

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.

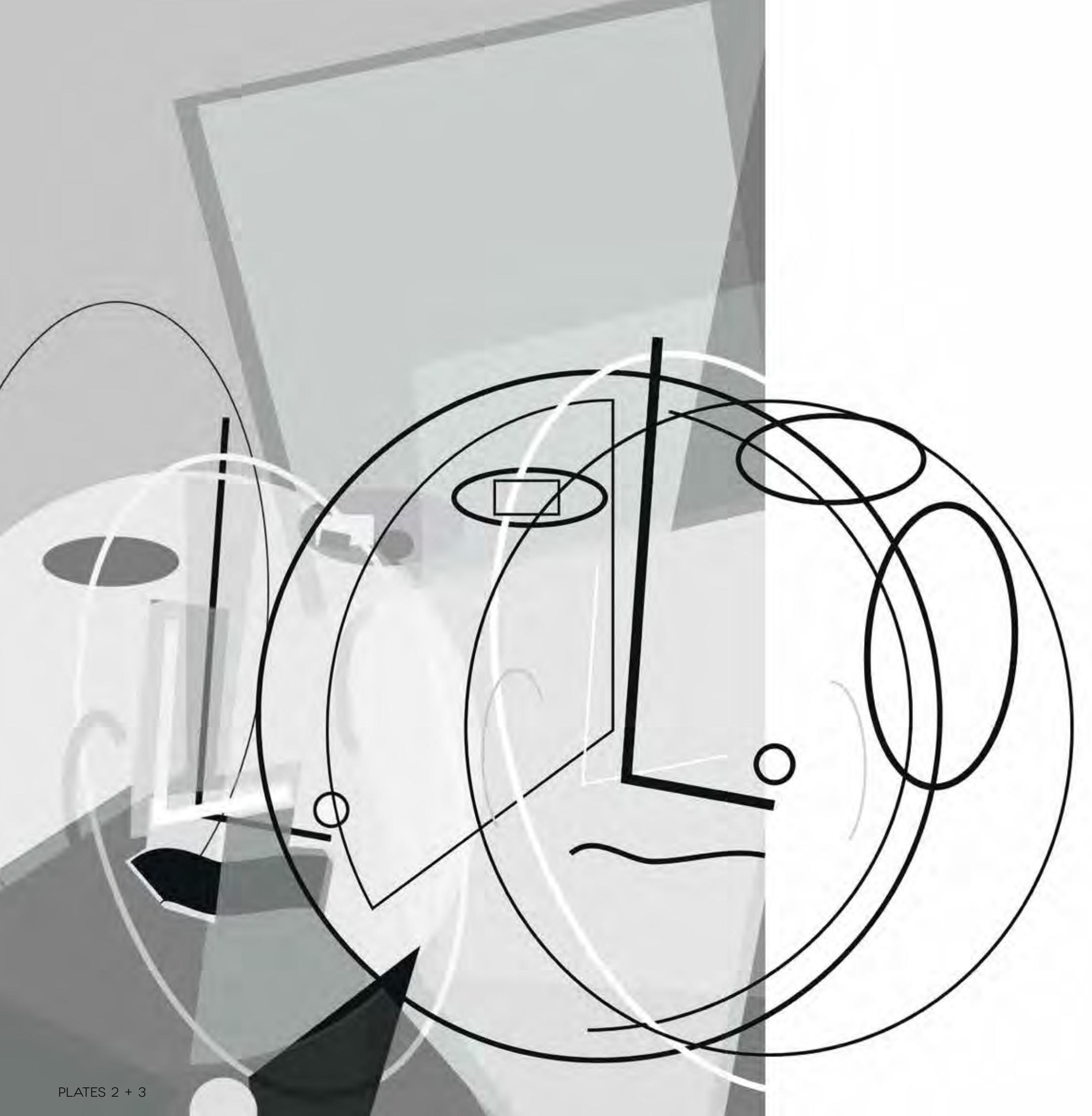
This book is a testimony and celebration of this and is also in recognition of both the freedom and trust that was bestowed upon me by the wonderful, diverse and talented employees and management of The Listel Hotel throughout this period.

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 it's 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

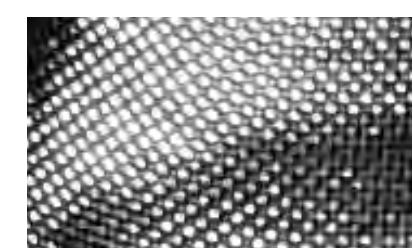
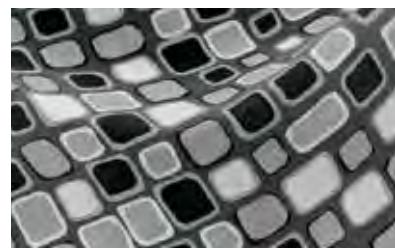




“Giles always brings a wealth of wonderful, innovative ideas to our projects. He’s not singularly focused on graphic design. He is extremely adept in bringing other disciplines to the mix. And probably more than anybody I have ever worked with, he understands our hotel and it’s business, has a true,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





THE LISTEL HOTEL

THE LISTEL HOTEL

Vancouver

THE LISTEL HOTEL

Vancouver, Canada



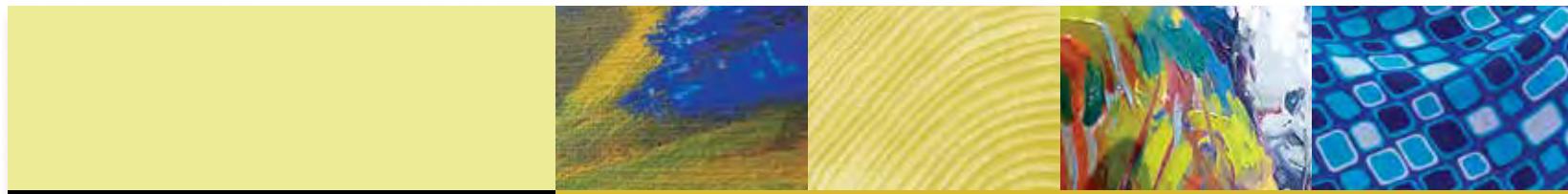






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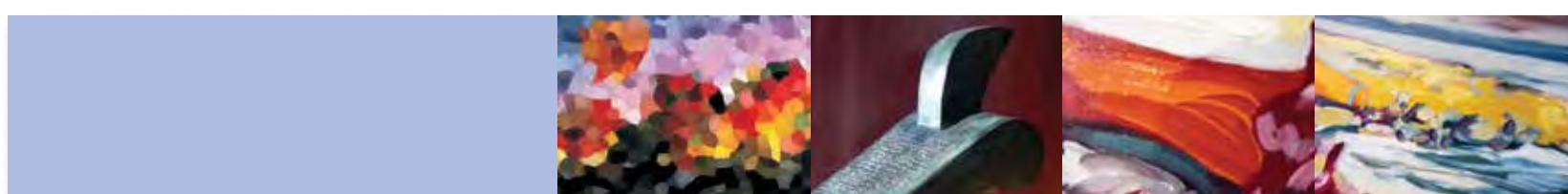
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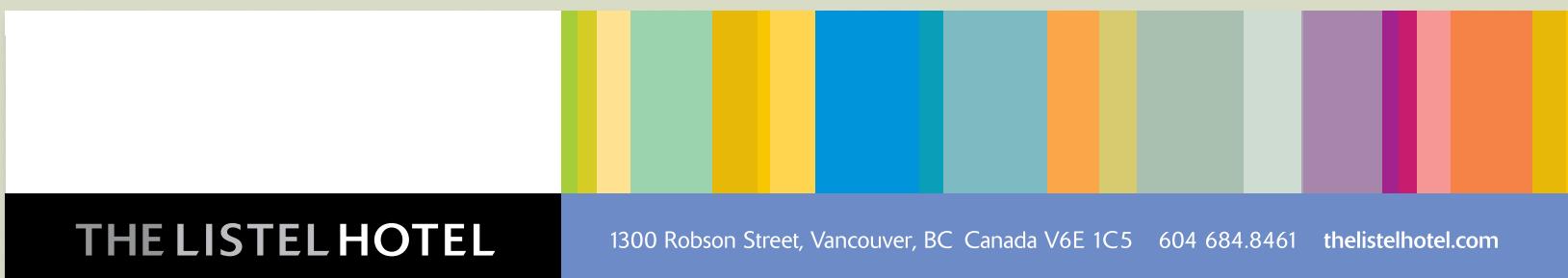
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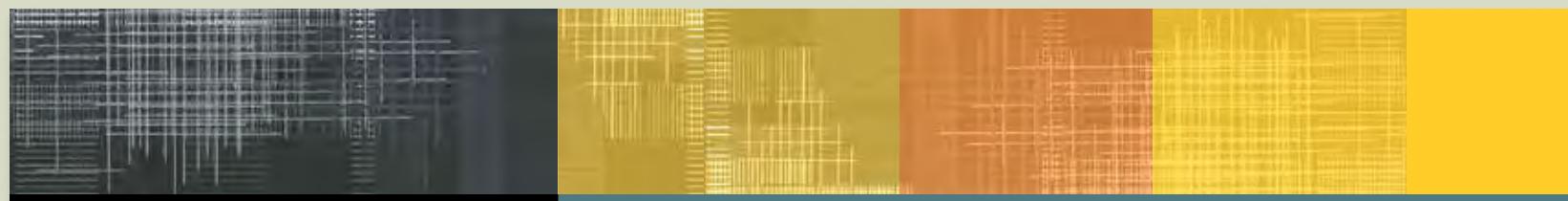
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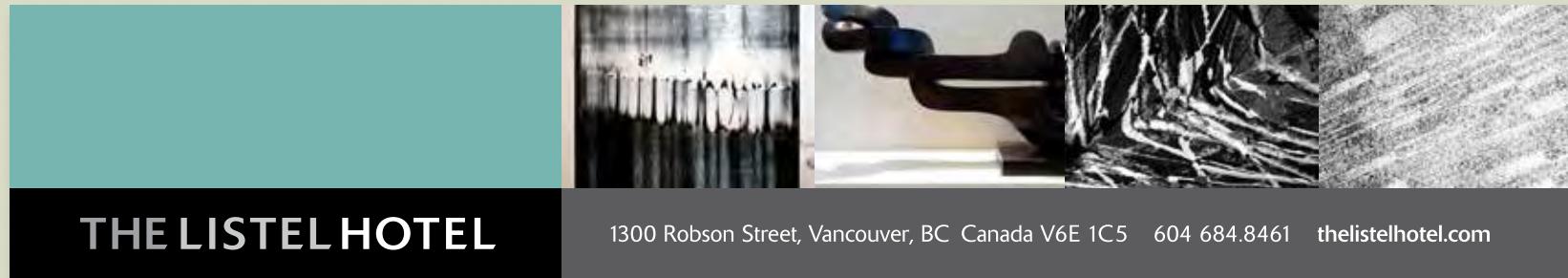
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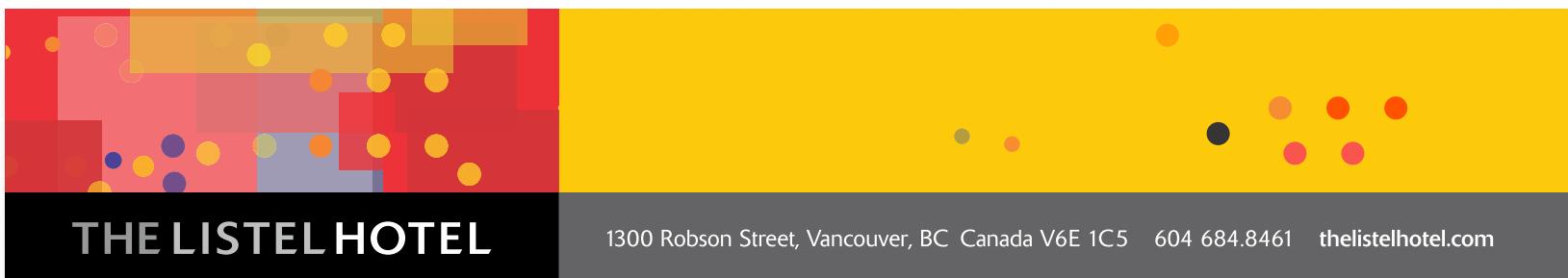
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Vancouver, Canada



