

SAIGON, VIETNAM

PRELIMINARY CONCEPT

P L A N S

T H E L O C A T I O N & P O I N T S O F I N T E R E S T

T H E S A I G O N S T O R Y

B E N T H A N H M A R K E T

T H E M A R K E T P L A C E

T H E N U R T U R I N G F E M I N I N E

S A I G O N V E R N A C U L A R

U S E R S P R O F I L E S

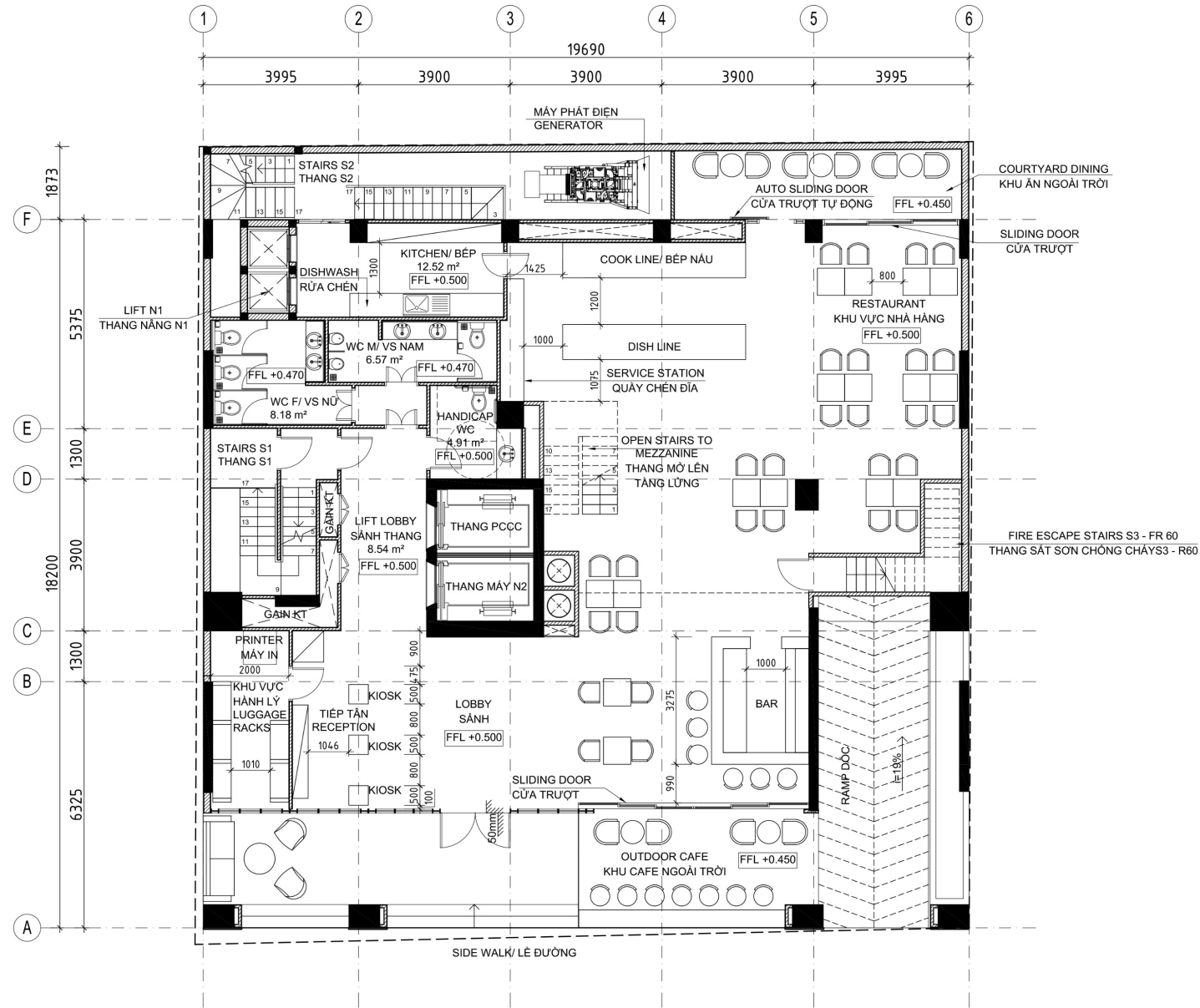
C O N C E P T & M O O D I M A G E R Y

