

Hospitality & Leisure

Design Experience

2024



3DReid

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Introduction

We are an *award winning* architectural design, interior design and masterplanning practice.

We are a creative team of over 120 people working across five UK studios in Birmingham, Edinburgh, Glasgow, London and Manchester.

We work across all design stages and sectors including aviation, culture & community, education, hospitality, industry & technology, residential, retail & leisure and workplace.

We are proud of everything we do, from concept to delivery. We believe the best design comes from a culture of collaboration and sharing ideas. We deliver well designed projects that stand the test of time and a practice that people enjoy being part of.

Our rigorous and pragmatic approach to design helps ensure our projects are delivered on time and on budget. We work hard to create built environments that look to the future and are truly sustainable.

We are the go-to practice for inspiring, considered design solutions that leave a positive impact on occupants, future generations and the environment.



Jen Samuel, Head of Hotels.



Nicolle Cairney, Associate Director.

Our hospitality team

Jen and Doug both head up our hospitality team working closely with hotel brands, operators and owners throughout all stages of a project. Nicolle leads 3DReid's interiors team and works on a diverse mix of projects including 3, 4 & 5-star hotels, bars, restaurants and F&B operations.



Doug Pearson, Head of Hotels.

We workshop everything to benefit from the deepest experience, the freshest ideas and the most enjoyable conversations.

About us Our expertise

We are a collaborative team of architects, interior designers, urban designers, researchers, visualisers, and dynamic problem solvers.

We offer the full spectrum of design services, from early-stage feasibility and proof of concept to full planning applications, technical design and construction delivery.

The best buildings and places come from engagement and collaboration. We listen to our clients and we work openly and collaboratively, convening regular workshops that empower the right people to contribute at the right time. This builds trust, consensus and certainty across our team, our clients, project stakeholders, consultants and end-users.

We bring value to all our projects through clear analysis and well executed design. We approach every project with the same ambition, across all sectors, whether it is a hotel refurbishment, a workplace, or a new airport terminal.



We are a creative team of over 120 people working collaboratively across five UK studios.

Our work is widely regarded in the industry as the *best in sector*, having shaped brand concepts for a number of prominent hospitality clients.

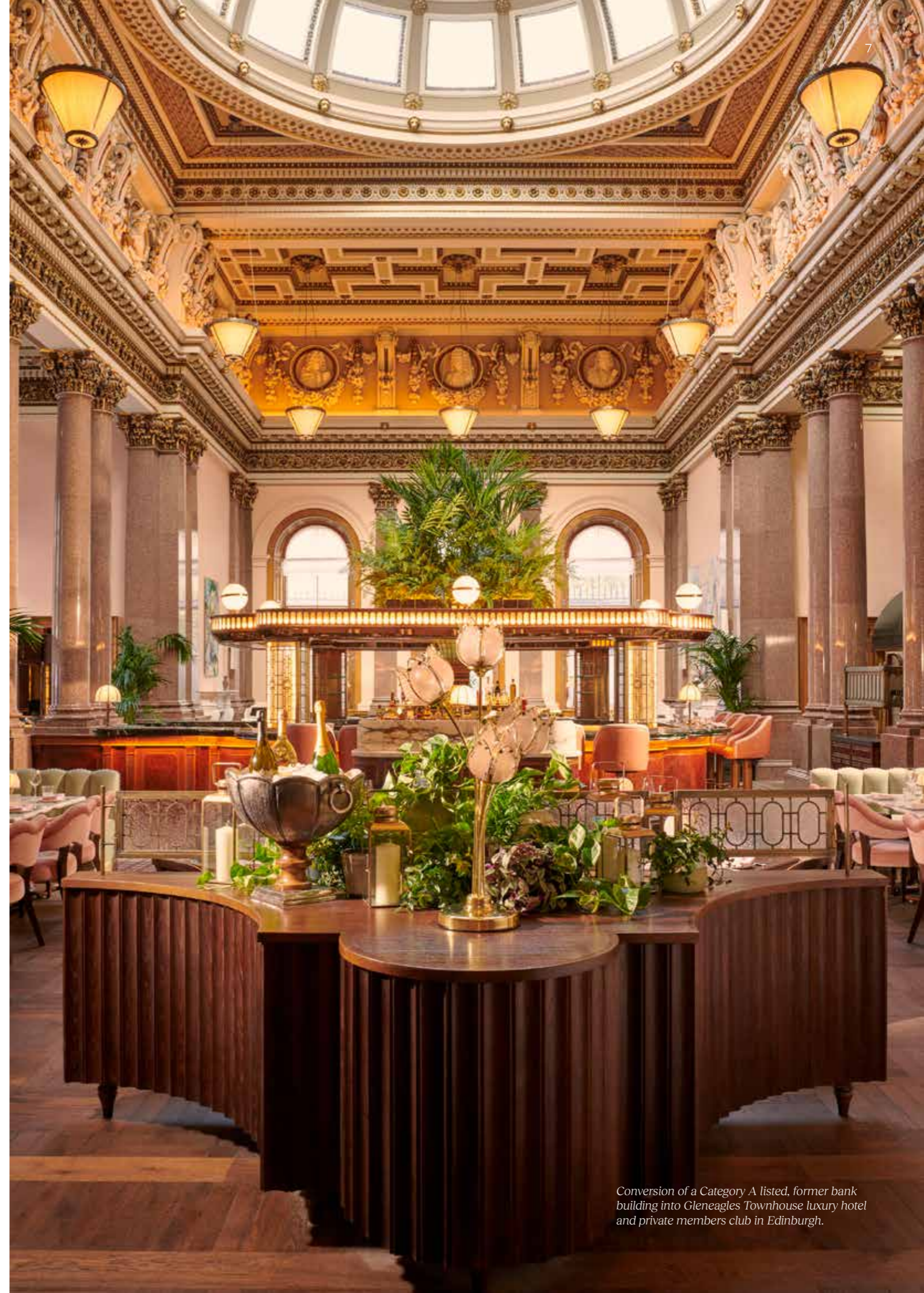
3DReid has extensive experience in the hospitality sector, working with a wide range of clients and brands ensuring we have a complete understanding of the differing segments of the market.

We transform buildings into stunning hospitality destinations and have shaped the brand concept for a number of prominent hotel brands including Gleneagles, Dakota, Malmaison and De Vere.

Working collaboratively with our clients, we specialise in designing environments that provide extraordinary guest experiences while also ensuring the most efficient operating processes, whether it be a luxury golf resort or a city centre boutique hotel.

Our team see the potential in historic buildings and relish the challenges that they bring. Having worked extensively on complex refurbishments, alterations, and expansions, we take great personal pride in breathing new life into existing buildings whether it be via the interior design or through significant yet sympathetic architectural interventions.

Alongside the transformation of existing buildings, we also have significant experience in the creation of new-build hotels ranging from the roll out of new brands such as Dakota or Village to the creation of entire resorts incorporating hotels, clubhouses, museums and residential properties.



Conversion of a Category A listed, former bank building into Gleneagles Townhouse luxury hotel and private members club in Edinburgh.

Conversions & Refurbishments

01

Selected Experience



Our award winning re-purpose experience ranges from light touch, soft refurbishments to full-scale site redevelopment and everything in between. Increasingly we are seeing a change of building uses, often converting redundant office or industrial buildings into hotels.

Our expertise to breathe new life into tired assets creates added value through enhanced asset value and increased rental income.

Jenners Edinburgh

3DReid is working with David Chipperfield Architects and Loader Monteith Architects as part of the Architectural team to transform the Jenners building on Princes Street in Edinburgh into a 96-bedroom boutique hotel with bar and restaurant above the retail areas.

The proposed development recognises the significance and tradition of the Jenners Building. It builds on the store's heritage and envisages a new combination of high-end retail and hospitality for Edinburgh. The department store opens on to Princes Street and South St David Street and is complemented by food and beverage destinations.

The project will create a new, contemporary department store within the most public facing, historically significant, parts of the building. This offering will be enhanced with the introduction of a hotel and hospitality functions, predominately on the upper levels.