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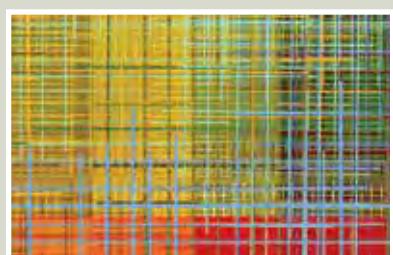
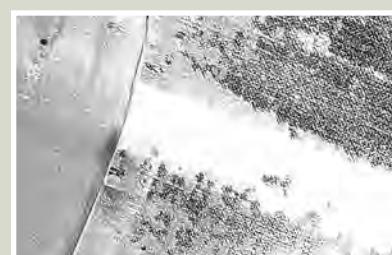
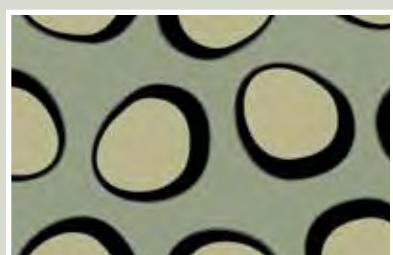
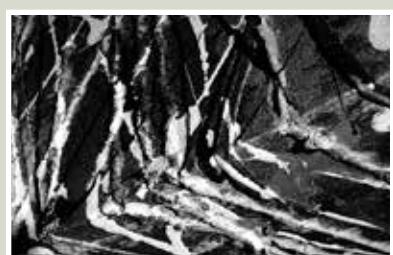
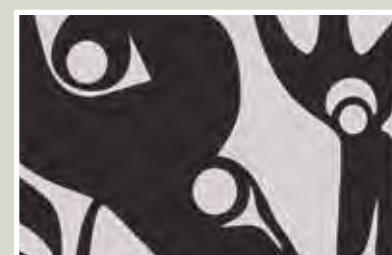
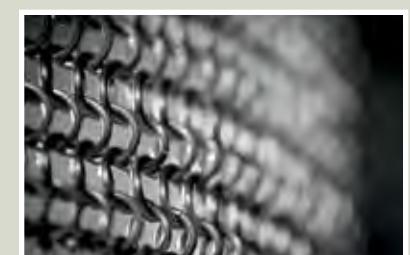
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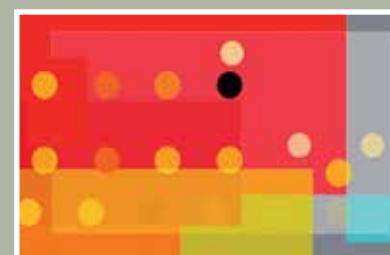
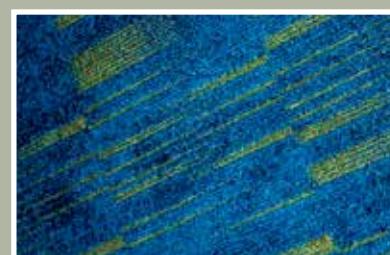
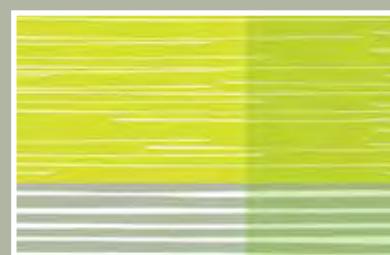
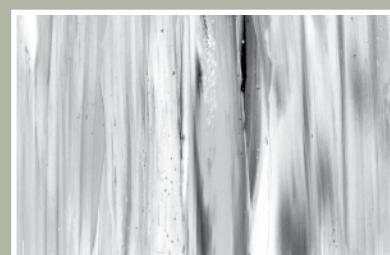
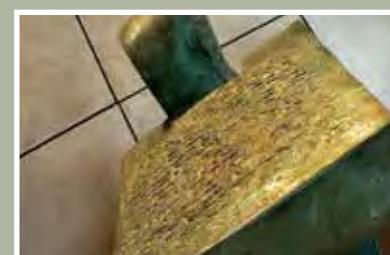
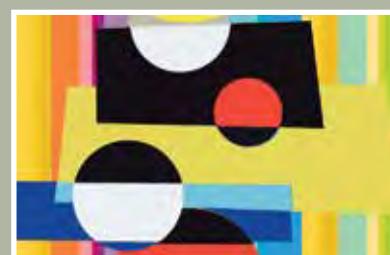
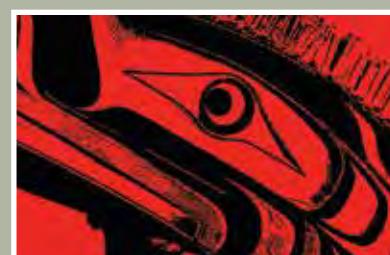
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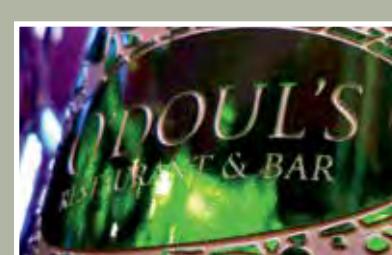
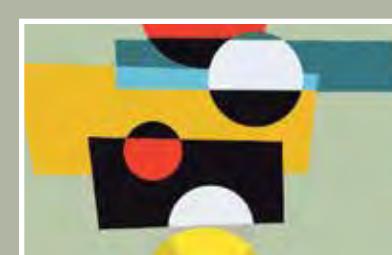
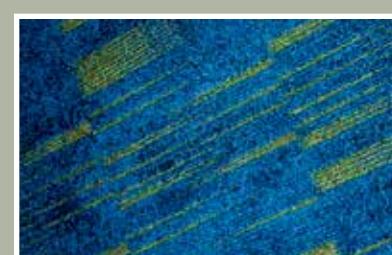
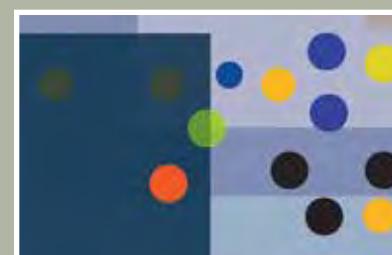


THE LISTEL HOTEL

Vancouver, Canada





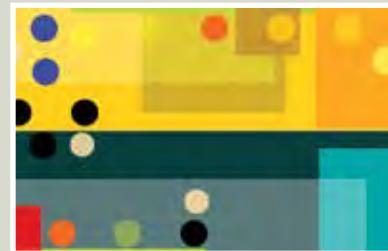




Mary Poppins
Corporate Bicycle Guru

poppins@thelistelhotel.com
604 555 5555

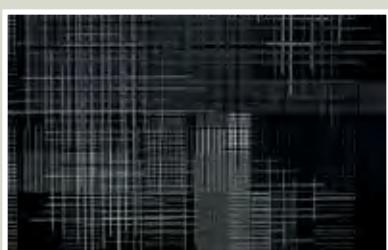
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Gene Kelly
Regional Tapper

kelly@thelistelhotel.com
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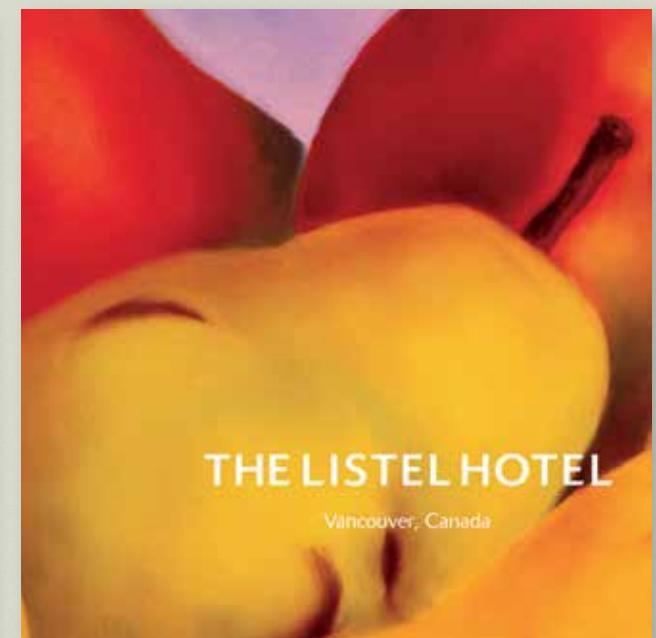
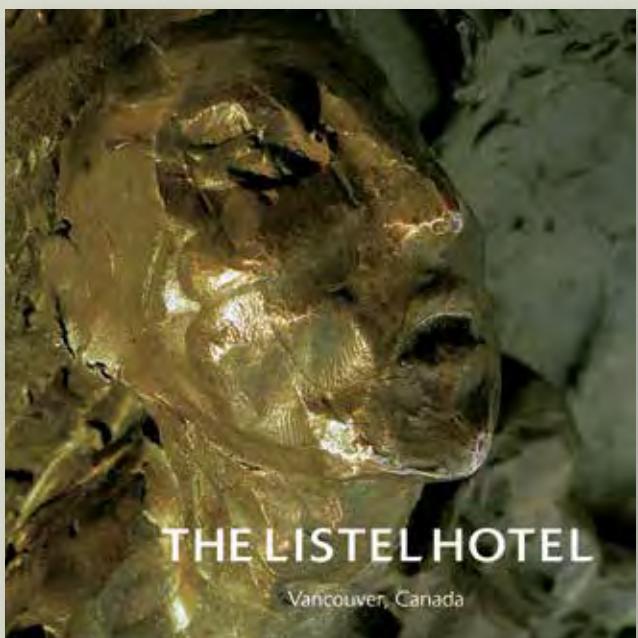
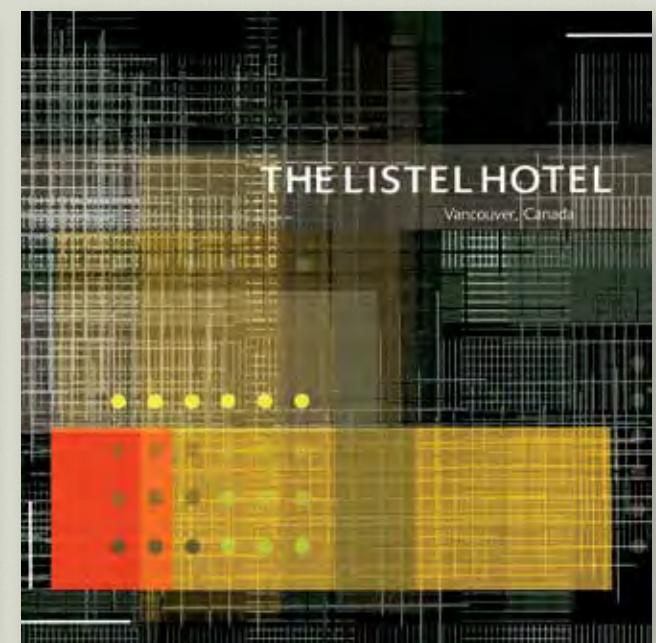
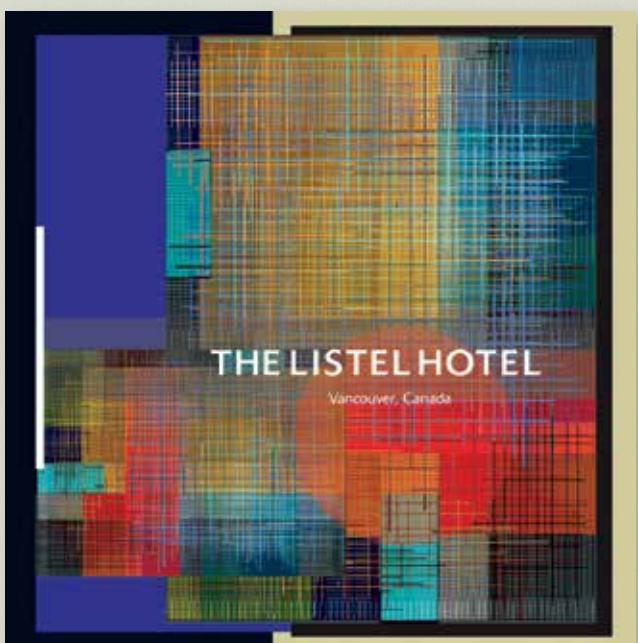
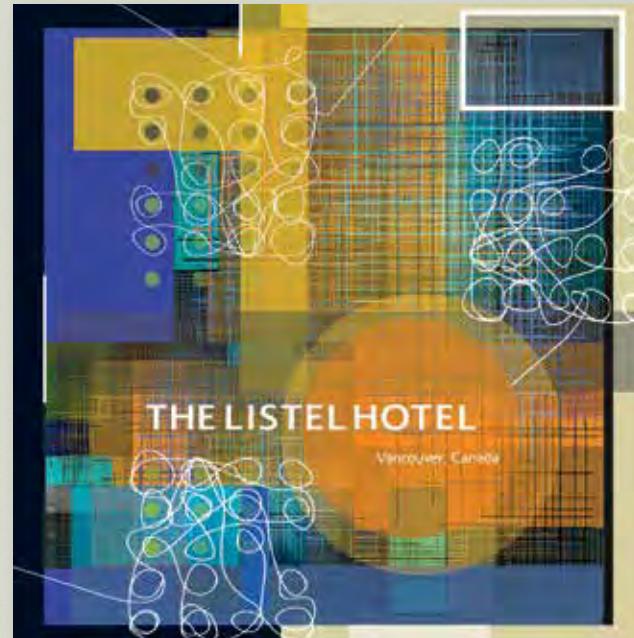
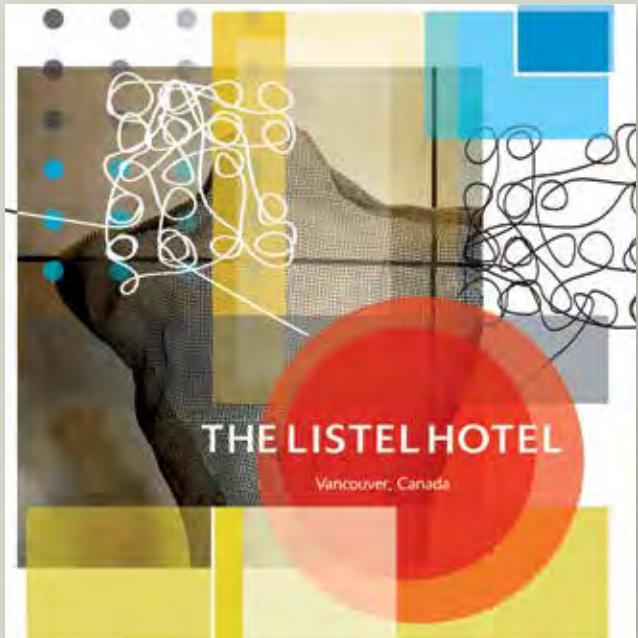
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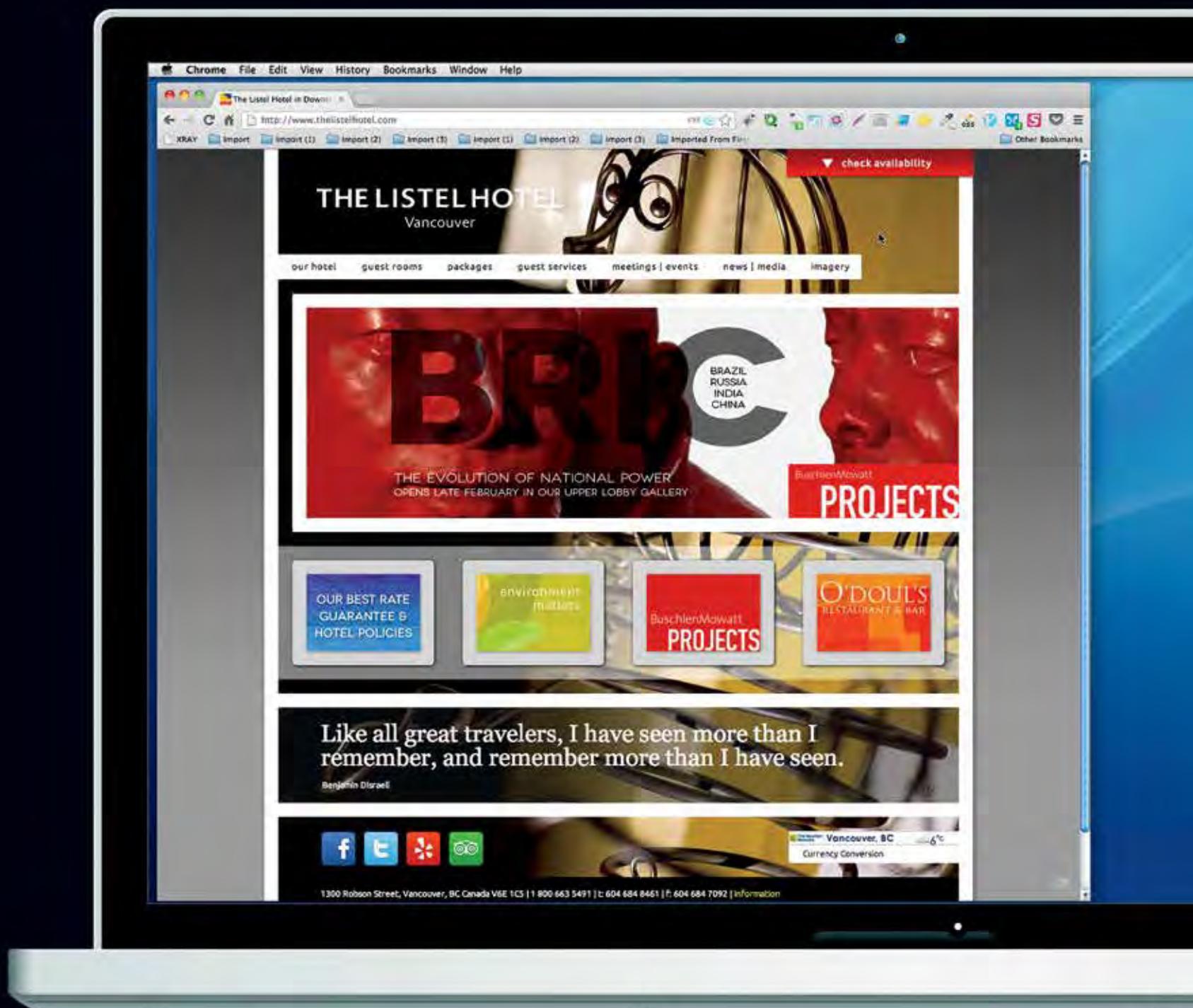




