

by
GILES

THINK PLAY DO



FOR MY PARENTS AND THEIR GIFT OF IMAGINATION.

I am a very fortunate designer. I say this as I continue to enjoy countless opportunities to think about, create and execute design solutions for a myriad of individuals and business initiatives without being encumbered by rigid, static thinking.

Perhaps the most significant reason for diversity in design is in the understanding that regardless of the success and authority of any particular design solution, there always lives the potential for a better way of communicating ideas and in doing things.

By highlighting the diverse nature of my work, one of the aims of this book is to demonstrate that the ideas, attitudes and values communicated are never absolute, but are conditional and fluctuate. Design solutions to even the most basic of problems are inherently ephemeral as the needs and tastes of creators, producers and society as a whole, change.

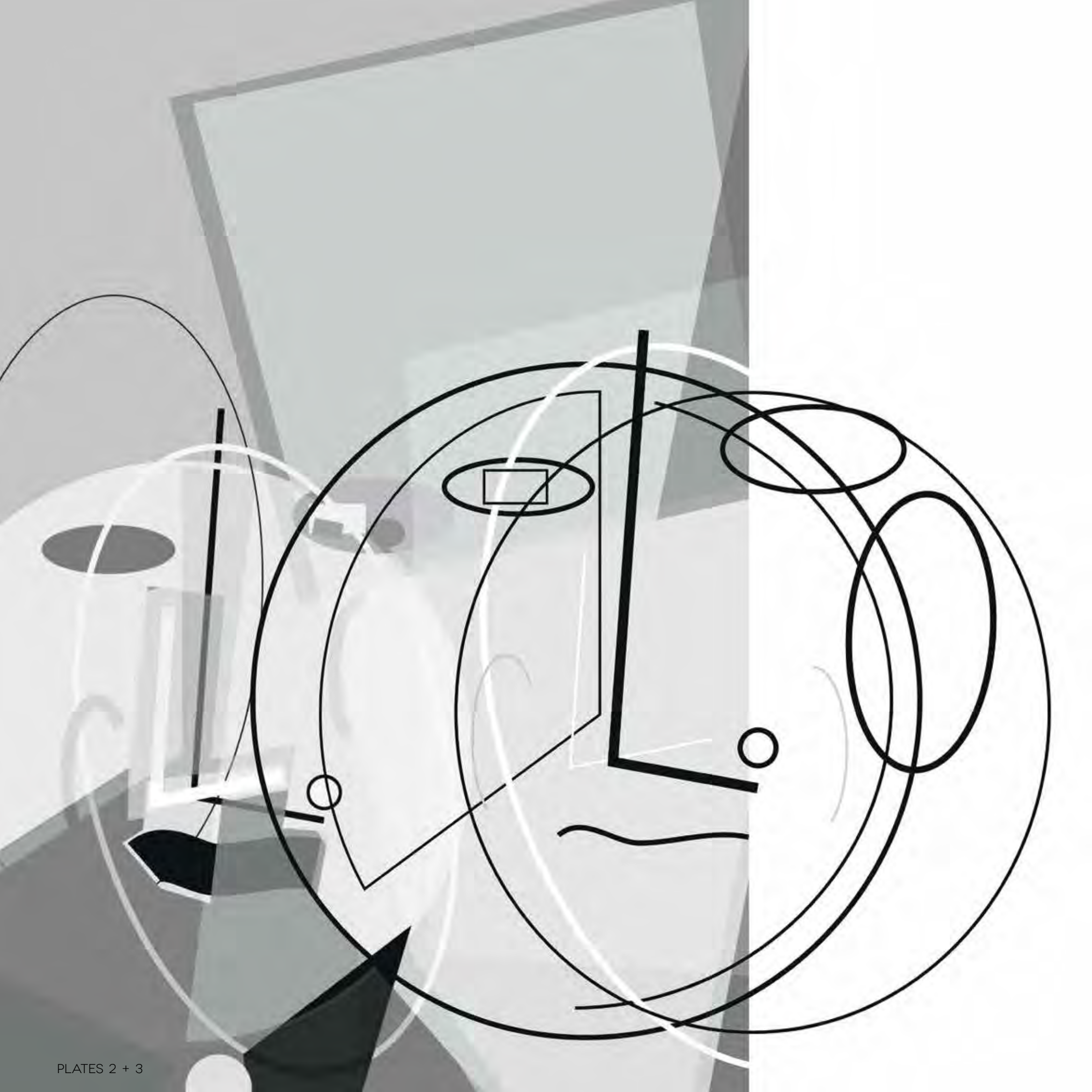
This book is a testimony and celebration of this and is also in recognition of both the freedom and trust that was bestowed upon me by the wonderful, diverse and talented employees and management of The Listel Hotel throughout this period.


Although creatively involved with the hotel since 1997, the work presented here highlights the brand positioning, identity and visual language programme developed from 2004 onwards as the hotel continued its journey as an independent hotel operation.

The work that follows represents a sampled collection that spans a variety of touchpoints and includes a mix of my favourite conceptual explorations along with final work of which I am very proud.

A great ride.

Giles Quentin Runeckles

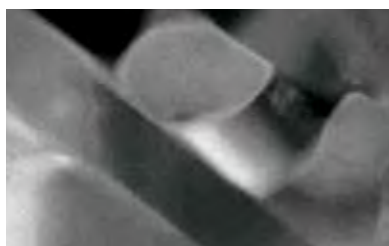
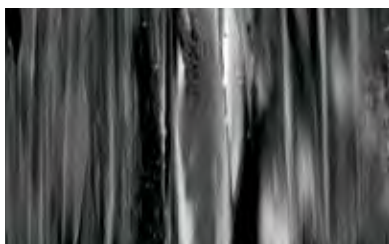
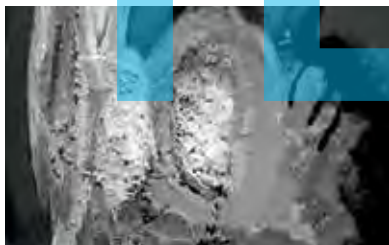
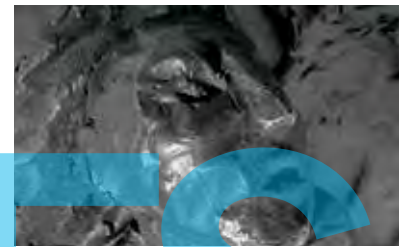
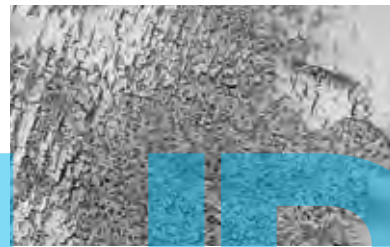
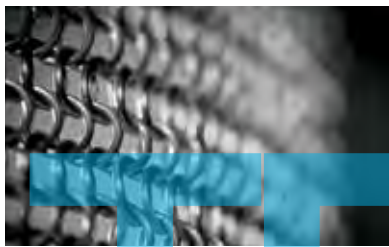
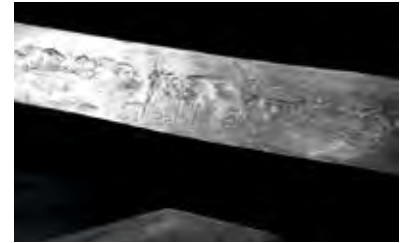
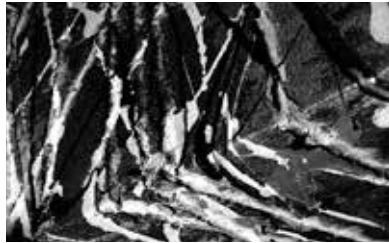
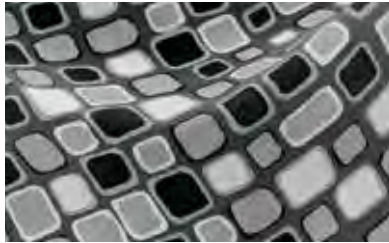
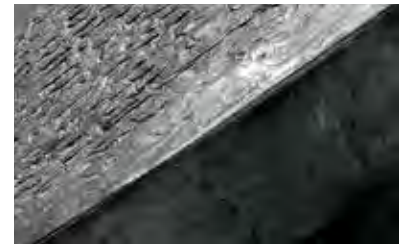
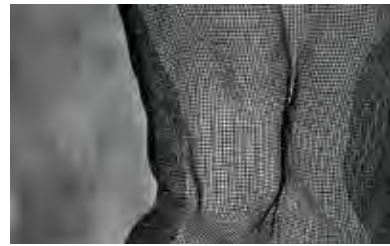
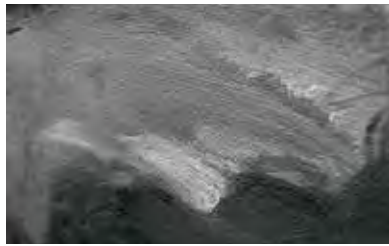




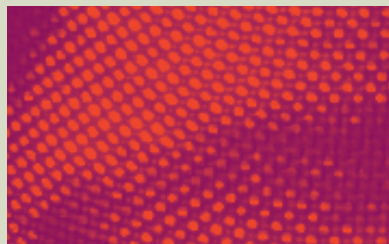
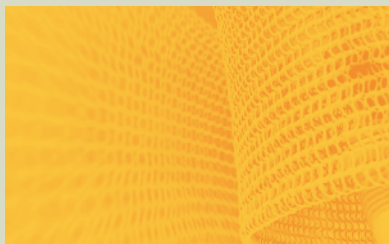
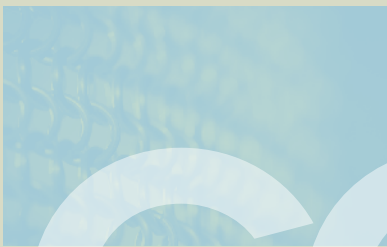
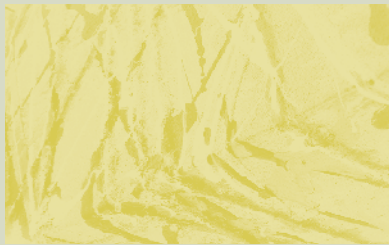
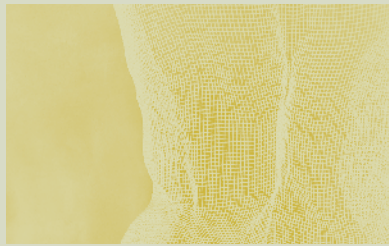
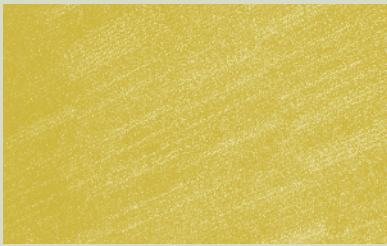
“Giles always brings a wealth of wonderful, innovative ideas to our projects. He’s not singularly focused on graphic design. He is extremely adept in bringing other disciplines to the mix. And probably more than anybody I have ever worked with, he understands our hotel and it’s business, has a true, organic feel for it.”

Lise Magee
Director, Marketing & Communications

AND I UNDERSTAND
THAT WITH ANY GIVEN
PROJECT, IT'S NOT
NECESSARILY THE
SERVICE OR PRODUCT
ALONE, BUT IN THE
PROVISION OF A WHOLE
SET OF CREATIVE
OPPORTUNITIES THAT
ORBIT AROUND IT THAT
CAN OFFER THE MOST
EFFECTIVE POINTS OF
INTEREST, VALUE AND
ENGAGEMENT.



TEXTURES



COLOURS

THE LISTEL HOTEL

THE LISTEL HOTEL

Vancouver

THE LISTEL HOTEL

Vancouver, Canada

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The

I wake
I feel my heart when
I learn by going where
We think by feeling
I hear my heart's plea
I wake to sleep, and

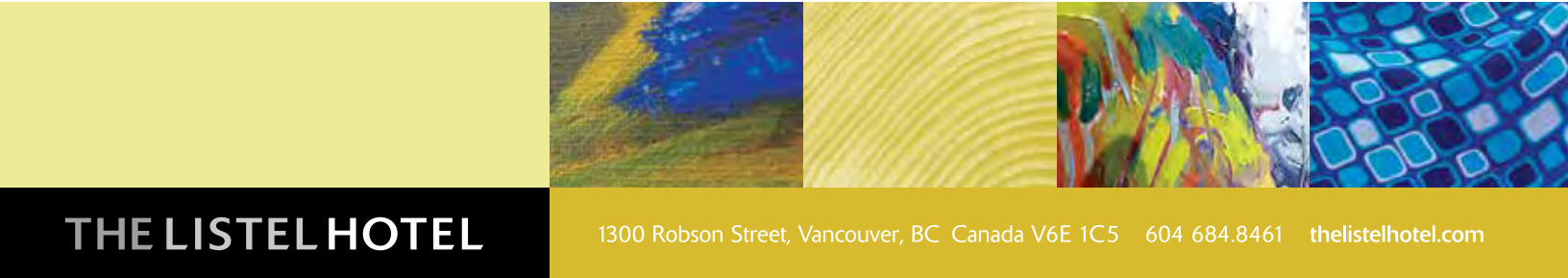
Of those so close be
God bless the Ground
And learn by going

Light takes the Tree;
The lowly worm climb
I wake to sleep, and

Great Nature has an
To you and me, so be
And, lovely, learn by

This shaking keeps
What falls away is all
I wake to sleep, and
I learn by going where

Theodore Roethlis







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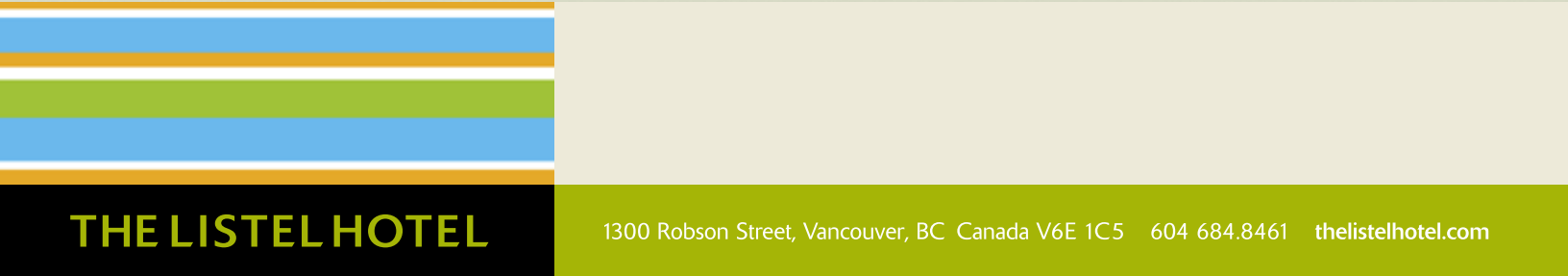
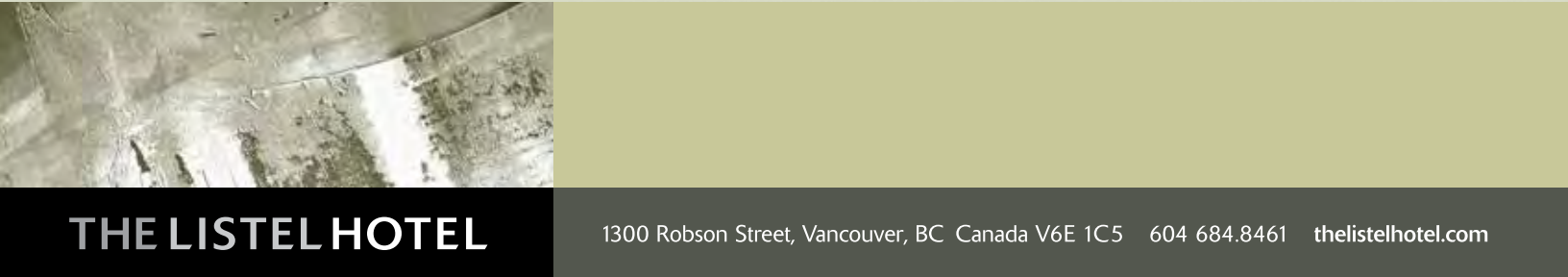
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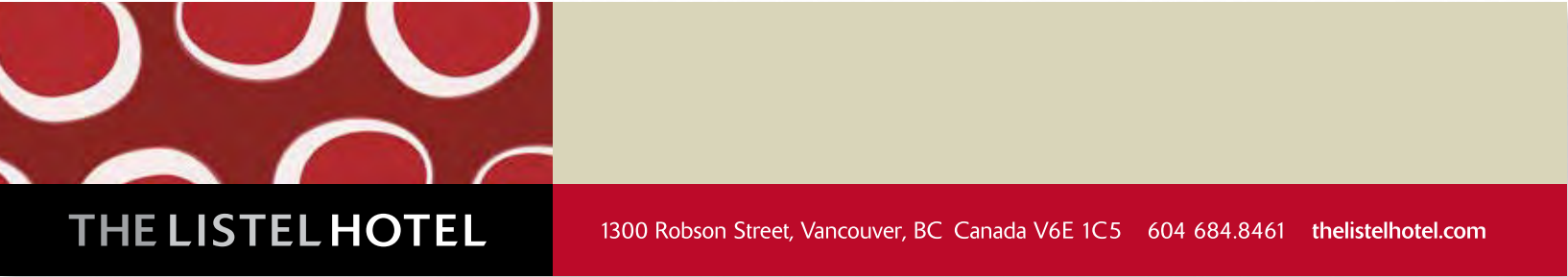




