

CLIENT DOCUMENTATION AND DESIGN GOALS

HOLISTIC CANCER RETREAT
IND 5626 PROJECT PROGRAMMING FALL 2019
ASSIGNMENT 5

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A profile of the owner or responsible group for the financial/design decisions.

02

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A profile of all the user groups - employees and clients

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DESIGN GOALS AND OBJECTIVES

Our Mission Statement and the goals/objectives that define the direction of the design effort.

THE CLIENT:

Hyatt

Hyatt Hotels Corporation is an American global hospitality corporation that oversees and franchises luxury resorts, hotels and overall vacationing properties. The corporation first started business on September 27, 1957 when it was bought by Hyatt House in Los Angeles.

“Hyatt is a company that was built by family. It’s a workplace where coworkers become friends. Every day we care for our guests. Care is at the heart of our business, and it’s this distinct guest experience that makes Hyatt one of the world’s best hospitality brands.”

- **Jay & Donald Pritzker**

01

THE CLIENT: Hyatt

Industry: Hospitality

Founded: September 27, 1957; 62 years ago

Founder: Jay Pritzker & Donald Pritzker

Headquarters: Hyatt Center, Chicago, Illinois

Number of locations: 777 Hotels (2018)

Area served: Worldwide

Key people: Thomas J. Pritzker (President and CEO)

Products: Hotels and Resorts

Revenue: Decrease US\$7.33 billion (2019)

Operating income: US\$302 million (2018)

Number of employees: 45,000[4] (2018)

Website: hyatt.com

THE FOUNDERS



Figure 1.2

- Born on **August 26th, 1922** as **Jay Arthur Pritzker** in **Chicago Illinois**.
- Businessman & Co-Founder of **Hyatt Corporations**.
- Studied at **University of Chicago**.
- **Spouse:** Marian "Cindy" Friend
- **Children:** Nancy Pritzker, **Thomas Pritzker** & John Pritzker.



Figure 1.3

- Born on **October 31st, 1932** as **Donald N. Pritzker** in **Chicago Illinois**.
- Businessman & Co-Founder of **Hyatt Corporations**.
- Studied at **Harvard University**.
- **Spouse:** Sue Sandel
- **Children:** Penny Pritzker, Anthony Pritzker & Jay



HYATT HOUSE

Upon its purchase in **1957**, Hyatt House became the first property to mark the many more to come in the hotel industry by the hotel chain. The motel had a prime location: Next to the **LA Airport**.

OWNERS

The chain is family owned. From the beginning the **Pritzker** family has been in charge of the franchise. The brothers **Jay & Donald Pritzker**, two very successful entrepreneurs of the time, bought the Hyatt House for **\$2.2M**.

LOCATION

Within 2 years of the Hyatt House purchase, the brothers quickly realized the success of the prime location. This drove them to opening 2 more Hyatt Hotels, one near **Seattle-Tacoma Airport** and the other near the **San Francisco Airport**.



1972

In **1972** one of the brothers, **Donald**, unfortunately **died**. However Jay continued what would be very strong bond with many other well known names of the time and even today. One of those deals was with **Playboy** when the opened the **Playboy Hotel & Casino** which began their Resort and Casino management times.

1969

1969 was a big stepping stone for the brothers for they acquired the management of the **President Hotel in Hong Kong** which is today known as the **Hyatt Regency Hong Kong**. This move expanded their horizons leading to many more international chains.

1967

In 1967, the brothers opened the well known **Hyatt Regency Atlanta** which used to be called **Regency Hyatt House** back then. The hotel had a futuristic look for the time and it was designed by the architect John Portman who designed most of their hotels.



1980

in 1980 the company introduced two brands, the **Grand Hyatt** and **Park Hyatt**. This led to the opening of **Hyatt Regency Maui** which was the first of many resorts to come.

2009

Fast forward to 2009, the company has now **over 400 hotels** all over the world making them one of the leaders on the market. The Pritzker family decided to consolidate their business and join all the brands into what is known today as the **Hyatt Hotels Corporation**.

TODAY

Today, Hyatt is one of the best known hotel chains along with Marriott and Hilton. They have over **777 properties in 54 countries**, and their profit surpasses the **\$7.33B**. The company's current **owner and CEO is Thomas Pritzker**. The company values its clients as much as its employees. They believe in education as a tool to empower employees and their families across the world.