THE LISTENERS

Vancouver





THE LISTEL HOTEL

Vancouver

our hotel

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Imagery



Environment Matters

our commitment / our eco-initiatives

The Listel Hotel is committed to environmental protection and sustainability, guided by our Environment, Culture, our eco-initiatives. This initiative strives to minimize our property's operational impact on the environment through remote conservation and best practices.

All of us at The Listel Hotel commit to –

- Work diligently to minimize waste and conserve natural resources, particularly through water and energy conservation.
- Comply with all applicable environmental legislation and strive to follow best environmental practices.
- Make environmental education an important aspect of decision-making.
- Review the objectives of Environment, Culture, Our Eco-Initiative annually.
- Build partnerships in our community to share our message, educate ourselves, effect positive environmental change, and raise awareness for our guests and colleagues.
- Provide to consider the opinions and feedback of our guests when examining our environmental policies and procedures.
- Provide for improvement and inspection and support the efforts of the Environment, Culture, Our Eco-Initiative committee.

Zero waste means that we are –

- turning all of our organic waste into compost.
- Reusing all our recyclables.
- converting our non-recyclables into electricity.

To find out more about our biggest news in being green, check out the [Our Green Review](#). To learn more about our various Sustainability initiatives, click here.

[View](#) [Print](#)

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The task for us today is to learn how to become good ancestors of tomorrow.



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THE LISTEL HOTEL

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Imagery

For business need a place



the Perfect Little MEETING PACKAGE



Facilities & Planning

meetings & events made simple

Whether you are planning a private gathering, a corporate event, meeting, networking session or conference, the vibrant meeting space at The Listel Hotel have all been designed to provide you with the most productive environment possible. All Hotel Meeting Rooms feature:

- In all of our Sculpture Gallery and Interactive Gallery, there is lots of natural light and large sound-proof windows with black-out drapes.
- Independently controlled heating/air conditioning
- Variable overhead lighting
- [Sony High Definition](#) Access with unique login
- Full range of audio-visual equipment

To view printable versions of our Floor Plans and our Amenities & Specifications charts, get them here: [here](#)

For more information or have a personalized meeting quote or more your accommodations budget and corporate meeting requirements, contact:

Christel Cook | Corporate Sales Manager
Email: christel@listelhotels.com
Direct Line: 604.681.1422

Looking for an all-inclusive package conveniently priced on a per person basis? Take a look at our [Perfect Little Meeting Package](#). View full details [here](#).

If art is to nourish the roots of our culture, society must set the artist free to follow his vision wherever it takes him.

THE LISTEL HOTEL

THE LISTEL HOTEL

Vancouver

our hotel

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Imagery

downtown location

environment matters

the lobby gallery

meetings

work with us

tag

We're in the People Business

At the Listel Hotel we take great pride in our open and creative approach to our hospitality operations. We understand that at the heart of any great business is people. In fact, ultimately it is the community that in harnessing the varied and unique talents of all employees, our talented industry people include:

Jim Mockford General Manager

Calvin DesChene Assistant General Manager

Lisa Mapa Regional Director of Standards & Compliances

Andrea Croley General Services Manager

Vera Adams Front Office Manager

Dundra Hallas Housekeeping Assistant

Kathleen McWilliam Director of Sales

Caroline Jeklin Regional Sales Manager

Mia Husta Housekeeping Supervisor

Jacqueline Bjorkes Dining Manager

Allison Westbridge Sales Coordinator

Chris Whistler Front Desk

Margot Babers Restaurant Manager

Christine Wiltshire Restaurant Manager

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

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Imagery

our hotel

guest rooms

packages

guest services

meetings | events

news | media

Imagery



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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Imagery

standard

music floors

gallery floors

artists series suites

BC suites



Museum Floors Rooms & Suites

celebrating the Great Pacific Northwest

Our partnership with the [MOA](#) (Museum of Anthropology) has enabled us to present a tribute to all things British Columbia. These rooms feature distinctive furniture made of hemlock and cedar set against walls reflecting the soft, muted colors of Pacific Northwest forests while showcasing contemporary Northwest coast art, king or queen bed with goose-down comforters wrapped in soft, washable fabrics complete the peaceful atmosphere that guarantees a perfect night's sleep. All rooms are 100% smoke-free.

BOOK NOW

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Vancouver

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Imagery

downTown location

environment matters

the lobby gallery

meetings

work with us

tag



Vancouver's most art-full hotel

A hotel is just a place to sleep or eat... The good ones offer sanctuary and a welcome respite. The [MOA](#) you never forget, offer something unique to see, and learn, reflect what Alexander Pope called "the genius of the place". The Listel Hotel is such a place.

Out of "Vancouver's most art-full hotel", The Listel Hotel is committed to art, elegance and comfort. Our Robson Street boutique hotel boasts a perfect location in downtown Vancouver's prime [galleries](#) & restaurant district. In a city proud of both its own extraordinary beauty and the diverse cultures that call Vancouver home.

From the [Robson Street Art](#) through a partnership with the prestigious University of British Columbia's Museum of Anthropology or the luxury one bedroom suites and rooms on the [Robson Street](#) featuring modern accommodations by some of the world's most esteemed artists courtesy of the world renowned Buschlen Mewtin Art Galleries. This Listel hotel offers accommodations for every inclination. Our restaurants – [Bistro](#) – is the newest addition to a vibrant hotel dining scene. Chef Chris Whistler pays homage to past traditions, finding exceptional local fare through Farmer and Fisher Folk, reworking what he can for dinner flavours, pairing dishes with local wines, all in a casual urban setting.

Welcome, and we look forward to having you stay with us on your visit to our wonderful city.

Engagement with art—with the product of someone else's imagination—can change your life, often for the better, and sometimes profoundly.

My review

Best Rate! Hotel Policies

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Imagery

downTown location

environment matters

the lobby gallery

meetings

work with us

tag

Employment Opportunities

Are you interested in pursuing a career with Vancouver's "most art-full" and greenest independent hotel and restaurant? The Listel Hotel and O'Gorman's Restaurant & Bar are currently seeking qualified [applicants](#) in all various positions. Please forward your resume and cover letter to Chezne Hahn, Administrative Assistant [here](#) and be sure to list the job title of interest in the subject field of this email. If you would rather, you may mail in an [application](#). Email to The Listel Hotel, 1300 Robson Street, Vancouver, BC V6E 1C5. Download the PDF application [Form here](#).

We are actively recruiting for the following position(s):

click on the position to review the [Job description pdf](#)

- [Hotel Manager](#)
- [Restaurant Server](#)

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

Video Review

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Imagery

some history

people first

environment matters

downTown location

permeable

tag

BuschlenMawatt

PROJECTS



PLATE 23

Current and Recent Works

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 Artworks, our Guest Rooms and Neighborhood imagery. Enjoy!



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

Book Now

Best Rate | Hotel Policies

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corporate events

gallerie floors

artists series suites

BC suites



The new standard

covering all the bases, comfortably. Located on the second floor of the hotel, these rooms feature a retro design, comfortable furnishings such as either one king or one queen or two queen beds, complete with down-filled comforters. The second floor standard rooms reflect a sophisticated mix of masculine and feminine styling, comforts and luxuries. All rooms are 100% smoke-free.

Book Now

Standard Room Features:

- Secured access to guest rooms floors and parking garage
- Electronic locks with deadbolts
- Independently controlled room heating/air conditioning
- Individually set clock
- Task lighting on desk
- Telephone and voicemail
- Unlimited long distance calls within Canada and the USA (includes North American Ref)
- Wireless internet access (included with our Facilities Ref)
- Coffee maker
- 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 (charged extra, not available Sunday and Holiday)
- Morning newspaper (available upon request)

For additional features and benefits for our Business Guests go [here](#)

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

Learn More

Best Rate | Hotel Policies

Currency Converter

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press releases

events

newsletter



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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.



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

Book Now

Best Rate Guarantee

Our Hotel Policies

Currency Converter

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THE LISTEL HOTEL

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corporate events

gallerie floors

artists series suites

BC suites



Guest Services

Ensuring your visit is enjoyable & productive we've pleased to offer all the essential facilities and services you'll need to ensure your stay is enjoyable, relaxing and memorable including:

- Over 3000 sq ft of meeting space in four multi-purpose meeting rooms
- Wi-Fi Internet access (included)
- Same-day laundry and dry-cleaning service
- Florist 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.

Book Now

Best Rate | Hotel Policies

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THE LISTEL HOTEL

Vancouver

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standard

medium floors

gallerie floors

artists series suites

BC suites



Comfort with all the amenities

covering all the bases

We are pleased to offer our guests the following hotel features:

119 Guest Rooms

THE LISTEL HOTEL

Vancouver

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corporate programs
hotel dining
catering
keeping fit
spa/relaxation



Hotel Dining

experience O'Doul's Restaurant & Bar

O'Doul's Restaurant & Bar has been a tradition in the Vancouver dining scene for over 10 years and is the result of one restauranteur's vision to "make things better". With a focus on the craft of traditional, classic cuisine and a classic, traditional atmosphere, O'Doul's Restaurant & Bar has an extensive menu, something for everyone, every night, every day.

O'Doul's hours of operation:

Breakfast: Monday-Friday 6:30am - 11:30am

Brunch: Saturday, Sunday & Holidays 10:30am - 11:30am

lunch: Monday-Friday 11:30am - 3:30pm

Dinner: Sunday - Wednesday 5:30pm - 10:30pm

Thursday - Saturday 5:30pm - 11:30pm

Brunch: Saturday 10:30am - 11:30am

lunch: Sunday - Wednesday 12:00pm - 3:30pm

Dinner: Sunday - Wednesday 5:30pm - 11:30pm

Breakfast: Whether it's a simple breakfast or a sit-down meal, our breakfast is served 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 delicious selection of breakfast items prepared from the kitchen of O'Doul's Restaurant & Bar. The Great Hotel Room service menu is available from 6:30am until 11:30pm (excluding 12:00pm to 3:30pm). To order, call 604 684 7802.