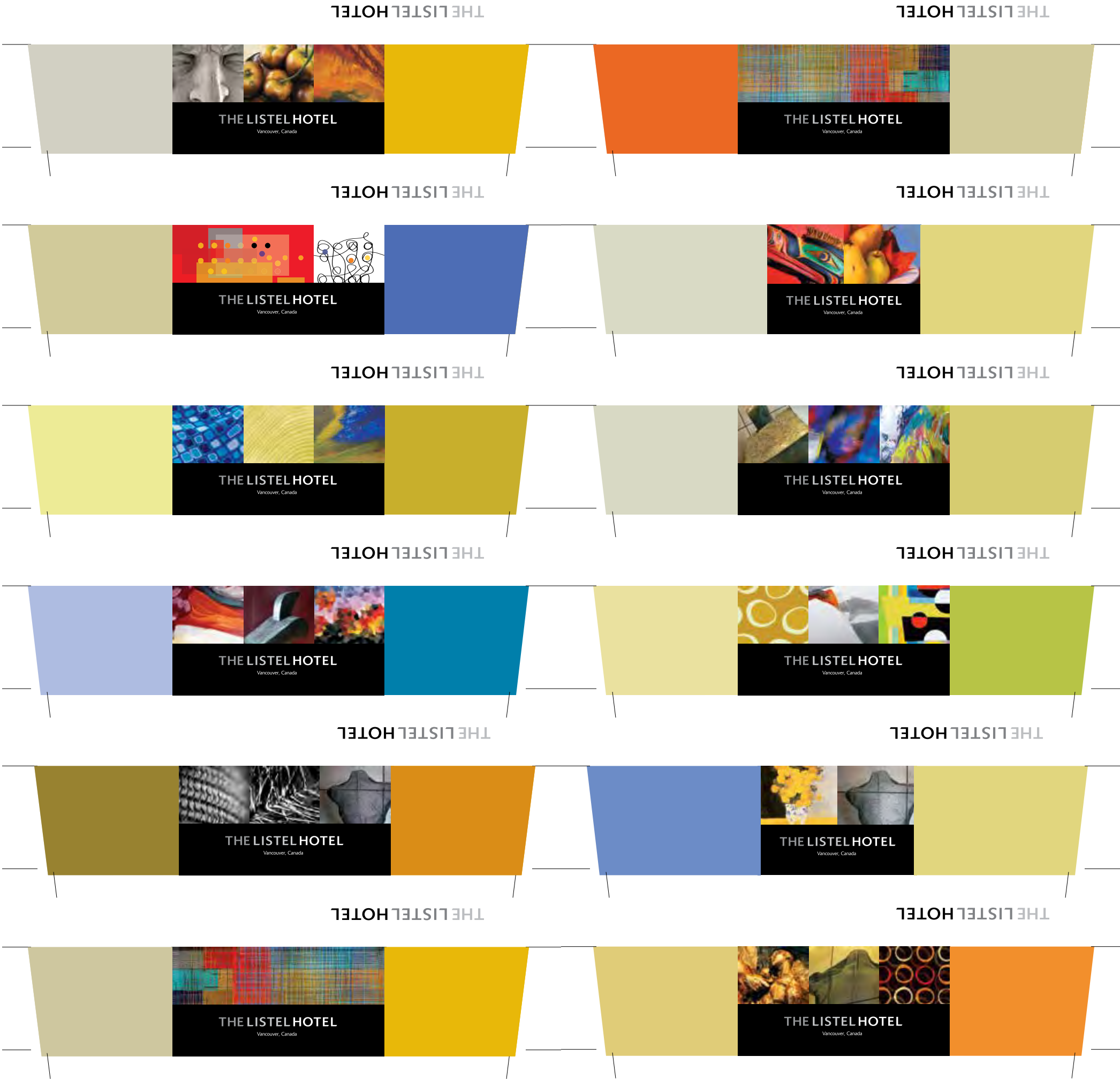
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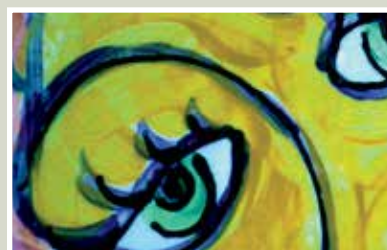
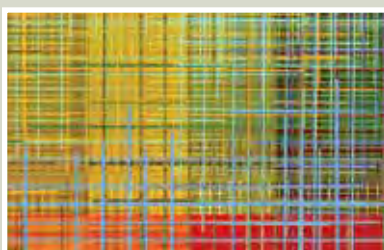
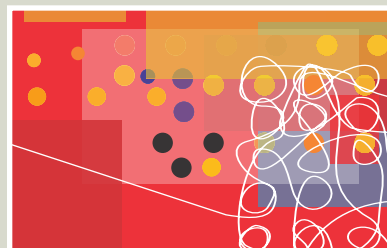
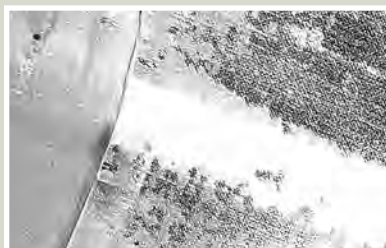
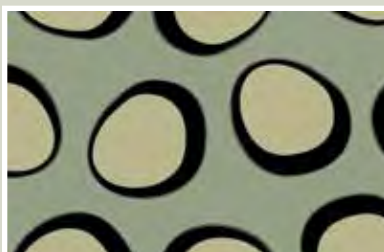
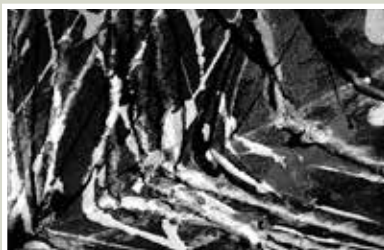
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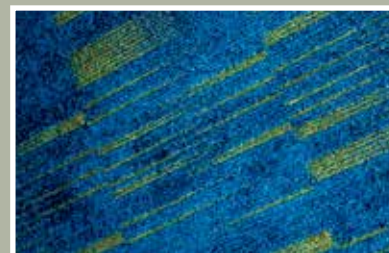
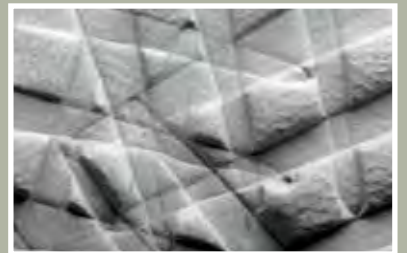
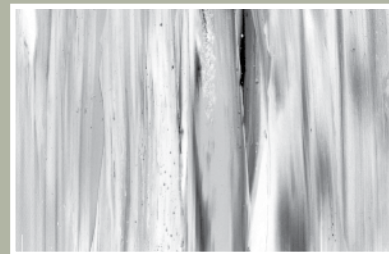
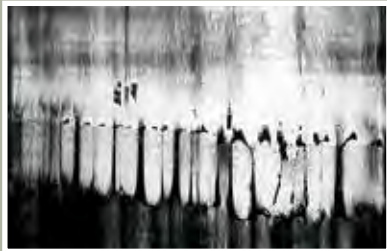


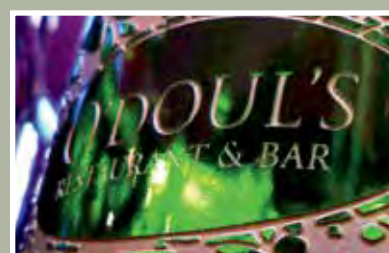
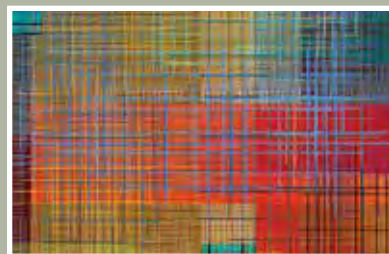
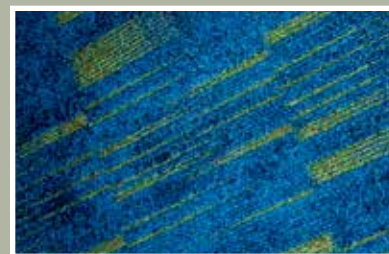
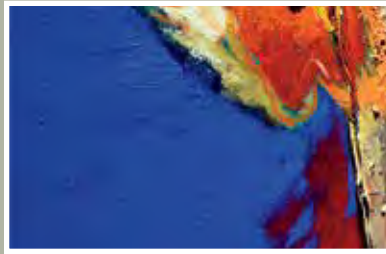
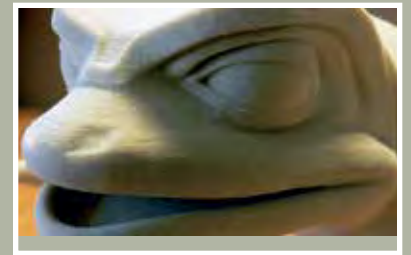
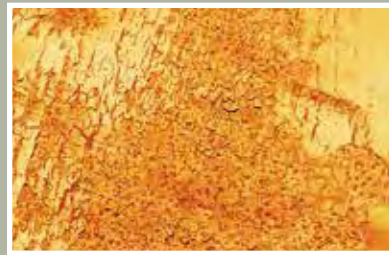


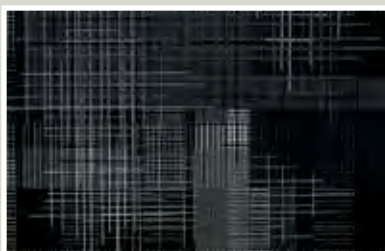
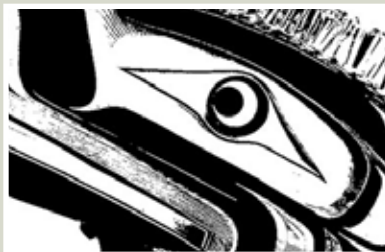
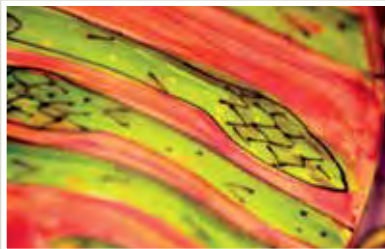













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Mary Poppins
Corporate Bicycle Guru

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Gene Kelly
Regional Tapper

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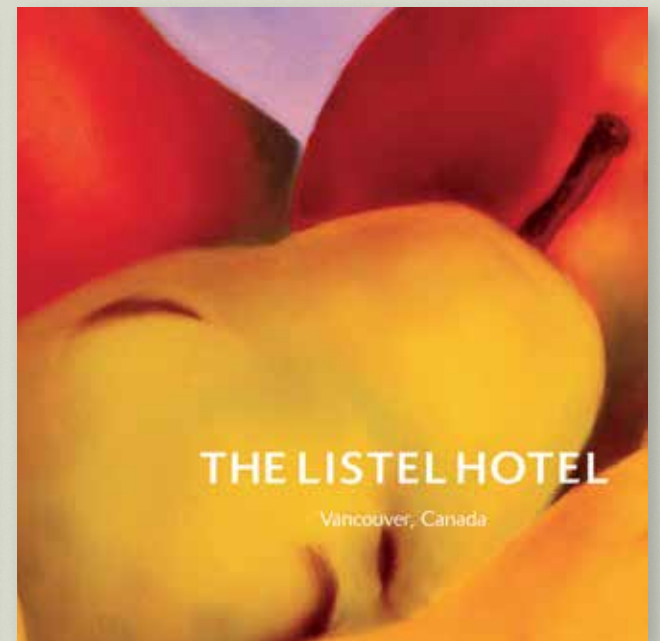
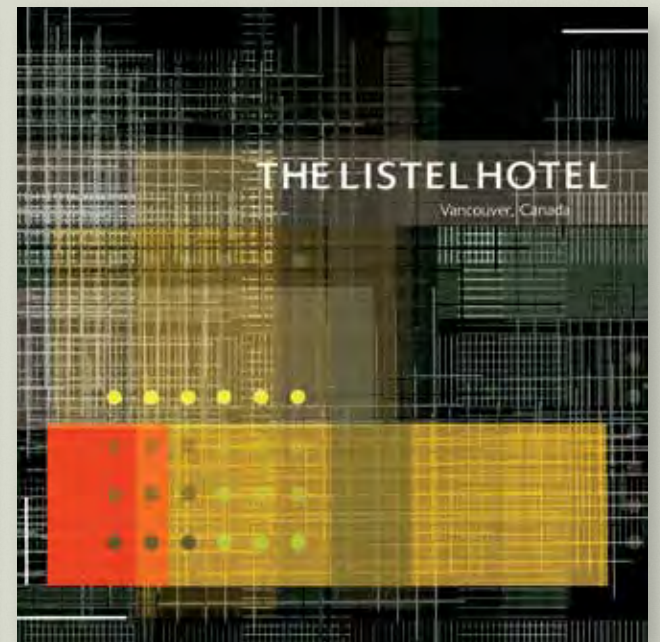
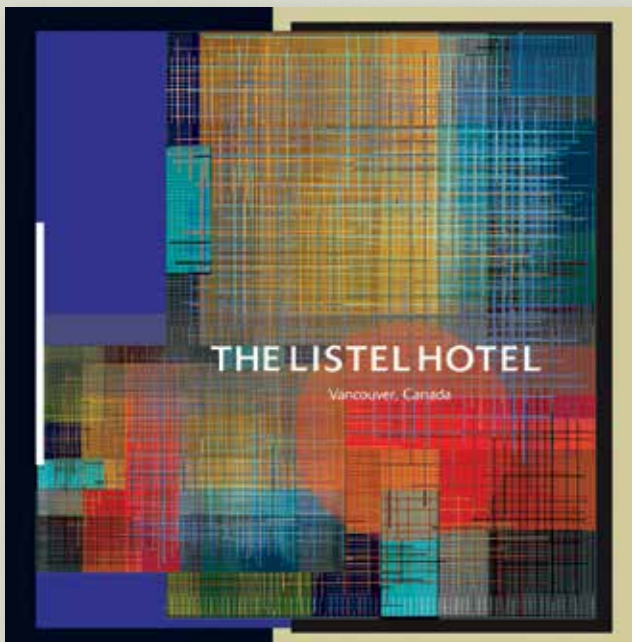
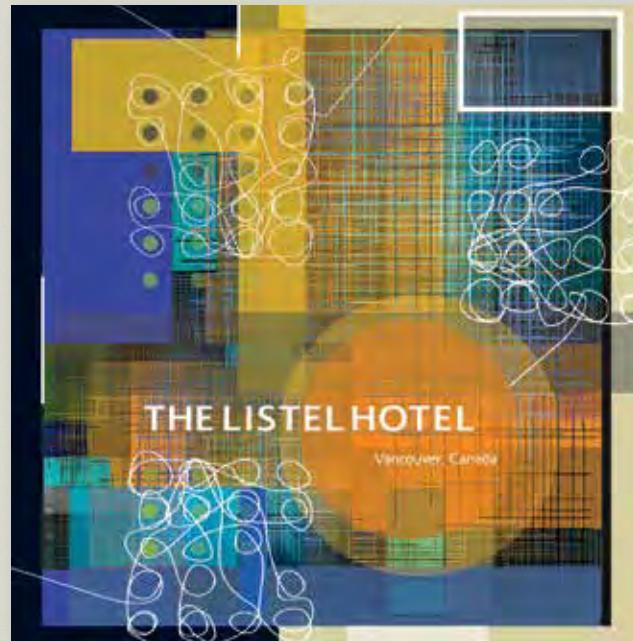


