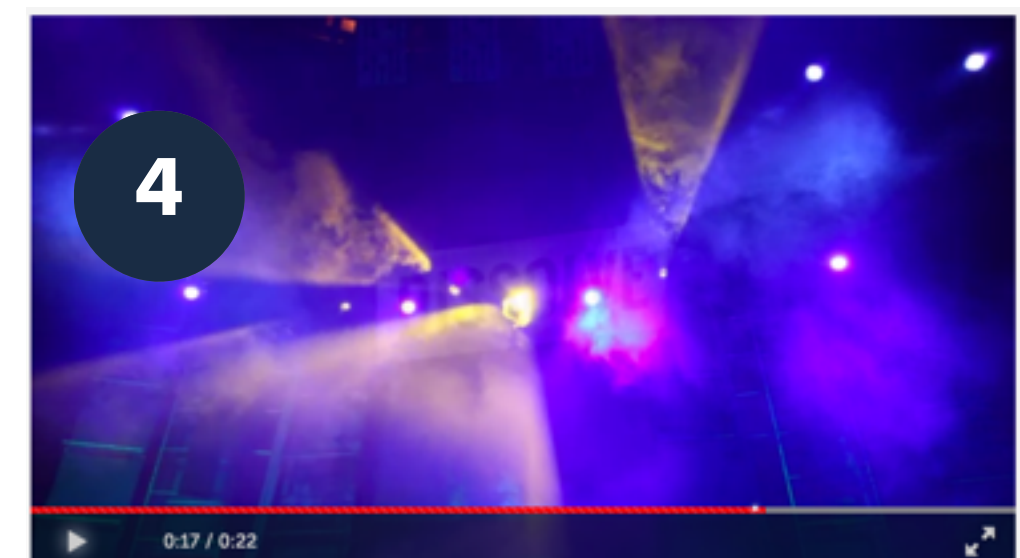
D34_16_465 (\$150), HD 1920 x 1080

4: moving disco searchlights in smoke on stage of nightclub

D254_8_443 (\$80), HD 1920 x 1080

5: People dancing at open air rock festival during night

D451_5_015 (\$80), HD 1920 x 1080



APPENDIX

Additional brand considerations

What we are not

We are not all things to all people. Our brand enthusiasts are a self-selecting group seeking a novel way to experience an event. The traditional models of hotel nomenclature do not apply.



Traditional

Hotel, Top-down,
One-size-fits-all,
Generic, Stuffy.



Luxury

Destination resort, Precious,
For the few , An island,
A walled garden.



Passive

Transactional, Lean-back,
Templated.

Comparative brand voice

These brands do not necessarily offer comparable products or services, but they all create a brand voice that is distinct, unexpected, and genuine to their experience.



GoPro

Transforming experiences into memories, GoPro exists to make your favorite moments better and more shareable. Their technology, a universal core with accessories customized to specific activities, creates a recognizable and memorable brand.



Ice Hotel

Only existing for a short time each year this experience is by necessity unique. Utilizing the surrounding environment to create a one-of-a-kind experience, the scarcity of the structure itself creates real value to the Guest.



Toms

Toms makes caring a core part of their brand, donating a pair of shoes for each pair sold. Through an understated marketing campaign, Toms is able to communicate, and gain love from, brand values while doing good.

Brand voice structure

Our brand voice defines how we talk to our guests and collaborators, both verbally and in written form. It includes both the words we choose, and the tone in which we convey them.

Make Connections

Our Guests care for each other, for their new friends and for the wider world around them. We foster this community through our unique locations, rewarding experiences and lasting friendships.

Define Boundries

The Hyatt X Project provides a unique link to the event surrounding the Guest. We help the fan to become fully immersed in the event experience, while honoring their desire for sanctuary.

Live in the Moment

The event experience is active, dynamic, and spontaneous. For fans, no two experiences are alike. Each Hyatt X Project footprint is custom-built to enhance the location, fans and events it supports.

Keep it Versatile

Our experiment is untied as one with the events that the enthusiasts attend. There is variance between events and within each moment – we must remain adaptable.

Be Rebellious

The nature of our project is to test uncharted waters, there are no prescribed rules or infrastructure in place – we are challenging notions of what temporary shelter could be.

Share Don't Tell

The guest knows what they want and don't need to be told what to do or how to get it. Our language is respectful and inclusive while encouraging creative problem solving amongst both guests and hosts.

Brand story

We are a collective of enthusiasts (music lovers, tech aficionados, sports fans) not just guests. Our hosts are equal parts expert on both the event and hospitality. We are united throughour shared anticipation for the coming event, collaboratively building a temporary, experimental community from the ground up.