R E S T A U R A N T , B A R & S I D E W A L K C A F É

M E E T I N G R O O M & O F F I C E

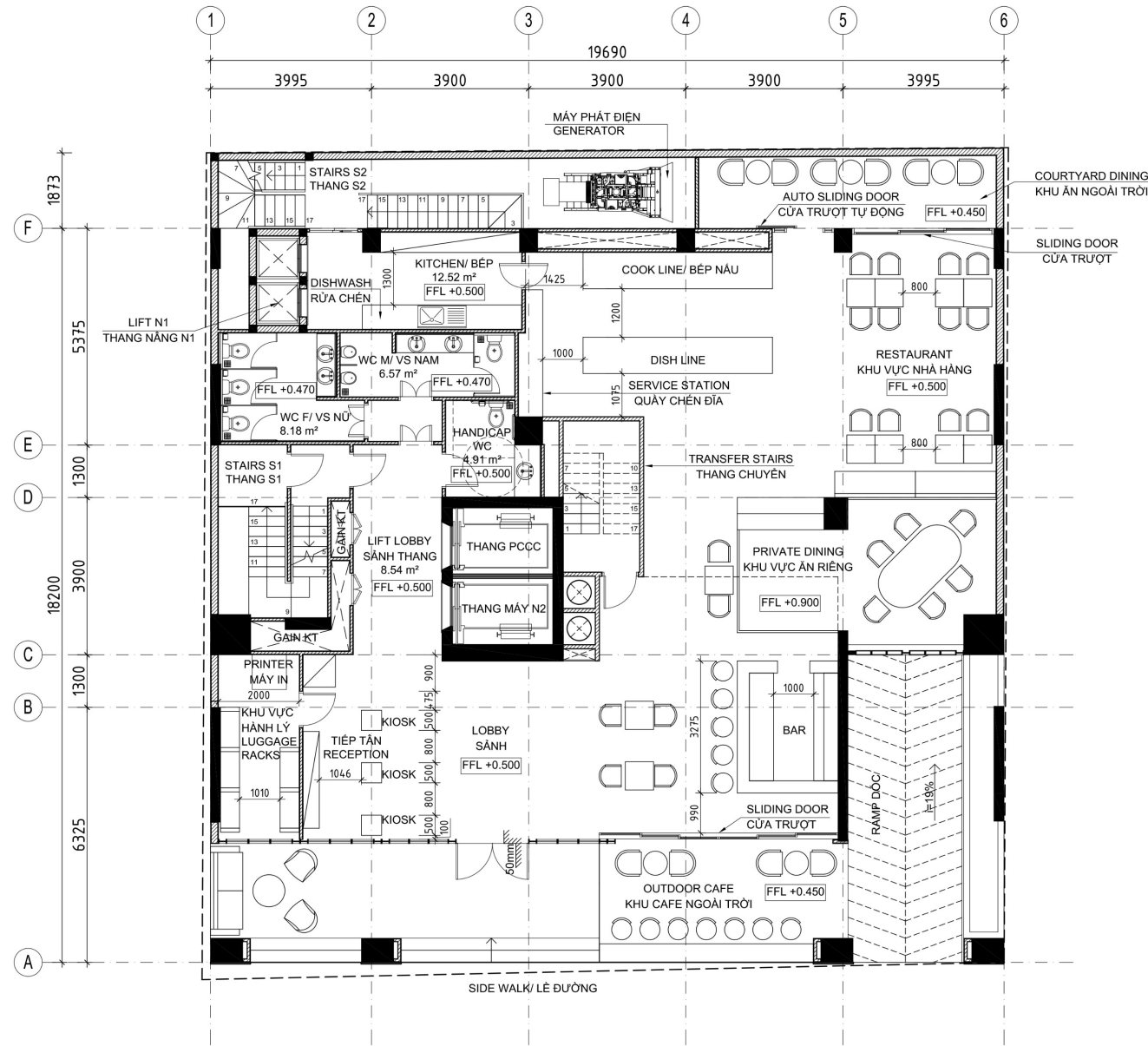
T Y P I C A L G U E S T R O O M S

S W I M M I N G P O O L



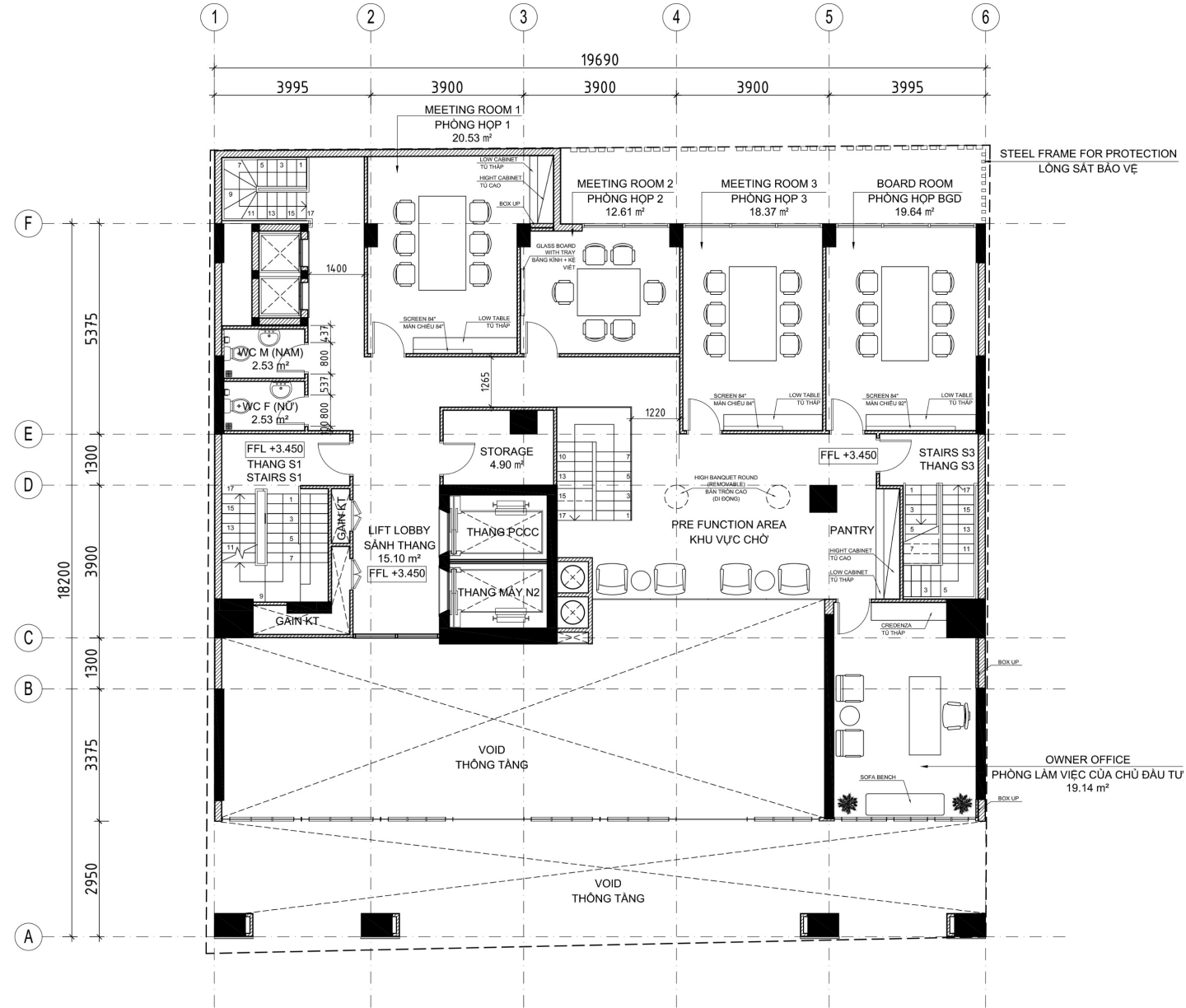
SAIGON, VIETNAM

GROUND FLOOR PLAN (NO TRANSFER STAIRS)



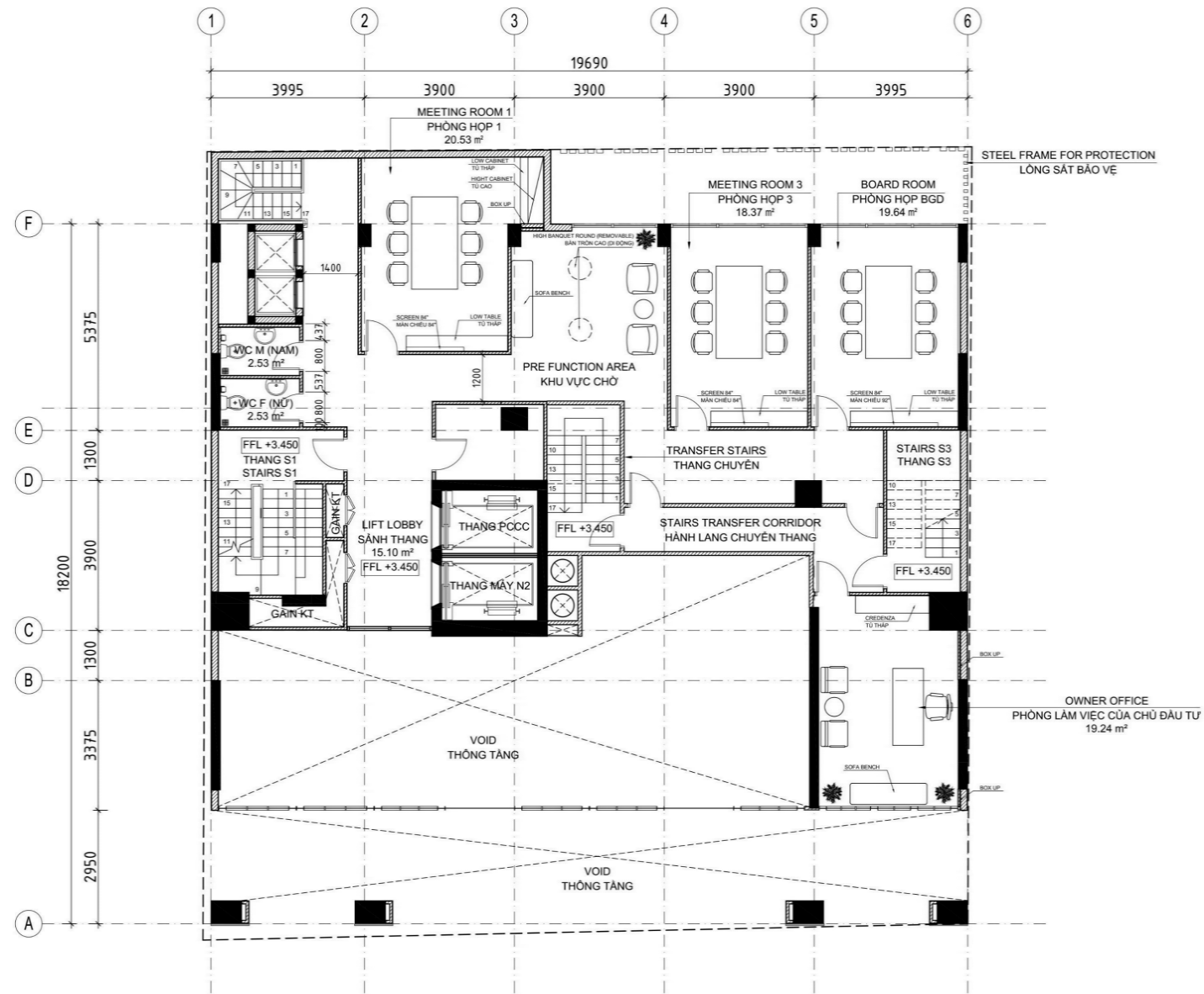
SAIGON, VIETNAM

GROUND FLOOR PLAN (TRANSFER STAIRS)