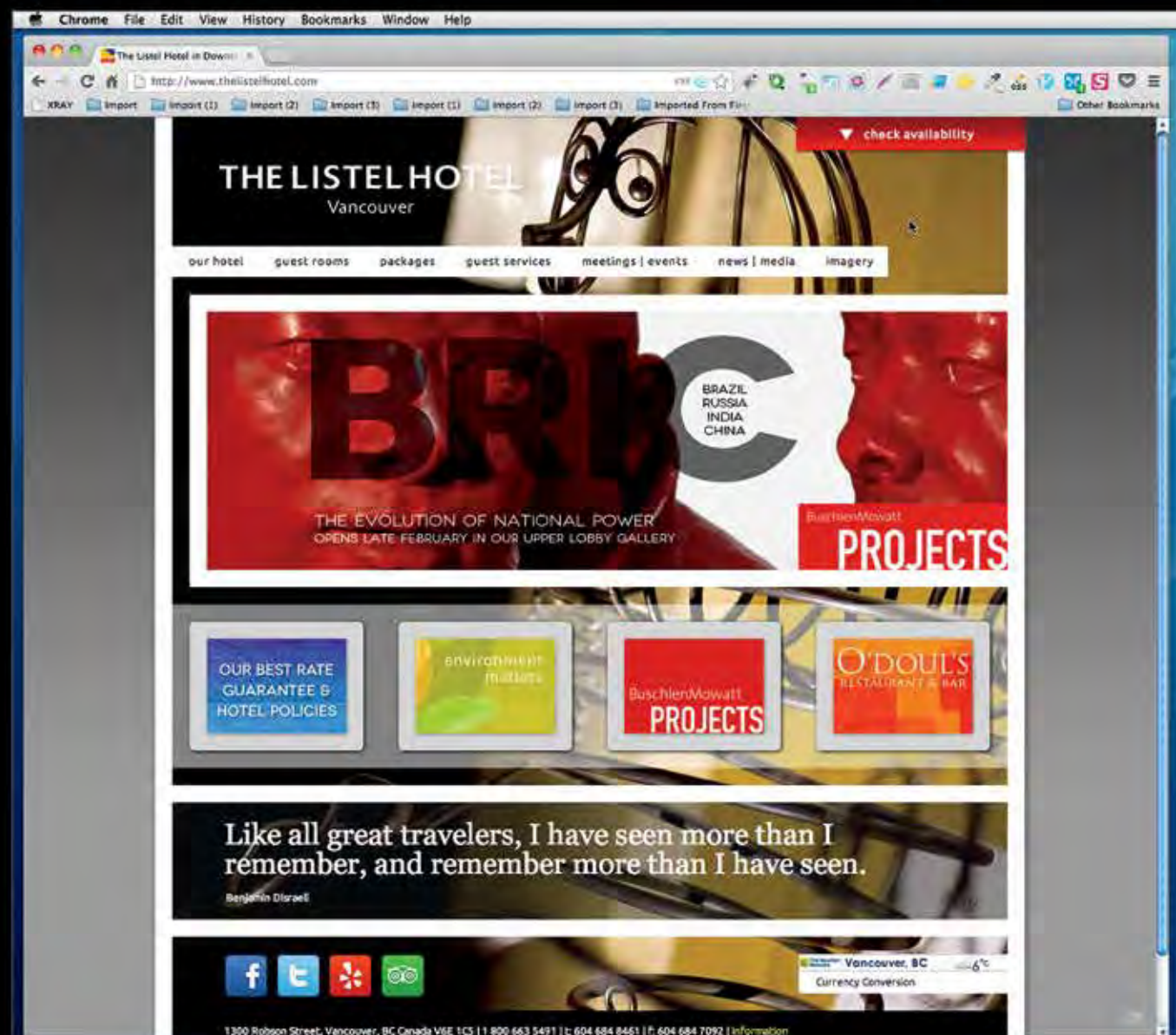
THE LISTEL HOTEL



THE LISTEN

Vancouver





THE LISTEL HOTEL
Vancouver

our hotel | guest rooms | packages | guest services | meetings | events | news | media | imagery

Photo Galleries

We have a large collection of imagery showcasing the design, comfort and amenities of the hotel. Simply click on any of the images below to view a selection of Hotel Interior Design and Artwork, our Guest Rooms and neighbourhood imagery. Enjoy!

I believe in the imagination. What I cannot see is infinitely more important than what I can see.

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Standard Floor room features:

- Secure access to guest room floors and parking garage
- Electronic locks with doublets
- Independently controlled room heating/air conditioning
- Windows that open
- Task lighting on desk
- Telephone and voice mail
- Unlimited long distance calls within Canada and the USA (includes our Rollaway Fee)
- Wi-Fi internet access (included with our Rollaway Fee)
- Coffee makers
- Lobby Computer kiosk with printer, internet access and Microsoft Office applications
- Pay-per-view television
- Iron and board, hair dryer, radio alarm clock
- Room service
- Same day laundry and dry cleaning service (charges apply, not available Sundays and Holidays)
- Morning newspaper (available upon request)

For additional features and benefits for our Business Guests go to:

BOOK NOW

Standard Floor room Features:

The new standard covering all the bases, comfortably. Located on the second floor of the hotel, these rooms feature a retro design, comfortable furnishings with either one king or one queen or two queen beds complete with padded-out comforters. The second floor standard rooms reflect a sophisticated mix of masculine and feminine forms, fabrics and textures. All rooms are 100% smoke-free.

Best Rate | Hotel Policies

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Without travel I would have wound up a little ignorant white Southern female, which was not my idea of a good life.

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THE LISTEL HOTEL
Vancouver

our hotel | guest rooms | packages | guest services | meetings | events | news | media | imagery | contacting us

guest releases | photos | newsletters

Comfort with all the amenities covering all the bases. We are pleased to offer our guests the following hotel features:

- 119 Guest Rooms

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Our Best Rates Guarantee

Book online for our Best Rate and for more information to guide you through our offers click here for more information and our best rates.

environment matters

O'DOUL'S RESTAURANT & BAR

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I believe in living a poetic life, an art full life. Everything we do is part of a large canvas we are creating.

Best Rate Guarantee
Our Hotel Policies
Currency Conversion

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Guest Services

ensuring your visit is enjoyable & productive

We're pleased to offer all the essential facilities and services you'll need to ensure your stay is enjoyable, relaxing and memorable including:

- Over 3200 sq ft of meeting space in four well-appointed meeting rooms
- Wi-Fi internet access (included)
- Same-day laundry and dry-cleaning service
- Fitness Centre
- Computer kiosk with internet access and printer (complimentary)
- Valet Parking (fee applied)

The aim of every artist is to arrest motion, which is life. by artificial means and hold it fixed so that a hundred years later, when a stranger looks at it, it moves again since it is life.

Best Rate | Hotel Policies

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Hotel Dining

experience O'Doul's Restaurant & Bar

O'Doul's Restaurant & Bar has been a tradition on the Vancouver dining scene for over 30 years and is the source of one respected restaurant critic's "the best food in town". With a focus on Pacific Northwest food culture and a focus on dining experiences, O'Doul's Restaurant & Bar boasts an extensive menu featuring wine list along with great, live weekend jazz.

O'Doul's hours of operation:

Breakfast
Monday - Friday 6:30am - 11:00am
Saturday, Sunday & Holiday 7:00am - 10:00am

Brunch
Saturday, Sunday & Holiday 10:00am - 4:00pm

Lunch
Monday - Friday 11:00am - 3:00pm

Dinner
Sunday - Wednesday 5:00pm - 10:00pm
Thursday - Saturday 5:00pm - 11:00pm

Bar
Sunday - Wednesday 11:00pm - 12:00am
Thursday - Saturday 11:00pm - 1:00am

Loounge Menu
Sunday - Wednesday 3:00pm - 11:00pm
Thursday - Saturday 3:00pm - 12:00am

Jazz Room:
Tues & Thursdays
Thursday - Saturday 8:00pm - 11:00pm

Room Service
Whether it's an overnight breakfast to start your day, midweek bag with a quick lunch to meet a deadline, or to simply satisfy a craving in the comfort of your room, our Room Service menu offers a beautiful selection of delicious food prepared from the kitchen of O'Doul's Restaurant & Bar. The Listel Hotel's room service menu is available from 6 AM until 11:00 PM, 7 days a week, 365 days a year. A wide variety of items from O'Doul's comfort kitchen menu is also available.

Rollaway Private Bar
A cold one? A quick nip? Your private bar is well stocked and reasonably priced. To view our Private Bar menu is to see:

If you accept a dinner invitation, you have a moral obligation to be amusing.

Wells, Duchess of Windsor

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Downtown location

entertainment, making art at The Listel Hotel, people first, work with us, fun

THE LISTEL HOTEL

Downtown Vancouver & our Top "To-Do" Picks

A great downtown location

convenience at the heart of the city

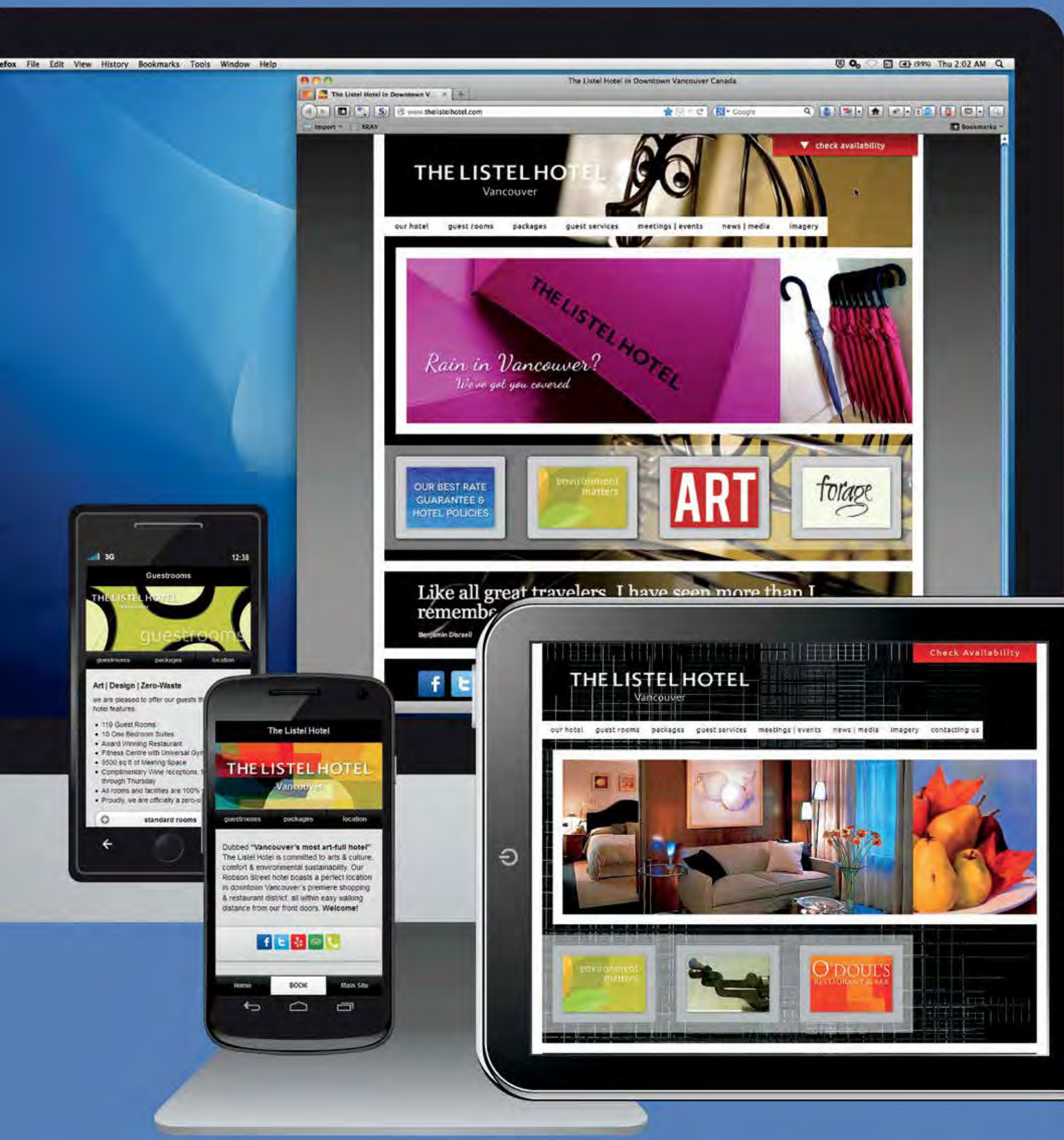
The Listel Hotel boasts a perfect location in the city's most vibrant (and) and dining district - Robson, Squidhead to the financial district and the west end, one of North America's most densely populated residential neighbourhoods, the hotel is within easy walking distance of the Vancouver Convention Centre, Stanley Park, English Bay and Coal Harbour.

We've included a great selection of our favourite sights and activities to help you plan your visit to Vancouver a truly enjoyable and memorable one. Check them out on the map above.

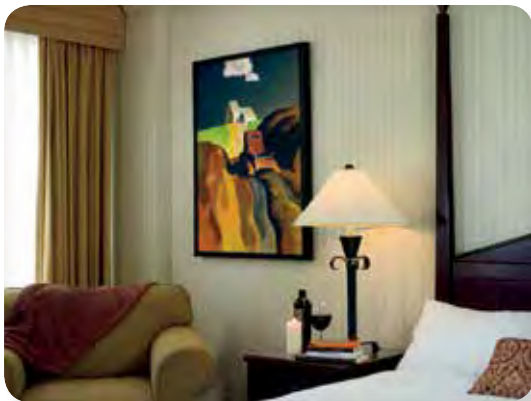
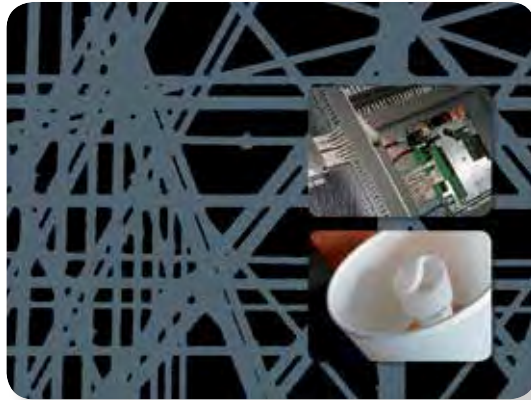
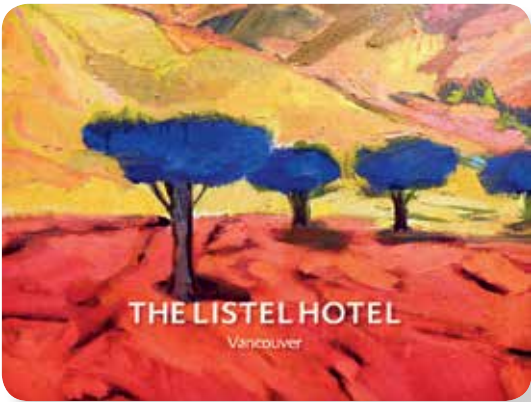
21 Hotels