Client: AAA United A/S



The hotel entrance on Rose Street, opens up this side of the Jenners building to the public properly for the first time.



Corner view of the building looking towards the Princes Street entrance and South St David Street entrance.



The most significant space within the Jenners building, is the central top-lit atrium at the heart of the building.

Princes Street facade.



“We are delighted and proud to be a part of this team working alongside David Chipperfield Architects and Loader Monteith Architects. It is a real privilege to work on such an important institution for the city.”

*Chris Dobson
Director, 3DReid*

Entrance from South St David Street looking towards the refurbished atrium retail space.



Gleneagles Townhouse *Edinburgh*

Conversion of a Category A listed, former bank building into Gleneagles Townhouse luxury hotel and private members club including restaurants, bars and wellness facilities, as part of an expansion of the Gleneagles Hotel brand.

As Architect and Lead Consultant, 3DReid worked closely with the Client to not only preserve and restore these historic buildings but to secure a viable commercial offer which would ensure the long term success of the property and contribute positively to the area and to the city as a whole within a UNESCO World Heritage site.

The building comprises 33 generous guest bedrooms within the reconfigured buildings, an all-day restaurant, member's lounge, co-working spaces, a rooftop bar with private outdoor terrace and a basement gym and wellness suite. The incorporation of all of these spaces was critical to the Client's aspirations for the property. There was minimal interference to the most highly significant historic features to ensure that the splendour and character of the original building was conserved and enhanced.

Client: Gleneagles (part of Ennismore)



No. 39 St Andrew Square entrance.



Townhouse extension and copper clad pavilion.



The Spence Bar & Restaurant.

“We have an established strong relationship for the renovation of Gleneagles Hotel in Perthshire. We were the natural choice to bring our experience and provide a consistency in the development of this new location in Edinburgh.”

*Ross Taylor
Associate, 3DReid*

AHEAD Awards Europe 2022, Hotel Conversion (Finalist)
BD Refurbishment Architect of the Year 2022 (Finalist)
GIA Awards 2022, Commercial (Winner)
RIBA Specification Awards 2024 (Finalist).



Rooftop bar and terrace overlooking St Andrew Square.



The first Dakota Deluxe in the brand's portfolio.

Dakota Deluxe Hotel Glasgow

Conversion and refurbishment of a 1960's seven storey office building to create an 83 bedroom Dakota Deluxe, luxury boutique hotel with bar, restaurant & external terrace in Glasgow City Centre.

The existing in-situ concrete structure was retained with the rear elevations upgraded and refurbished. In order to meet the Client's aspirations, the two principle elevations to the street were completely transformed by replacing the existing facade with a uniform grid of dark grey facing brick with large scale windows to every bedroom.

The result was a compact and efficient space plan with generously proportioned bedrooms and intimate public spaces which add to the guest experience.

The monochromatic pallet of polished granite, opaque ribbed glass, textured Corian panelling and perforated steel awnings set within the unified brick grid to enhance the sense of texture and depth, designed to accentuate the brand's identity.

Client: Evans Dakota Hotels Ltd

*Glasgow Institute of Architects 2016
Commercial Award (Winner)*

*BD Architect of the Year 2016
Refurbishment Award (Winner)*

*Scottish Style Awards 2018
Most Stylish Hotel Award (Winner).*



The exterior façade cleverly adjusts the typology, suggesting a higher ceiling height on the ground floor entrance level.



Lounge area.



The Dakota Grill dining spaces.



The Dakota bar.



Guestroom suite with full height glazing.

Hotel du Vin Stratford-upon-Avon

Extension and conversion of two Grade-II listed Georgian buildings in Rother Street, Stratford-upon-Avon. Totalling 38,500 sqft. The prestigious hotel offers 48 luxurious bedrooms, meeting and private dining rooms, a Bistro and a separate banqueting room with space for 80 diners.

Working as architect and lead consultant, 3DReid's design takes its inspiration from the grain and detailing of the surrounding streets, creating a respectful form that maximises useable hotel space and helps complete the adjacent street.

Client: S Harrison Developments

- 1. External Patio
- 2. Reception
- 3. Bistro
- BOH
- Original Houses



International Hotel & Property Awards 2020 (Finalist).
Scottish Design Awards 2020, Commercial/Hotel Building (Finalist).

Malmaison St Andrew Square Edinburgh

Malmaison at St Andrew Square in Edinburgh's city centre involves the sensitive conversion of a Grade A listed building into a new boutique hotel, comprising 72 guestrooms with a series of public spaces including a restaurant, bar and coffee lounge and private dining facilities.

3DReid's design creates new public spaces at street level, with bedroom accommodation provided across the upper floors and two sensitive new-build extensions to the rear of the existing building.

This new build extension within the existing courtyard provides additional front of house space and key operational linkages while ensuring that the form and character of the existing space is retained. An existing 1970's elevation to the rear of the property has been re-configured and re-clad to enhance the setting of both Buchan House and adjacent Portrait Gallery Square in Edinburgh's city centre.

Client: S Harrison Developments



The contemporary extension to the rear with views of Calton Hill.

Courtyard by Marriott Baxter's Place, Edinburgh

The project, completed in 2016, involved the creation of a 4-star, 240 bedroom Courtyard by Marriott hotel including bar and restaurant within a prestigious city centre World Heritage Site. An existing A-listed terrace of Georgian townhouses was refurbished to incorporate all public functions including bar, restaurant, meeting rooms, private dining and gym and bespoke layout bedrooms.

We worked closely with the Chris Stewart Group in-house interiors team to adapt the Marriott brand standards to suit the character of the Georgian townhouses. A new 200 bed contemporary extension was built to the rear with views of Calton Hill.

Client: Chris Stewart Group



Scottish Property Awards 2018, Development of the Year Commercial Buildings (Highly Commended).



Ground floor plan.

Destination Hotels & Resorts

02

Selected Experience



We have worked on a number of large scale developments throughout the years. We understand that these properties are destinations in their own right and their facilities and style have to reflect the brand while ensuring the guest feels at home.

Market Analysis for *Destination Hotels & Resorts*

PROJECT INFO

Gleneagles Hotel
GRADE B LISTED
BUILT 1924

Completed 2022
Under new ownership since 2015 the resort underwent a full refurbishment and reconfiguration over 6 years.



345ha
852 acres

232

37,770m²
406,550ft²

The Angus

Planning 2022
Detailed planning permission granted.



127ha
314 acres

171

16,485m²
177,450ft²

Easterton Farm

Planning 2018
Planning in Principal granted following 2 years in design development. However, the Client decided not take it forward.



105ha
259 acres

173

14,750m²
158,750ft²

Eynsham Hall
GRADE II LISTED
BUILT 1906

Planning 2020
Detailed planning permission granted following 2 years in design development this project is now complete by others.



25ha
62 acres

92

14,950m²
160,920ft²

The Mullin

Planning 2023
Detailed planning permission granted. The Client is concluding legals before proceeding to the next stages of design.



53ha
130 acres

96

59,155m²
636,740ft²

Soho Farmhouse

2015 - Present
Since it's launch in 2015 this private member's retreat continues to evolve and expand. 3DReid have been appointed to assist with future plans.



44ha
108 acres

114

17,635m²
189,820ft²

Estelle Manor
FORMERLY EYNSHAM HALL
(SEE ABOVE)

New Opening 2023
Launched in 2023 under brand new name, this scheme was delivered on site by others but with only minor deviations from our original scheme.



25ha
62 acres

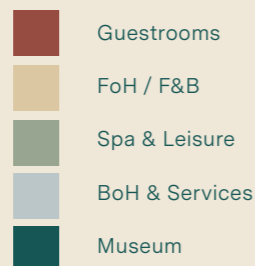
108

15,705m²
169,050ft²

3DReid Projects

Marketplace Comparison

Accommodation by percentage of overall area



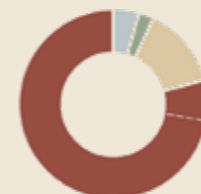
Gleneagles Hotel



The Angus



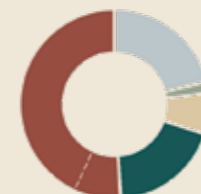
Easterton Farm



Eynsham Hall



The Mullin



Soho Farmhouse



Estelle Manor





Cameron House, Loch Lomond & The Trossachs National Park.