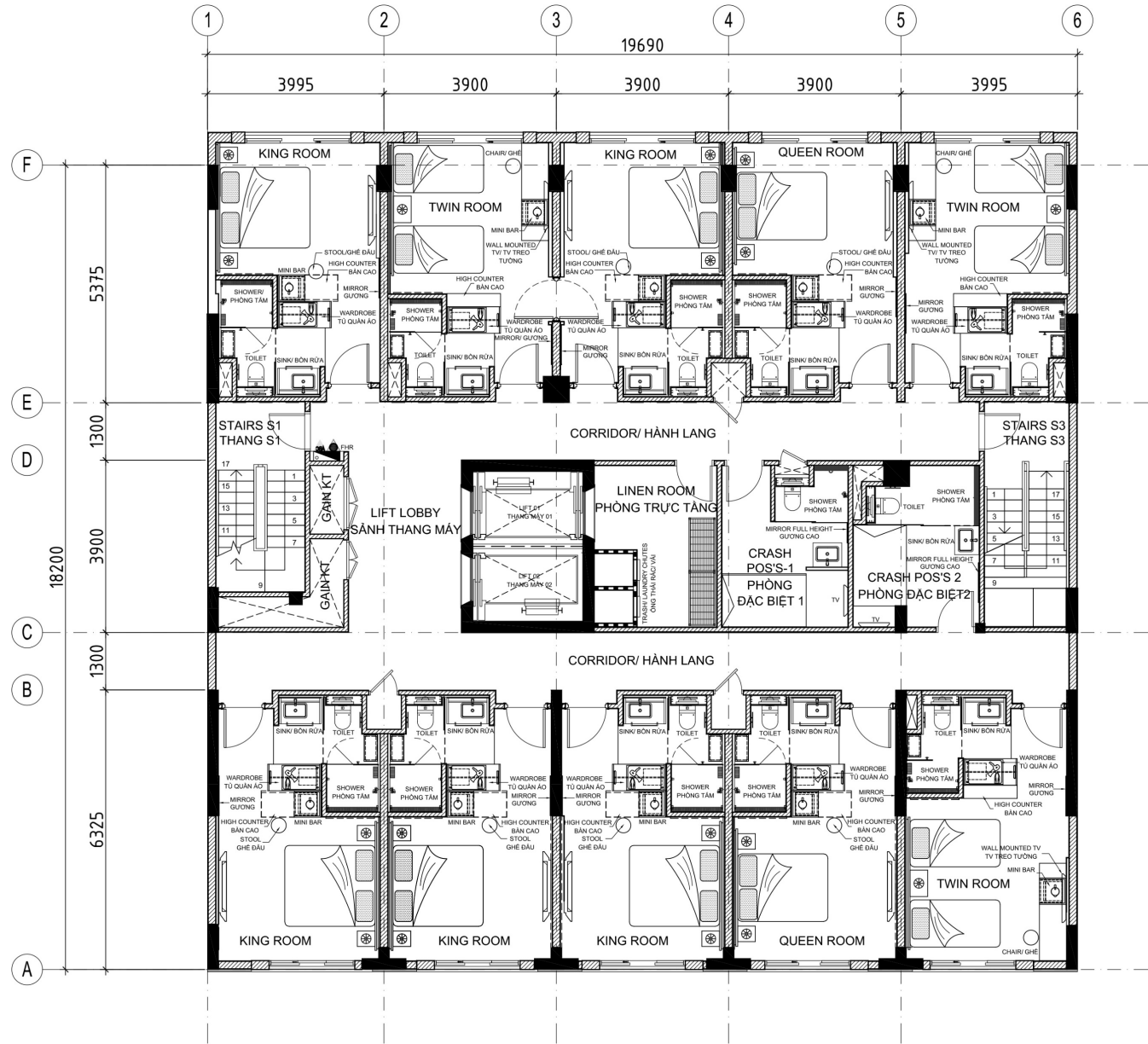
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MEZZANINE FLOOR PLAN (NO TRANSFER STAIRS)

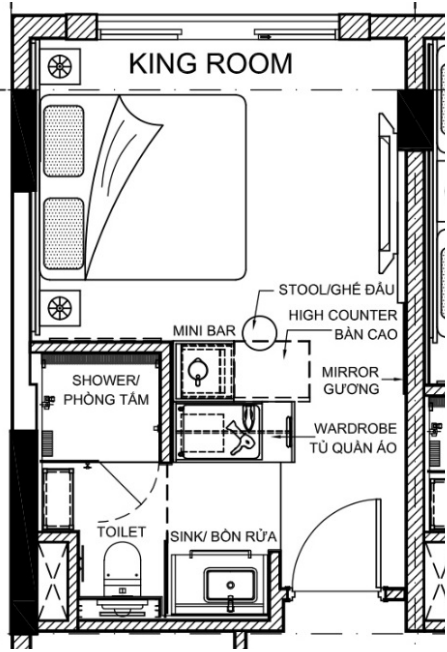


SAIGON, VIETNAM

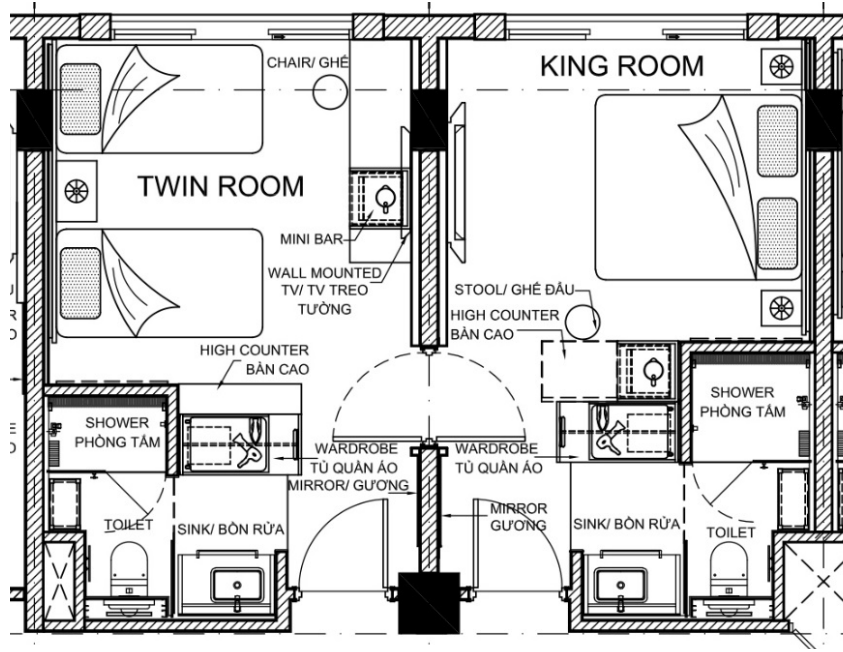
MEZZANINE FLOOR PLAN (TRANSFER STAIRS)