Brunch: Whether it's a simple breakfast or a sit-down meal, our Room Service menu is available from 10:30am until 11:30pm. To order, call 604 684 7802.

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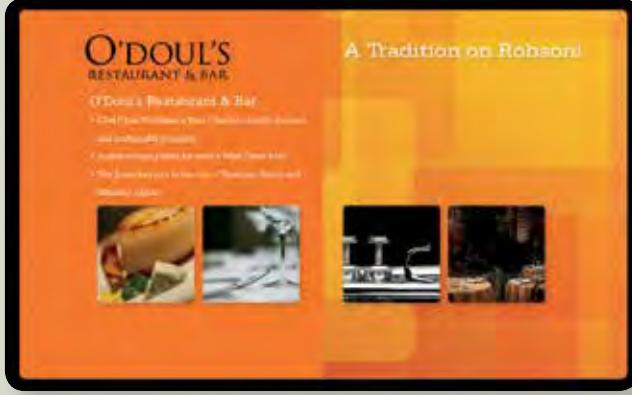
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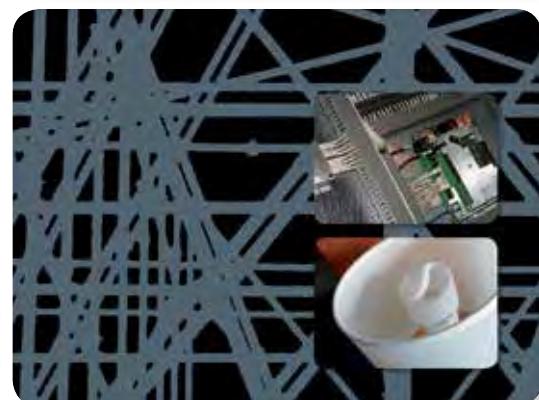
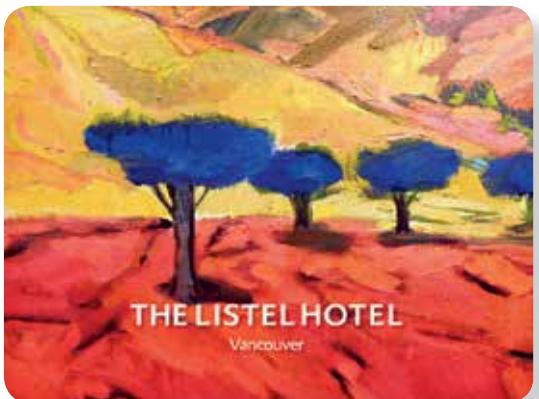
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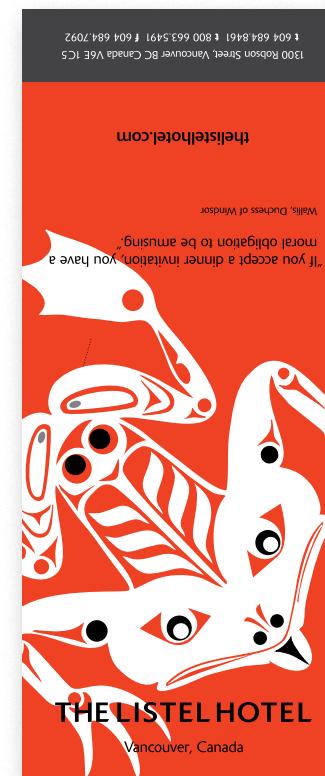
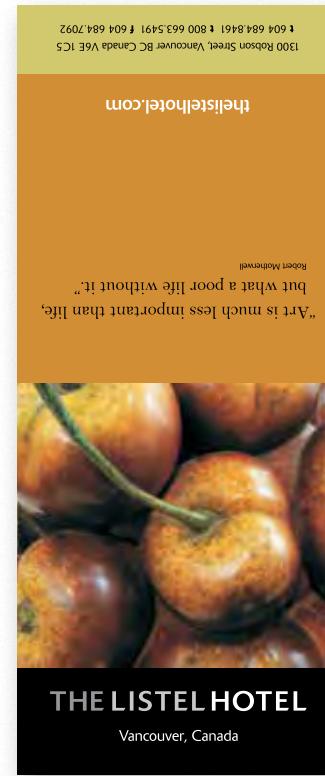
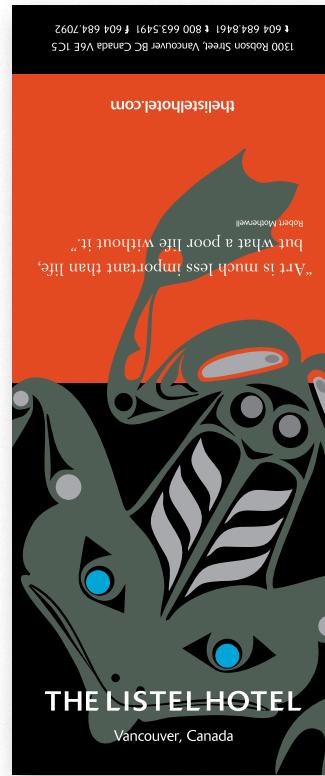
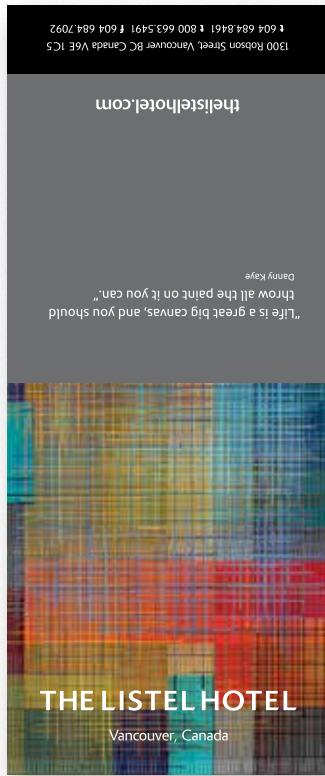
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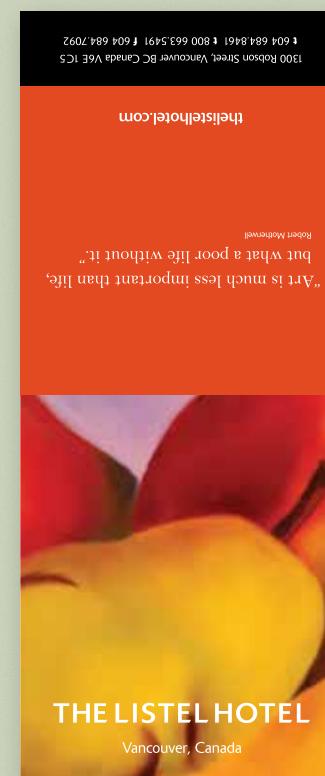
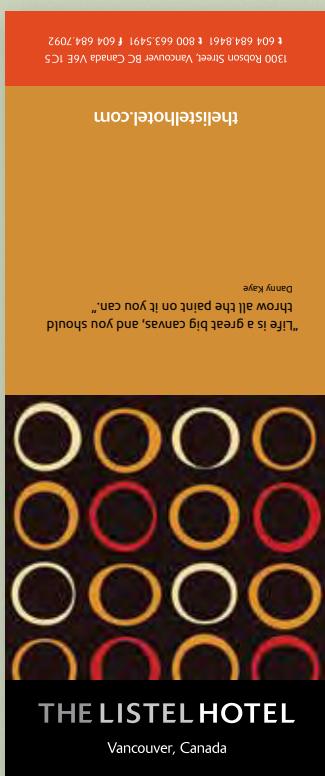
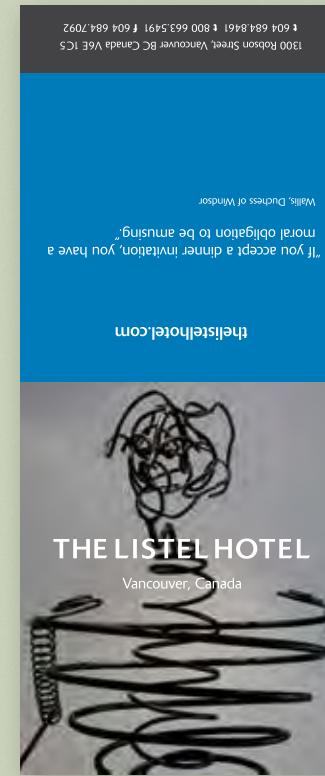
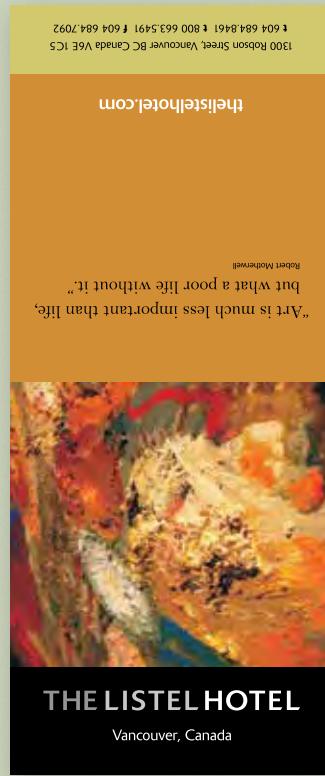
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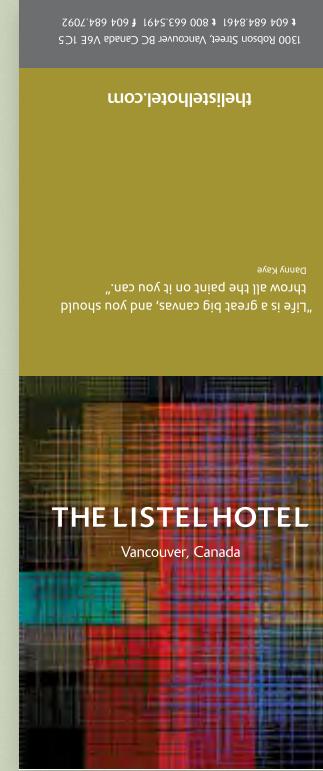


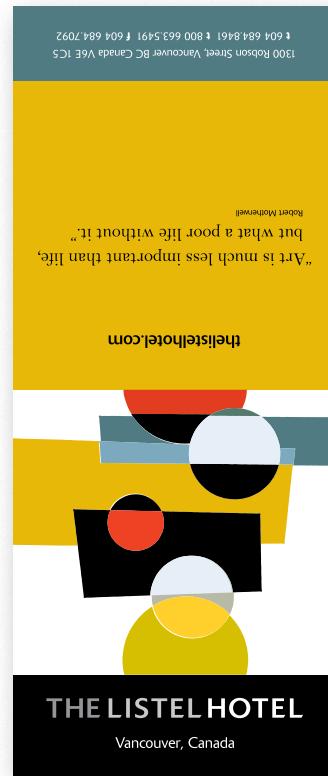


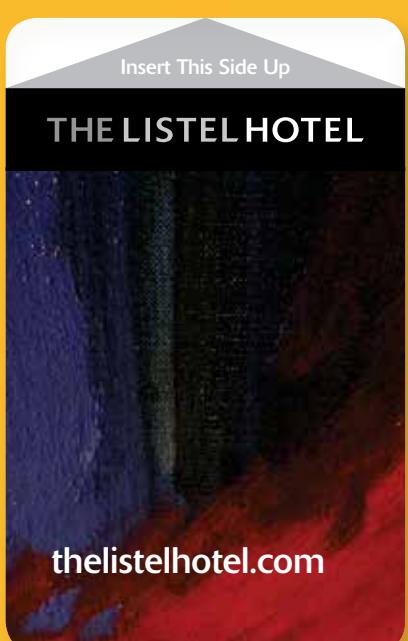
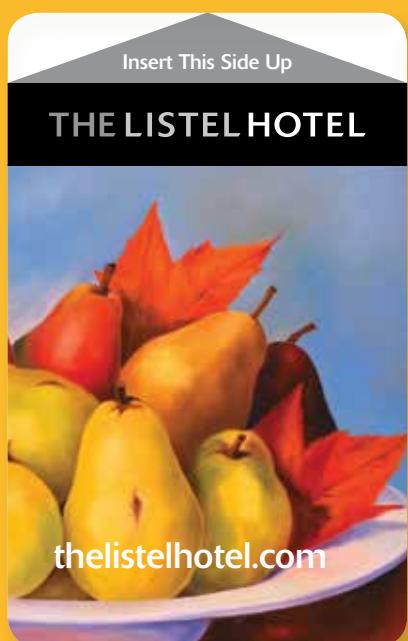
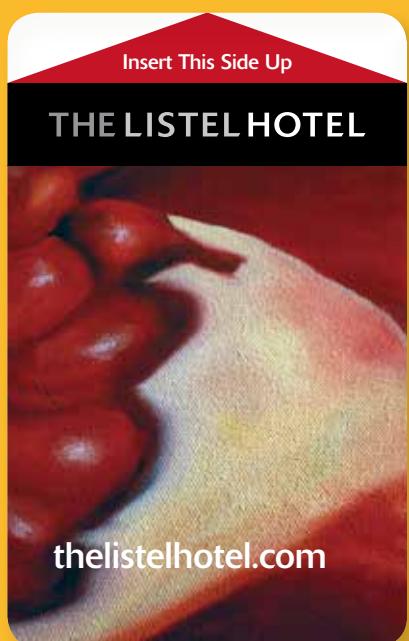
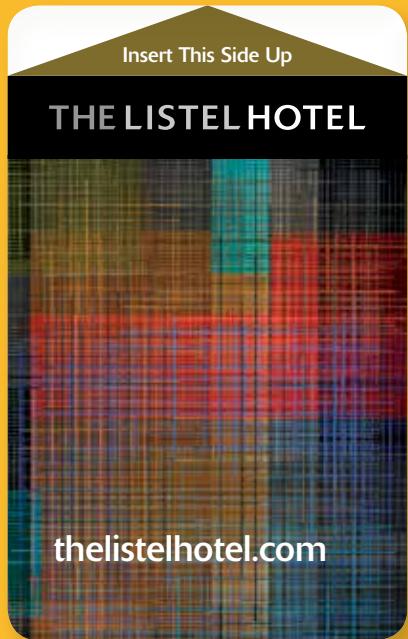