Our social spaces offer opportunities for community moments – to share, learn, develop, and expand. Private spaces allow us to honor quiet moments – refresh, recharge, reflect. Connected spaces provide access to technology – wifi, charge ports, and unexpected levels of accessibility.

Web video content

Phase 1: Video content requirements



Pre-Event Vignettes

Timeline

Capture Dec / Jan / Feb

Launch 1/16; Ongoing Updates

Description

Prior to SXSW we use simple, short, environmental video loops that hint at the experience a Fan would have without showing the experience itself.

We See

Vignettes of surfaces, plans, gentle motion show details and texture. Any people are seen as shadows.

The less we show, the better; the focus is on creating anticipation and desire.

Object Studies

Tells a story through textures and objects.

- Exo Skin (Inside/Outside)
- Environment Objects (Art/Seats/etc)
- Soft Goods (Accessories)

Making Of

Showcases the steps that led to the final experience through work in progress.

- Site Plans (2D or 3D)

Human Presence

Brings the experience to life through the hint of human presence.

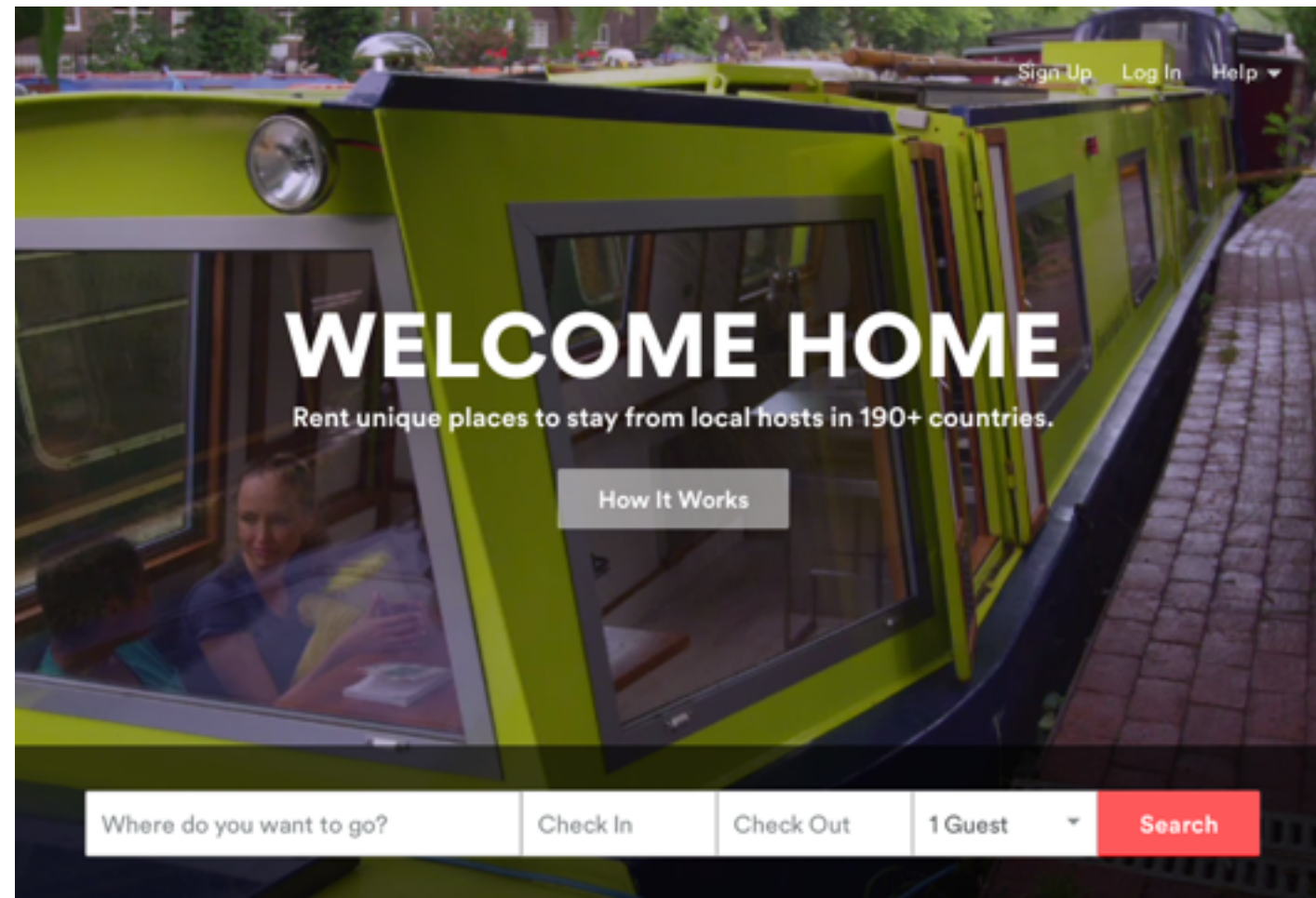
- Exo Inside
- Environment Representations

Sense of Place

Celebrates the views, places and things found in the local environment.