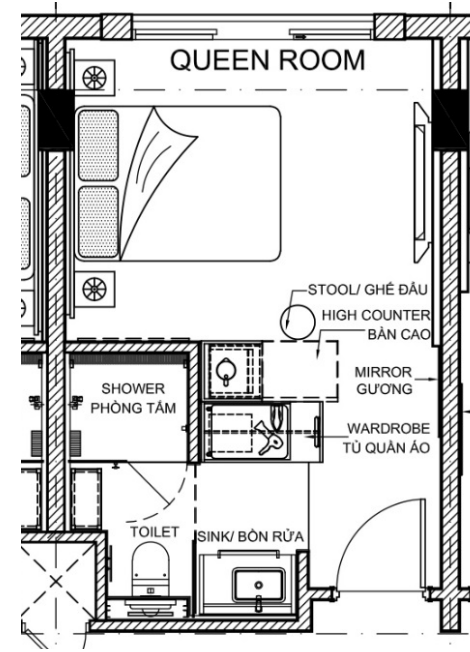
SAIGON, VIETNAM
TYPICAL FLOOR PLAN



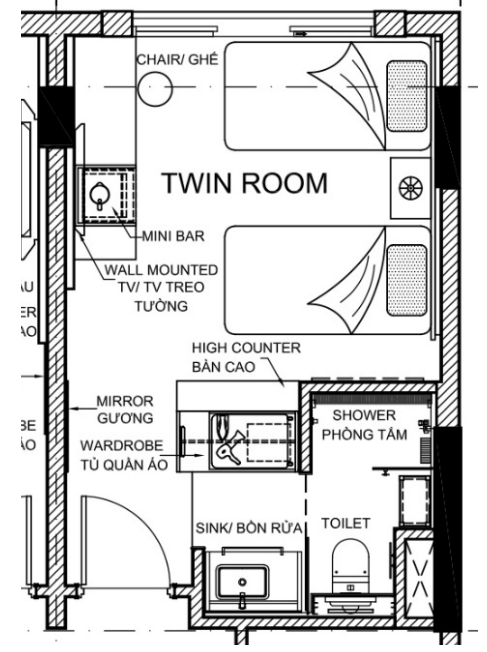
K I N G R O O M



C O N N E C T I N G R O O M



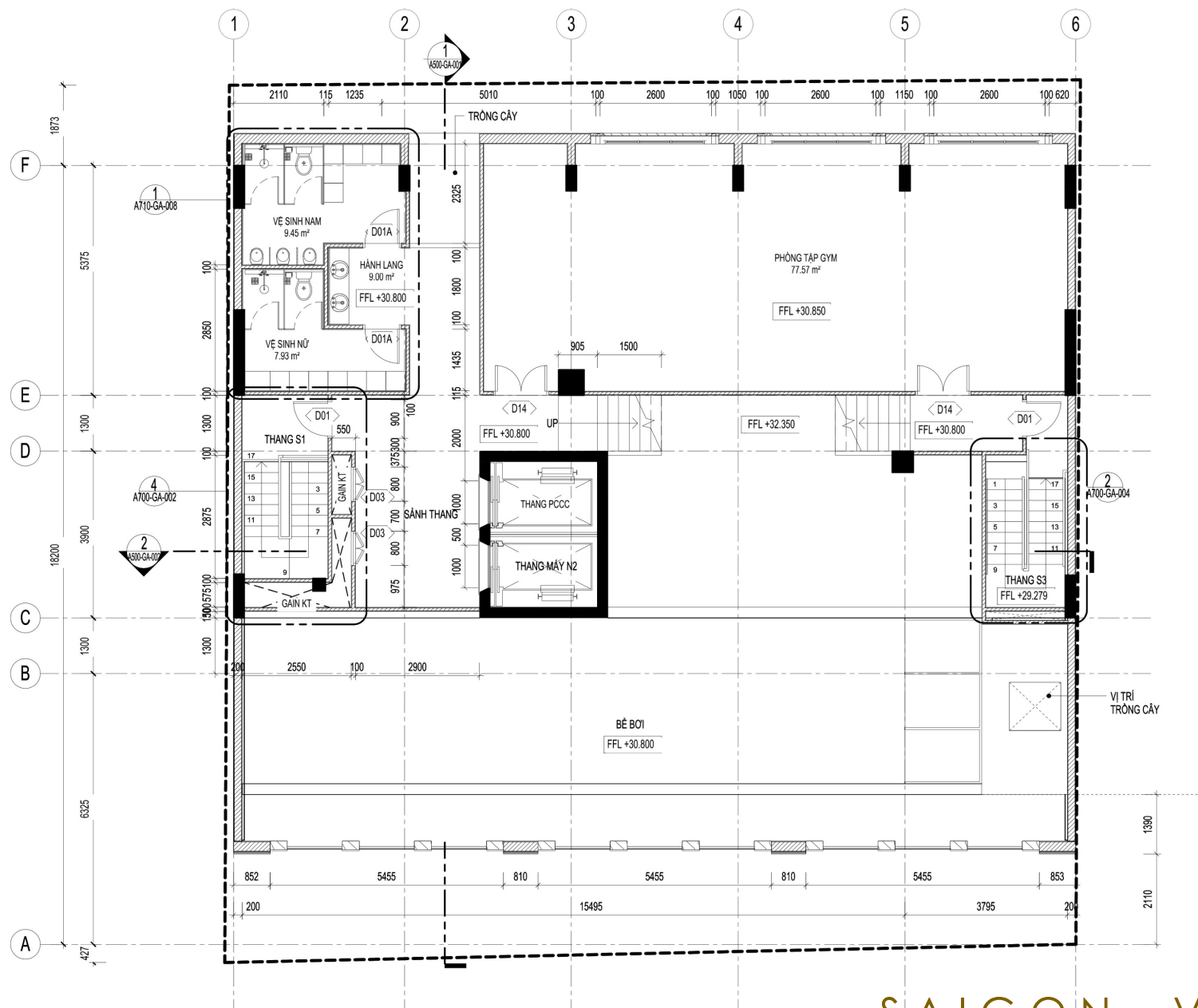
Q U E E N R O O M



T W I N R O O M

SAIGON, VIETNAM

T Y P I C A L G U E S T R O O M S

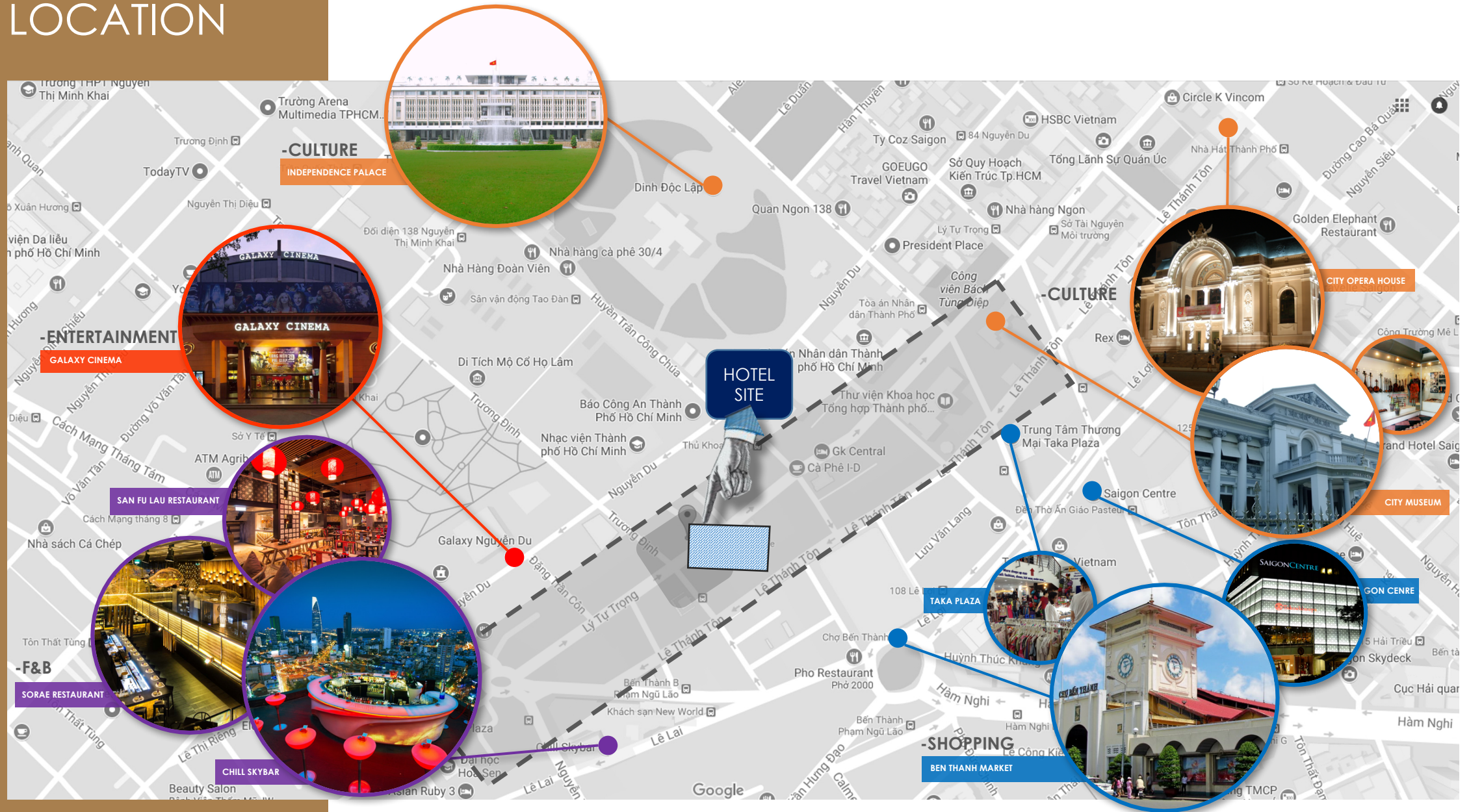


SAIGON, VIETNAM
ROOFTOP PLAN



LOCATION
-Points of Interest-

LOCATION



SAIGON, VIETNAM



SAIGON

-Story-





BEN THANH MARKET

Over 100 years old (from 1912), ups and downs throughout its history.