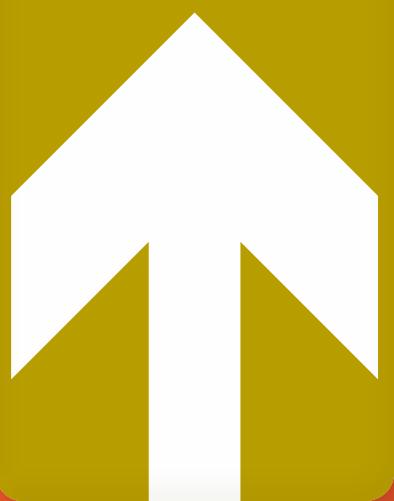




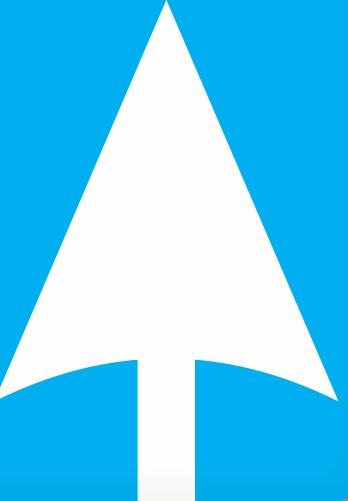




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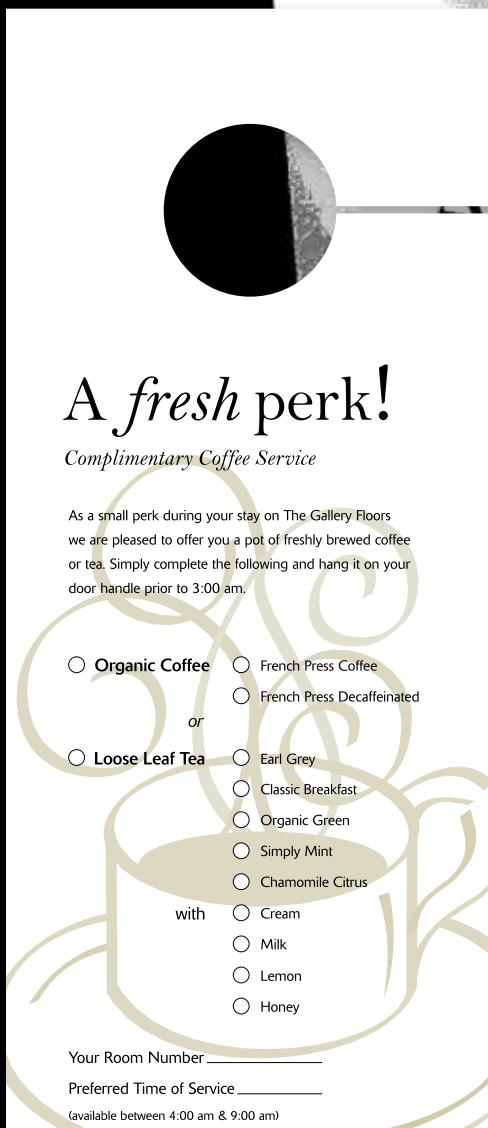


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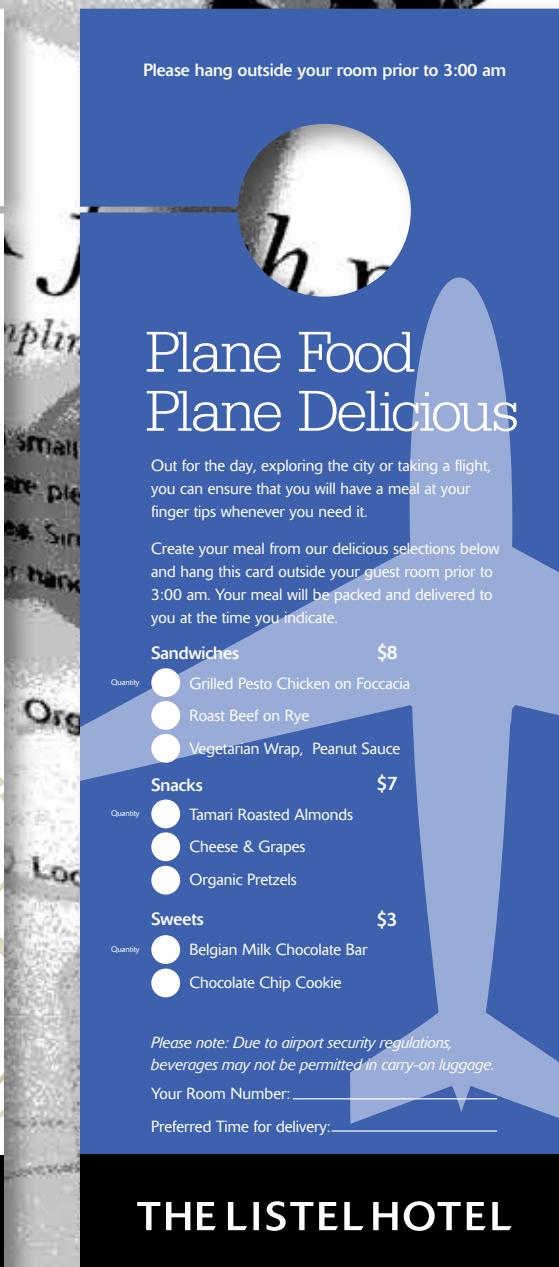


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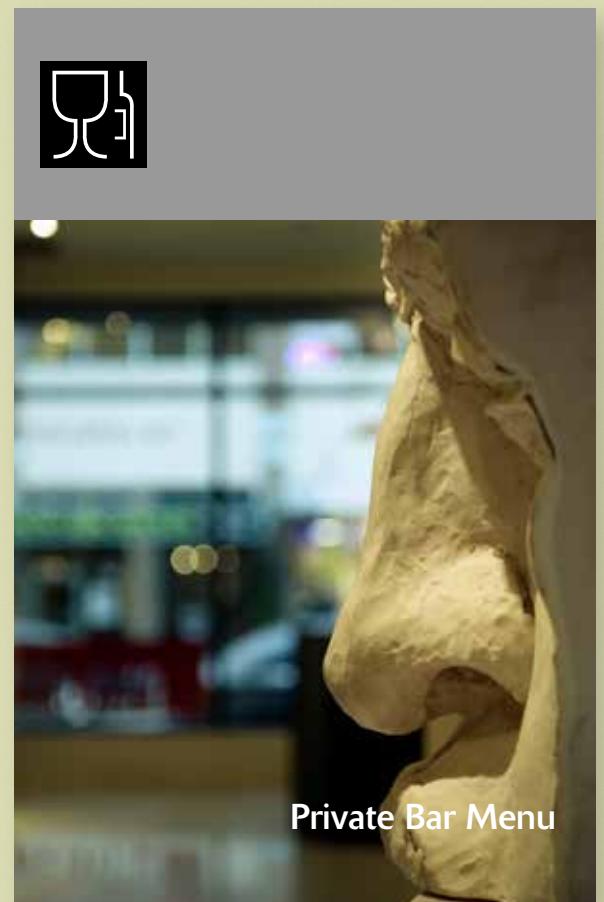
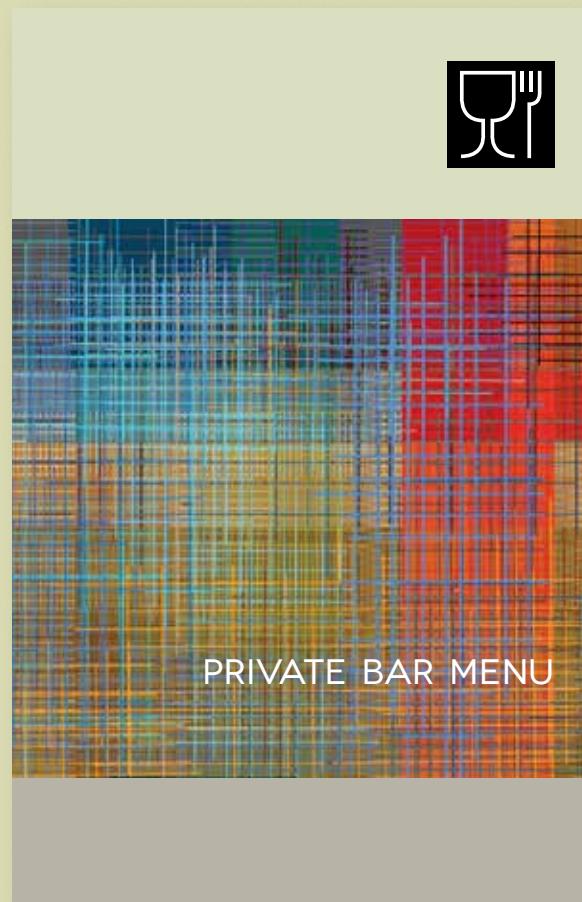
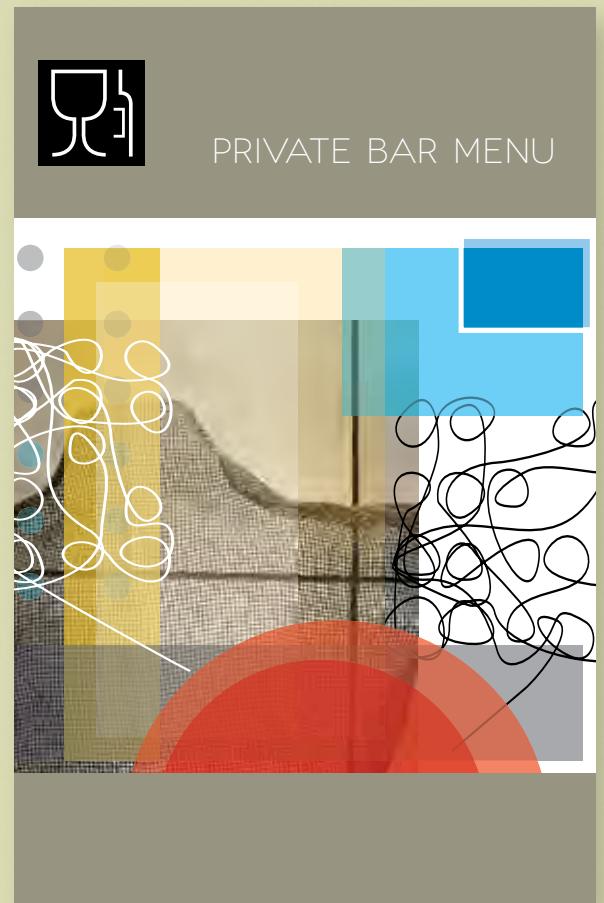
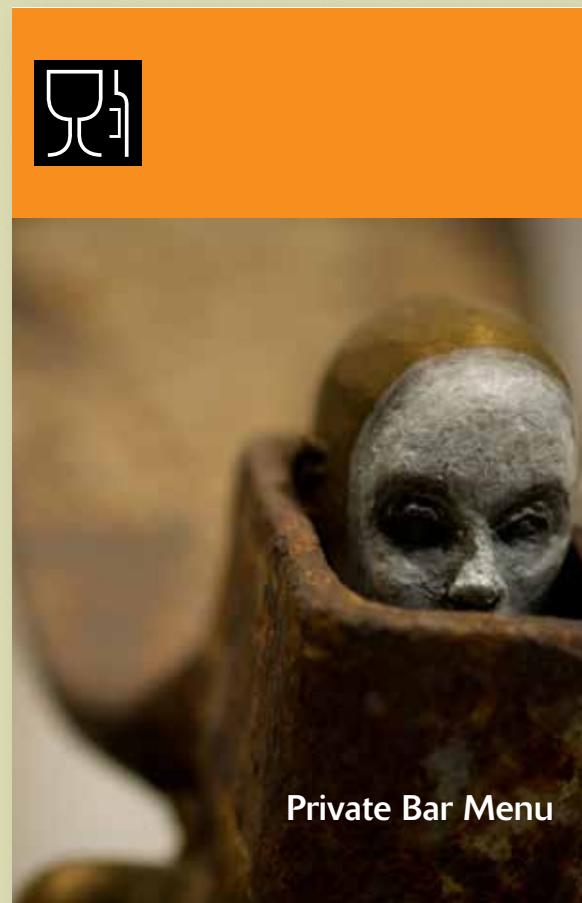
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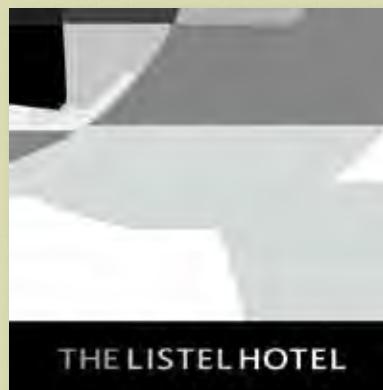
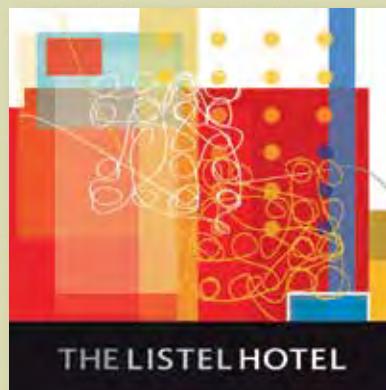
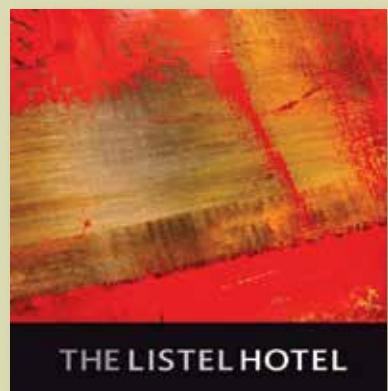
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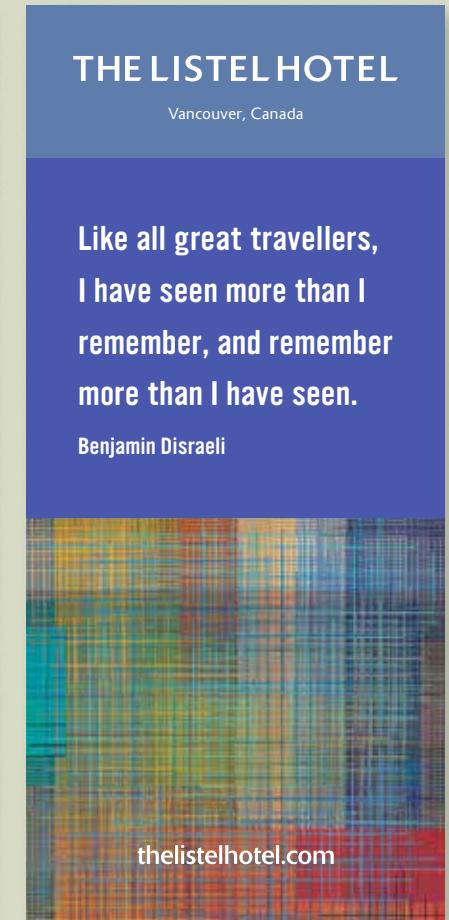
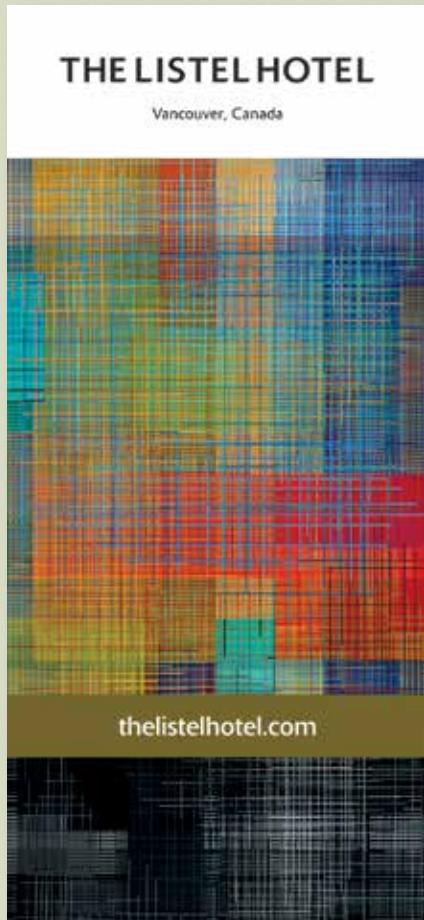
We are committed to providing our guests with
warm, intuitive, genuine service in an inspiring,
culturally enriched, diverse environment