Entrance reception.



Foyer lounge.

“This multi-million-pound investment in the Lomond Wing further positions Cameron House as one of the leading destination resorts in Scotland and internationally and cements our ambition to continue to attract global audiences to Loch Lomond.”

Andy Roger, Resort Director
Cameron House



Lochview guestroom suite.

Cameron House Loch Lomond

Cameron House reopened in 2021 following the restoration and reinstatement of the Category B listed Baronial Mansion on Loch Lomond.

The restoration brought the Auld House back into use as the focal point of the world-renowned resort. 14 individually designed suites and 7 bedrooms have been formed over the basement and upper floors, with rooftop and dormer terraces introduced allowing guests a greater connection to the spectacular surroundings.

The reinvented ‘Auld House’ is complemented by a further 119 fully refurbished bedrooms, function rooms, bars, restaurants, event spaces, and a new leisure club. The Lomond Wing extension comprising a further 68 bedrooms and a new loch-facing ballroom and function suite opened in 2022.

Client: KSL Capital Partners



The Lomond Wing extension.



Foyer bar.

The Lomond Wing:
Scottish Design Awards 2023, Architecture/Commercial (Finalist)

Reinstatement:
BD Refurbishment Architect of the Year 2022 (Finalist)
HD Awards 2022, Restoration, Transformation & Conversion (Finalist)
Natural Stone Awards 2022, Commercial Repair & Restoration (Winner)



Cameron suite.

Gleneagles Hotel

Auchterarder, Perthshire

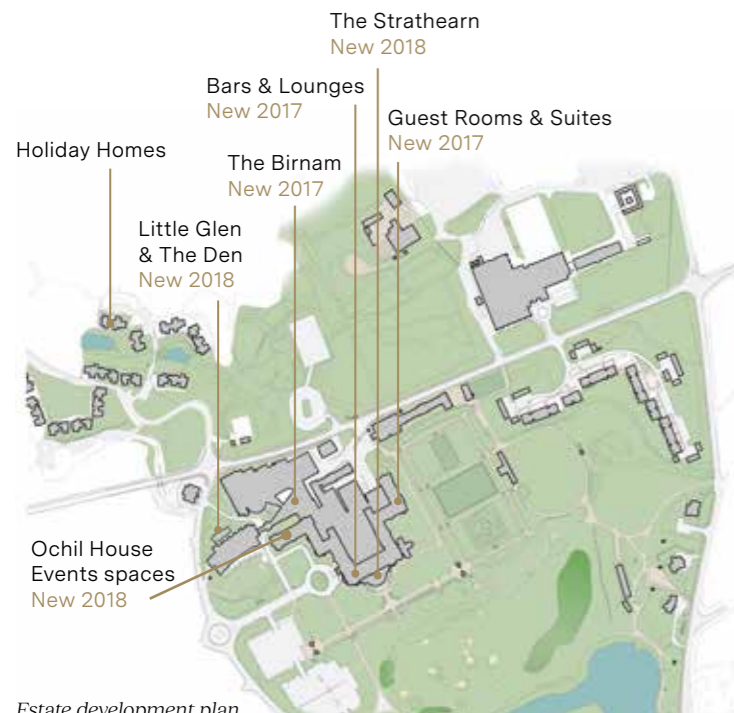
The refurbishment, alteration and extension of Gleneagles; a five-star luxury hotel, golf and leisure resort, including the original Category B listed hotel and associated buildings throughout the 850-acre estate.

3DReid was Lead Consultant and Architect, over the course of six years. Gleneagles has seen the launch of multiple new public spaces – three bars, two restaurants, a café, an afternoon tea room, two children’s adventure spaces, a beauty lodge, a retail arcade, meeting and event spaces, the redesign of the lobby, corridors and 233 luxury guestrooms and suites.

All works were undertaken on a progressive and phased approach to ensure the remainder of the Hotel is fully operational at all times with minimal impact on the guest experience.

Client: Gleneagles (part of Ennismore)

AHEAD Awards Europe 2018 (Winner)
 Hospitality Design Awards 2018 (Winner)
 Scottish Design Awards 2018 Commercial/Hotel (Finalist)
 AHEAD Awards Europe 2017 (Finalist).



The Gleneagles Estate.



The American Bar.



The Century Bar.

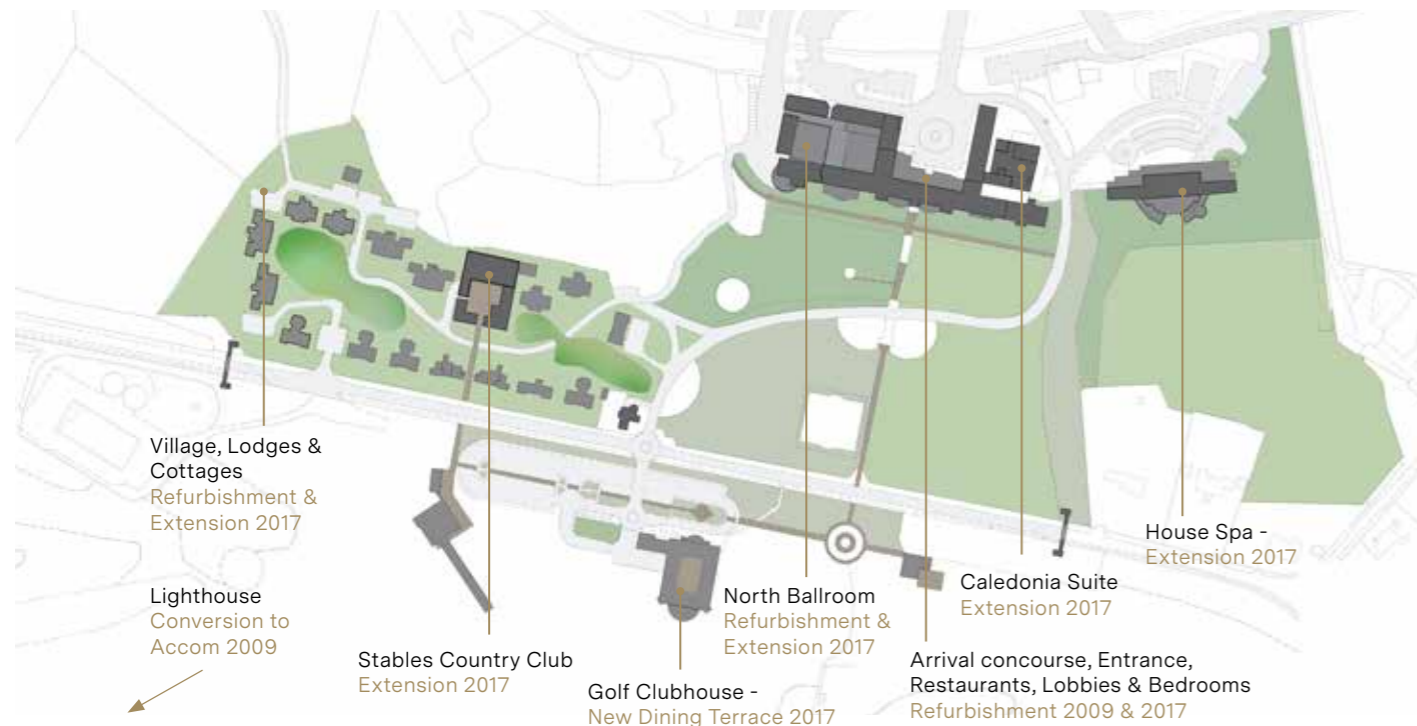


The Royal Lochnagar Suite.