OWNER

Thomas Pritzker



Figure 1.4

Thomas Pritzker is the **heir** of the Pritzker family, **son of Jay Pritzker** one of the co-founders of Hyatt Corporations.

- Born on **June 6th, 1950** in **Chicago IL**.
- He studied Business in **University of Chicago**
- Organizer the **Pritzker Neuropsychiatric Disorders Research Consortium**.
- Director at UCLA
- At **age 69**, Thomas is part of **Forbes 400** with a **net worth of \$3.9B**. Under his leadership the company has grown into many chains. His employees describe Hyatt as one of the best **companies to work for** in 2018.
- Although he inherited the Hyatt chain he has successfully opened many other businesses with the same **family centered values** that were passed on by generations

CORE VALUES



COMMUNITY

Hyatt Thrive is their social responsibility platform. Building strong communities and fostering sustainable practices.



EVERYONE MATTERS

Embracing all cultures, Hyatt has more than 100.000 colleagues across 54 countries. They make sure to welcome all cultures, races, ethnicities, gender, sexual orientation, age, ab



FAMILY

Hyatt was built by a family and they don't want to lose sight of what's most important - people.



OUR PLANET

Operate hotels more efficient hotels, reducing water, energy use and carbon emissions. Source sustainable products, challenging suppliers to do the same.



EMPLOYEES

Hyatt has been ranked multiple times one of the best places to work. A company that values respect, integrity, humility, empathy, creativity and fun.



EDUCATION

Helping people to get access to skills and education is main priority of the company.

GOALS AND OBJECTIVES

Personal, intimate, unique experiences for the users, delivering an experience that builds positive, long term relationships with the company.

Wellbeing is the destination. Eating healthy, staying active, sleeping well, managing stress, handling emotions and connecting people you love.

Luxury and upper scale properties designed to captivate users seeking a distinctive experience with Hyatt's reassurance.

Inclusive environment giving others the opportunity to engage with the community and grow.

High quality service always seeking a good relationship with the environment and its surroundings.

Provide authentic hospitality by making a difference in the lives of the people they work with everyday.

One of a kind experience and unforgettable moments, having the freedom to be extraordinary.



Figure 1.5

POTENTIAL GUIDELINES

Holistic care includes not only treatment and the cure of many diseases but also it promotes a better lifestyle and educate the users in order to have a better quality of life.

Hyatt brand it's a great match to our project, having in mind its main concern is with the wellbeing and overall experience of the users.

Supporting promotion of a better life style, well being, engagement with community, education and sustainability are some of its main core values.

The ideas being considered will enhance the users experience in the Holistic Center not only healing them but also giving them a personal and more individualized experience in the heart of Miami Beach providing a safe and healthy environment where users can enjoy their stay.

Interior lighting should be thoughtful and appropriate to promote a calming and relaxing environment allowing the users to have its control in their spaces.



Figure 1.6



THE USERS

The user's types inside a building depend on the type of activities performed within the facility. Also, the location facility could be affected these types in terms of income level, which in turn affects the age group.

In this Cancer Center we have different types of users:

1. Providers
2. Staff
Nurses - Doctors - Physiotherapist
3. Patients
4. Guests (Tourists and Local Residents)

Center Occupancy

On Winter **85%-90%** of the capacity
On Summer **80%-95%** of the capacity



02

MEDICAL SERVICES



PROVIDERS

Age range: 35-45 years old • Female and males

The Center will count with a staff number of **6** people.

Activity: Educate patients and the public about various health conditions, and provide also They often counsel patients on diet, hygiene, and preventive advices . Lead group classes • Offer adjustment and training recommendations

- Homeopaths **2**
- Nutritionist **2**
- Yoga/ Meditation **2**



STAFF

Age range: 30-50 years old • Female and males

The Center will count with a staff number of **42** people.

Activity: Examine patients; take medical histories; prescribe medications; and order, perform, and interpret diagnostic tests.