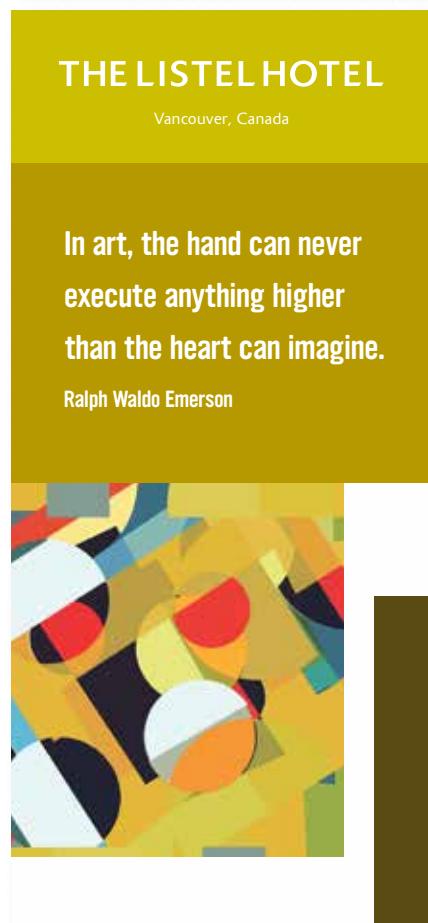
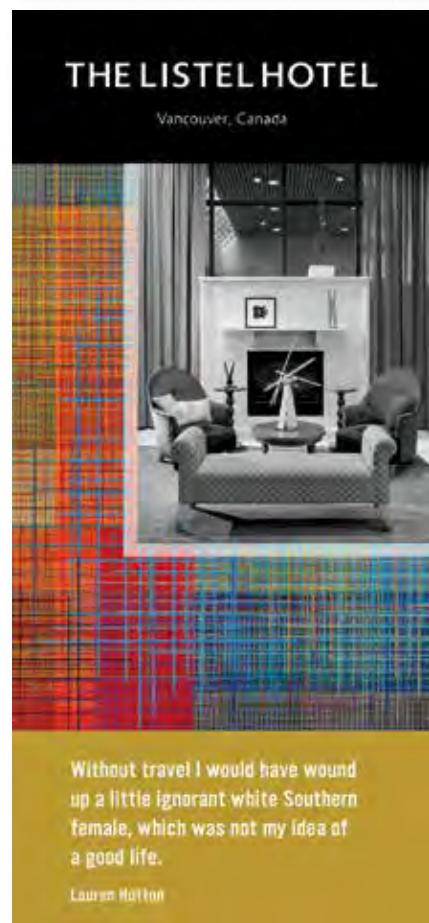
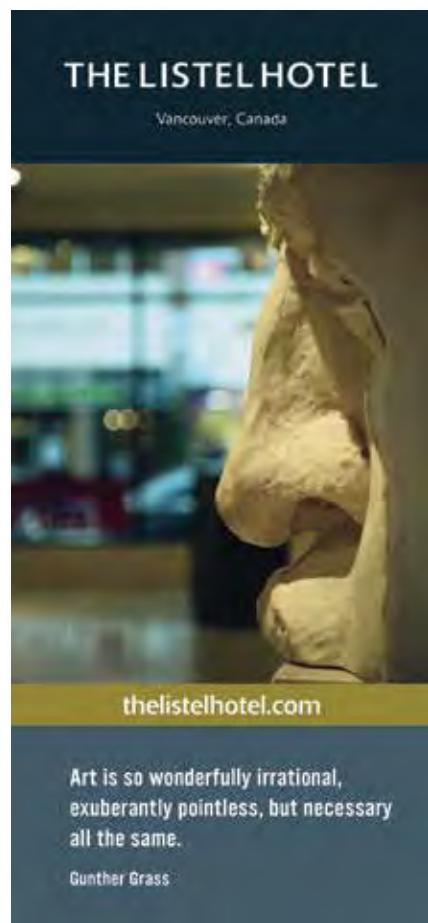
A few minutes of your time will
measure whether we have

Thank you for

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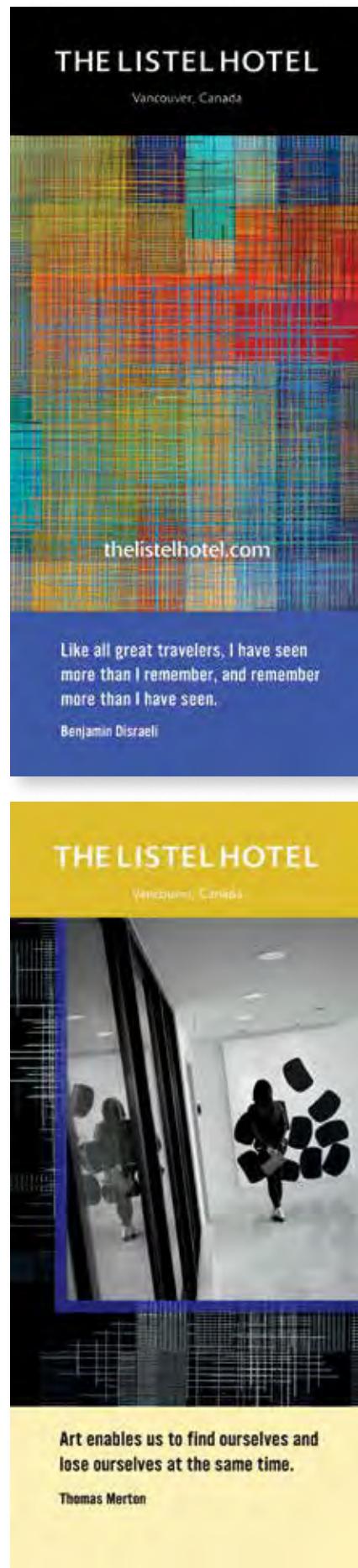
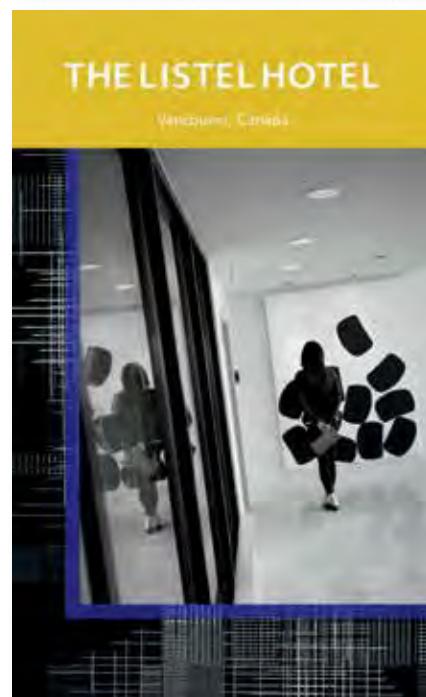
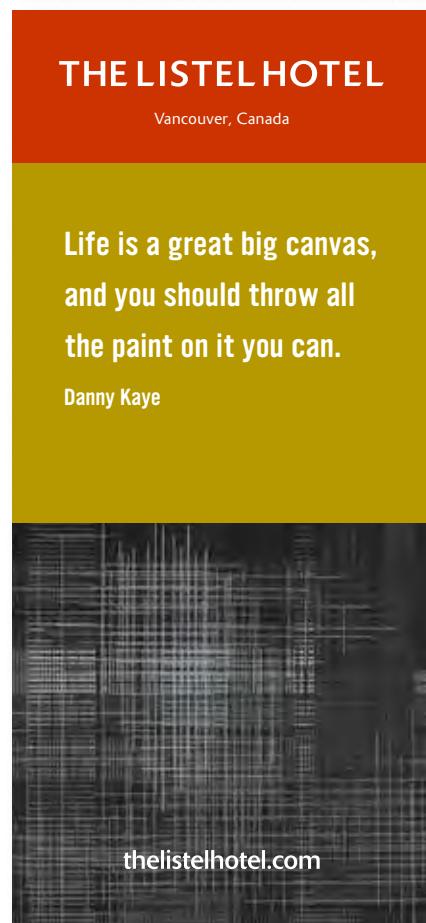
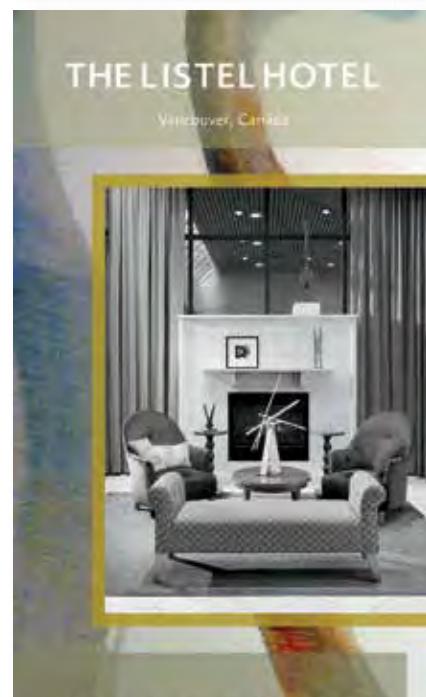
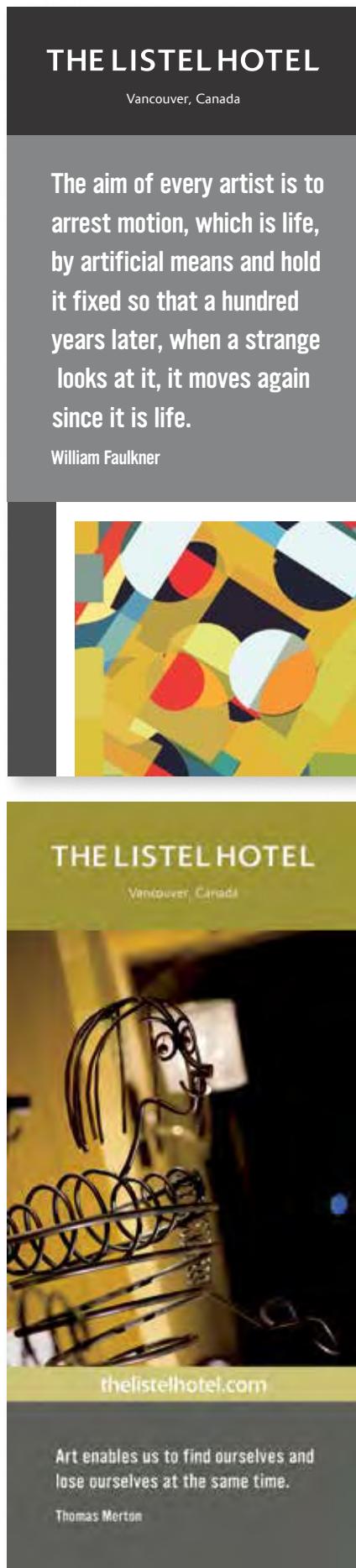
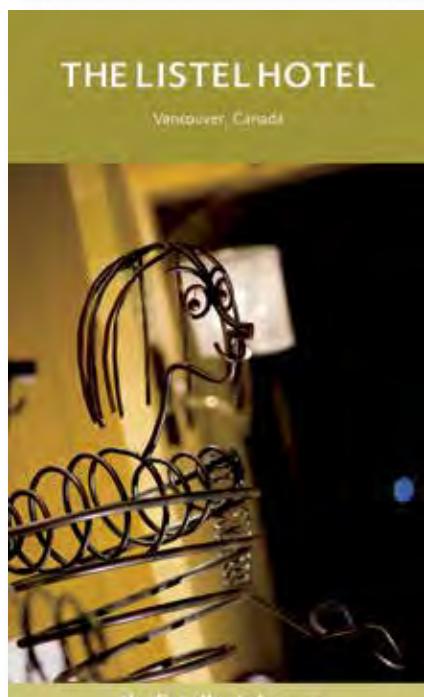
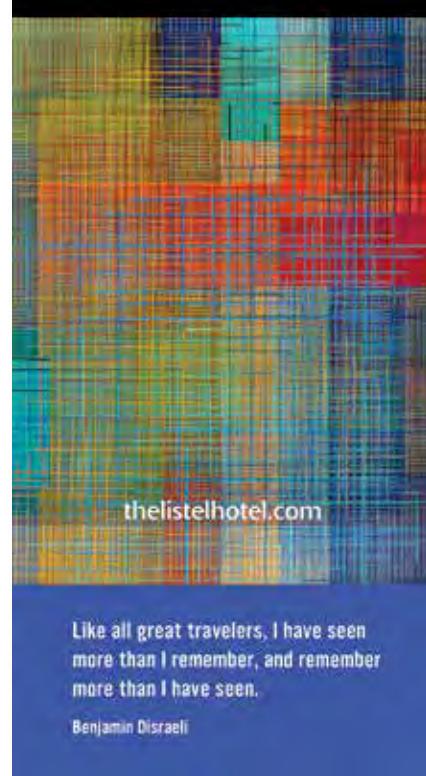
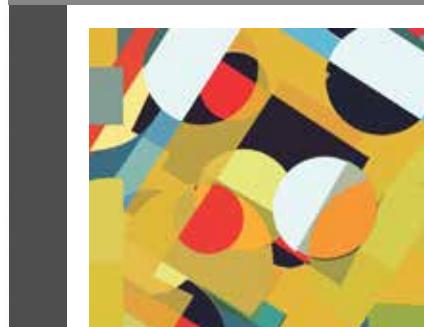






