



# A new extension for the Holiday Inn Express

*1 Silvertown Way, Newham, E16 1EA*

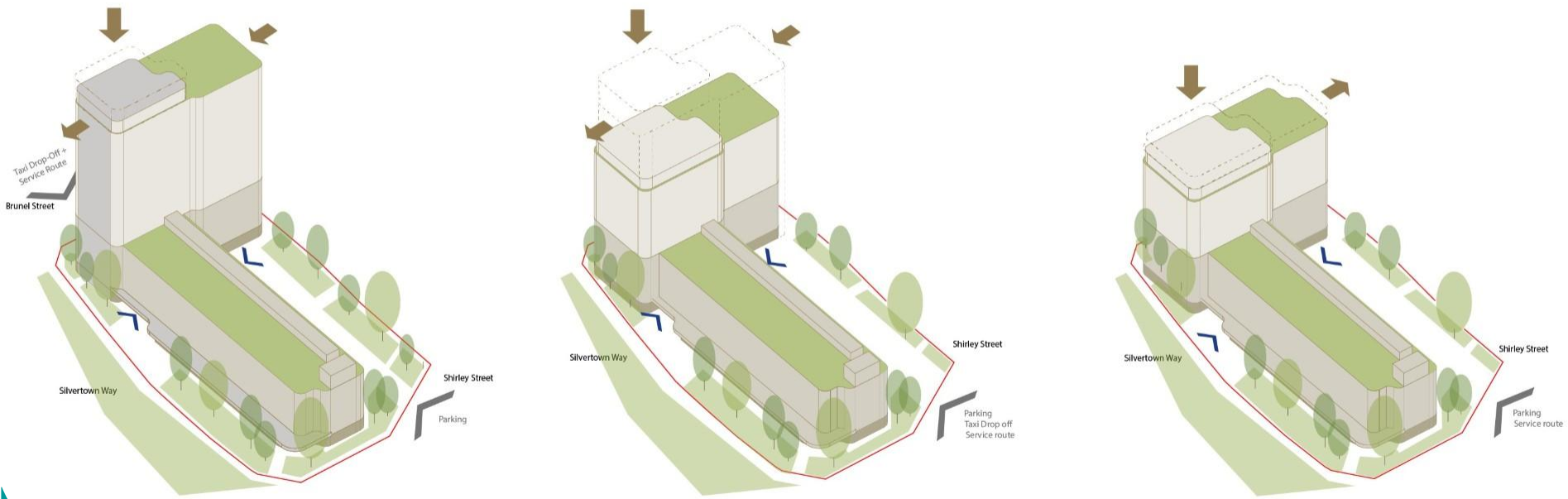
# The site



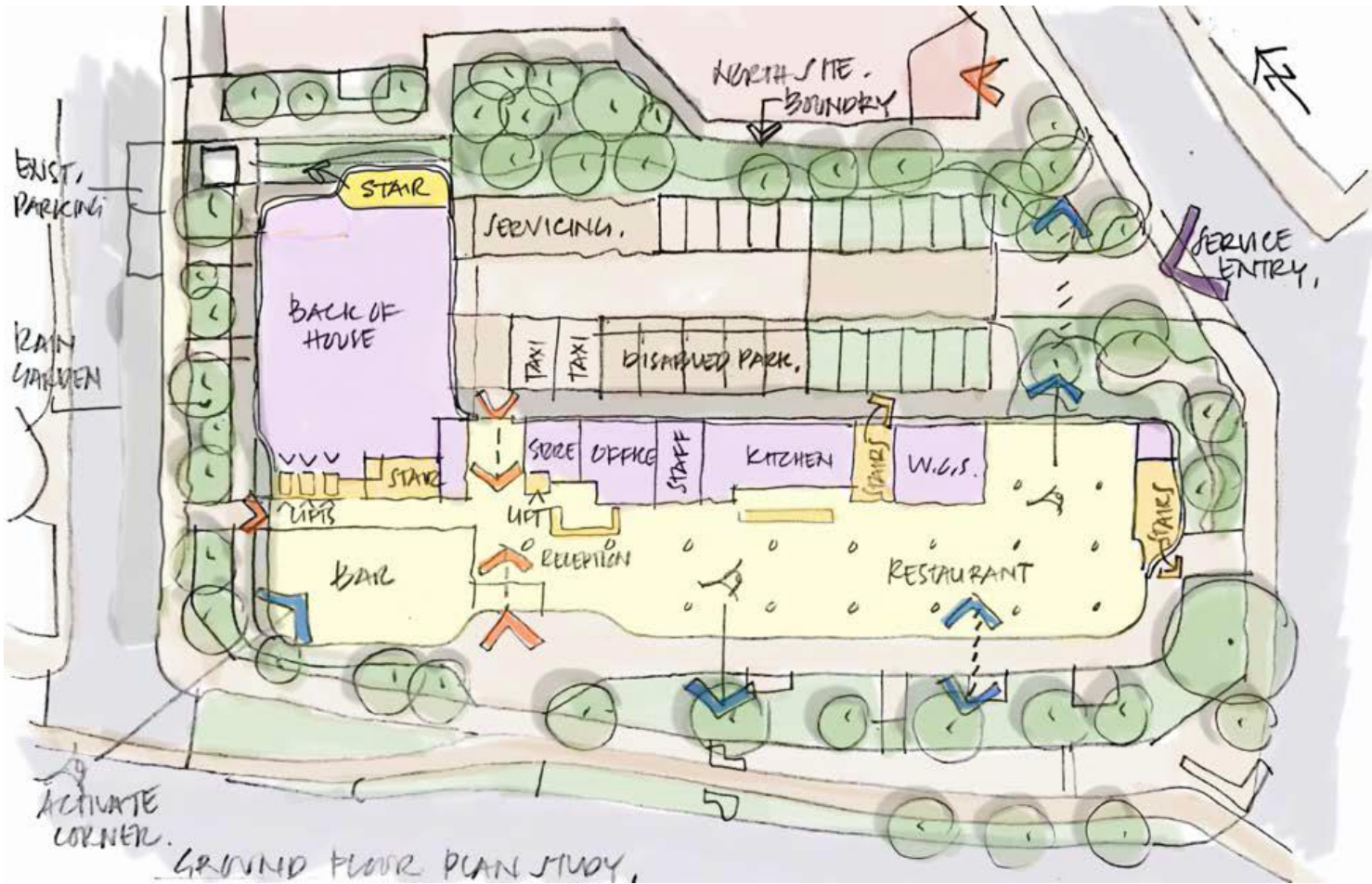
# Existing hotel



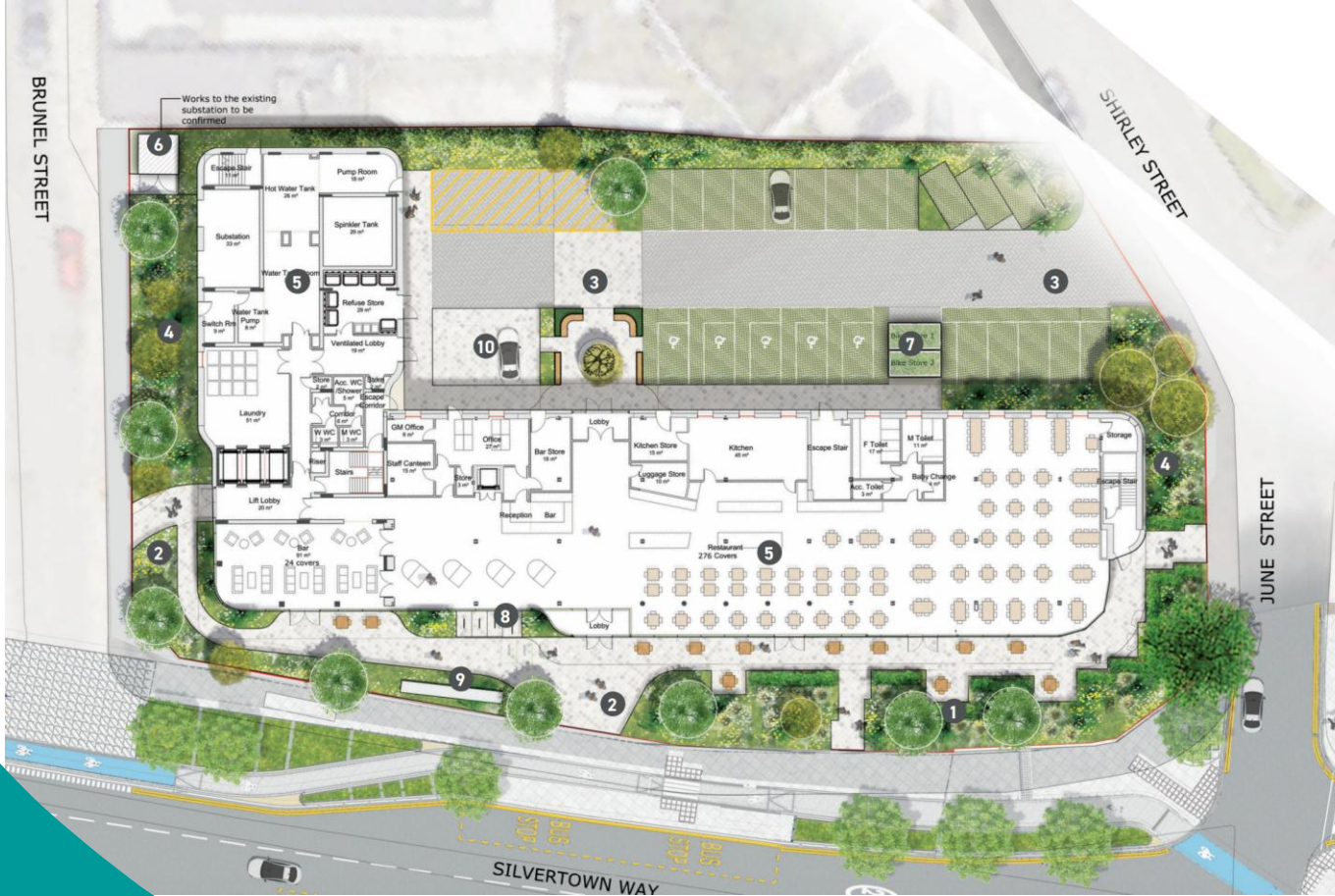
# Design Evolution



# Masterplan concept



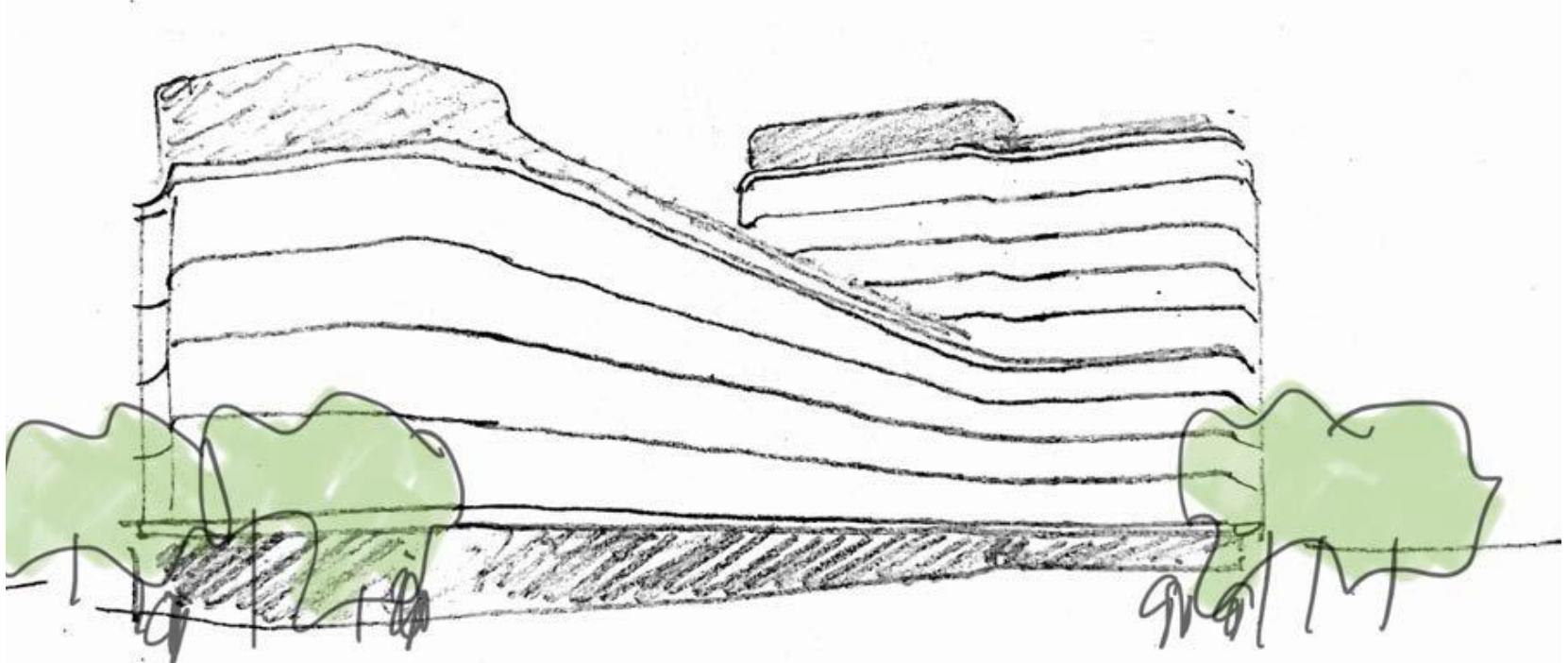
# Layout and Landscaping



## KEY

- 1 Guest gardens