- Doctors **15**
- Acupuncture Physicians **2**
- Physiotherapist **5**
- Nurses **20**

HOSPITALITY SERVICES



PROVIDERS

Age range: 28-45 years old • Female and males

The Center will count with a staff number of **4** people.

Activity: Receptionist, physician order entry, filing of reports, telephone communication, and coordinating administrative activities, Arrange appointments.

- Receptionist **2**
- Insurance Services **1**
- Customer services **1**



STAFF

Age range: 26-45 years old • Female and males

The Center will count with a staff number of **13** people.

Activity:

- Valet parking **1**
- Housekeeping **7**
- Chef **1**
- Chef's assistants **1**
- Waiters **3**

USERS TYPES
Employee
02

USERS



PATIENTS

Age range: 25-38 years old • Female and males
The Center will count **50** people.

- Cancer patients



GUESTS

Age range: 25-60 years old • Female and males
The Center will count **55** people.

- Family member
- Friends

ACTIVITY



PATIENTS

- Check -in
- Fill out medical forms
- Chemotherapy
- Physical therapy
- Relax
- Nutrition system
- Lounging
- Dining
- Swimming in the pool



GUESTS

- Enjoy accommodation services with their relevant.

MEDICAL SERVICES PROVIDERS

Homeopaths - Nutritionist- Yoga Fitness

- Patient's Bed
- Patient chair
- Activity Desk
- Task Chair
- Storage
- Planters Accent

DIMENSIONS

OFFICE: Average size between 100 to 400 SQ

YOGA LOUNGE: Average size between 400 to 700 SQ

MEDICAL SERVICES STAFF

Doctors - Acupuncture Physicians- Physiotherapist - Nurses

EXAM ROOM: Patient's Bed- Cantilevered Work-Surfaces Cantilevered Sink Units - Overhead storage - L carts and lockers for supplies - Procedure and supplies carts

NURSES STATION: Seating area - Work surfaces Computers and keyboards - Supply carts - Task Lighting Phones, Fax, radio, copiers, printers -carts

DIMENSIONS

EXAM ROOM: Average size between 100 to 400 SQ

NURSES STATION: Average size between 200 to 650 SQ

HOSPITALITY SERVICES PROVIDERS

Receptionist - Insurance Services -Customer services .

Reception desk -Standing and seating area
Patient's chair -Activity Desk-Task
Chair.Comfortable seating. Small table..

DIMENSIONS

RECEPTION: Average size between 200 to 650 SQ

OFFICE: Average size between 100 to 200 SQ

HOSPITALITY SERVICES STAFF

Valet parking -Housekeeping - Chef -Waiters

- **Valet:** Podium - Key box
- **Housekeeping staff :**
Office with desk, computer - Desk chair and telephone - Cleaning equipment- Communication radio
- **Chef and Chef's assistants :**
Fully Equipped kitchen - Countertops - Computer or screen to get orders.
- **Waiters :**
Dining table to serve -Trays - Counter

USERS FF & E
Employee

02

02 USERS FF & E

Patients - Guest

Patients

Patients room

Bed - Chair - Desk - Telephone -TV - Activity Desk- Storage

Average equipment storage room ranges in size between 250 to 600 square feet.

Lounge

Chair -Side table

Dining

Chair -Table

Guests

Lounge chair -Side table -Coffee table -Lockers- Dining- chair- Dining table



FIG. 22

DESIGN GOALS & OBJECTIVES

03



PROVIDERS

Dr. Dino Prato and his team have been working for the past 15 years on breakthroughs regarding cancer and infectious diseases. Dr. Prato and his colleagues recently published a peer review paper in the open journal of medical and microbiology.

In the paper Dr. Prato addresses that infections are responsible for about 20% of all cancers. However most doctors ignore the underlying causes. In fact most patients are never even tested and the root of the cancer will affect both the development and its progression.

Dr Prato and team would be working with our patients to identify the best route to take with each individual patient as each case will vary.



FIG. 2.3

PATIENT

Bianca Jefferson, 28 year old woman mother of a 3 year old and business owner. Currently very busy with a growing business and child, she has noticed a lump on her right breast. She has not taken the time to see a medical provider because of the high stress levels she is undergoing and busy schedule.

Bianca is a potential breast cancer patient who is seeking diagnosis and is willing to try alternative medicine. Bianca is interested in understanding what habits could improve and prevent diseases.



