



Source Direct

CASE STUDY: HILTON NORFOLK THE MAIN



DEFYING THE CUSTOM PRODUCT AND FINISH EXPERIENCE BY MAKING IT EASY AND WITHIN BUDGET

Overview

Hilton Hotels & Resorts, one of the most recognized names in the industry, is a global leader and mainstay in the world of hospitality. Known for its fresh and innovative approach to products, amenities and customer service, Hilton Hotels & Resorts is a stylish, forward-thinking thought leader focused on delivering the ultimate guest experience through smart design, avant-garde restaurant concepts and authentic hospitality. And the Hilton Norfolk The Main, an upscale landmark hotel in Norfolk's vibrant downtown, is no exception. Situated in the heart of Norfolk's iconic naval hub, The Main hotel's contemporary style and luxurious accommodations are complemented by the sweeping views of the Elizabeth River and downtown skyline to create an unforgettable experience for guests and locals alike.

Challenge

The client sought a custom frosted glass barn door to separate the guest room from the bathroom as well as a glass sliding shower door – sounds simple enough, right? Wrong. With budget constraints limiting the designer’s options, Source Direct had to find a different solution – one that gave the appearance of a custom look at an off-the-shelf price point.



Photo: Courtesy of @hiltonnorfolkthemain

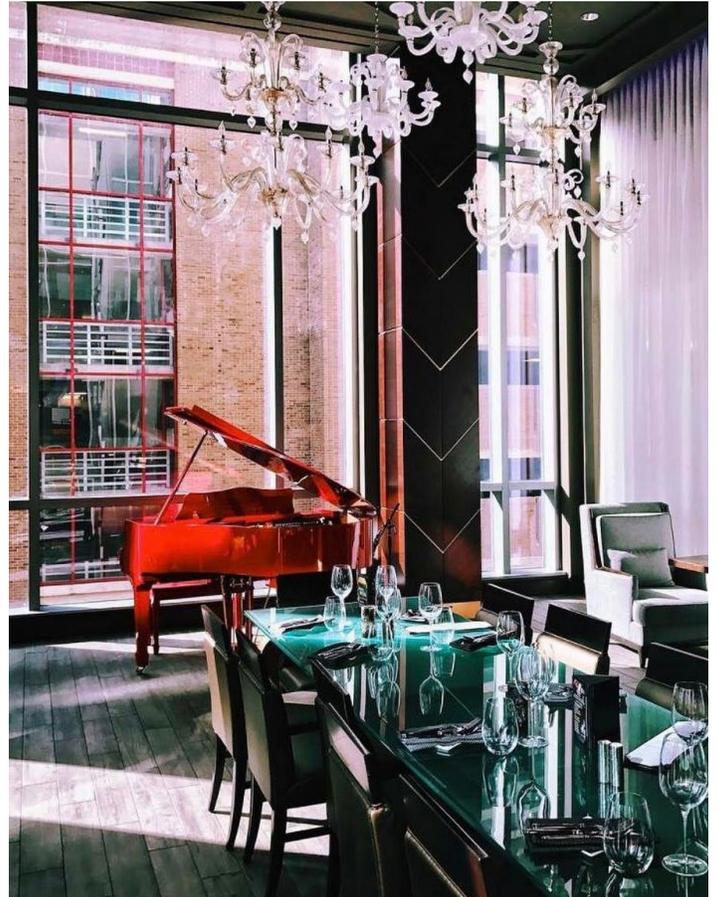


Photo: Courtesy of @hiltonnorfolkthemain

Solution

Using Source Direct’s custom solutions, the designer was able to coordinate the shower and bath entry doors to achieve a cohesive, custom look that fit within the brand standards—and importantly, within the budget.

“Custom work is typically laborious, expensive, and with all the back-and-forth involved, time-consuming. It can be daunting to attempt and equally difficult to complete. But with Source Direct, it’s different. They made it easy and convenient.”

—Elizabeth Temple,
Senior Interior Designer, Baskerville

PROJECT INFORMATION

Project Name: Hilton Norfolk –
The Main Hotel and Conference Center
Project Location: 200 Main St, Norfolk VA 23510
Hotel Brand: Hilton
Parent Company: Hilton
Client Company: W.M. Jordan Company
Architect: Cooper Carry Architects
Designer: Baskerville
General Contractor: W.M. Jordan Company
Products Manufactured: Frosted glass bar doors and
sliding shower doors



Photo: Courtesy of @hiltonnorfolkthemain

KEY HILTON PROJECTS:

- Canopy Thresher Minneapolis
- Curio Collection by Hilton, H Hotel Los Angeles,
- Curio Collection by Hilton, The Darcy Washington DC
- Hilton Anatole Dallas
- Hilton Hawaiian Village Honolulu
- Hilton Waterfront Huntington Beach
- Hilton Minneapolis
- Waldorf Astoria Biltmore Phoenix
- Hilton McCormick Place Chicago, three property hotel

ADDITIONAL BRANDS INCLUDE:



Benefits:

- Innovative design solution
- Soft-close feature
- Designed and engineered to ensure the easiest installation and highest performance

Products Delivered:

- Custom sliding glass shower system
- Frosted glass bar door system



RAISE YOUR STANDARDS, NOT YOUR BUDGETS.

Given the intense competition in the hotel industry, there has never been a more important time for architects, interior designers and hotel developers to keep up with design trends and emerging consumer behaviors. Hotel guests today are seeking unique, bespoke experiences that they can share on social media—namely, Instagram. To be “Instagrammable,” architects, designers and developers must create spaces that appeal to a hyper-connected, Internet-driven consumer population by anticipating these opportunities and incorporating them into the design early on. Source Direct took that challenge in stride, working as a detail driven partner to create moments that have been captured, shared and liked by thousands.