- Site View (SXSW + Coachella)
- Local Area (SXSW + Coachella)

Phase 2: Video content requirements



During-Event Scenes

Timeline

Capture March / April

2-3 Releases per Day during Events

Description

During the events the homepage is taken over by footage of the Hyatt X Project itself through looping short-form videos. This gives the future Guest a taste of their possible experience, as well as representing a "greatest hit" each day.

We See

Footage of event set-up, people interacting, and the space in use. Background videos tell a story of community, dynamic atmospheres etc We focus less on polish than on capturing the spirit of the thing.

Ambient noise may be captured to enrich out the visuals.

Event Experience

Shows how the event changes throughout the day, night, and at key moments along the journey.

- On-Site Environment
- Festival Environment
- Signature Moments (touchpoints)

Human Experience

Shows how people interact with each other and the space, telling stories both social and reflective.

- People in Action
- People Reflecting
- Experience Walkthrough

Making of

Showcases the steps that led to the final experience though work in progress.

- Time Lapse Event (Set Up+)

Phase 3: Video content requirements



Post-Event Narrative

Timeline

Capture January - April
Post-Event Releases TBD

Description

Post-event, we've take all the generated footage and create an edited master cut that relates a story of the Hyatt X Project experience. This is more aspirational, and historic in tone and tenor.

We See

Full narrative video utilizing voice over or text overlay, and social media integration. We focus on the event as well as the Hyatt X Project experience, chronicling the spirit as well as the events that define it.

We hear an inspirational voice-over telling us the story, with musical accompaniment.

Additional Activities Required

- Story development
- Voice over production
- Post-production editing

Manifesto statements (examples)

Ace Hotel

Ace Hotel is a collection of individuals — multiple and inclusive, held together by an affinity for the soulful. We are not here to reinvent the hotel, but to readdress its conventions to keep them fresh, energized, human. We accept the hotel as a potential for real, fluid community. We believe that hospitality is compassion, that it is not servility but genuine concern for others' well-being and the ability to live with empathy. We believe that Mr. Strummer was right when he sang, "If you're after getting the honey, hey — then you don't go killing all the bees," because there is no honey without bees. And Mr. Blake was right when he said that "Life delights in life," meaning that cultivating joy attracts more joy. We like the stories that come with things and think that wherever you are, you should feel like you're there. Always go with the best idea, regardless of where it comes from and be willing to learn from anybody. Do what's got to be done everyday. The basic things matter. Try not to be a jerk. The truth doesn't always make sense, but it usually feels right. Try to make something everyday. The only free will you have is how well you respond to fate, so steel yourself and smile. Work can be a beautiful thing when done beautifully, and it's a lot more fun done together than apart. This, more than anything else, is why people want to sleep with us.

Citizen M

A collection of innovative concepts, citizenM is a hotel driven by one desire: to create affordable luxury for the people. By “the people,” we mean a smart new breed of international traveler, the type who crosses continents the way others cross streets. This includes the weekenders, the suits, fashion baggers and affair havers. The explorers, adventurers and dreamers. Those who travel the world with big hearts and wide eyes. Those who are independent, yet united by a love of the five continents. Those in search of business, shopping or art. In short, everyone who is a mobile citizen of the world. Most likely, that also means you.

HOXTON

We started doing things differently on the East London scene back in 2006 when we opened The Hoxton, Shoreditch. Back then we were labelled the “no bull shit” hotel, because we took away everything that pissed people off in traditional hotels - no expensive mini-bars, no high rate phone calls and no paid for internet. We became the anti-hotel. Today we’ve evolved, just like the neighbourhood we first started in, but that “no rip-off” policy is still very much at the heart of everything we do.

We were always never just about offering a bed for the night, we wanted to be more than that, providing a place where people could eat, drink, work and play anytime of day. We curate an amazing events programme inspired by the local area, working with our neighbours to showcase the good and the great of the cities we form part of. We’ve also got restaurants, bars and retail run in partnership with Soho House Group where guests can hang alongside the locals.

THANKS!