FIG. 2.4

GUEST

Thomas Jefferson, 32 years old, husband of Bianca Jefferson and financial advisor. Currently encouraging wife to visit a medical provider in regards to health concerns. He will be attending all of his wife's visits with their son. Thomas is very vocal regarding healthy habits, mindful eating, and is very physically active. Thomas wants to be by his wife every step of the way through this journey. He is positive about the outcome of treatment and wants to learn as Bianca learns about preventative care.



FIG. 2.5

GOALS AND OBJECTIVES

The doctors working in the facility will require conference rooms, and open areas to discuss potential cases and learn about innovative medicine.

Staff and employees will require areas to disconnect from colleagues, patients and guests; being able to take a step back to bring themselves back to a positive state will improve the overall experience of them working in the facility but also their encounter with patient and guests.

Patients such as Bianca will require rooms that not only satisfy her needs but her families as well. The accommodation for her family will be vital for her recovery.

Patients who are very close to family will also require space that allows them to disconnect from family. Being strong for them requires a lot of psychological strength, she will need space to disconnect and be able to speak with psychologists if needed.

Family members who attend the facility with their loved ones will require food services, quiet spaces, and areas that could potentially becoming working spaces.



Figure 2.6

To provide a unique and relaxing journey for millennial cancer patients by designing a holistic cancer retreat within the existing Confidante Hotel, located in Miami Beach, Florida. The Holistic Cancer Retreat will provide healing treatments, educational courses and foster an open community that will allow patients to adopt a healthy lifestyle while gaining a deeper appreciation for the planet by understanding sustainable practices.



FIG. 3.2

MISSION STATEMENT

ORGANIZATIONAL GOALS AND OBJECTIVES



UNIQUE

To attract millennials by providing a unique experience through a variety of wellness spaces that encourage both relaxation and hands-on learning.



HOLISTIC

To design areas that will simultaneously allow patients to relax the mind and body.



RETREAT

To encourage disconnection and private moments by providing sociofugal spaces.



HEALING TREATMENTS

To provide private areas that afford patients holistic treatments focused on both the mind and body.



EDUCATIONAL

To provide spaces that can accommodate a variety of educational classes.



LIFESTYLE

To empower guests after leaving the facility, a variety of design features such as app technology, online support and tele-classes will be incorporated.

ORGANIZATIONAL GOALS AND OBJECTIVES



COMMUNITY

To encourage patient healing through community support, we will provide sociopetal areas that foster conversation among guests.

By designing open work areas so that guests can have open lines of communication to employees will also help foster an open and transparent work environment.



SUSTAINABLE

To achieve LEED certification of Silver or higher.

To incorporate sustainability in common practices such as reduced use or zero plastic use, changing bed linens only once per week and other energy-reducing practices.

FORM

Biophilic design is the main driver behind the aesthetic framework of the Holistic Cancer Retreat.

- Materiality will mimic elements from nature
- Historically-protected Art Deco design must remain
- Utilization of windows to bring the exterior ecology in
- Take advantage of as much natural light as possible
- Palette will be soothing yet appealing to millennials
- Incorporation of new technology will offer a range of different treatments for guests.



FIG. 33

FUNCTION

- Provide a variety of spaces that afford guests different activities from treatments, exercise and entertainment.
- Incorporate the latest technology to keep millennials connected through WiFi, apps and VR.
- To create a pleasant work environment in order to attract and keep the best talent.
- To provide different types of privacy, from acoustical to visual, allowing guests to relax and enjoy their time.



FIG. 34



FIG. 3.5

ECONOMY

Through FF&E, we can ensure sustainability.

- Materials used will be locally sourced when possible and will have third-party certification to ensure compliance with sustainability guidelines and promote healthy interiors.
- Implementation of new lighting technology that utilizes daylighting will help reduce energy costs.
- Fixtures and appliances will be energy efficient.



FIG. 3.6

TIME

- Timeless and durable materials will prolong the aesthetic design of the space, maximizing the time between renovations.
- The building should also accommodate changes in technology and technology/equipment without major renovations
- The spaces should also be adaptable for different uses if post-occupancy results suggest change.

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