The aim of every artist is to arrest motion, which is life, by artificial means and hold it fixed so that a hundred years later, when a strange looks at it, it moves again since it is life.

William Faulkner



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

Thomas Merton

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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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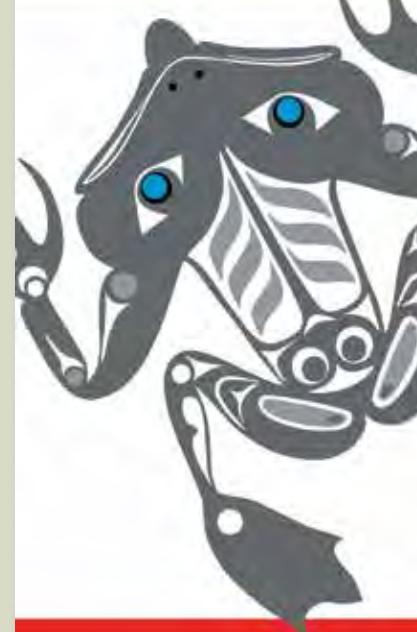


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"Art is much less important than life, but what a poor life without it."
Robert Mowatt



Official host hotel of the TD Canada 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

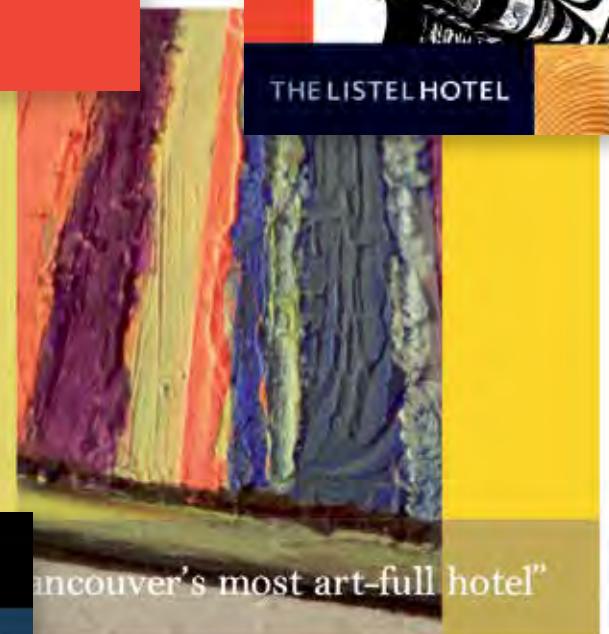


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JUNE 3RD, 2012 IN OUR UPPER LOBBY GALLERY.



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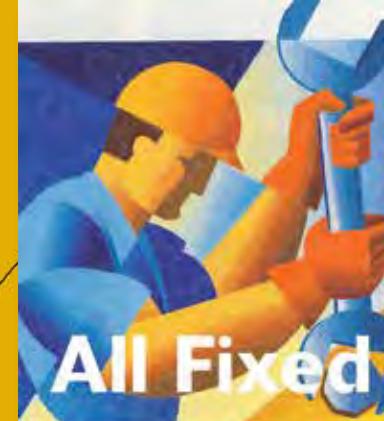
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Merry Christmas
& Happy New Year

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

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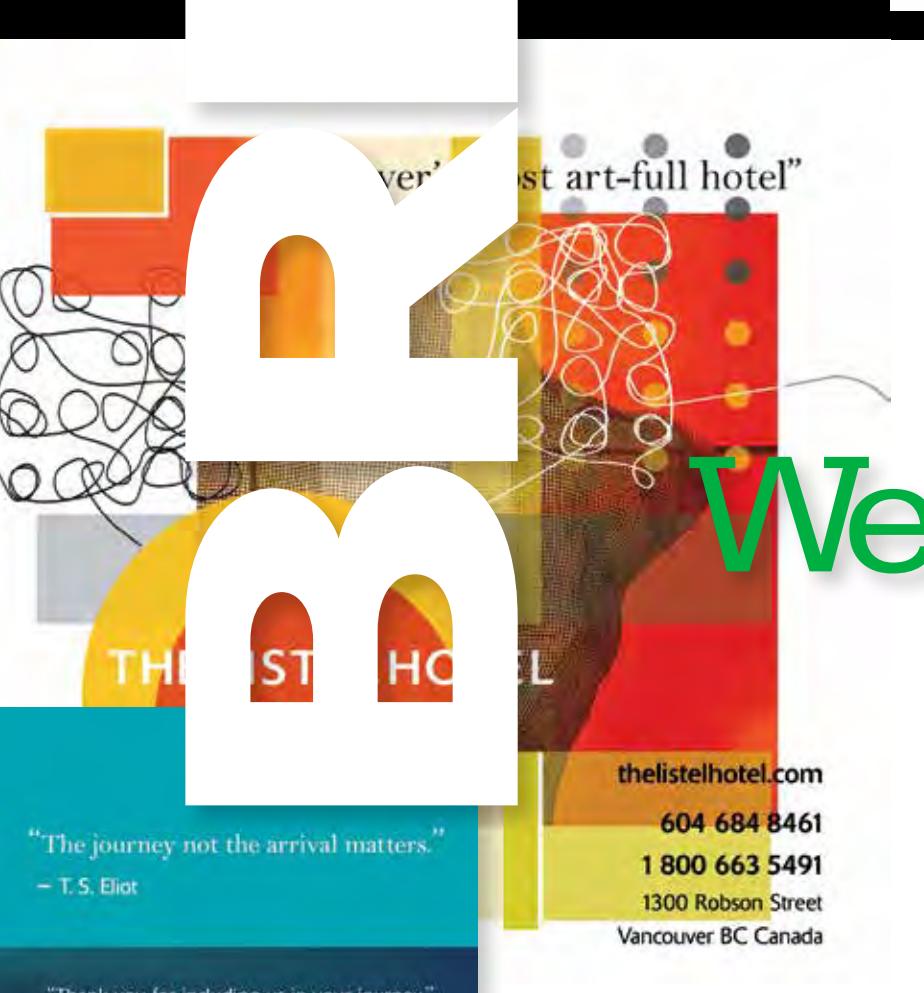
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“Art is not a handicraft, it is a transmission of feeling the artist has experienced.”

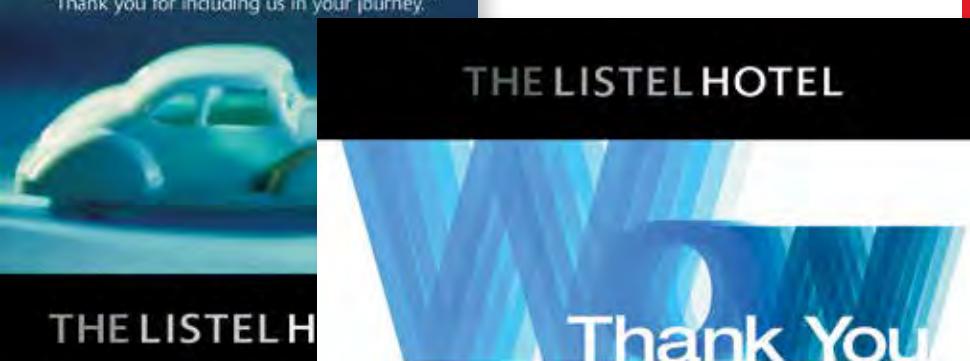
Leo Tolstoy



MERRY CHRISTMAS
& HAPPY NEW YEAR
from all of us at

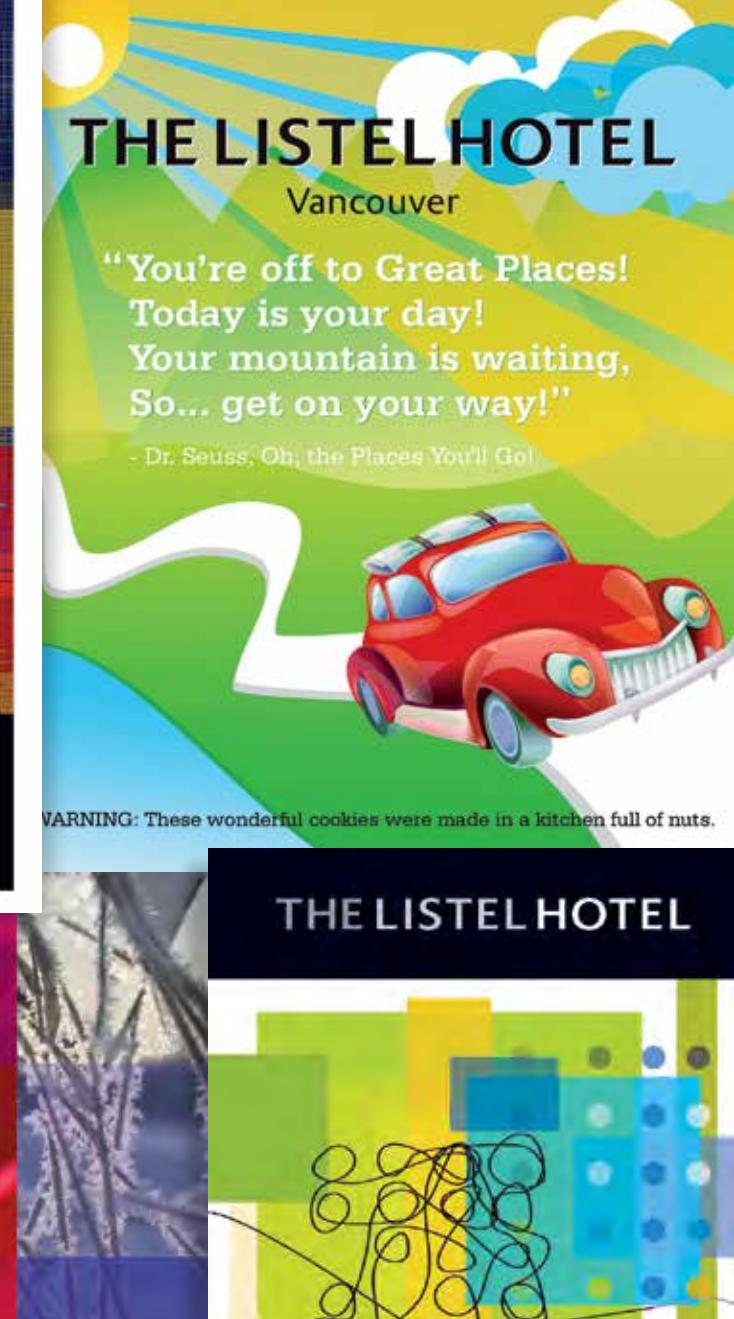
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the
Perfect Little
MEETING
PACKAGE