“The refurbishment of Gleneagles was a significant undertaking that has transformed the hotel into one of the most luxurious and sought-after destinations in Scotland.”



Ochil House events venue, AHEAD Awards Europe 2018 (Winner).



Turnberry Resort *Ayrshire, Scotland*

Refurbishment of the existing Turnberry hotel and leisure facilities to meet Starwood's exacting Luxury Collection brand requirements. Phased development, to initially bring the fabric and internal decoration up to standard for the 2009 British Open, with subsequent phases for master planned upgrading and improvement of all resort facilities.

3DReid were then commissioned by new owners The Trump Organisation to develop the refurbishment to include bedrooms, ballroom and spa providing full architectural and interior design services.

Client: Leisurecorp LLC / Operator Starwood



Exhibition building.



The Crescent.



The Crescent building.

“The Mullin Automotive Museum will be an automotive experience that combines the spirit and the history of the British people’s love for the motorcar with their passion for the beauty of the English countryside, in a one-of-a-kind museum”

All of the buildings will be set within a beautifully landscaped parkland with a public right of way through the heart of it.

Designed to the highest standards by landscape architects Portus + Whitton, the proposals will include extensive tree planting and enhancement to both the landscape setting and local biodiversity through the use of wild and native species.

The Mullin Automotive Museum West Oxfordshire

A mixed use scheme anchored by a world-class classic car museum in the West Oxfordshire countryside.

Situated in a 53ha site within the Great Tew Estate, the centrepiece of the project will be The Mullin Automotive Museum which will exhibit a core collection of cars and artefacts, with some of the most coveted and valuable vehicles from the Mullin Collection on display. The museum will also include public F&B spaces, a gift shop, a member’s club with hospitality and flexible events spaces. A basement ‘vault’ will provide safe and secure storage and exhibition space for individual members to display their own private classic car collection and a further Exhibition Building will provide a flexible space in which temporary exhibits will be hosted.

Client: Mullin Automotive Museum Development Co.



Masterplan sketch view.

96 key mix of members guestrooms, villas and holiday homes.

In addition to the museum the project will also include 56 holiday homes for private ownership with associated communal facilities for the residents use only. The centrepiece building will contain 20 residential homes and 16 residential apartments, with 8 detached villas arranged around the central boulevard.

A further 12 detached homes will be located individually or in small clusters across the remaining landscape and will be sold as self-build for prospective owners.



The Mullin holiday homes.



The Mullin villas.

Eynsham Hall

West Oxfordshire

The project includes the restoration of a listed gatehouse, events buildings, new-build hotel bedrooms, retail & F&B offers, a world-class spa facility, and the restoration of Eynsham Hall.

The development is nestled within the picturesque Eynsham registered park and gardens, and our design team spent two years engaging in extensive pre-application discussions with the West Oxfordshire District Council and Historic England. The primary goal of these discussions was to sensitively integrate the design proposals into the existing landscape, preserving views and historic assets.

To achieve this goal, our team meticulously crafted a masterplan that balances the restoration of lost historic features with modern-day luxury and practicality through workshops and optioneering sessions with key stakeholders. The result is a thoughtfully designed masterplan that revitalises this Grade II property while enhancing the surrounding landscape. Throughout the project, our team remained committed to preserving the rich heritage of Eynsham Hall and its surrounding gardens, as the complex masterplan required great sensitivity.

Client: Ennismore



The Stableblock courtyard with cafe and restaurant.



The Bathhouse Spa and outdoor pool area..

“As project architect, 3DReid successfully delivered detailed planning and listed building consent for Eynsham Hall world-class luxury leisure resort development.”



A-frame lodges.



Tree houses.



Eynsham Estate masterplan.



Guest accommodation, the modern steading.



The cabin accommodation.

“3DReid worked closely with Ennismore and other key stakeholders to devise the world-class Easterton Farm Resort masterplan which has been granted outline planning approval.”



The proposed masterplan.



The rustic spa concept.

Easterton Farm Resort *Gleneagles, Perthshire*

Easterton Farm is a proposed luxury hospitality resort nestled in the heart of Highland Perthshire. The proposals devised to transform the luxury hotel scene in Scotland, creating a luxury rural hospitality offer which is unique to the marketplace.

Our design team worked meticulously to ensure that the new development perfectly complements the existing Gleneagles Hotel, while offering a fresh and exciting Gleneagles experience to a new generation of guests. The proposals feature an impressive array of amenities, including 50 luxury accommodation units, event spaces, two fine dining restaurants, a pub, rustic spa, glamping ground and workshop spaces.

To ensure ease of access, the resort also includes a gatehouse and associated car parking facilities. Guests would indulge in the very best of the local culinary scene, as the resort incorporates locally sourced ingredients into its menus, with luxury farm-to-table dining experiences. Easterton Farm has been designed to set a new standard in luxury hospitality, offering a blend of immersive outdoor adventures and opulent accommodation, unparalleled in Scotland.

Client: Ennismore

Easterton pool & wellness concept.





The Angus Resort, 5-star hotel and spa.

The Angus Resort *Wellbank, Angus*

The Angus Resort, 5-star hotel and spa offers 175 guestrooms, a rooftop sky bar, and 1,900m² spa and leisure facilities set within 300 acres in the Angus countryside, opening in 2024.

The development will be the anchor around a signature golf course by Irish champion golfer Darren Clarke OBE, alongside a clubhouse and golf academy with driving range, together with 160 houses (including affordable housing) and 10-holiday lodges with expansive views across the Tay Estuary.

With the hotel seeking to go beyond the 5* rating, the clubhouse will also be a destination in itself, with an outstanding bar and restaurant welcoming guests and golfers.

Client: Angus Venture Ltd



signature golf course by Irish champion golfer Darren Clarke OBE, alongside a clubhouse and golf academy with driving range.





Luxury hotel and spa facilities.

The Lucullan Hotel Inchmarlo, Royal Deeside

The Lucullan will feature a luxury rural 45-suite hotel and spa situated in Royal Deeside, Aberdeenshire.

The hotel and spa, will also incorporate two restaurants, one fine dining and one general restaurant, a lounge bar and a “whisky library”, as well as an additional events barn and yoga studios, to provide a luxurious space for a range of events.

To enable the development, 95 homes are also planned for the site at Inchmarlo, near Banchory.

Client: Inchmarlo Farms Ltd



Landscape masterplan.



Secured planning within the 12,000 acre Goodwood Estate.

Goodwood Hotel Chichester

A series of projects at Goodwood within the 12,000 acre Goodwood Estate. The hotel plays an integral role in Goodwood’s flagship events Festival of Speed, Qatar Goodwood Festival and Goodwood Revival.

3DReid developed a masterplan concept to re-establish an authentic lifestyle hotel and also secured planning permission for the extensive refurbishment and extension of the Hotel which sits within the historic context of the Goodwood Estate and the sensitivities of the wider South Downs National Park.

The projects sits within a wider masterplan of the estate which seeks to re-establish the gardens and grounds surrounding the hotel and golf course. The project includes refurbishment of the existing bedroom stock and bedroom extension to provide 20 new suites, the refurbishment and extension of the spa and wellbeing offer, introduction of world class meeting facilities and the incorporation of new brasserie restaurant and farm shop.

Client: The Goodwood Estate / The Duke of Richmond



Goodwood Estate masterplan.

City Centre Hospitality

03

Selected Experience



Many city-centre sites call for creativity within greater constraints. Whether rooftop extensions or infill sites within an urban block, these projects pose challenges through planning restrictions, conservation, historical fabric and structural implications.

This requires a sensitivity in design solutions that considers neighbouring buildings and the immediate context to enable a successful design.



The whole building is clad in unitised curtain walling and provides 61 residential units, 97 serviced apartments and 930m² of retail.



Typical apartment view overlooking Tower Bridge.



Cheval Three Quays entrance lobby.

Three Quays London

Three Quays is a luxury residential and apart-hotel of 158 units, on a unique river front site overlooking Tower Bridge in London.