A symbol of Ho Chi Minh city.

Biggest retail market in Ho Chi Minh city – 13,056 m2 with 4 main gate and 12 gates - 1600 kiosks + 6000 vendor stalls.

Food, Drinks, Clothes, Jewelry, Cosmetics, Souvenirs, Flowers, etc.

Night market after 7pm.

SAIGON, VIETNAM



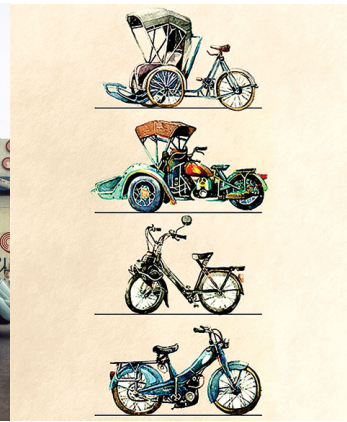
B E N T H A N H M A R K E T

Repetition. Color. Sense. Light. Contrast. Touch.

Cuisine. Diversity. Culture. History vs Modernity.

Fresh. Dry. Wet. Fragrant. Crowded.

S A I G O N , V I E T N A M



THE MARKETPLACE

A **large** and **great** market place in **central**.

A **major hub** for the network of the city buses and for several lines of the planned Metro.

The market atmosphere can sometimes be a real **hustle** and **bustle**, but **exciting** after all.

Restaurants, street food and fruit stalls pop around the market place.

The place transforms itself at night with full of **lights** and **glamour**.

SAIGON, VIETNAM



THE NURTURING FEMININE

Motherhood represents **Love, Nurture, Beauty** and **Feminineness**.

The mother love is everywhere which is **simple**, yet **elegant**.

The image of Mother and Child – recalling **timeless** stories, poems and memories.

Like those powerful stories of each different person, the SAGE HOTEL will leave an **unforgettable** experience.

SAIGON, VIETNAM

SAIGON VERNACULAR

Preservation

Texture

Contrast

Color

Wall and Pattern Details

Timeless Simplicity



SAIGON, VIETNAM

RESTAURANT & SIDEWALK CAFE



USERS
-Profiles-



Mr. BLACK

The Entrepreneur

- ❑ Working on his laptop
- ❑ Use Hotel's Amenities – Café, Meeting Room, Bar, and Restaurant



Come to his small company to sort out some work and come to Sage by a taxi.



Happy to arrive at the lobby. The **AMBIANCE** is great every time I stop by!



Find a **perfect spot** in the Outdoor Café. Greeted by **freshly roasted** coffee



Answer a **call** from Skype. Last check the presentation for the meeting this afternoon at the Meeting Room that I booked last week.



Meeting with my client. The projector and screen is set up already. **Perfect!**



The presentation went well. Gotta **treat** myself with an **awesome cocktail** at the Bar!



Call a cab and head back home



SAIGON, VIETNAM

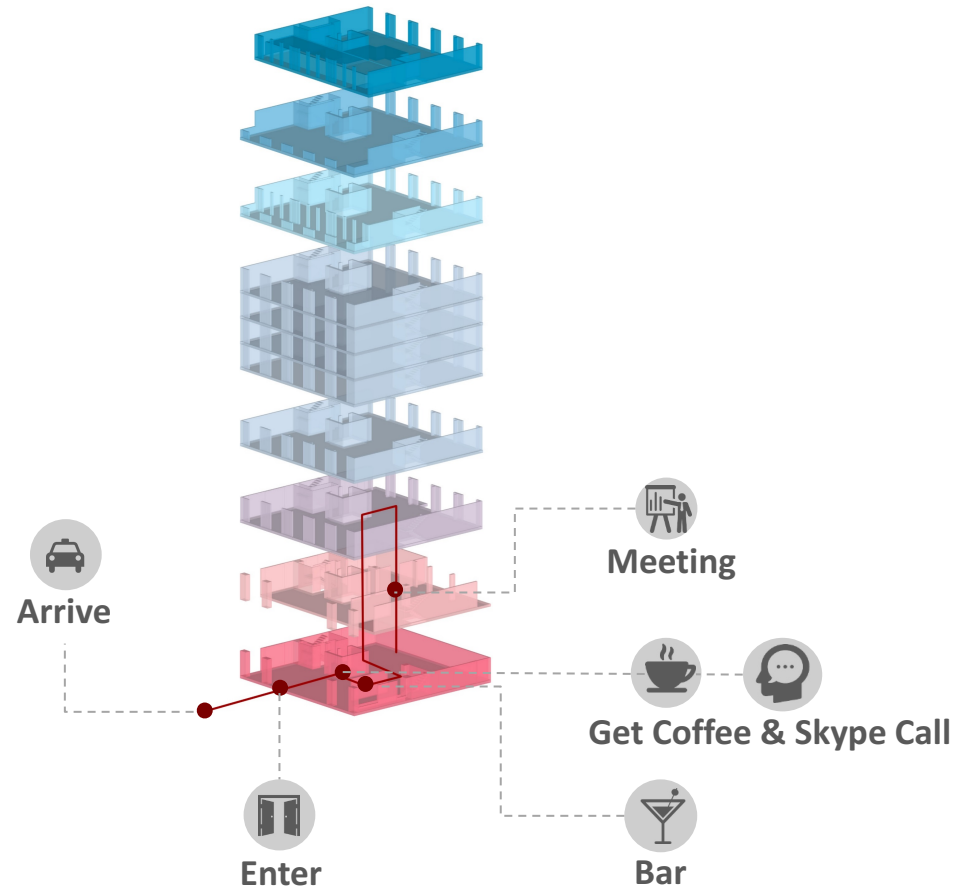
USERS PROFILES



Mr. BLACK

The Entrepreneur

- ❑ Working on his laptop
- ❑ Use Hotel's Amenities – Café, Meeting Room, Bar, and Restaurant



SAIGON, VIETNAM
CIRCULATION



Mr. WHITE

The international Business traveller

- ☐ Meetings with the Bank CEO
- ☐ Use Hotel's Amenities – Meeting Room, Gym, Restaurant and Rooftop Bar



Coming from the Tan Son Nhat **airport** at early morning. **Long Flight**. Taxi right to the Hotel



Happy to arrive at the lobby. I see the **Stunning entrance door**. The **AMBIANCE** is great!



Conveniently check-in at the **Kiosk**. No need to wait for the receptionist. I have already **check-in** in on my **App**



Greeted by **freshly roasted** coffee. Sitting here is cool! I can see the busy street while enjoying my coffee.



I got a notification. My **room** is readily accessible. Time to prepare for my meeting



The meeting went well. **Freshen-up** at the gym facilities



I invited my business partner to **have a drink** at the Bar!



SAIGON, VIETNAM

USERS PROFILES



- ☐ Meetings with the Bank CEO
- ☐ Use Hotel's Amenities – Meeting Room, Gym, Restaurant





GOLD FAMILY

Family summer trip

- ❑ Here to visit Saigon for the first time
- ❑ Use Hotel's Amenities – Gym, Swimming Pool, and Restaurant



Coming from the airport from Nha Trang in the **early morning**



I **check-in** at the **kiosk** while my wife and my kid are resting at the café.



My wife can't resist the smells of fresh Roasted coffee. She orders smoothie for my daughter



Our **room** is ready. The **corridor** is **absolutely incredible!** We put our luggage, bags and clothes in the closet.



Starting a new day by a quick work-out in the **Gym** and then **Swimming Pool**



Buffet for breakfast. The food is super **delicious**. We are so full and go to explore the city.



Independence Palace, & Museums & then, City Opera House in the evening. My wife and my kid **love** it.



We visit **Ben Thanh market**, and can't carry all the things we bought.