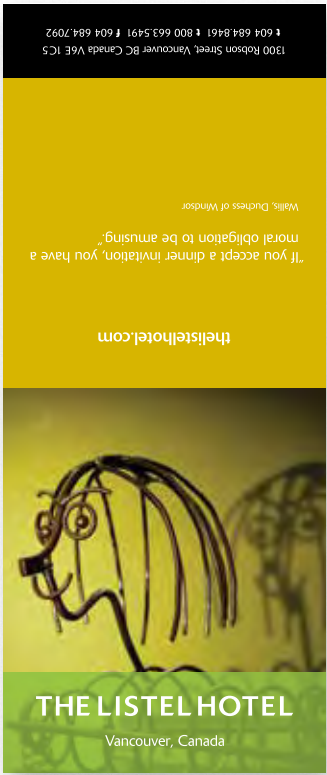
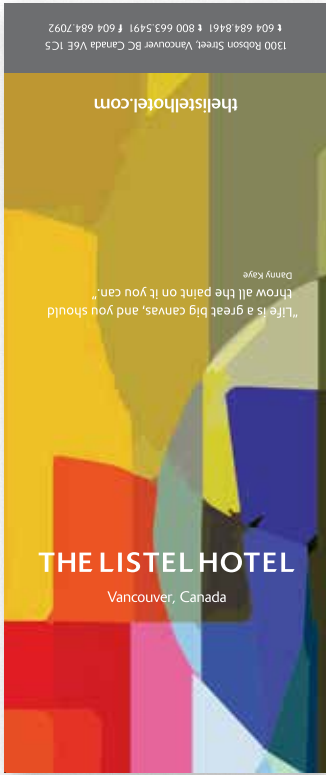
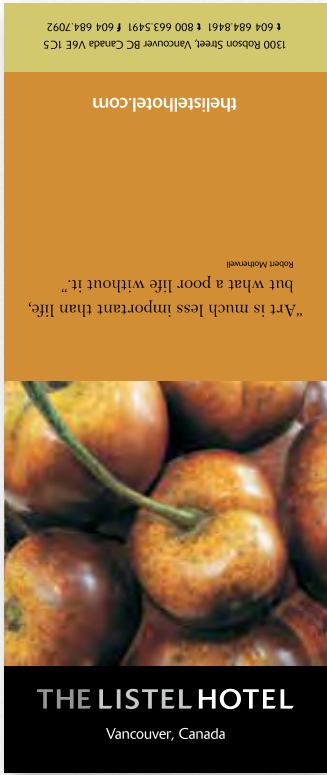
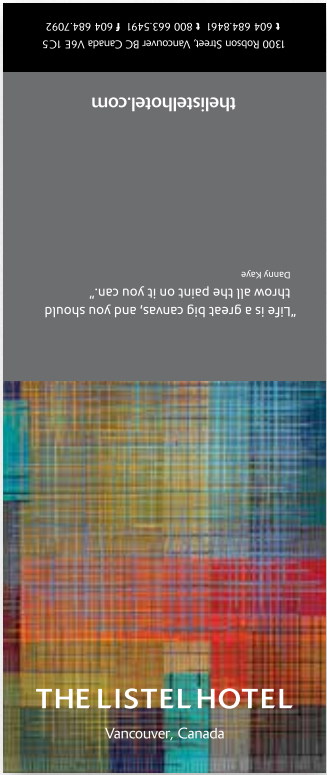
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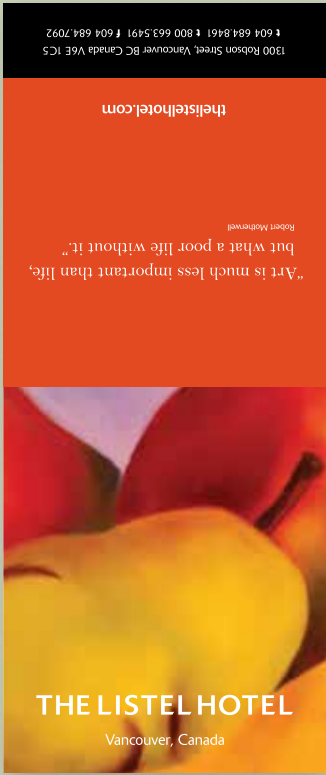
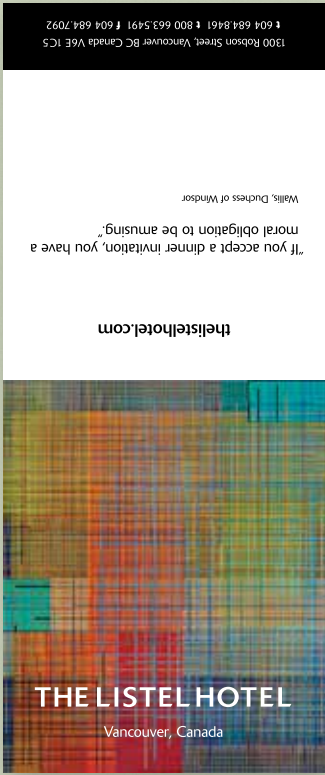
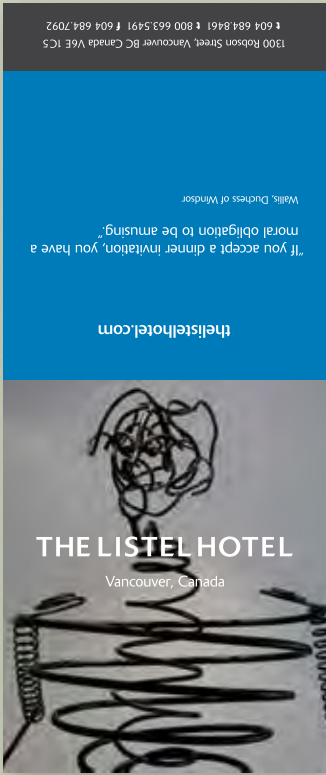
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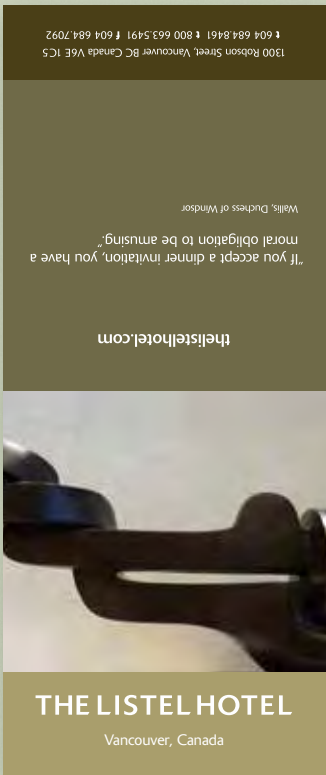
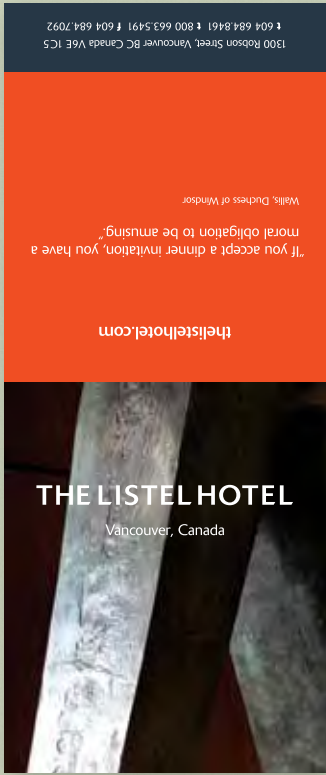
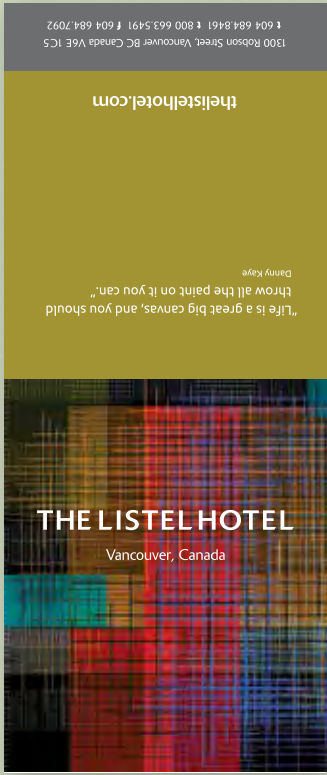


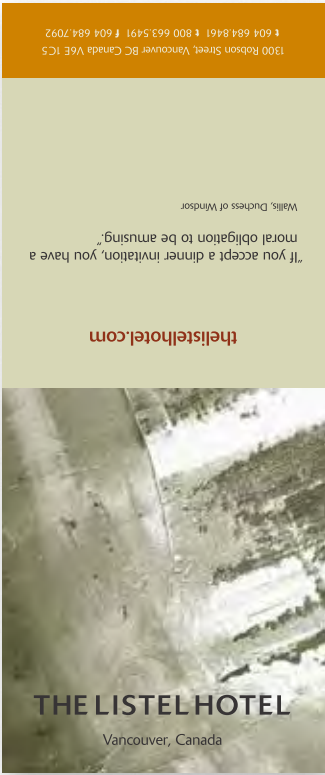
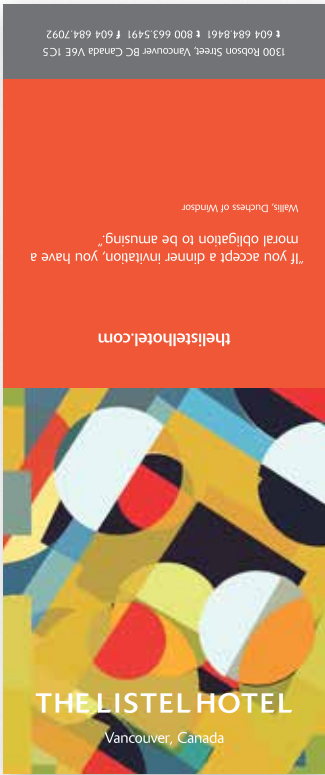
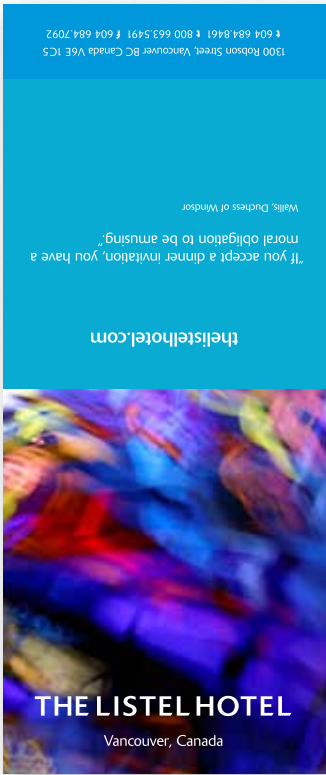


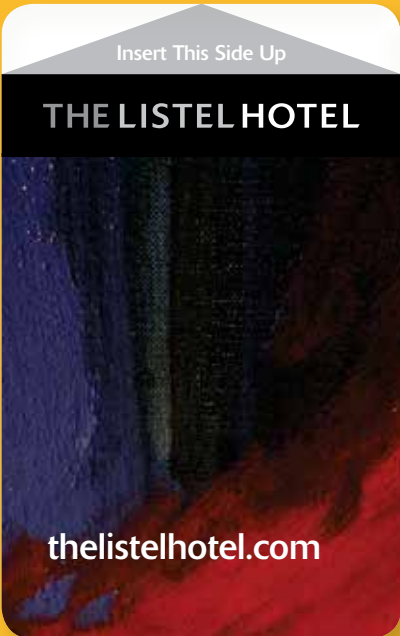
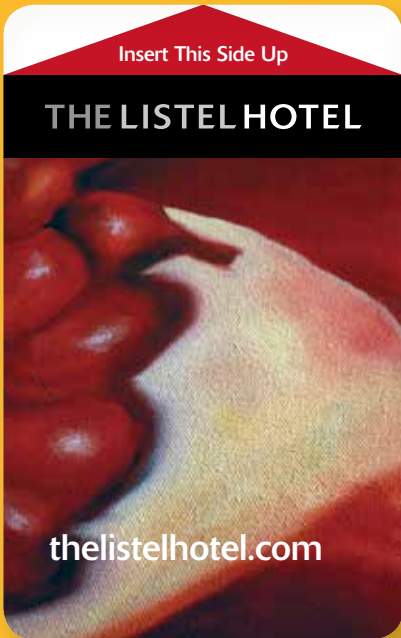
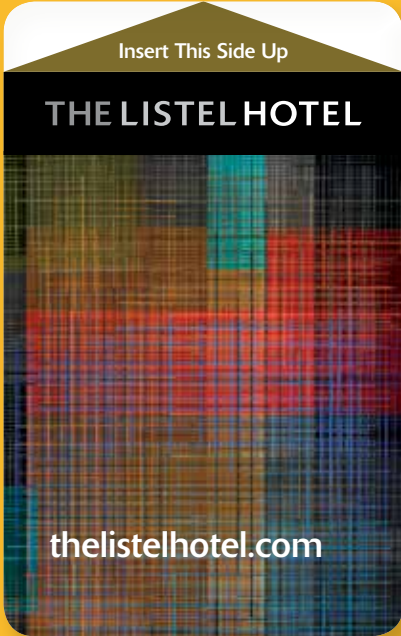


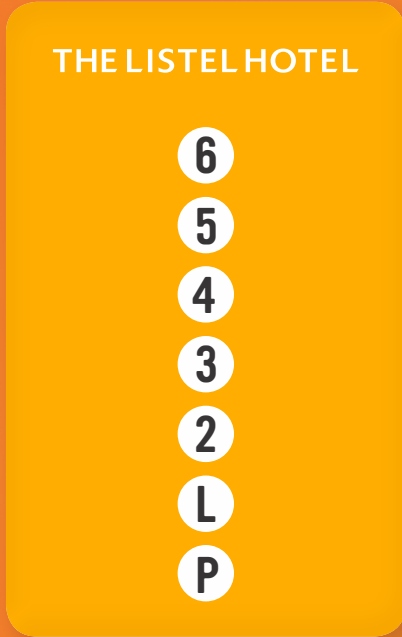
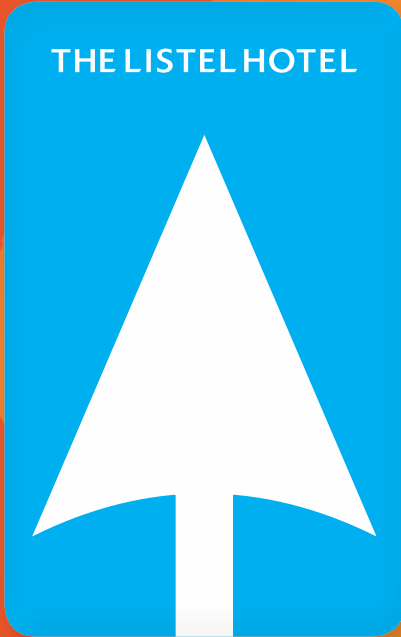
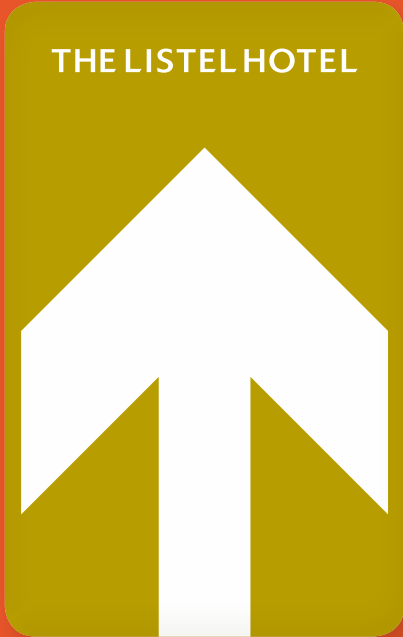












A fresh perk!

Complimentary Coffee Service

As a small perk during your stay on The Gallery Floors we are pleased to offer you a pot of freshly brewed coffee or tea. Simply complete the following and hang it on your door handle prior to 3:00 am.

☐ Organic Coffee

☐ French Press Coffee

or

☐ Loose Leaf Tea

☐ Earl Grey

☐ Classic Breakfast

☐ Organic Green

☐ Simply Mint

☐ Chamomile Citrus

with

☐ Cream

☐ Milk

☐ Lemon

☐ Honey

Your Room Number _____

Preferred Time of Service _____

(available between 4:00 am & 9:00 am)

THE LISTEL HOTEL

Please hang outside your room prior to 3:00 am

Plane Food Plane Delicious

Out for the day, exploring the city or taking a flight, you can ensure that you will have a meal at your finger tips whenever you need it.

Create your meal from our delicious selections below and hang this card outside your guest room prior to 3:00 am. Your meal will be packed and delivered to you at the time you indicate.

Sandwiches

\$8

Quantity

☐ Grilled Pesto Chicken on Foccacia

☐ Roast Beef on Rye

☐ Vegetarian Wrap, Peanut Sauce

Snacks

\$7

Quantity

☐ Tamari Roasted Almonds

☐ Cheese & Grapes

☐ Organic Pretzels

Sweets

\$3

Quantity

☐ Belgian Milk Chocolate Bar

☐ Chocolate Chip Cookie

Please note: Due to airport security regulations, beverages may not be permitted in carry-on luggage.

Your Room Number: _____

Preferred Time for delivery: _____

THE LISTEL HOTEL

Environment Matters

In our sincerest efforts to serve our guests, we also pursue positive initiatives and policies that better serve the environment.