Won in international design competition, the overriding brief was to deliver the maximum number of units with a Thames view, to ensure the highest values were achieved. Our winning Three Quays design utilised a horse-shoe shaped plan that maximised use of the site perimeter and provided the majority of units/rooms with a river view.

The sensitive nature of the location and context demanded close consultation with numerous influential groups including DC CABE; English Heritage and Royal Historic Palaces.

Client: Cheval Residences

“We’re extremely impressed with the innovative work behind Cheval Three Quays by 3DReid. Every detail has been carefully considered to make sure the property meets the luxury standards synonymous with Cheval Residences.”

George Westwell,
Cheval Residences Director

Moxy Hotel Fountainbridge Edinburgh

New Fountainbridge is a mixed-use development comprising hotel, office and new homes for rent.

The first phase, completed in February 2021, comprises a Moxy Hotel, 5,500sqm of Grade A office space and other commercial and retail units plus a dynamic and inclusive public realm.

The Moxy provides 262 guestrooms delivered through Vastint's modular off-site construction system. Simple brick façade treatments recall the tenements that once contained both sides of the street. The hotel offers a range of front of house facilities including tech enabled work spaces, grab & go food offers, restaurant and lounge areas at Ground Level and a roof-top bar with views across Edinburgh and the Firth of Forth.

Client: Vastint Hospitality B.V.



Aerial view.



Proposals were developed as part of a masterplan to deliver a greenspace network with new pedestrian and cycle routes re-connecting Fountainbridge to the Union Canal.



“The use of prefabricated components and Modern Methods of Construction provide better construction quality, less waste and improved efficiency.”

*Darren Park,
Project Architect*



Village Hotels *Across the UK*

3DReid has worked with Village Hotels for over 10 years designing and developing new architectural and interior design concepts for the Village portfolio of properties, across the UK.

New designs have been developed to facilitate the same level of offer, within a more compact envelope, allowing accommodation of the building on smaller sites. The guest accommodation has been conceived to enable containerised delivery, should this construction methodology prove preferable, in future.

The interiors offer all the style, comfort and facilities expected in a Village Hotel on a compact footprint including vibrant guestrooms, casual dining spaces, restaurant, Village V Works and Village Health and Wellness Suite with pool, gym and fitness studios.

Client: KSL / Village Hotels



Village Hotel casual dining.

“3DReid has an established long term relationship with Village Hotels. The first of the next generation Hotels have been completed in Basingstoke, Bristol, Eastleigh and Portsmouth with similar offers in the pipeline.”



Village Hotel Basingstoke.



One key driver in the design was the V Works flexible co-working spaces.

Bookable rooms with flexible desks, hot desking, superfast wifi, private meeting pods and break out areas to meet, collaborate and socialise.



Kimpton Clocktower *Manchester*

Refurbishment of the former Refuge Assurance Building in Manchester which is a Grade II* listed building designed by Alfred Waterhouse and built in 1895. The hotel has undergone a wholesale restoration in order to redefine the building both commercially and historically. The works have included the restoration of the 1000 person Grand Ballroom, redevelopment of the original banking hall as a thriving leisure destination as well as the modelling of 272 bedrooms.

Our work on the Palace strips back poor interventions made in the 1990's and creates a new hub in the centre of the building, improving circulation routes, upgrading public spaces more in keeping with the character of the building fabric and reorganising the uses throughout the building to provide a more efficient use and improve the guest experience.

Client: IHG and Starwood Capital Group



The Refuge Bar & Restaurant at Kimpton Clocktower.



“The repositioning of the Grade II Listed City Buildings to a modern boutique hotel that showcases the City’s industrial past.”



Ground floor plan.

The Kimpton *Charlotte Square, Edinburgh*

Located on Charlotte Square in the heart of the New Town, The Kimpton Charlotte Square Edinburgh Hotel (formerly The Roxburghe Hotel Est. 1881), is a Category Grade A listed building comprising 181 bed hotel, BABA Bar & Mezze Grill, The Garden Bar Bisto, spa, leisure and function facilities.

Originally 7 Georgian Townhouses designed by Architect Robert Adam in 1791 the project involved a wholesale restoration and a modern extension incorporating 114 guestrooms and suites, with spa and function areas added to the rear of No's 33-35 in 1999, wrapped around an open central courtyard and The Garden Bar & Bisto.

A 'Cosmopolitan Clubhouse' feel runs throughout the 3 guest lounges, inspired by the golden age of travel and packed with eclectic pieces of vintage furniture, collectibles and artwork with BABA Mezze inspired by the flavours of the Levant

3DReid completed the full refurbishment of the Principal Edinburgh Charlotte Square with Starwood then following IHG's acquisition we completed another full rebranding and subsequent refurbishment to the Kimpton Charlotte Square Hotel.

Client: IHG / Starwood Capital Group

Gold Key Awards 2018
Best Hotel Upscale (Winner)
Best Restaurant Casual Dining BABA (Finalist)

International Property Awards 2018
Best Hotel Interior Scotland (Winner)

Scottish Design Awards 2018
Architecture Commercial/Hotel (Finalist)



Entrance lobby reception.



The Map Room.



George Street facade.



George Street entrance.



Entrance lobby and lounge.



Guestroom suite.



Burr & Co.

Scottish Hotel Awards 2017:
Hotel of the Year (Winner)
Best City Hotel (Winner).



Printing Press Bar & Kitchen.

InterContinental The George Edinburgh

InterContinental Edinburgh The George is located in the heart of the New Town, (formerly The George Hotel, Est. 1880, 21-23 George Street). The Category A listed building comprises a 248 bed hotel, Burr & Co coffee house, the Printing Press Bar & Kitchen and King's Hall events venue.

The vision was to strip back the layers of intervention that had been added throughout the years, to bring back the character and sense of grandeur of the building. We also increased the Hotel's exposure to George Street, both of these aims have been resolved through sensitive restoration of the grand suites on this facade and the strategic design moves to reinstate the original entrance door and shop front to the Burr & Co. The individuality that each townhouse now possesses has increased the Hotel's sense of place along George Street and increased the permeability of the street at ground level, similar to when they were first built.

3DReid completed a full refurbishment of the Principal Edinburgh George Street with Starwood. Following IHG's acquisition we completed another full rebranding and subsequent refurbishment to the InterContinental Edinburgh The George.

Client: IHG / Starwood Capital Group

Principal Hotel York

3DReid developed and implemented a scheme to reposition The Principal York, in both a local and national market for Starwood Capital.

Our team reinvented the Grade II listed hotel by changing the configuration of the plan and refurbishing the main reception, public spaces, food & beverage areas and 157 guestrooms.

Following the refurbishment, planning was granted for a new extension comprising a further 41 guestrooms which will act as a destination for conference delegates and enable the hotel to manage the alternative offerings for lifestyle and conference guests.

Client: Starwood Capital Group



The hotel lounge.



Entrance lobby.

Restaurants & Bars

04

Selected Experience



We have worked on a number of hotel and independent restaurants and bars. Increasingly hotels are seeking innovative chefs and delivering a food and drink offer that is unique and makes the hotel a food lovers destination.

BABA Mezze Bar & Restaurant

The Garden Bar & Bistro

Kimpton Charlotte Square, Edinburgh

BABA and The Garden are within Kimpton Charlotte Square Hotel in the heart of Edinburgh's New Town.

A 'Cosmopolitan Clubhouse' feel runs throughout the 3 guest lounges, inspired by the golden age of travel and packed with eclectic pieces of vintage furniture, collectibles and artwork with BABA Mezze Bar & Restaurant inspired by the flavours of the Levant.

The Garden Bar & Bistro is an open central courtyard which is visible as you enter the hotel. The Garden features a glazed roof for all-year-round use and is inspired by the orangeries of historic country estates.

Client: IHG / Starwood Capital Group



BABA Bar.



BABA Bar & Mezze Restaurant.



BABA Bar & Mezze Restaurant.



The Map Room.