SAIGON, VIETNAM

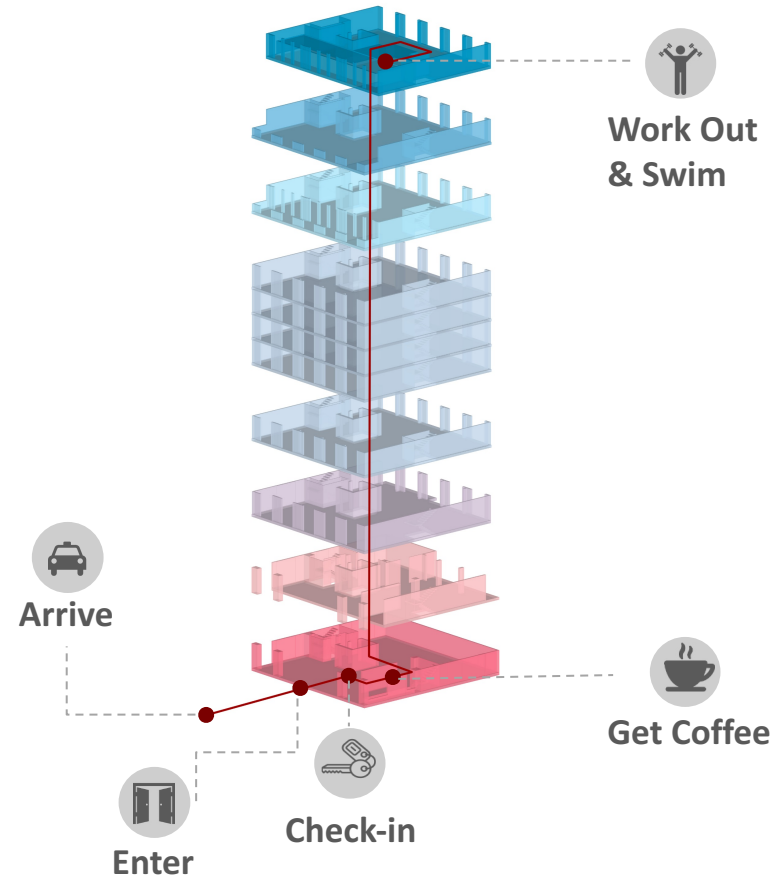
USERS PROFILES



GOLD FAMILY

Family summer trip

- ❑ Here to visit Saigon for the first time
- ❑ Use Hotel's Amenities – Gym, Swimming Pool, and Restaurant



SAIGON, VIETNAM
CIRCULATION



Ms. BLUE

The domestic Business traveller

- ☐ Meetings with Clients/ Also enjoy while working
- ☐ Use Hotel's Amenities – Gym, Swimming Pool, Restaurant, and Meeting Room



Coming from the airport at **late night**



Starting a new day by a quick **work-out** in the Gym and then Swimming Pool



Room is available. Just as great as the last time. It feels even **better than home**. I take a long good sleep.



Buffet for breakfast and no need for reservation.



Retail Therapy time!
Shopping in Saigon Centre till Sunset



Time for the meeting. The room looks so **neat**!



Check-out as easy as 1,2,3. Taxi waiting outside without waiting. Heading home with a wide smile

SAIGON, VIETNAM

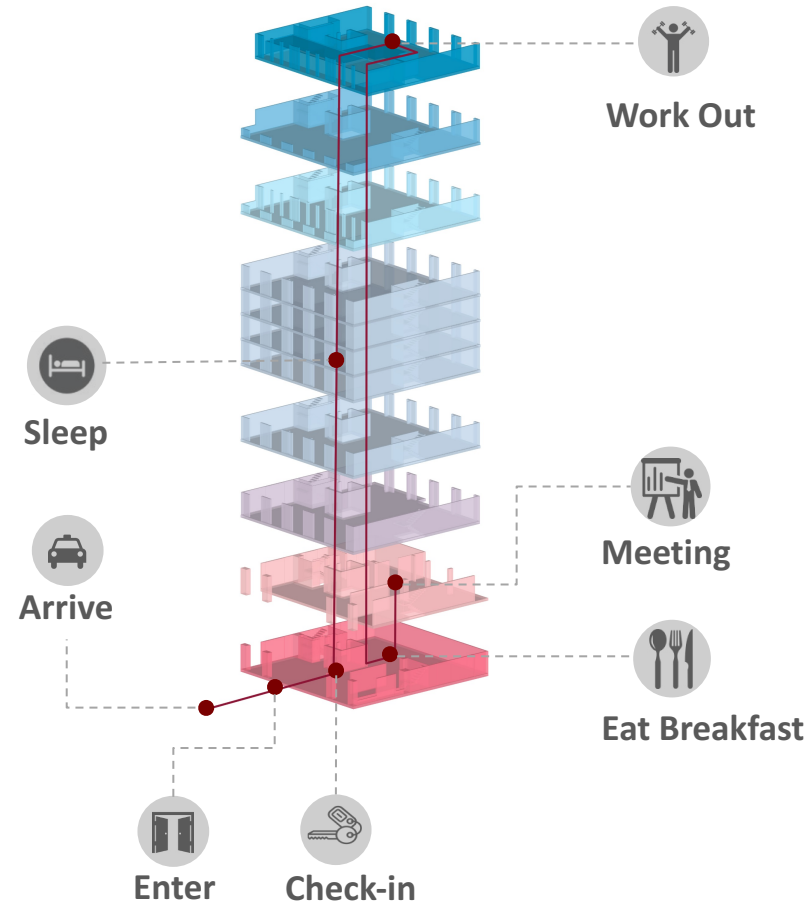
USERS PROFILES



Ms. BLUE

The domestic Business traveller

- ☐ Meetings with Clients/ Also enjoy while working
- ☐ Use Hotel's Amenities – Gym, Swimming Pool, Restaurant, and Meeting Room



SAIGON, VIETNAM
CIRCULATION



Mr & Mrs. ORANGE

Weekend stays

- ❑ Celebrate 1st year Anniversary
- ❑ Use Hotel's Amenities – Gym, Swimming Pool, Restaurant, and Rooftop Bar



Coming from the airport from Ha Noi at 1pm



So happy to be here.
Wow for the Lobby!



Our room is available. We are **impressed** by the Design of the **corridor**. Lets rest for a while!



We walk around the city for taking pictures and shopping. Have lunch outside. Nice!



Go to **Gym** and then **Swimming Pool** together in the afternoon. What a **beautiful** place to be!



Dinner at the **restaurant**. The food is **great** and the service is **the best!**



We visit the City Opera House for A O Show. **Incredible show!**



SAIGON, VIETNAM

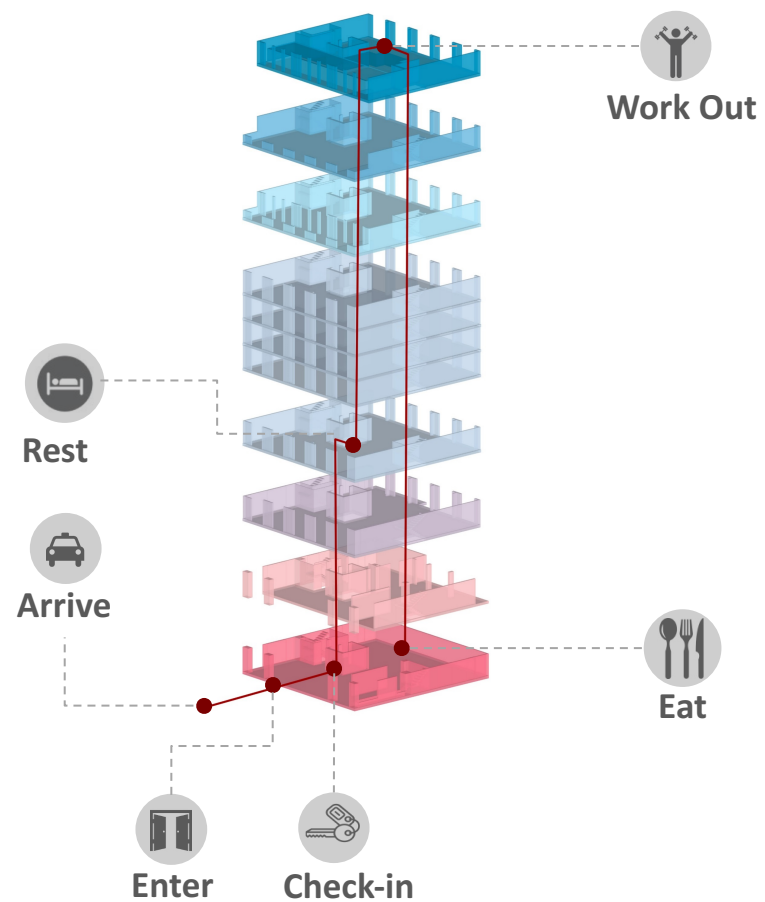
USERS PROFILES



Mr & Mrs. ORANGE

Weekend stays

- ☐ Celebrate 1st year Anniversary
- ☐ Use Hotel's Amenities – Gym, Swimming Pool, Restaurant, and Rooftop Bar



SAIGON, VIETNAM
CIRCULATION



Ms. PINK

Weekend treat

- ☐ After work hour
- ☐ Use Hotel's Amenities – Café, Restaurant and Bar



Take a cab straight from the office to Sage hotel at 5.30pm. Such a long week! Need to **relax**



Not hungry anymore. It's time for **Retail Therapy**. I spotted that favourite dress two days ago.