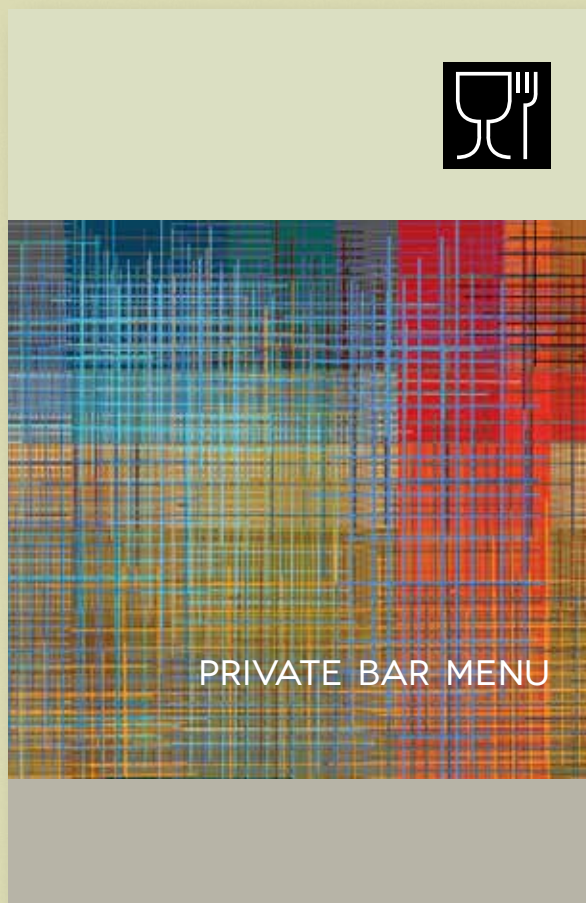
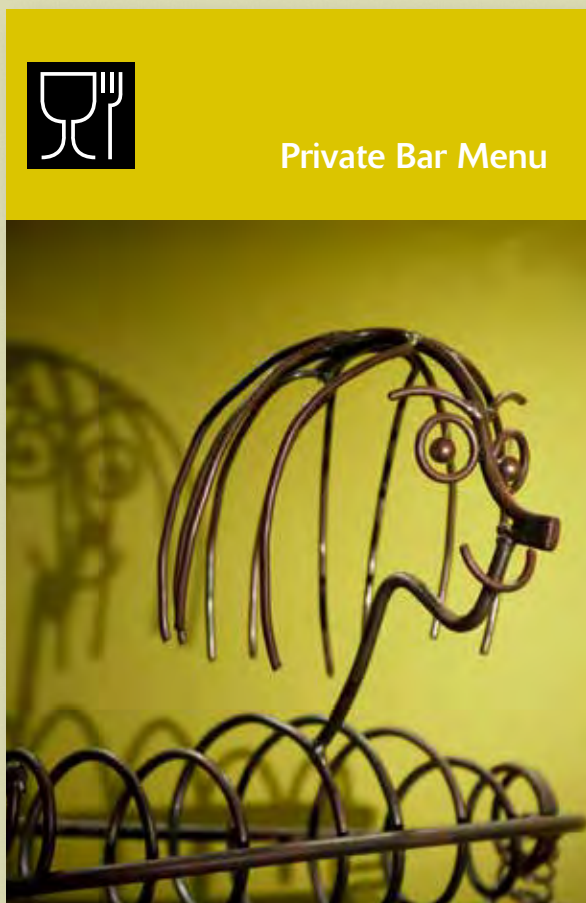
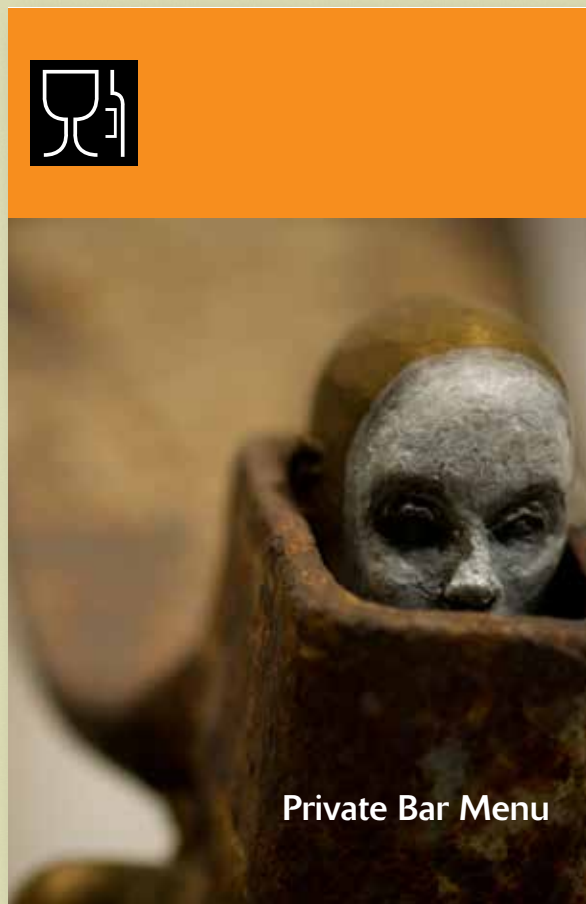
Prior to your arrival, your room has been thoroughly cleaned and supplied with fresh linens and towels. To help contribute to a cleaner environment through reduced usage of water, energy and detergents, please consider the following:

To keep and reuse your existing towels, simply drape them over the shower door, curtain rod or towel rack. Should you wish your towels replenished, please leave them either on the bathroom floor or in the bathtub.

If you feel it is necessary to change your bed linens, simply place this card on your pillow in the morning and your sheets will be changed that day.

Thank you for your participation.

THE LISTEL HOTEL





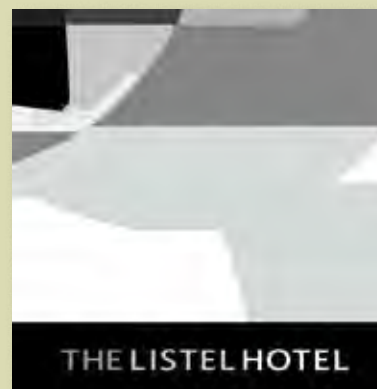
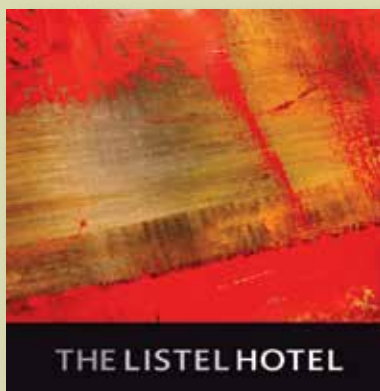
TH TH TH

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We are committed to providing our guests with
warm, intuitive, genuine service in an inspiring
culturally enriched, diverse environment

A few minutes of your time will
measure whether we have

Thank you for



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Vancouver City Guide

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Art enables us to find ourselves and lose ourselves at the same time.
Thomas Merton

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Thomas Merton

The Museum Floors

The Museum Floor is a tribute to all things original and distinctly British Columbia. This unique project blends the works of various Pacific Coast artists with contemporary furniture crafted from burlwood and cedar set against the richness of the Pacific Northwest. Complementing the audience of these rooms is Northwest Coast art housed by the Museum of Anthropology at The University of British Columbia.
Welcome

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The Museum Floors

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Like all great travellers, I have seen more than I remember, and remember more than I have seen.
Benjamin Disraeli

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“Art is much less important than life, but what a poor life without it.”

Robert Motherwell

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Art is so wonderfully irrational, exuberantly pointless, but necessary all the same.

Gunther Grass

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Art is so wonderfully irrational, exuberantly pointless, but necessary all the same.

Gunther Grass

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Without travel I would have wound up a little ignorant white Southern female, which was not my idea of a good life.

Lauren Hutton

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In art, the hand can never execute anything higher than the heart can imagine.

Ralph Waldo Emerson

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The aim of every artist is to arrest motion, which is life, by artificial means and hold it fixed so that a hundred years later, when a strange looks at it, it moves again since it is life.

William Faulkner

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Benjamin Disraeli

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Thomas Merton

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Life is a great big canvas, and you should throw all the paint on it you can.

Danny Kaye

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Without culture, and the relative freedom it implies, society, even when perfect, is but a jungle. This is why any authentic creation is a gift to the future.
Albert Camus

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The Gallery Floors

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"Art is much less important than life,
but what a poor life without it."
Robert Mutheworth



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Trust Vancouver International Jazz
Festival and the Vancouver
International Sculpture Biennale

1300 Robson St.
Vancouver, BC, Canada

"The journey not the arrival matters."
- T. S. Eliot



"Thank you for including us in your journey."

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BuschlenMowatt

PROJECTS

MONUMENTS

Jonathan Luckhurst
autumn 2011



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Respecting your privacy, we were unable to clean
your room. Please press '0' to schedule a time
more convenient for you. Thank you.

THE LISTEL HOTEL
Vancouver



All Fixed

We have addressed your request
for maintenance. Should you have
any additional concerns, please
press '0' to speak to the front desk.

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DISCOVER
YOUR INNER
PICASSO!



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THE EVOLUTION OF NATIONAL POWER

BRIC IS AN ACRONYM IDENTIFYING THE FOUR
MAJOR EMERGING ECONOMIC POWERS IN THE
WORLD TODAY, AND IS ON DISPLAY UNTIL
JUNE 3RD, 2012 IN OUR UPPER LOBBY GALLERY.

Merry Christmas
& Happy New Year

from all of us - wishing you the very best of
the Holiday Season and a joyous and
fulfilling New Year

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Vancouver

BuschlenMowatt

PROJECTS

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limited edition Moleskine®;
moleskine.com

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Group Show
Winter 2010

Scapes

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Official host hotel of the TD Vancouver International Jazz Festival

Naughty & Nice Kit

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1300 Robson Street
Vancouver

THE LISTEL HOTEL

Official Hotel of the Vancouver International Film Festival

THE LISTEL HOTEL

Vancouver

"You're off to Great Places!
Today is your day!
Your mountain is waiting,
So... get on your way!"

- Dr. Seuss, Oh, the Places You'll Go!



WARNING: These wonderful cookies were made in a kitchen full of nuts.

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MERRY CHRISTMAS
& HAPPY NEW YEAR

from all of us at

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Vancouver

the
Perfect Little
MEETING
PACKAGE

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Vancouver BC Canada

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We did not wish to disturb you earlier.
Please press "0" to schedule a convenient
time for us to service your room.

PLATE 40

West Coast Scapes

BRAZIL
RUSSIA
INDIA
CHINA

"The journey not the arrival matters."

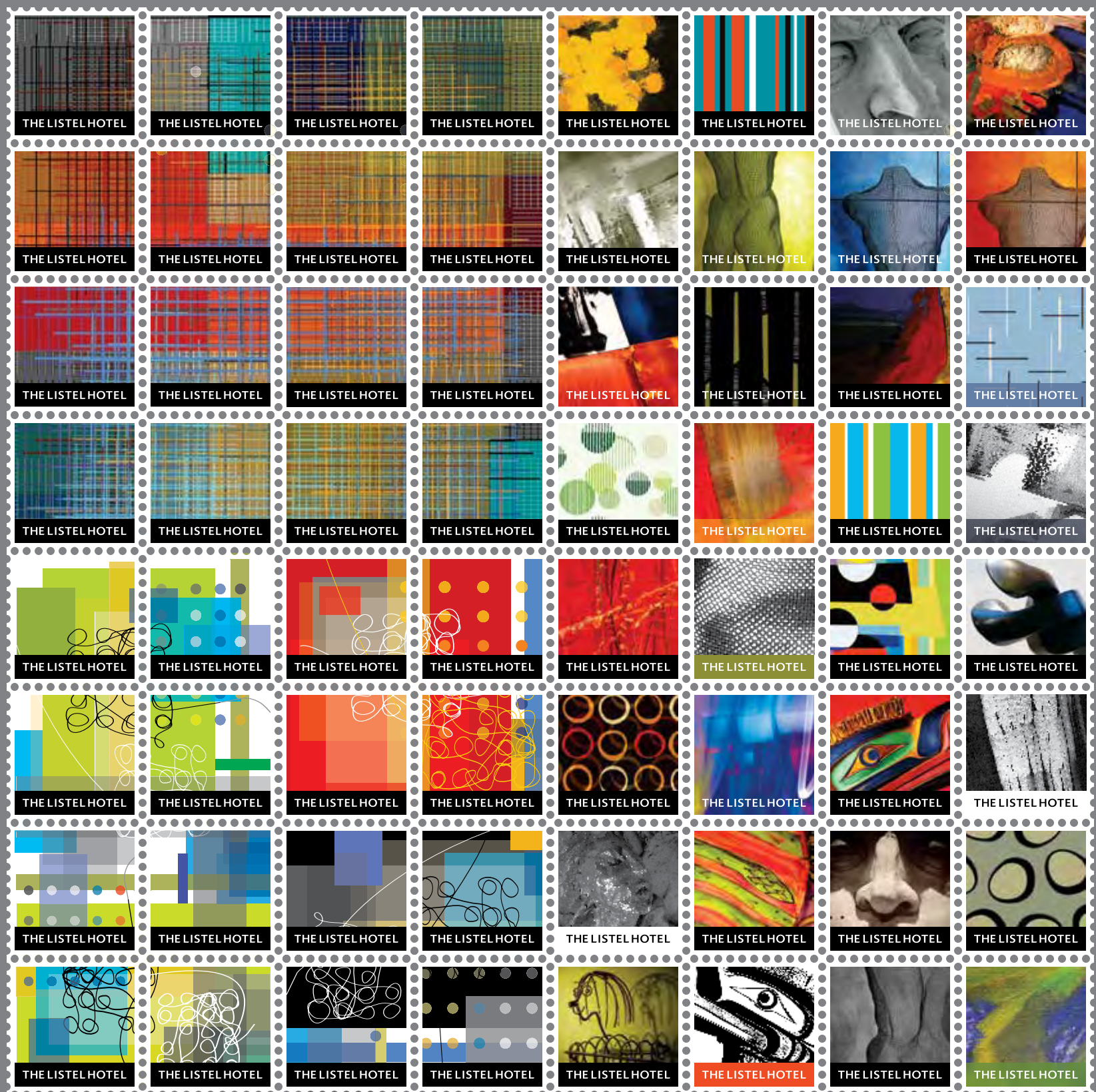
- T. S. Eliot

"Thank you for including us in your journey."

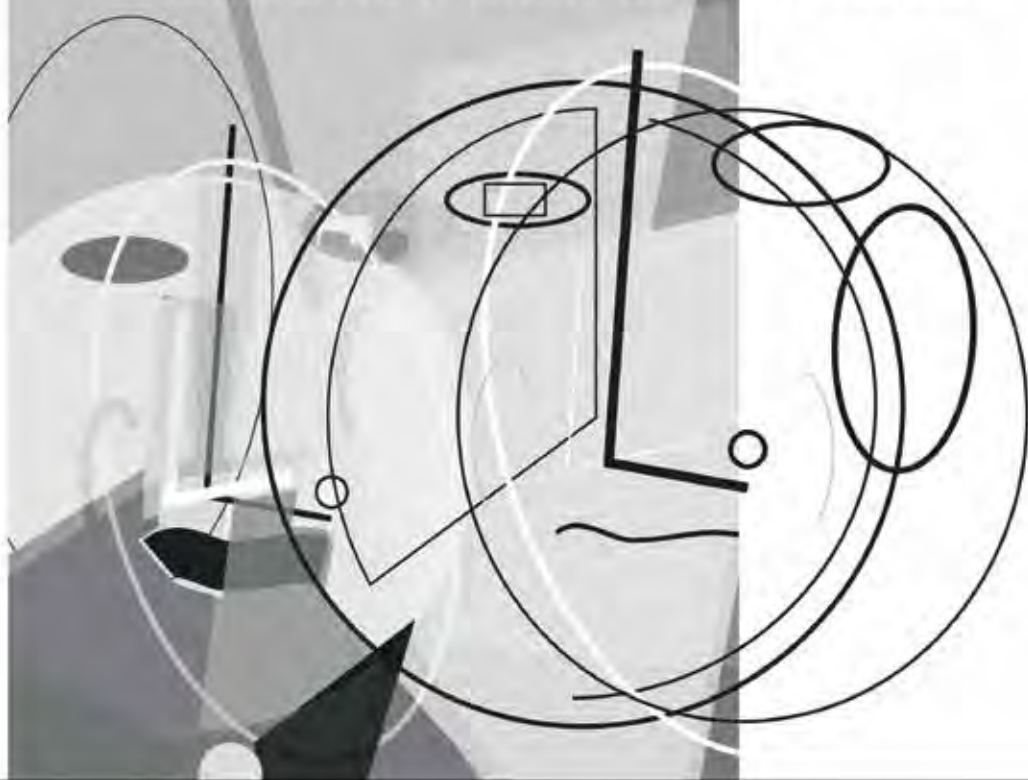
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Thank You