- 2 Arrival Court
- 3 Carparking Courtyard
- 4 Green street\ raingardens
- 5 Outdoor cafe seating
- 6 Substation (Screened off)
- 7 Cycle parking
- 8 Signage
- 9 Taxi-drop off
- 10 Copenhagen-style crossing

# Architectural Concept



# Materials & Colours



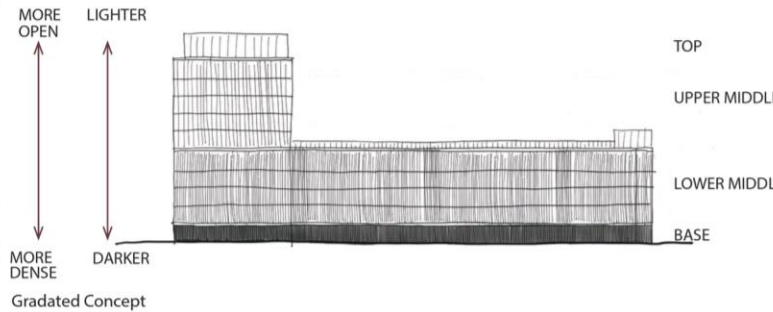
Southern Neighbourhood | Caxton Works Soft green accent colour steps across the road to the hotel site



Soft green colour to contrast with typical brick tones to immediate context



Immediate Context | Grafton Building



TOP - Perforated Aluminium Panels



MIDDLE - Profiled Metal Panels



BASE - Tinted Precast Concrete

# Emerging proposals



*Above: Approach from the North*

# Emerging proposals



*Above: Approach from the South*

# Emerging proposals

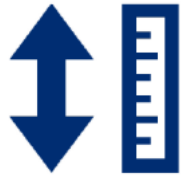


*Above: Approach from Jude Street*

# Benefits



**Significant improvements to the appearance and facilities of the existing building**



**A height that is appropriate to its surroundings**



**An opportunity for the new landscaping to benefit the local area**



**Additional rooms to boost the local economy**

# Thank you

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