Dinner at the **restaurant**. The food is **absolutely delicious!**



It was late, and I was to tired and tipsy, so I decided to stay in Sage Hotel. **Last minute** booking is so **easy**.



Fill myself in a chair at the **Café** and order a **slide of cake**. **Looks good!**



Calling some friends to join me **Bar**. Haven't seen them in ages! It was so **fun!**

SAIGON, VIETNAM

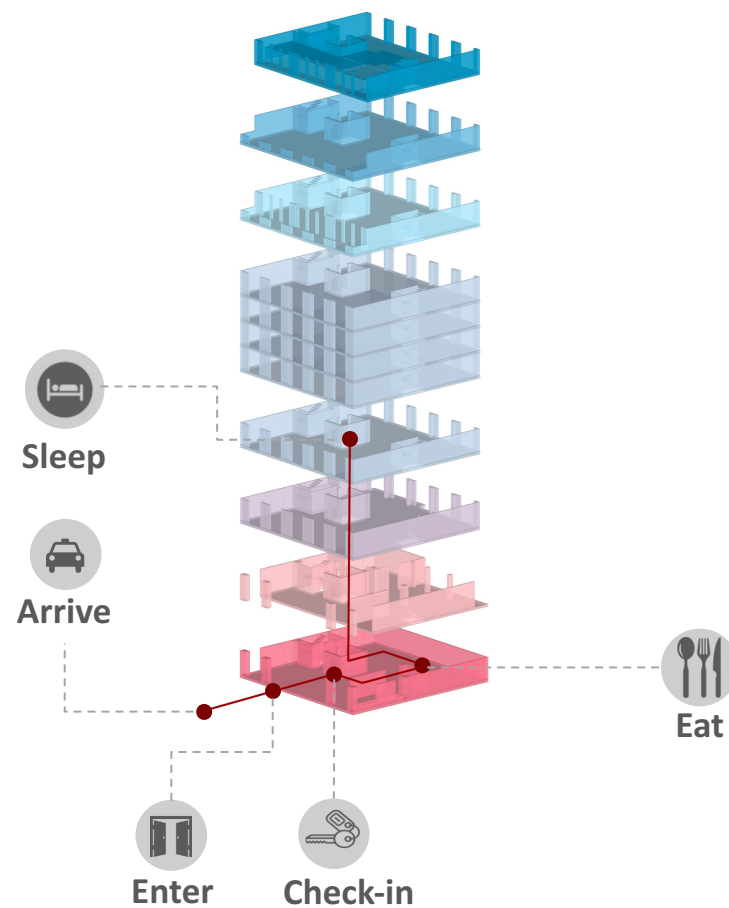
USERS PROFILES



Ms. PINK

Weekend treat

- ☐ After work hour
- ☐ Use Hotel's Amenities – Café, Restaurant and Bar



SAIGON, VIETNAM

CIRCULATION



Ms. RED & Ms. GREEN

Companion Travelers

- ❑ 2 Japanese recent graduates traveling together
- ❑ Use Hotel's Amenities – Gym, Swimming Pool, Restaurant and Bar



Found a few places online, but we chose Balisa. The building is **beautiful!**



We went up to the gym and saw a **beautiful outdoor pool**. Spent an hour there.



Later, we walked around to visit some **famous attractions** like Independence Place, & Museums & then, City Opera House.



We just landed at 6 a.m from Japan. **Long flight.** **Excited** heading to the city!



Check-in was **super easy and quick.**



Breakfast deal was great! **So many delicious dishes!**



Glad that we just finished University. Now it's time to **explore this city**. Ben Thanh Market was a great place to get souvenirs.



We slept well in our **comfortable** beds after a long but **fun** day!