Gold Key Awards 2018
Best Hotel Upscale (Winner)
Best Restaurant Casual Dining BABA (Finalist)

International Property Awards 2018
Best Hotel Interior Scotland (Winner)

Scottish Design Awards 2018
Architecture Commercial/Hotel (Finalist)



The Garden Bar & Bistro.

The Fishmarket

Newhaven, Edinburgh

The Fishmarket restaurant brings to life an unused portion of the historic Category B listed Victorian Fishmarket. An insertion of a restaurant to the front façade, with the relocation of the existing fishmonger to the rear of the pier-side development at Newhaven.

3DReid developed the concept, interior branding and design for an upscale seafood restaurant along with the architectural refurbishment.

The interior reflects the Victorian heritage of the building and surrounding neighbourhood with emerald tiles, brass fittings and soaring rafters. With its huge floor-to-ceiling windows looking out over the harbour and minimalist tiled decor, a classic metal takeaway counter and beyond that, a simple dining room. Outside is all about the view, with fishing boats, the landmark Newhaven lighthouse in the foreground and the three bridges of the Forth.

Client: The Fishmarket (Roy Brett 'Ondine' and Gary Welch 'Welch Fishmongers').



Internally, the existing cast-iron pilasters, the central row of square cast-iron piers carrying a steel beam and the steel Polonceau truss roof are all exposed within the restaurant to offer diners an understanding of the building's heritage.



Albert Shed Shipyard *Manchester*

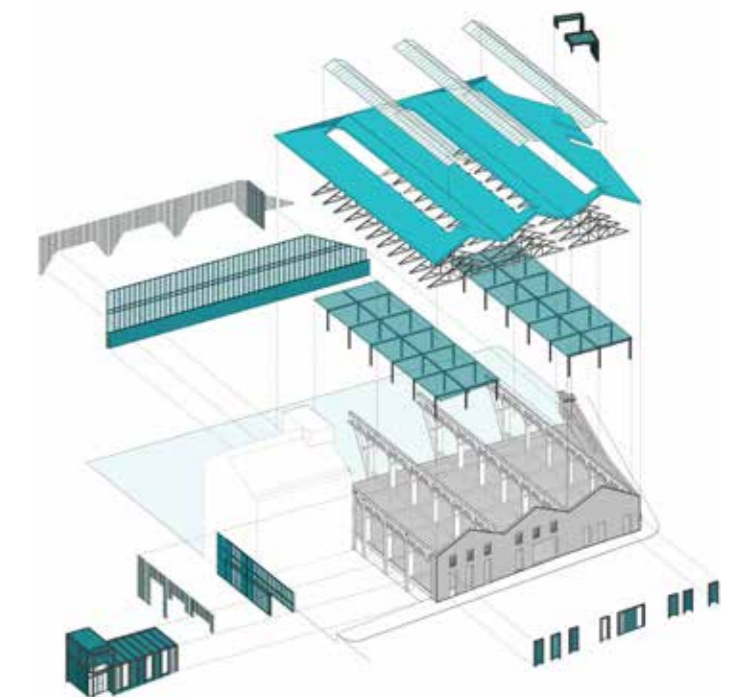
Conversion of Albert Shed Shipyard building to a 30,000 sqft riverside food hall & dining destination. The development forms part of the ongoing regeneration of Manchester's St John's district.

The next phase of this projects has been designed as an evolution rather than a revolution of the site. It is a continuation of the local area masterplan and the connection to the adjacent river is key.

Our proposal seeks to minimise interventions and retain existing roof form. We propose activating the facade along the main street and the waterfront and the design creates a common language between the interior and exterior elements of the building.

The space will be transformed into a food hall with a dynamic flow and flexible layout.

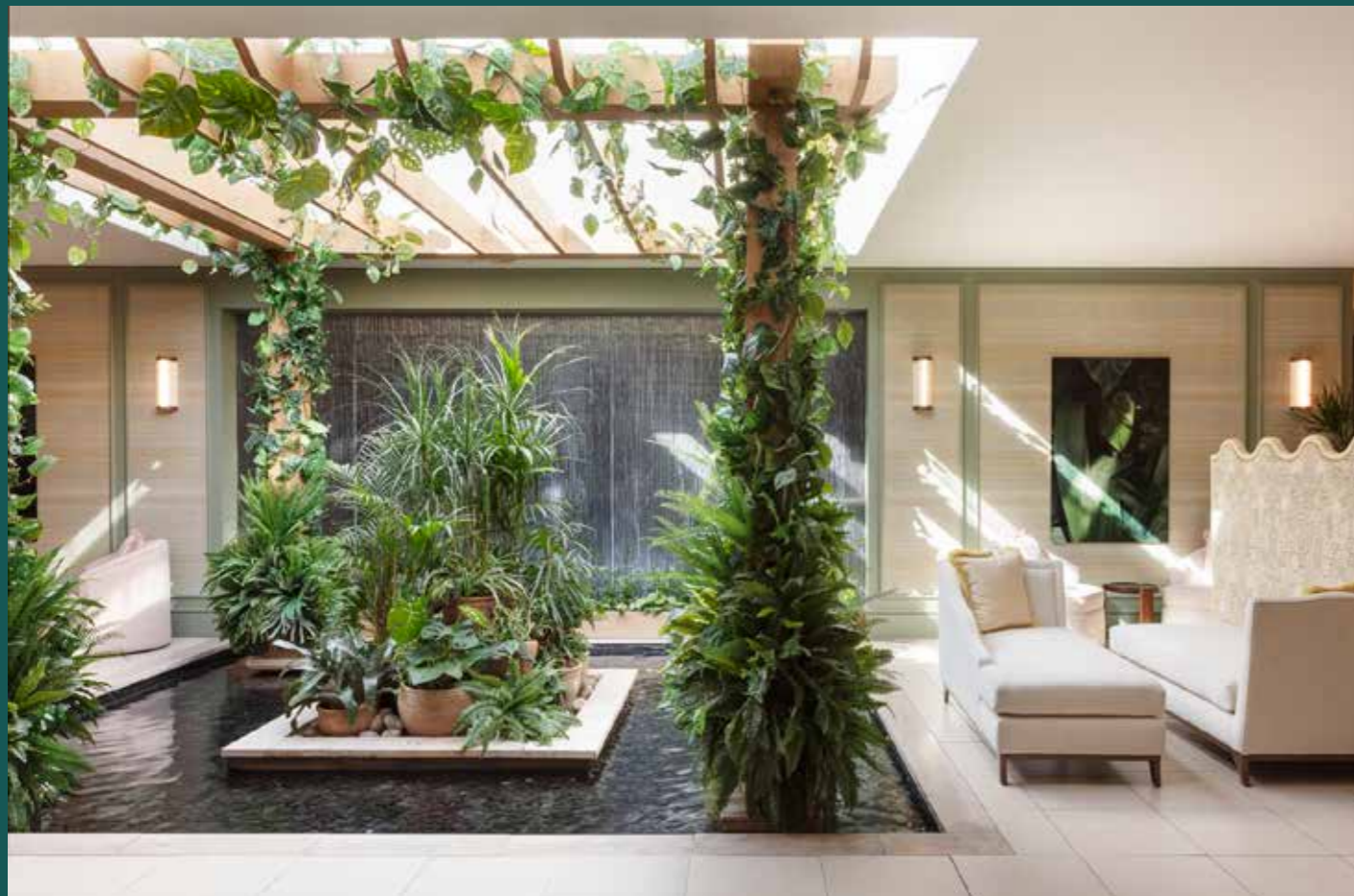
Client: Allied London



Luxury Spa Facilities

05

Selected Experience



We have been involved in many spa projects over the years. These have ranged from refurbished spa facilities in existing hotels – to new build spa and leisure facilities integral to new hotel developments. We also have experience in producing stand-alone spa concepts and change of use, within existing buildings, to spa use.

Our expertise also includes working hand in hand with spa specialists, operators and interior spa designers, to produce successful spa environments.

Douneside House *Royal Deeside*



Scottish Hotel Awards 2017:
Luxury Hotel of the Year (Winner)
Small Country Hotel of the Year (Highly Commended).