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O'DOUL'S RESTAURANT & BAR

Featuring live jazz, fine food and wine nightly and be
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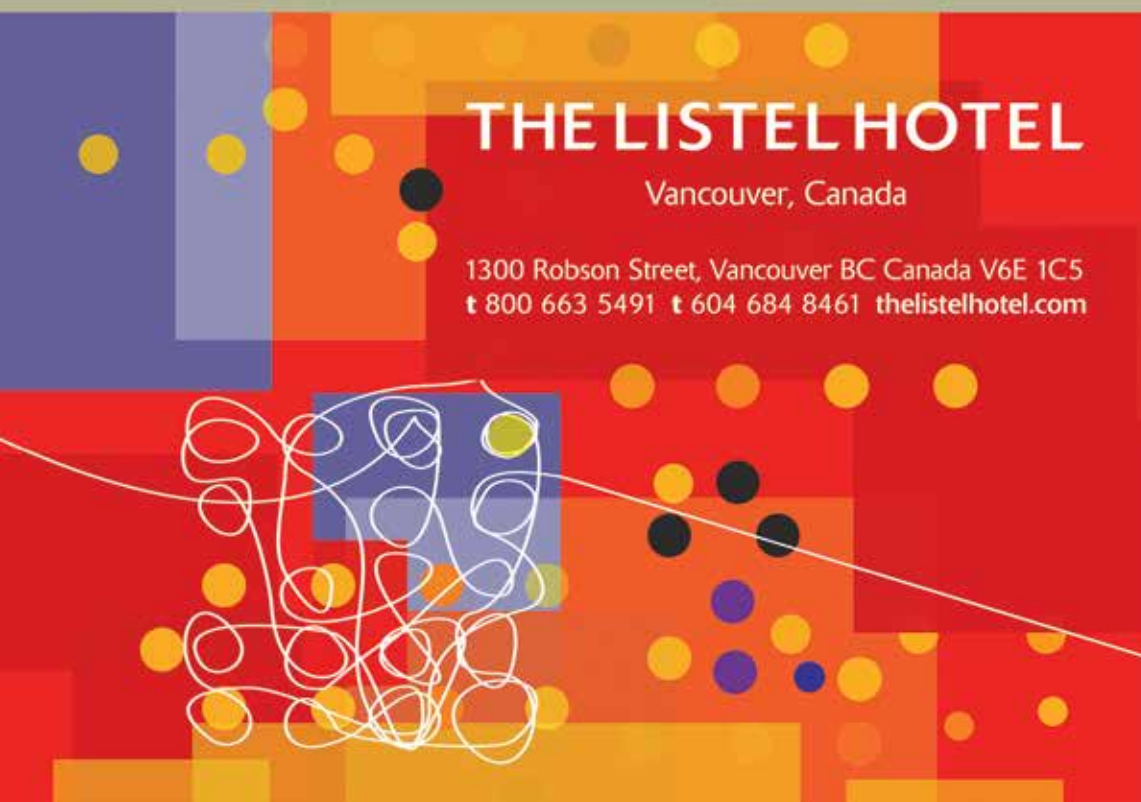
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If art is to nourish the roots of our culture, society must set the artist free to follow his vision wherever it takes him.

John F. Kennedy



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RESTAURANT & BAR



Featuring live jazz, fine food and wine nightly

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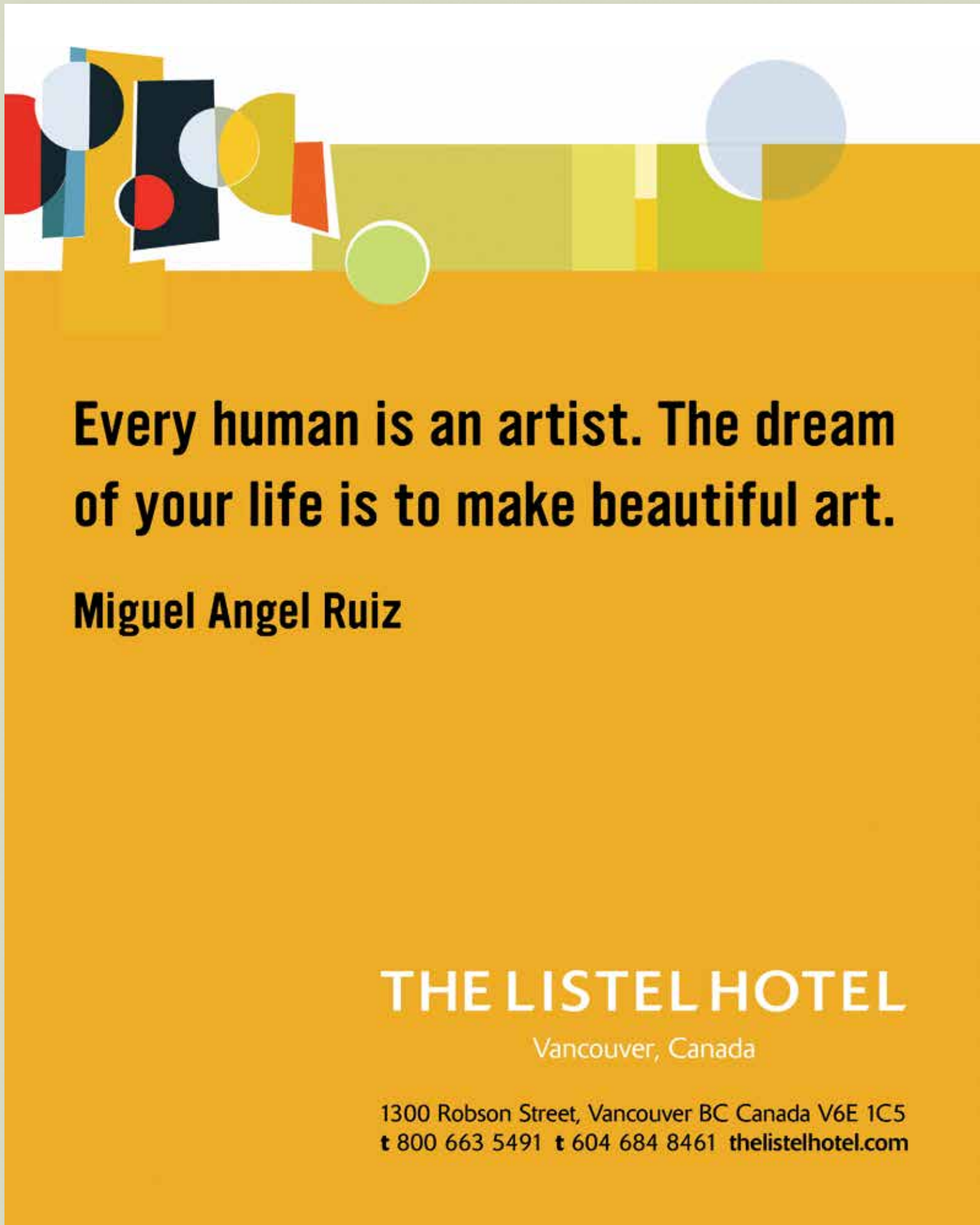


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"Art isn't everything. It's just about everything."
Gertrude Stein

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High design, original art,
live jazz and exceptional
food and wine on the
city's most vibrant street.



**Every human is an artist. The dream
of your life is to make beautiful art.**

Miguel Angel Ruiz

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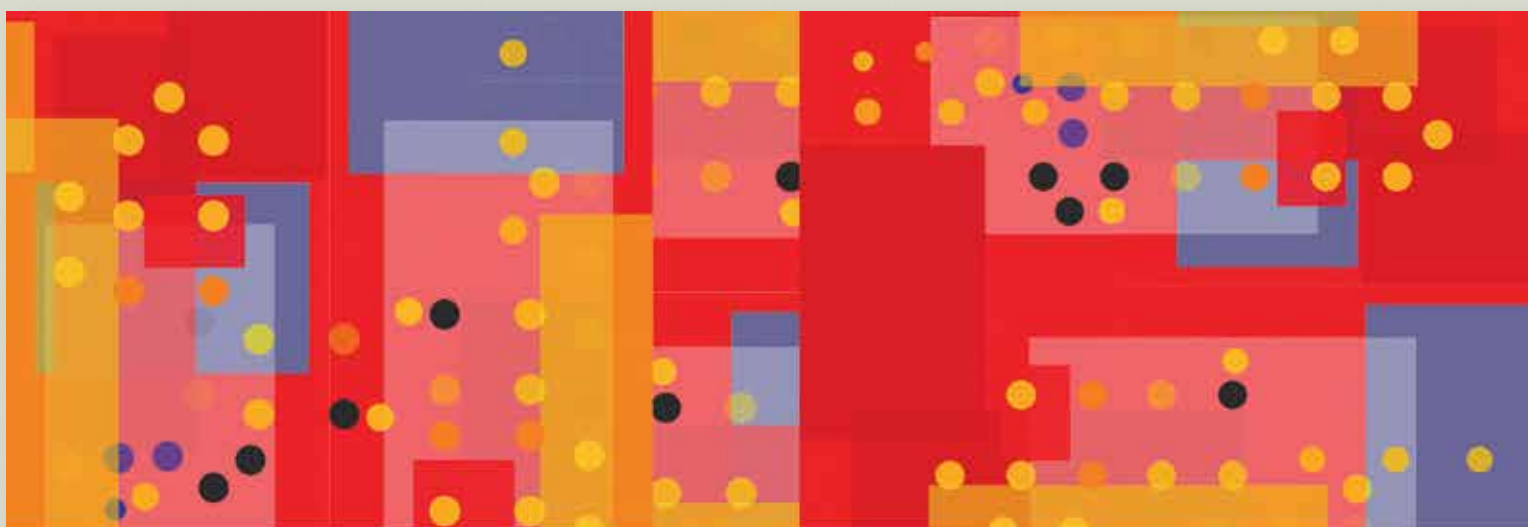
The purpose of art is in washing the
dust of daily life off our souls.

Pablo Picasso

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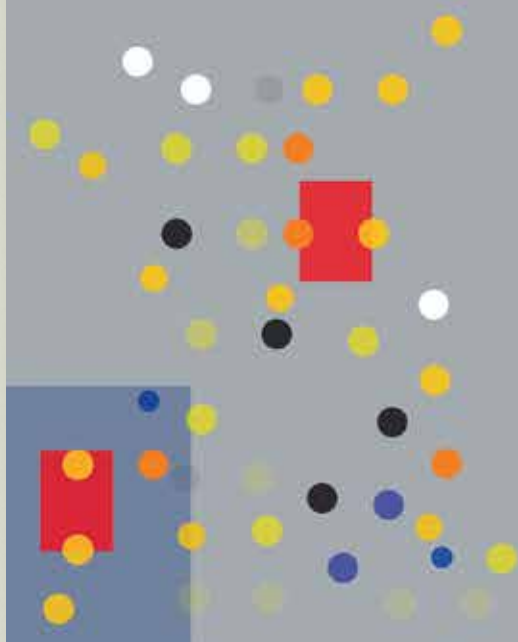
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**The real voyage of discovery consists
not in seeking new landscapes, but in
having new eyes.**

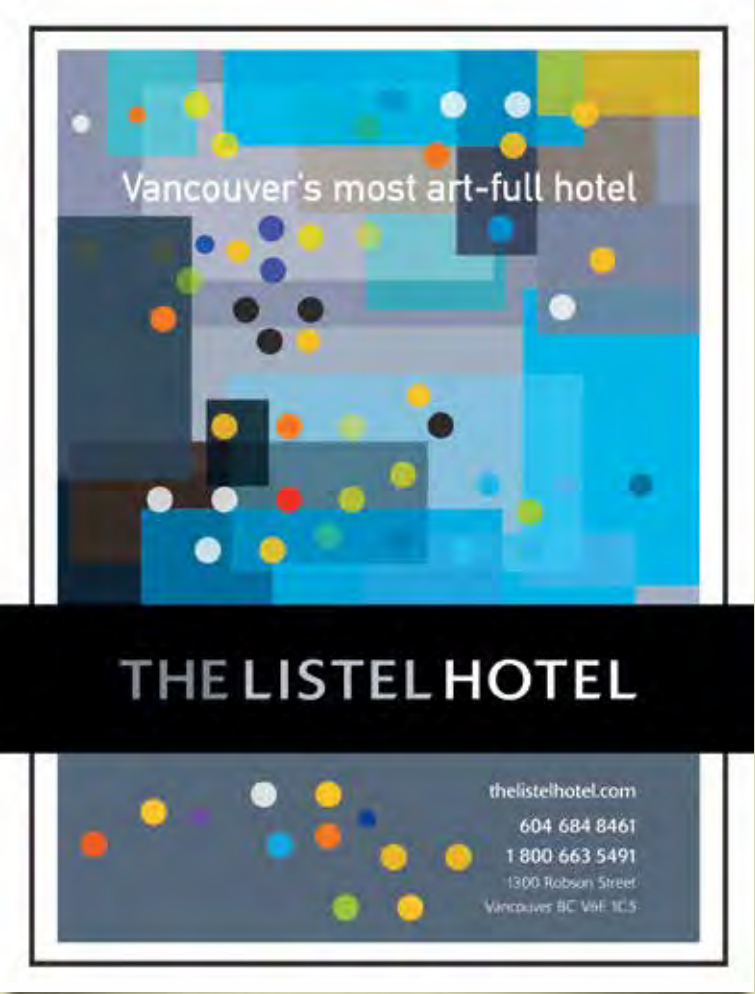
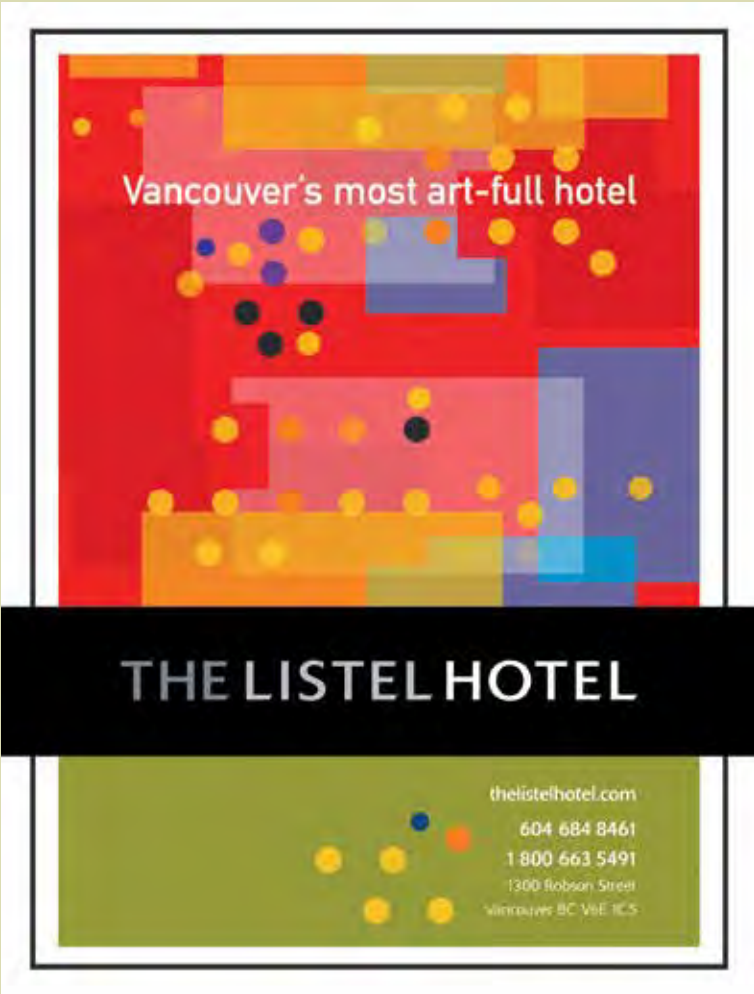
Marcel Proust



