

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ARCHITECTURE PLANNING AND SURVEYING
INTERIOR ARCHITECTURE DEPARTMENT**

MARCH

It is recommended that this Research Project Report prepared

by

NUR NADZIRAH BINTI MAHAT

titled

**PROPOSED NEW INTERIOR DESIGN OF HOTEL DE ART
AT NO. 1 , JALAN TENGKU AMPUAN ZABEDAH B 9/B, SECTION 9,
SHAH ALAM, SELANGOR FOR HOTEL DE ART**

accepted in partially fulfilment for the award of the Diploma in Interior Design

Report Supervisor : _____

Mr. Shahrizan Mohd Said

Course Coordinator : _____

Mrs. Azizah Md Ajis

ABSTRACT

In this project, it will bring up the study or research on boutique hotel design for Hotel De Art. All the information is gained throughout many methods such as interview, case study, observation, internet and books to produce a good design. All of this information will be compiled and used as a guideline in the design process. Boutique hotels are characterized by style, distinction, warmth, and intimacy, which are key words in the architecture and design of boutique hotels, which seem to attract a niche of customers looking for a special and differentiated property able to fulfill their individual needs.

This project title is Proposed New Interior Design of Boutique Hotel at no. 1, Jalan Tengku Ampuan Zabedah B, 9/B, Section 9, 40000 Shah Alam, Selangor. The aim of the design is to design a boutique hotel that includes good and comfortable accommodations to complete guest needs and comfort. With the chosen concept; "legend, bring back the memorial of Malaysian Legendary Artist: P. Ramlee", this project will bring the nostalgia of P. Ramlee and give a great impression from P. Ramlee fans locally and internationally.

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CHAPTER 1.0 INTRODUCTION

1.1 INTRODUCTION

This project title is Proposed New Interior Design Scheme of boutique hotel at no. 1, Jalan Tengku Ampuan Zabedah B 9/B, section 9, 40000 Shah Alam, Selangor for Hotel de Art. The aim of this project is to design a boutique with theme and concept which reflect and inspired by legendary actor “P.Ramlee” films without sacrifice the basic guests need and comfort.

The idea of designing Malaysia themed hotel inspired by demands of guest that love ‘wow’ factor and element of surprise as they take every opportunity to seek different take on the word hotel. Nowadays, different is a must to have attraction from traveller to compete with other competitor. Thus, hotel is not merely seen a comfortable place to stay anymore.

In accordance with their own slogan; Malaysia 1st themed hotel, the hotel should be design with Malaysia themed to promote Malaysia culture. As demands from clients themselves, they wanted to have their second branch as they believed with this project, it will help to attract more guests from local and international.

As marketing strategy, the hotel will be situated at the centre of Bandaraya Shah Alam, which have been developed rapidly this few years. It’s really suitable location for guest who came to Shah Alam to enjoy its tourism attraction.

In conclusion, to have an excellent attraction from guest to choose their hotel, it need to be different, comfortable and affordable.