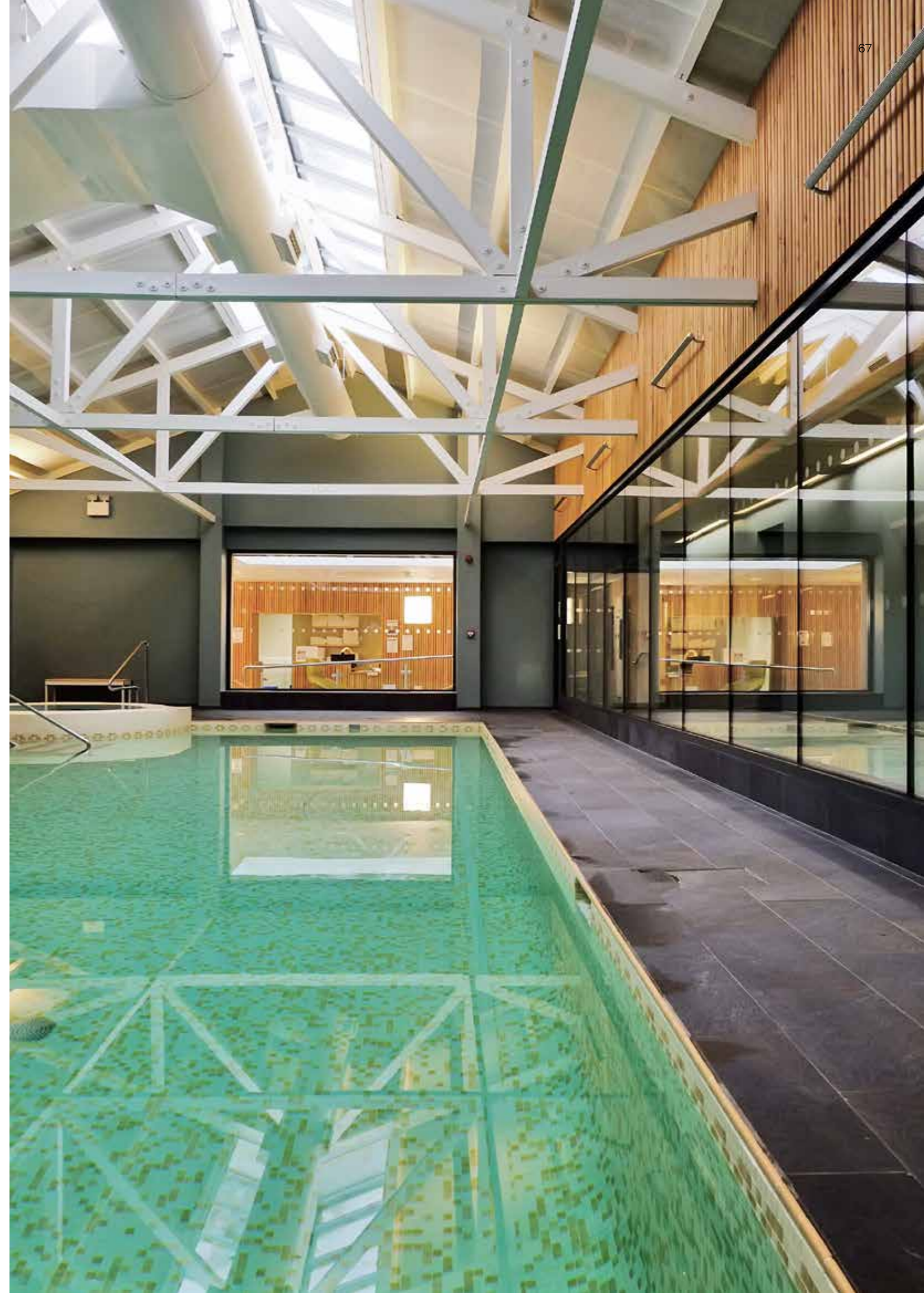


Leisure entrance reception.

3DReid worked with The MacRobert Trust's exceptional team upgrading the C-listed arts and crafts country house hotel and associated cottages and self-catering units comprising Douneside House, Casa Memoria, Morven, Gatehouse, Alpha Cottage and Pine Cottage to full 4-star standard.

Our team also designed the leisure intervention to the grade C-listed hotel. The brief was to have a modern and contemporary aesthetic, and due to the heavily serviced nature of a leisure, SPA and pool facility, detailed consideration was given to views, façade treatment and acoustics. The country house frontage was maintained by enhancing the rear portion of the building with a humble, but proud timber clad extension. Value was added through clever internal space planning, to reduce circulation.

Client: The MacRobert Trust





Gleneagles Resident Spa welcome area.

Gleneagles Resident Spa Perthshire

3DReid was Lead Consultant and Architect for the wellness and spa refurbishment at Gleneagles. This entailed a meticulous transformation of both wet and dry areas and the conversion of a redundant building into a beauty lodge, elevating the overall aesthetics and functionality of the wellness experience.

One of the key aspects of this project was the enhancement of finishes throughout the gym, spa, and beauty areas. The refurbishment involved the use of high-quality materials and finishes, creating an ambiance of sophistication and comfort.

We also created better connectivity and links to the F&B facilities within the hotel, driving revenue. This integration allows guests to seamlessly transition from their workout or spa session to a dining experience, and offers a more holistic enjoyable visit.

Client: Gleneagles (Part of Ennismore).

“The Resident Spa at Gleneagles provides a luxurious experience for hotel guests and visitors dedicated to wellbeing.”



Mottram Hall Spa.

Oulton Hall Leeds

3DReid was appointed as concept and delivery architect to undertake an extensive refurbishment of this Grade II listed hotel and spa in Leeds to transform it into a luxury 5-star hotel.

The refurbishment consisted of reception, lounge, lower gallery, library and dining rooms areas. The extensive leisure facilities include reception, spa, VIP treatment rooms, swimming pool, gym and juice bar.

Client: De Vere

Mottram Hall Cheshire

Refurbishment of the 5-star historic Grade II Georgian county house hotel including public areas, conference suites, bedrooms and leisure club.

The golf club house facilities were extensively refurbished including a ‘Claret Jug’ bar and restaurant and a new £1.5m state of the art al fresco spa facility added to complete this stunning hotel.

Client: De Vere Group



Oulton Hall Health Club.

Cameron House Loch Lomond

The Leisure Club was fully refurbished, with new family friendly swimming pools, gym and fitness suites. The reconfiguration of the Cameron Club within the resort allowed the introduction of a Spa café at ground floor, assisting with Clubhouse operations and providing a larger, more inviting space for spa guests.

Client: KSL Capital Partners / Cameron House



Cameron Leisure Club, Loch Lomond.

Interior Design

06

Selected Experience



We design exemplary 3, 4 & 5-star hotels, boutique hotels, F&B operations, bars and restaurants, hospitality lounges, high-end residential, student residences and workplace environments.

Our experience working across multiple sectors has given us expertise and insight to understand client's aspirations for the design of interior spaces, products, and finishes.

The Address Glasgow

The Address is situated in the B listed Pearl Assurances Building in Glasgow city centre featuring 95 guestrooms, reception, restaurant, two bars, meeting space, spa, gym and back-of-house support areas associated with a hotel of this scale.

A key move for the site was to relocate the main guest entrance for the hotel from its current West George Street location to the more prominent Renfield Street, bringing more footfall to the bar and restaurant for non hotel guests.

The upper ground floor accessed from West George Street has undergone a full refurbishment to the internal areas. This level contains the residents bar and café, meeting space, guest toilets, wellness spa, gym, sauna and four new guest bedrooms.

The guest bedrooms located on levels 1 to 5 have been refurbished to align them with The Address brand. This includes new floor and paint finishes, window treatments and selected FF&E items.

Client: McGettigan Hotel Group



A key move for the site was re-activating the existing historic door and stair, to become the main entrance into the residents bar and café from West George Street, breathing new life in to what was previously unseen by the public.