SAIGON, VIETNAM

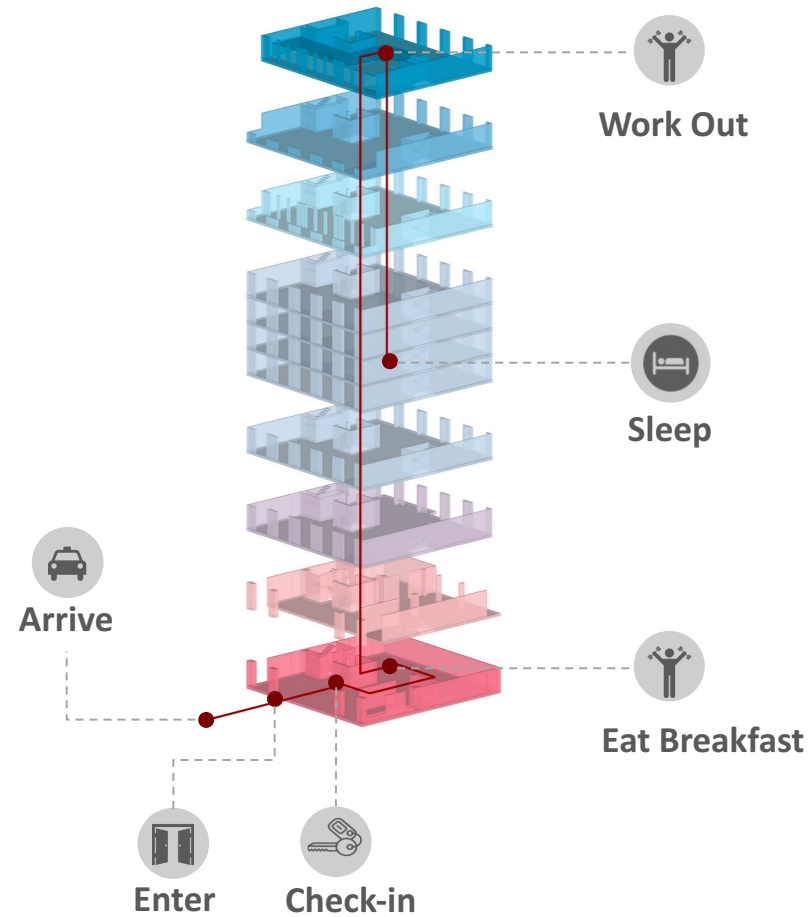
USERS PROFILES



Ms. RED & Ms. GREEN

Companion Travelers

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SAIGON, VIETNAM
CIRCULATION



CONCEPT
-Mood Images-



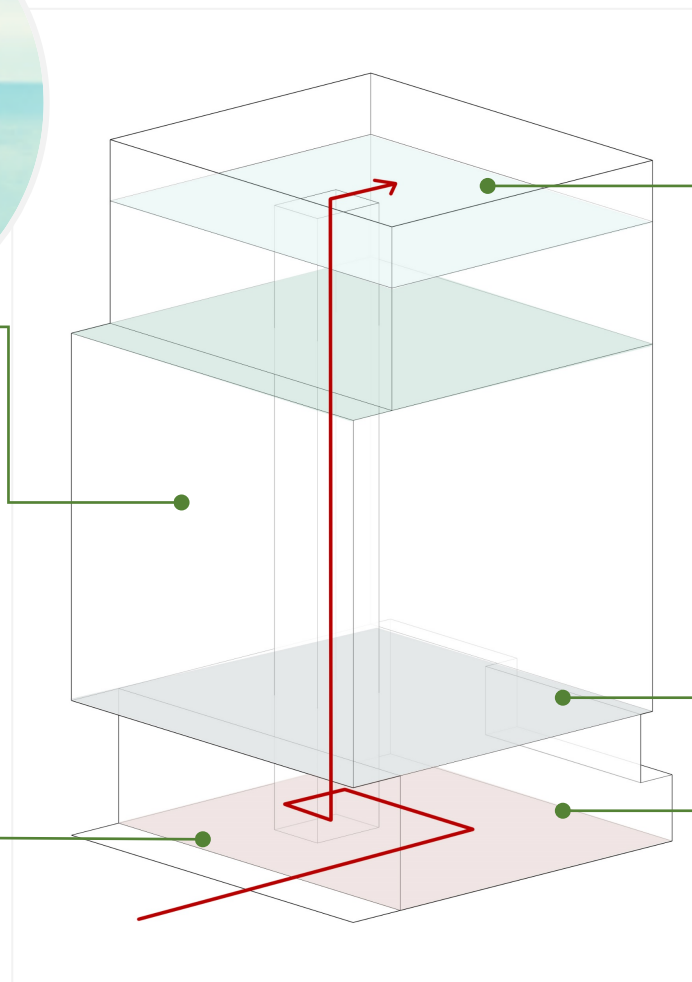
SAIGON, VIETNAM

THE CALM AMONGST A HUSTLE

LOVE, NURTURE
CALM, BEAUTY,
FEMININITY



SENSE OF ARRIVAL
HUSTLE, EXCITING



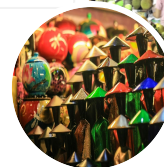
RIVER & GREEN



COLABORATION



RHYTHM, REPETITION,
COLORS, STREET
RESTAURANTS





SAIGON, VIETNAM
RESTAURANT, BAR & SIDEWALK CAFE



SAIGON, VIETNAM

RESTAURANT, BAR & SIDEWALK CAFE



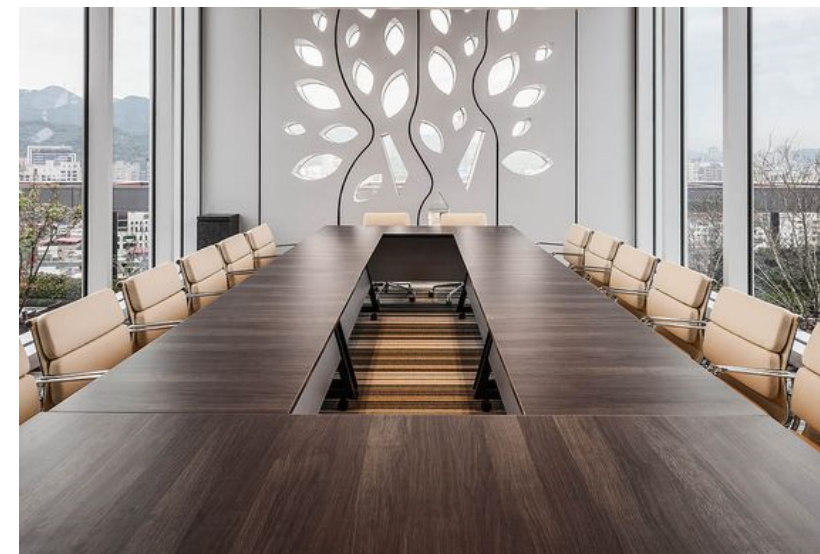
SAIGON, VIETNAM

RESTAURANT, BAR & SIDEWALK CAFE



SAIGON, VIETNAM

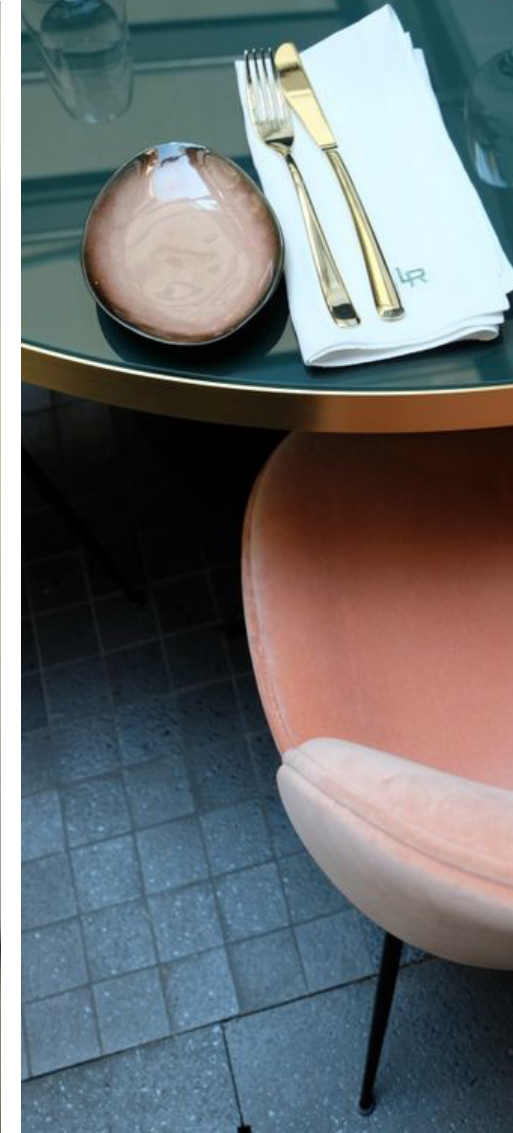
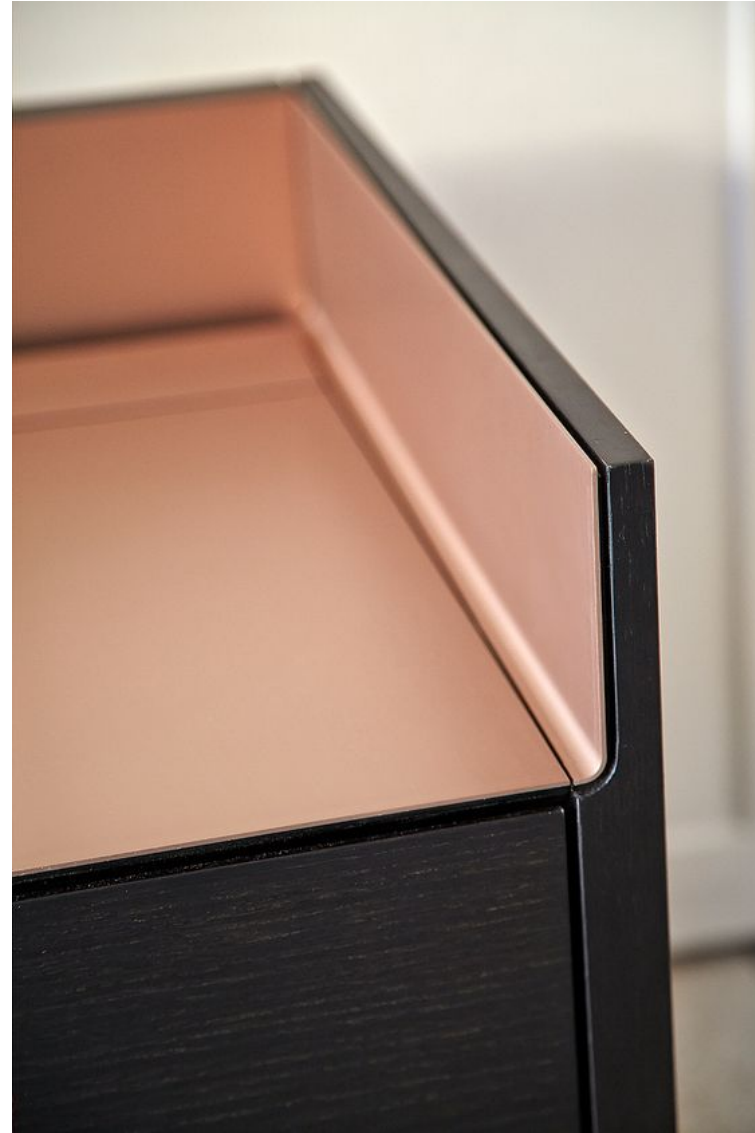
RESTAURANT, BAR & SIDEWALK CAFE



SAIGON, VIETNAM
MEETING ROOM & OFFICE



SAIGON, VIETNAM
TYPICAL ROOM



SAIGON, VIETNAM
TYPICAL ROOM



SAIGON, VIETNAM
TYPICAL ROOM



SAIGON, VIETNAM
GYM



SAIGON, VIETNAM
SWIMMING POOL