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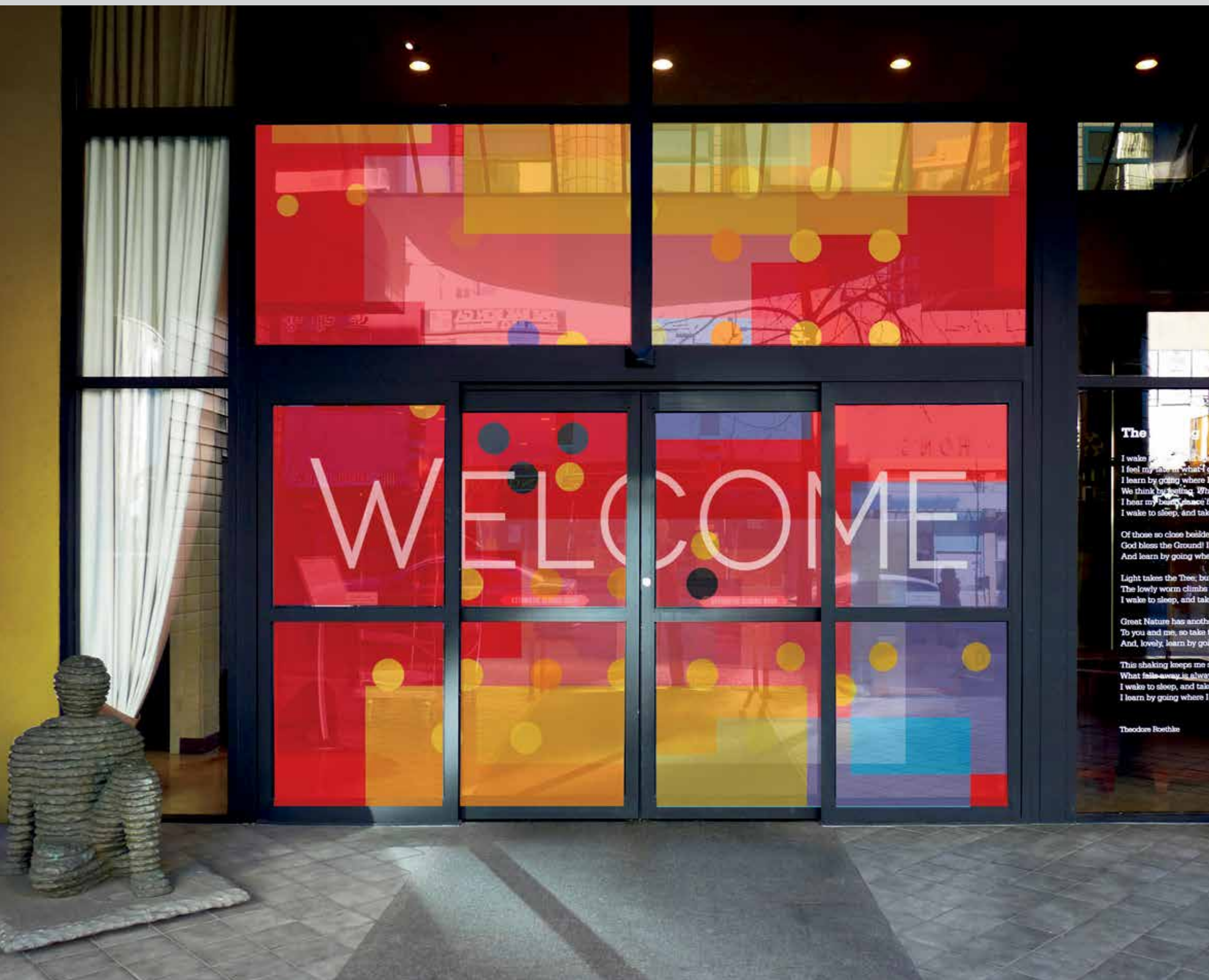


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The

I wake to the sun,
I feel my life in what I see,
I learn by going where I go,
We think by feeling. When
I hear my heart, I know I
I wake to sleep, and take

Of those so close beside
God bless the Ground! I
And learn by going where I go

Light takes the Tree, but
The lowly worm climbs
I wake to sleep, and take

Great Nature has another
To you and me, so take
And, lovely, learn by going where I go

This shaking keeps me
What falls away is always
I wake to sleep, and take
I learn by going where I go

Theodore Roethlis



Beds & Spreads
Comfy accomodations and yummy food

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“Oh James”

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Dreams Inspire
Sleep Well

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Urban Camping
(minus the tents)

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Love
is a many-splendored thing

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“Oh Jane”

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Go fishing on the Moon - See Waldo everywhere - Jam with Hendrix - Talk to a Giraffe - Warn Ceasar - Hang out with Dr. Suess - Paint with Michaelangelo - Invent the colour Red - Test drive Chitty Chitty Bang Bang - Jump from planet to planet - Flap your arms and fly - Visit the Friendly Giant - Replant the Rainforest - Travel inside the Internet - Converse in Klingon - Bake the tallest cake - Swim to the bottom of the ocean - and Sleep Well

Dreams are so much fun

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I believe in the imagination. What I cannot see is infinitely more important than what I can see.

Duane Michals

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Without travel I would have wound up a little ignorant white Southern female, which was not my idea of a good life.

Lauren Hutton

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Benjamin Disraeli

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environment matters





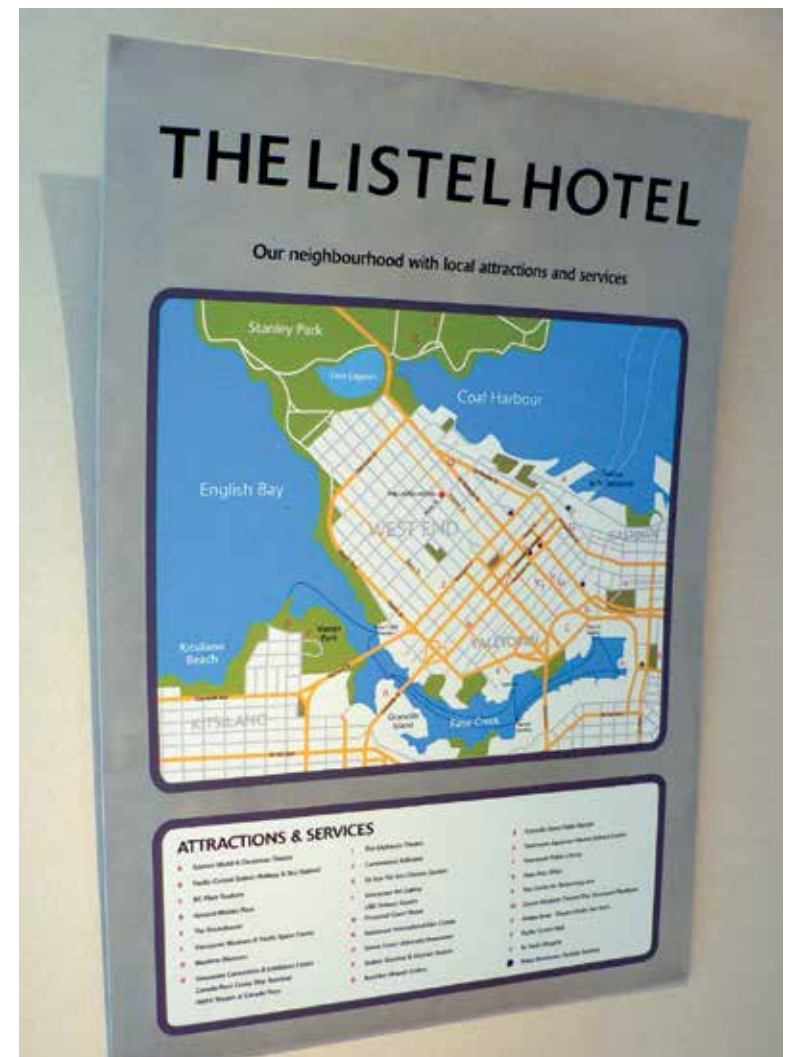
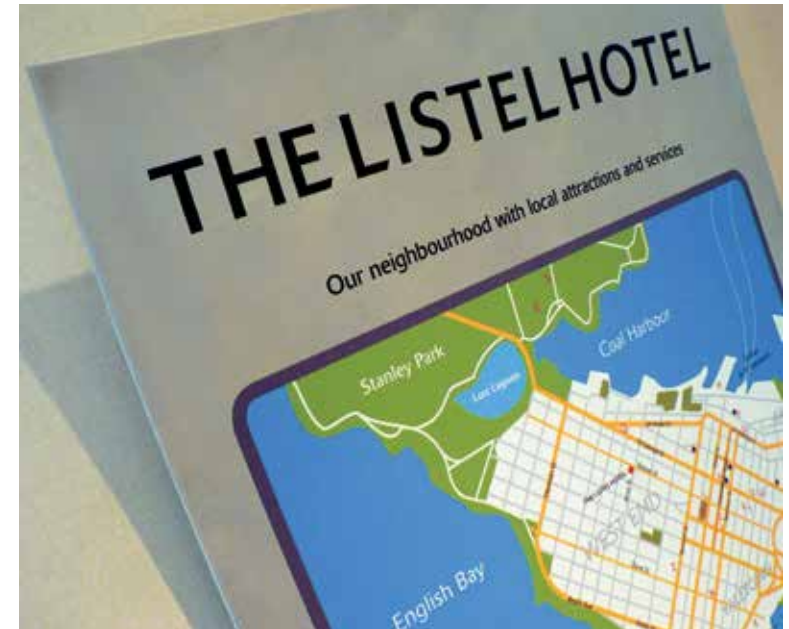
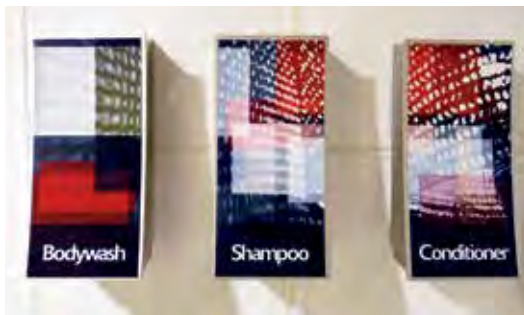
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Art

Kimberly on loan

1445 West

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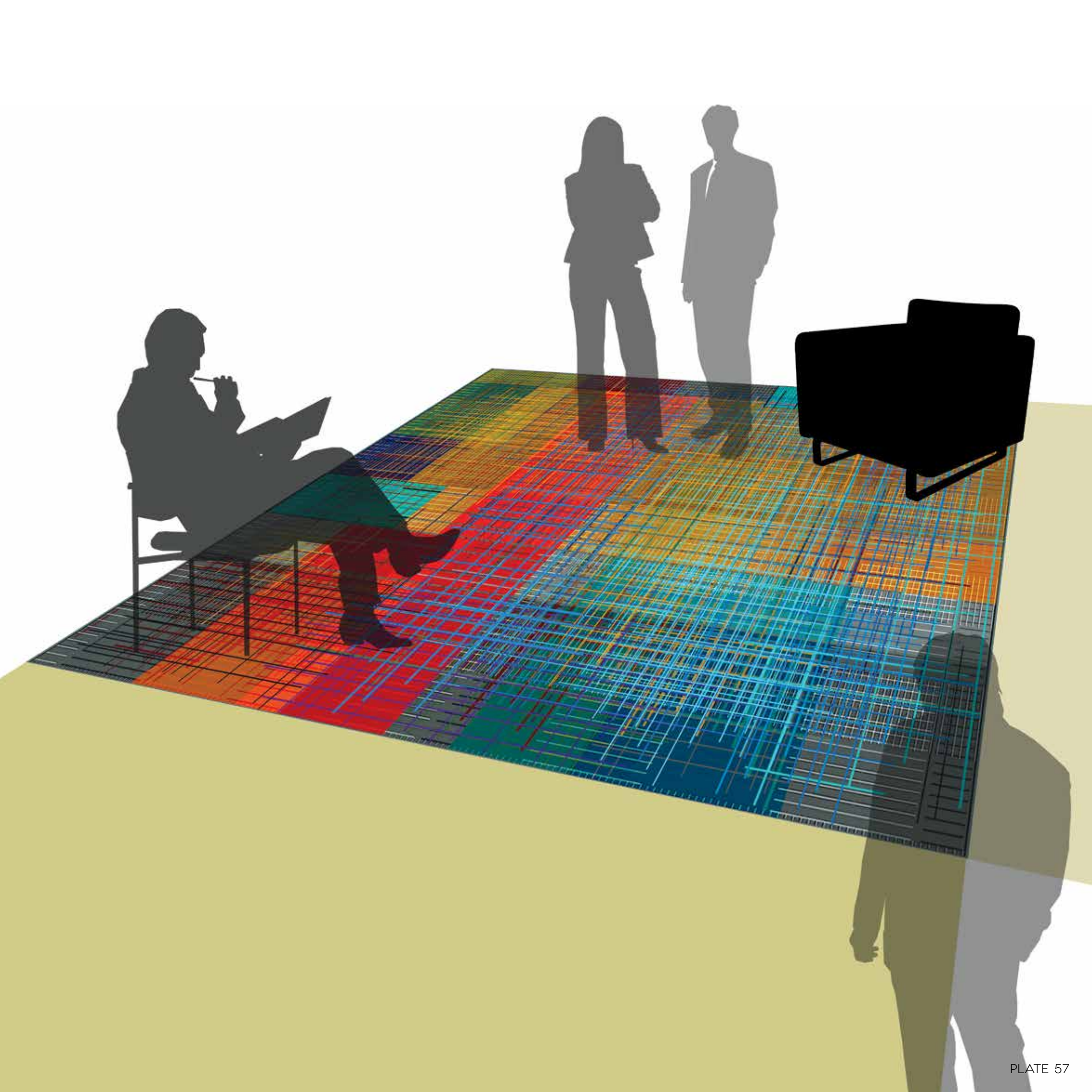


ABSTRACT THINKING

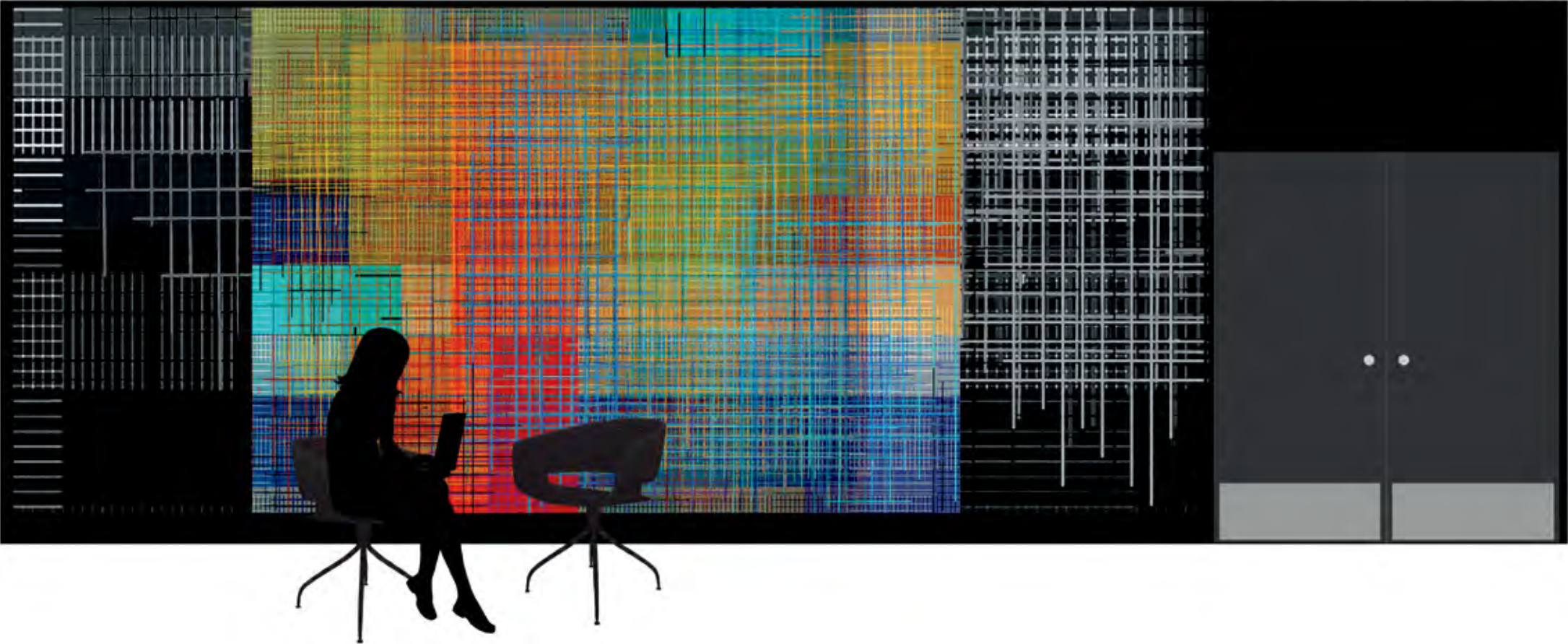
Much of my design inspiration for The Listel Hotel has been derived from the simple observation and acquisition of physical forms, textures, colours and materials found throughout the property. As such, I've always enjoyed witnessing the random if not serendipitous "discoveries" made by guests and staff alike when making connections from either a physical form to a printed piece or a web page and *vice versa*. By utilizing these on-site assets to form the basis of the branded visual language, in totality, I believe that it delivers a truly unique perspective—one that is fundamentally authentic, at times subtle, yet beautifully flexible.