North Bar & Restaurant within The Address in Glasgow city centre..



The Parlor.



Wellness guestroom.



Wellness Spa & Himalayan salt rock sauna.

“A key part of hotel offer for guests is the Wellness Spa, gym, plunge pool & Himalayan salt rock sauna.”

AC by Marriott Glasgow

The AC by Marriott forms part of the Love Loan regeneration project in Glasgow's city centre.

The Category A listed Parish Halls stands proudly on George Street, while the long-neglected John Street gap site is now populated with a newly constructed building, comprising of a reception area, bar and restaurant and new bedrooms on the upper floors.

3DReid was appointed to design the front of house areas within both buildings and transformed the interior of the historic Parish Halls to house meeting facilities, a gym, heritage suites and the new Liberty Suite penthouse with a view over the Glasgow City Chambers opposite.

The level 3 Liberty Suite was a gift to uncover, and it has been fully restored to its former glory. Feature timber panelling lines the walls, original fireplaces frame the room, hand painted golden cherubs depicting Glasgow trades adorn the ceiling, and it is enhanced by the period glass dome overhead.

Client: Chris Stewart Group



AC Lounge.



Hazel Restaurant.



Hazel Bar & Restaurant.



Liberty Suite.

“Our client wanted to create a luxury destination in the heart of Glasgow, that stayed true to the history of the location. We achieved this through meticulous restoration, selection of finishes and furnishings and close attention to detail.”



Ground floor plan.

Hotel Indigo Manchester Victoria Station

Hotel Indigo Manchester is a 187-guestroom five star boutique hotel that forms part of the IHG portfolio, designed and delivered by 3DReid.

The Hotel embraces a fusion of two very different types of building – the historic existing Grade II listed building connected at each level to the new build 14 storey extension. The design connects these two buildings, not too traditional nor contemporary and there is a seamless flow between them.

The refurbishment and extension has seen the launch of multiple new public spaces – lobby, reception, flexible lounge spaces, 187 guestrooms and Mamucium cafe, restaurant and bar.

Drawing inspiration from Manchester's Victorian and Industrial past the Hotel is indigenous to the local area so guests are well aware that they are staying at the gateway to the Northern Quarter.

Client: BH Group



The reception lobby features flexible lounge spaces for guests, events and the business community.

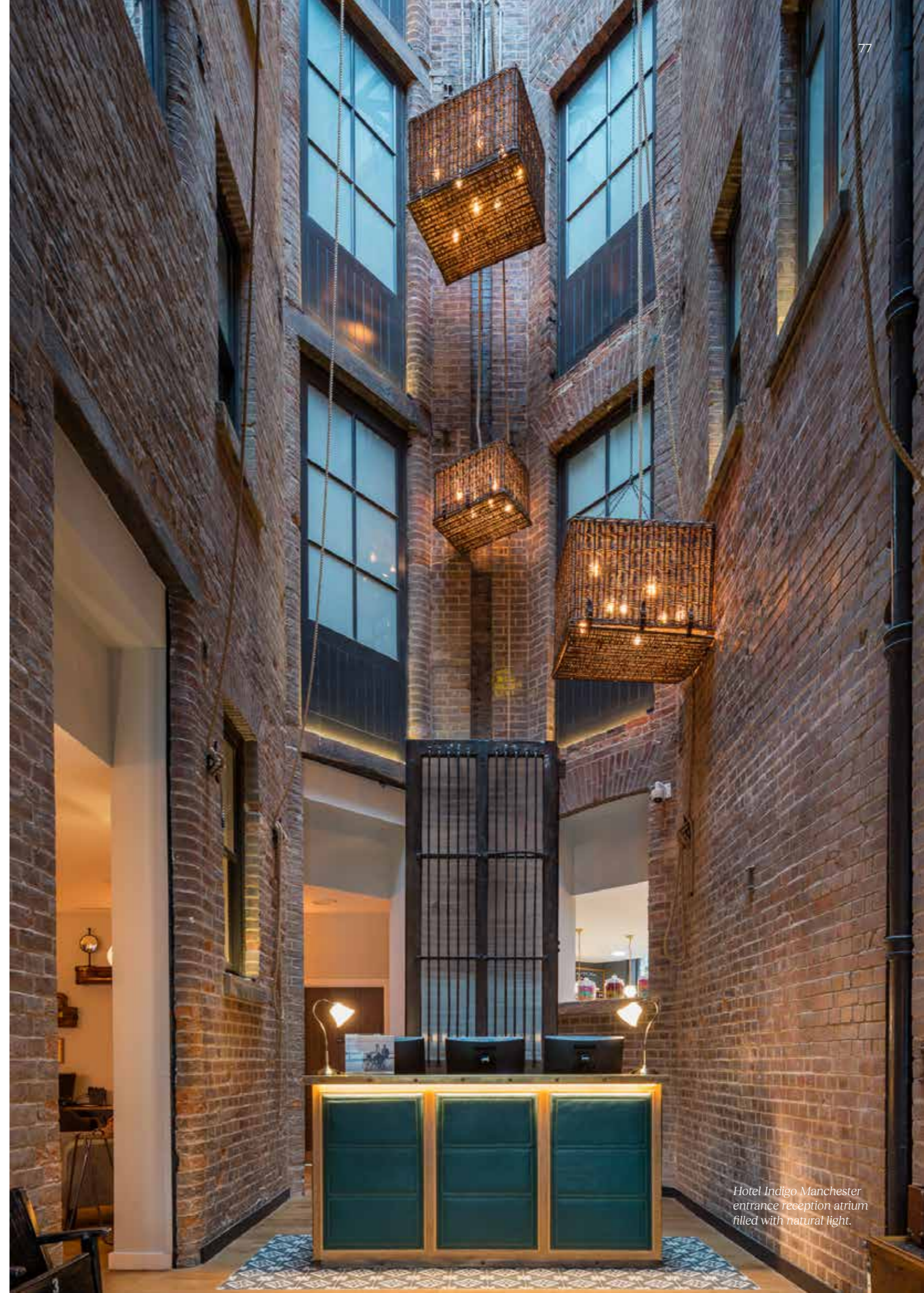
“3DReid worked closely with the client, as architect and interior designer, to reposition the Grade II Listed City Buildings into a modern boutique hotel showcasing the City's industrial past.”



The Arkwright Room.



The Press Room.



Hotel Indigo Manchester entrance reception atrium filled with natural light.

Cheval Gloucester Park Kensington, London

Comprehensive refurbishment and remodelling of 98 luxury serviced apartments at Cheval Gloucester Park in Knightsbridge.

Refurbishment throughout this early 90's building to improve the flow and functions of the inefficient back of house spaces and facilities. As well as lead architect we developed the interior design strategy to deliver a high quality luxury offer in line with the Cheval brand and reposition Cheval Gloucester Park.

The remodelling of the ground floor and basement enabled the creation of a Cinema Room and larger Gym as well as feature 'Library' lounge spaces in the east and west wings for guests to meet and relax in, providing a sense of 'home from home', separated from the main circulation corridors.

Client: Cheval Collection / APML Estates



The Picture House 12 person cinema.



Apartment reception room.

Luxury residence with 98 apartments plus three 5-bedroom penthouses, on-site gym and private cinema room for up to 12.



Typical apartment plan.

→ Glazed Doors
→ Full height Timber Glazed Screen & door



Retail / Primark Birmingham.



Aviation & Rail / Gibraltar Airport.

Cross Sector Expertise

Take a look at our work in further sectors. All of our brochures can be downloaded from our website: www.3DReid.com



Culture & Community / Thistle Centre of Wellbeing, Edinburgh.



Residential / Apex House, London.



Workplace / One Angel Square Manchester.



Education / Seamab School, Kinross.



Industrial / Farnborough Airport Hangars.

“Our passion to create wonderful spaces for our clients and their future guests begins with the initial discussion and continues until those spaces are realised.”

*Jen Samuel,
Head of Hospitality, 3DReid*

Spaces that work,
beautifully.

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