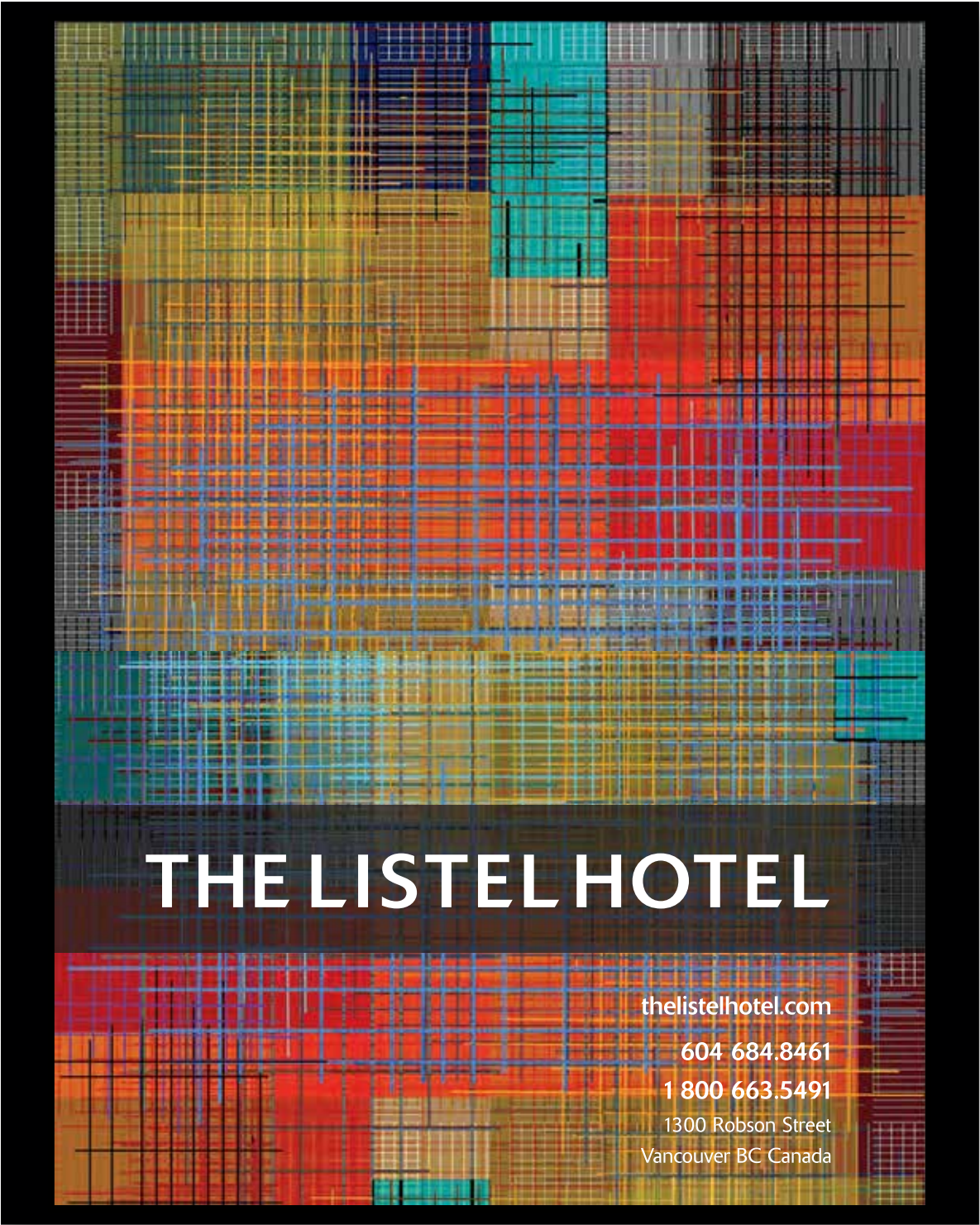
My recent years spent in London, England have been highly instrumental in helping me formulate new design interpretations for both clients and personal inquiry. Being a centre of design thinking and exploration, along with the relative accessibility to exciting new technological and manufacturing developments, London helped inform me, and also helped me to see design solutions through an increasingly larger lens of possibilities.

This work represents my collection of concept design applications initially conceived as a textile project. At the outset, I envisioned area textiles, rich in texture and colouring forming the basis for the spatial language for one of the meeting room facilities within the hotel, namely the Abstract Gallery meeting space. This in turn evolved into a strong abstract programme that spans a dizzying array of potential touchpoints and opportunities, some of which are presented within this book.









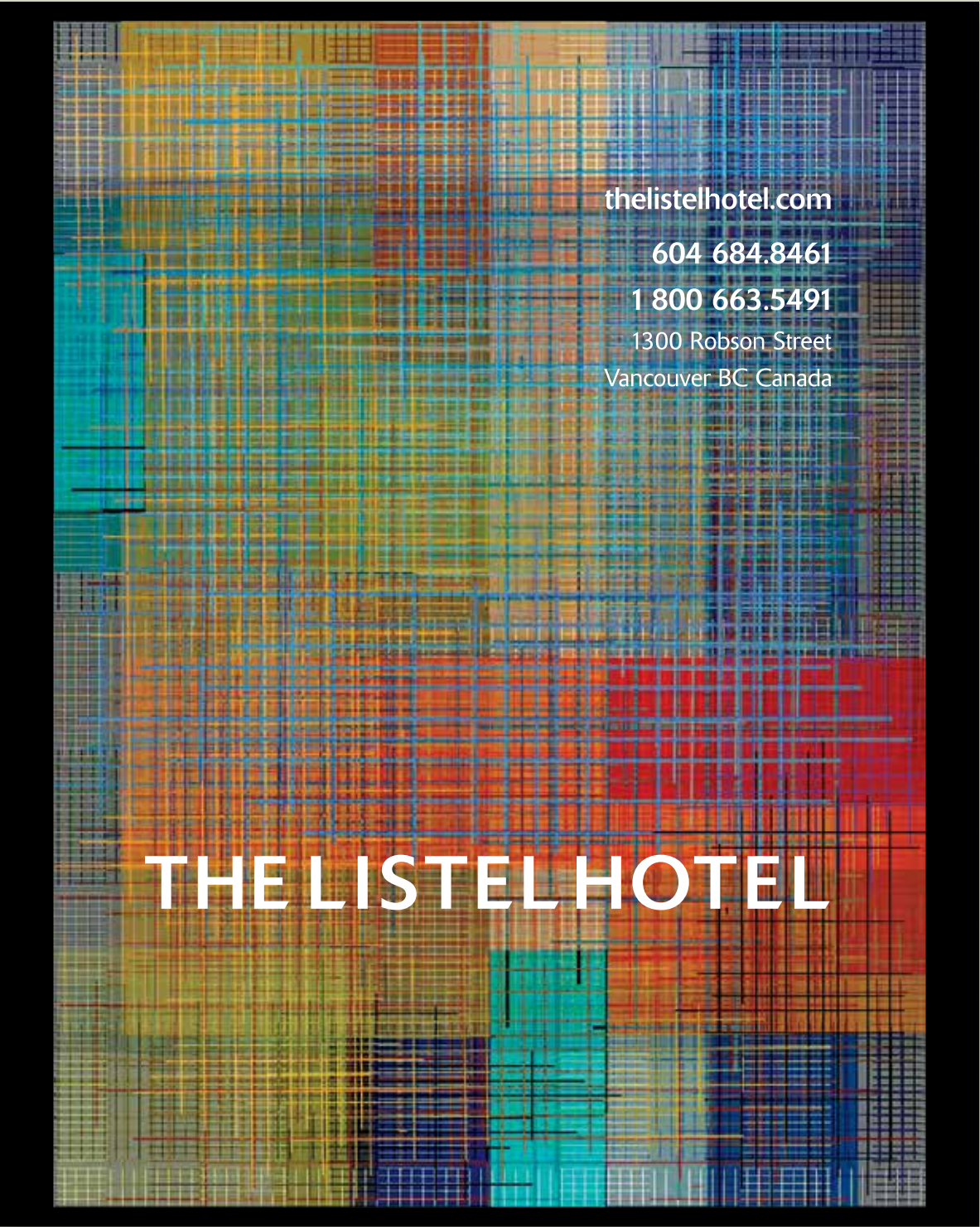
THE LISTEL HOTEL

thelistelhotel.com

604 684.8461

1 800 663.5491

1300 Robson Street
Vancouver BC Canada





WELCOME

THE LISTEL HOTEL

thelistelhotel.com

604 684.8461

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1300 Robson Street

Vancouver BC V6E 1C5

An abstract background featuring a dense grid of thin, intersecting lines in various colors including blue, red, orange, and teal, creating a textured, woven appearance.

WELCOME TO
VANCOUVER

THE LISTEL HOTEL

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O'DOUL'S RESTAURANT & BAR

O'Doul's Restaurant & Bar, the flagship dining experience at The Listel Hotel began its most significant transformation in late 1997. My involvement included initial branding and identity development. As these efforts matured I became increasingly involved with the design and fabrication of numerous interior ornaments, fixtures and furnishings, all supporting the evolving brand language and experience—the celebration of the classical “Age of Discovery”.

Thematically anchored by the cartographic ceiling map spanning 900 sqft, at a time when theme restaurants were “less-in-vogue”, O'Doul's continued to successfully buck the trend. In addition to this magnificent ceiling treatment, I designed and fabricated numerous objects including the spectacular 8' diameter “Orbis Terrarum” suspended globe, Mahogany “Compass Rose” fixtures, glass partitions, bespoke menu boards, signage and wayfinding, and many more finishing points throughout.


Additionally, the brand language informed all subsequent print and digital advertising, sales and marketing collateral, website design and development, stationery, special event promotions and the complimentary catering initiative—O'Doul's Outside. The pages that follow showcase some of these designed elements and attributes.

Over time, O'Doul's became one of the most popular “Live Jazz” venues within the city and in addition to the varied regular performers, also played host to countless International musicians as the designated official late-night jam venue to the annual Vancouver International Jazz Festival.

If confession is good for the soul, I admit to spending a good deal of time at the bar, conversing with fellow travellers, regulars and staff alike. The food, the wine, live jazz and the stories shared, are fond memories indeed.


O'DOUL'S
RESTAURANT & BAR






O'DOUL'S

RESTAURANT & BAR




Home to the official
Late Night Jam Sessions
 every night of the Jazz Festival
 hosted by **The Mike Allen Quartet**
 from midnight until 2:00 am

 **THE LISTEL HOTEL**


odoulsrestaurant.com

1300 Robson Street 604 661.1400
 (Robson at Jervis)



O'DOUL'S


RESTAURANT & BAR

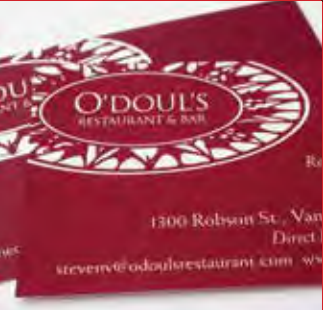
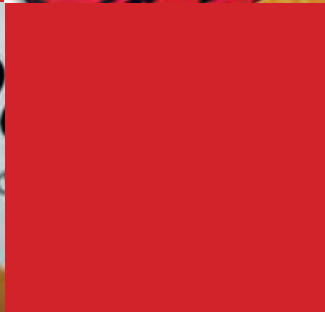
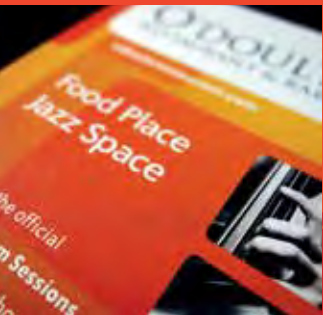


Home to the official
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NOTES:

Special thanks are extended to the following individuals at The Listel Hotel, Vancouver; Jim Mockford, Andrea Crosley & Lise Magee. Additional thanks go to the countless other employees past and present who offered their personal insight and knowledge in helping shape and promote the hotel's varied visual brand experiences.

Plate 1

Geometric abstract study originally proposed for various graphic and signage applications.

Plates 2 - 3

Graphic portrait created for the "Inner Picasso" business meeting programme.

Plate 4

Textures derived from physical attributes found throughout the property.

Plate 5

Colour palette assembled from past and present built materials, art collections, interior fixtures and furnishings.

Plate 6

Final logotype design including regional, national and international application.

Plate 7

Type stack exploration.

Plates 8 - 9

Hotel entrance "Welcome" translucent vinyl applications.

Plates 10 - 13

Business Stationery - Letterhead banner selection.

Plates 14 - 15

Business Stationery - Letterhead banners and No. 10 Envelope back flaps.

Plates 16 - 19

Business Stationery - Business card random image library selection from the collection of 100+ images.

Plates 20 - 21

Guestroom Collateral - Guest Folio cover selection.

Plates 22 - 25

Website - Mixture of web pages, graphics, digital assets and media.

Plates 26 - 27

Digital assets - Interactive Sales & Marketing presentation slides.

Plates 28 - 31

Guestroom Keycard Wallet - Selection of guest card "check-in" wallets.

Plate 32

Guest room access keycard variations.

Plate 33

Guestroom Collateral - Door hangers.

Plate 34

Guestroom Collateral - Room Service and Private Bar Menu cover selection.

Plate 35

Guestroom Collateral - Guest Feedback Mailer. Selection of cover designs.

Plates 36 - 39

Sales & Marketing collateral. General brochure rackcard cover selection.

Plate 40

Sales & Marketing collateral. Assorted print, digital, web collateral, special events logotype.

Plates 41 - 42

Sales & Marketing collateral. Stamp blocks.

Plate 43

Multi-channel advertising. Print, web, transit and public space.

Plates 44 - 47

Advertising "Quotes" campaign study. Print, web, transit and public space.

Plates 48 - 49

Multi-channel advertising "Geodots" campaign study. Print, web, transit and public space.

Plates 50 - 51

"Geodots" public space concept. Hotel entrance translucent vinyl application.

Plates 52 - 53

Multi-channel advertising "Colours" campaign study. Print, web, transit and public space.

Plates 54 - 55

Sub-brand logotype. Environment Matters logotype and Information Booklet.

Plate 56

A selection showcasing interior information signage, wayfinding, fixtures & furnishings and gallery signage. Design, fabrication and installation.

Plate 57

Abstract textile study.

Plates 58 - 59

Abstract textile interior integration. Wall coverings application.

Plates 60 - 63

Multi-channel advertising. Print, web, transit and public space. Showcasing the Abstract textile application.

Plates 64 - 66

O'Doul's Restaurant & Bar. Brand development, identity design, interior design integration, fixtures & furnishings, website design/graphics, print marketing collateral.

Plate 67

Christmas lobby installation. 3 of 12 individual, fabricated pyramidal Christmas trees seen throughout the property.

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GILES

Giles—represents my cross-disciplinary design practice. It's where I help clients define themselves in the marketplace and communicate their unique stories to the world. It's also where I investigate, design and create beautiful, whimsical objects, furnishings, graphic concepts and space.

THINKING IN TERMS OF CUSTOMER DELIGHT, NOT MERELY SATISFACTION.

I understand that creativity is a combinatorial force and represents our ability to harness our mental resources—ideas, knowledge, insight, inspirations—that we continually accumulate by being present and awake to the world, and combine them in new and extraordinary ways. In order for us to truly contribute we must be able to connect countless dots, cross-pollinate ideas from a wealth of disciplines, to meld and combine these ideas and build new ideas—the more diverse in shape and colour, the more interesting our creations become.

As a designer and artist with over 25 years experience, I work within a variety of disciplines and wear many hats, including brand identity design, art direction, web design, typography, packaging, interior & furnishings design, exhibit design, wayfinding, fine art & sculpture. I enjoy the great fortune to continually learn from, share and collaborate with an amazingly talented pool of designers, artists, technologists, craftsmen (and women), business people, educators and of course interesting clients and citizens at large.

All studio work is deeply influenced by my intuitive sense of colour, form and function, and practical knowledge spiced with progressive, open-minded thinking. The approach is simplistic, being both pragmatic and inventive, and I'm driven to create work with an international design character that successfully communicates, arouses curiosity, surpasses expectations and wins business.

Giles can be contacted directly at **gr@gqrd.com** and for more information in how GILES can assist you in your personal or business initiatives, please visit **gqrd.com**. Additionally, I'm also engaged in an exciting new series of initiatives which includes fine art prints and art gift cards, textile design linens, duvet covers etc. along with wallpaper designs and a myriad of other fixtures, furnishings and products which I'm all very excited about. For a preview and taster have a look at **zoohaus.com**.