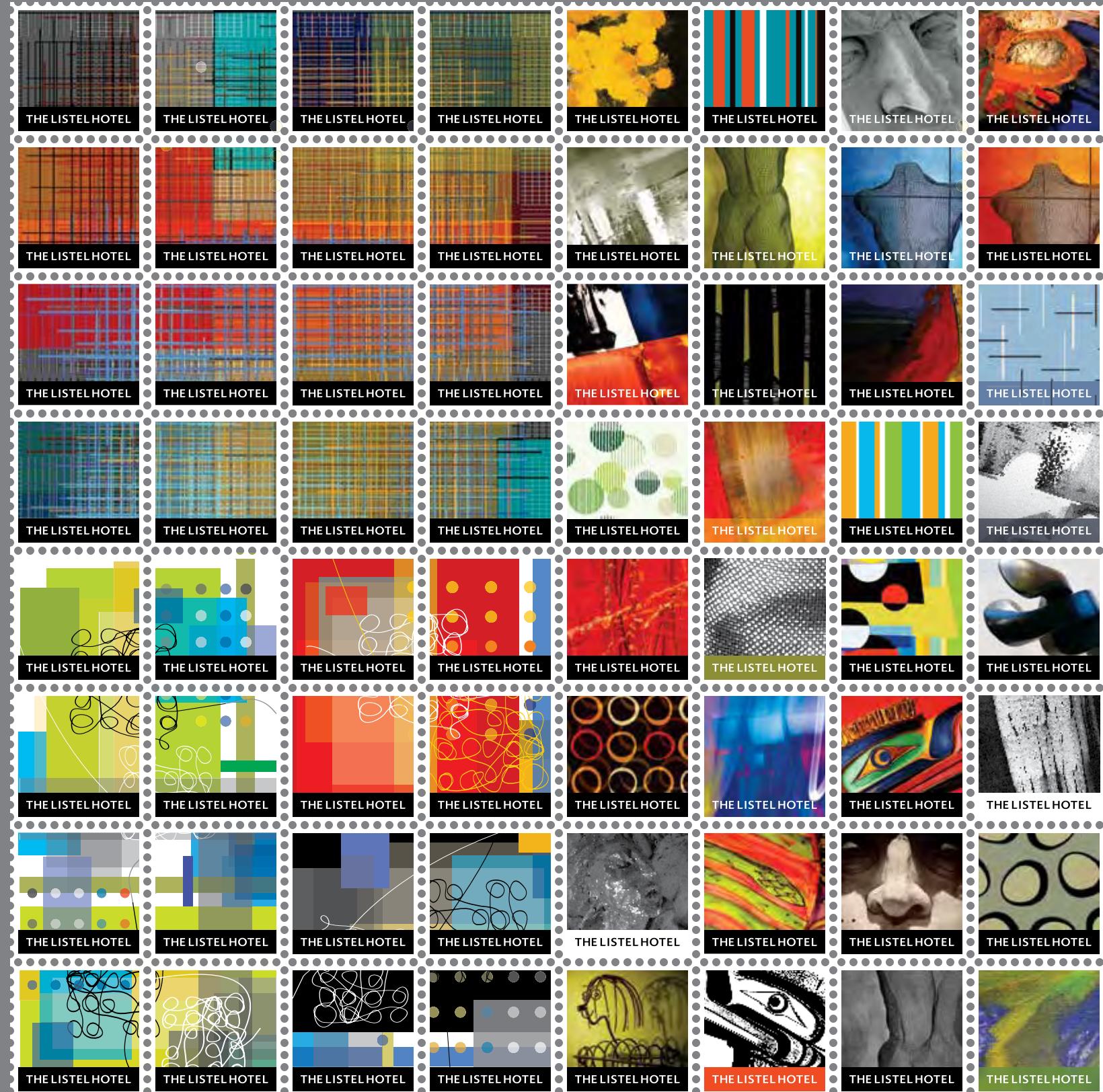


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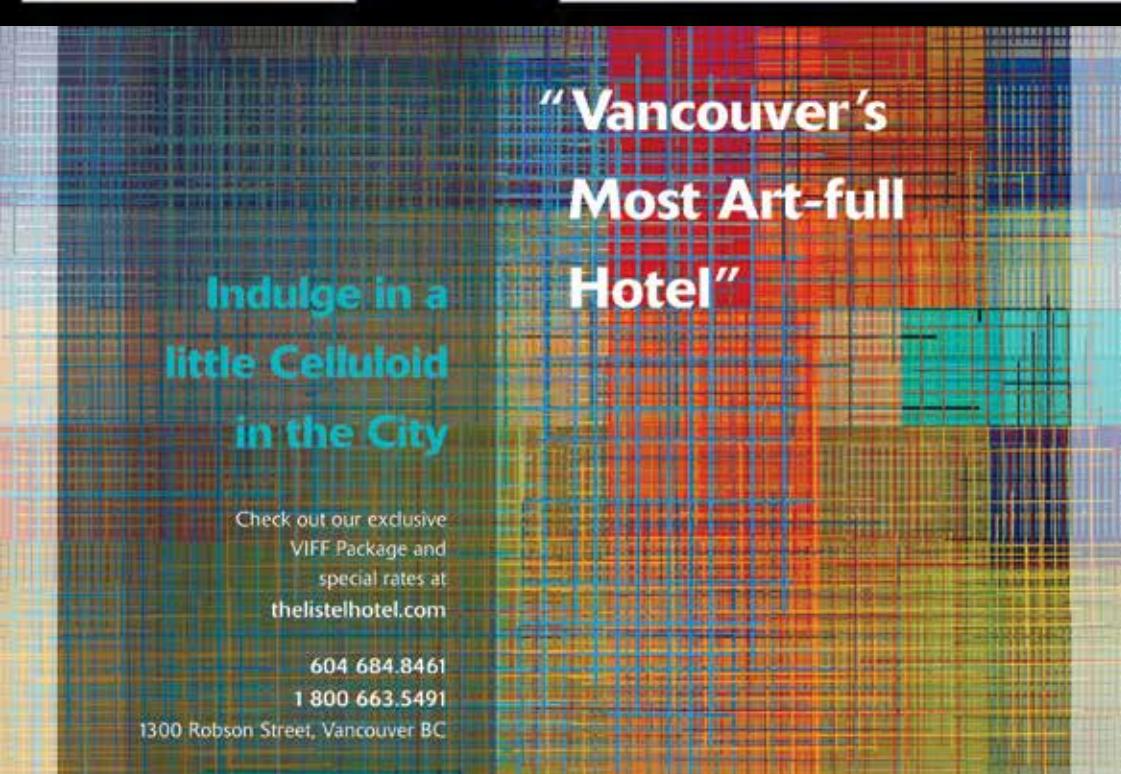
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If art is to nourish the roots of our culture, society must set the artist free to follow his vision wherever it takes him.

John F. Kennedy

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O'DOUL'S
RESTAURANT & BAR

Featuring live jazz, fine food and wine nightly

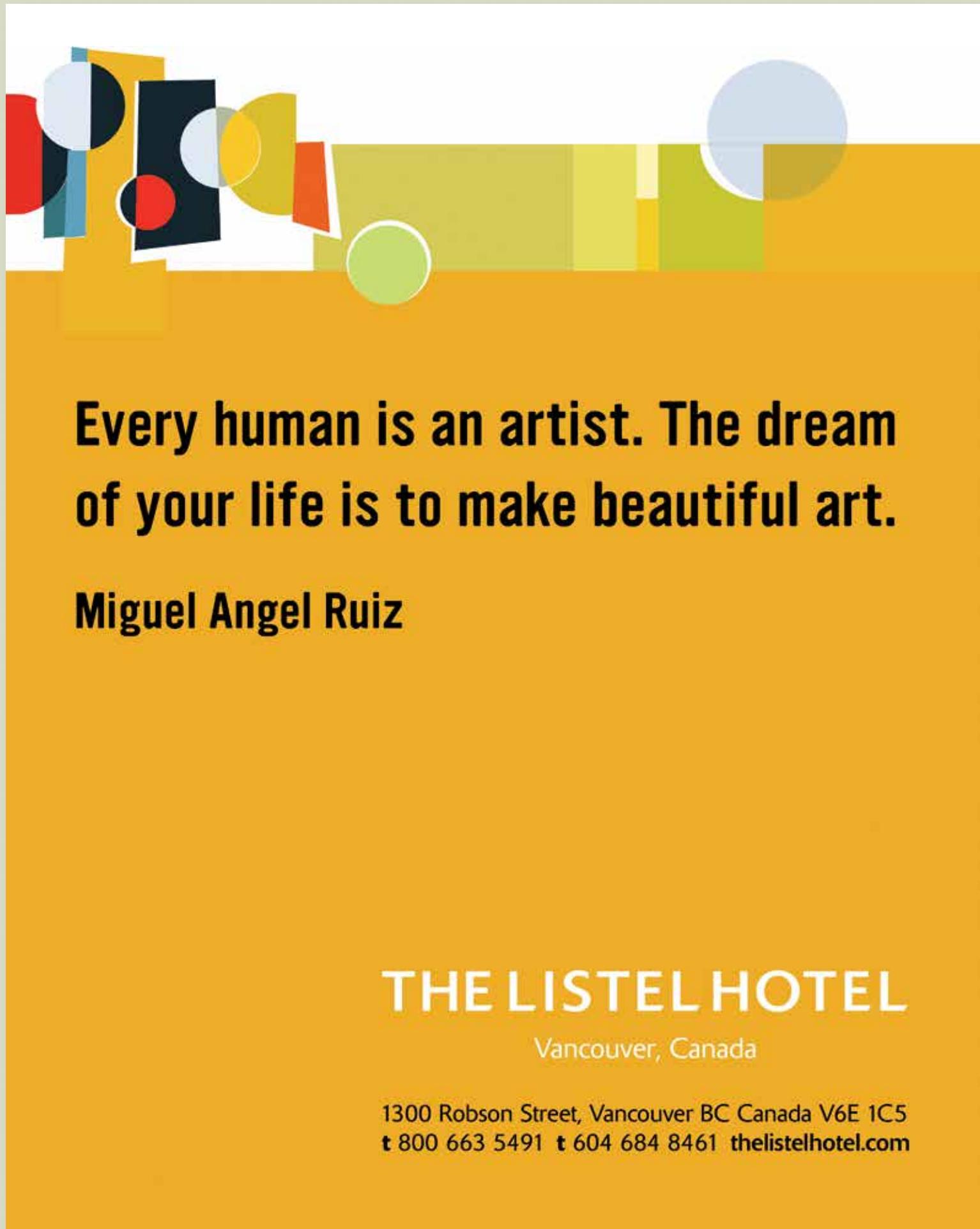
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"Art isn't everything. It's just about everything."
Gertrude Stein

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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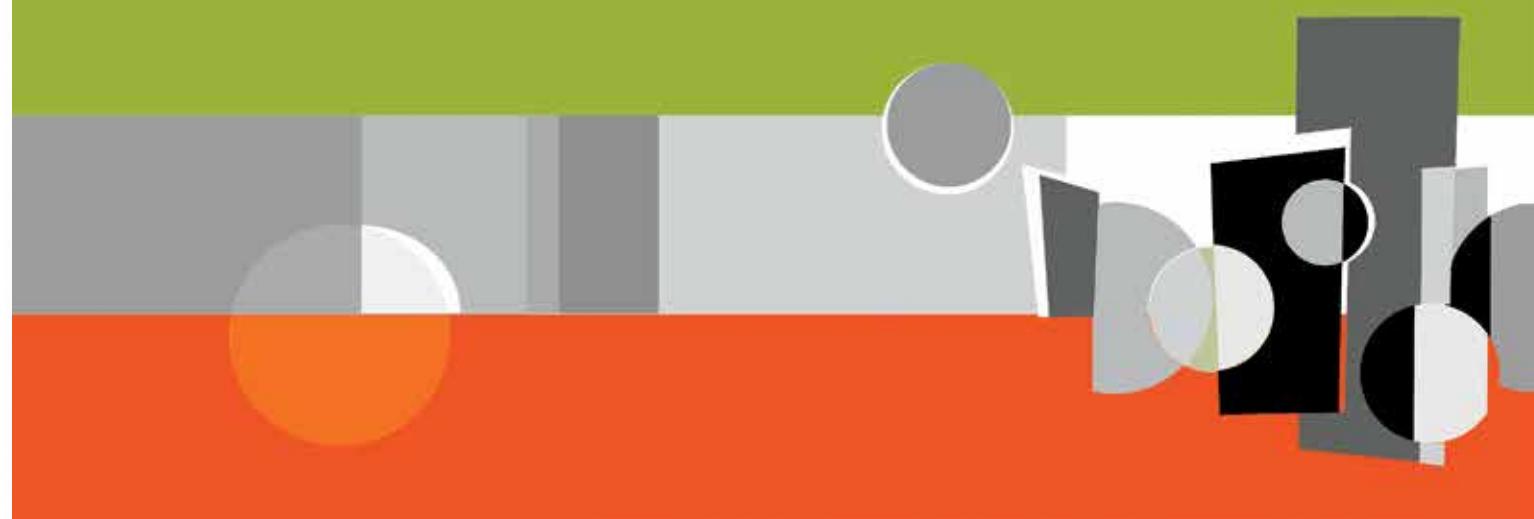
If art is to nourish the roots of our culture, society must set the artist free to follow his vision wherever it takes him.

John F. Kennedy

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

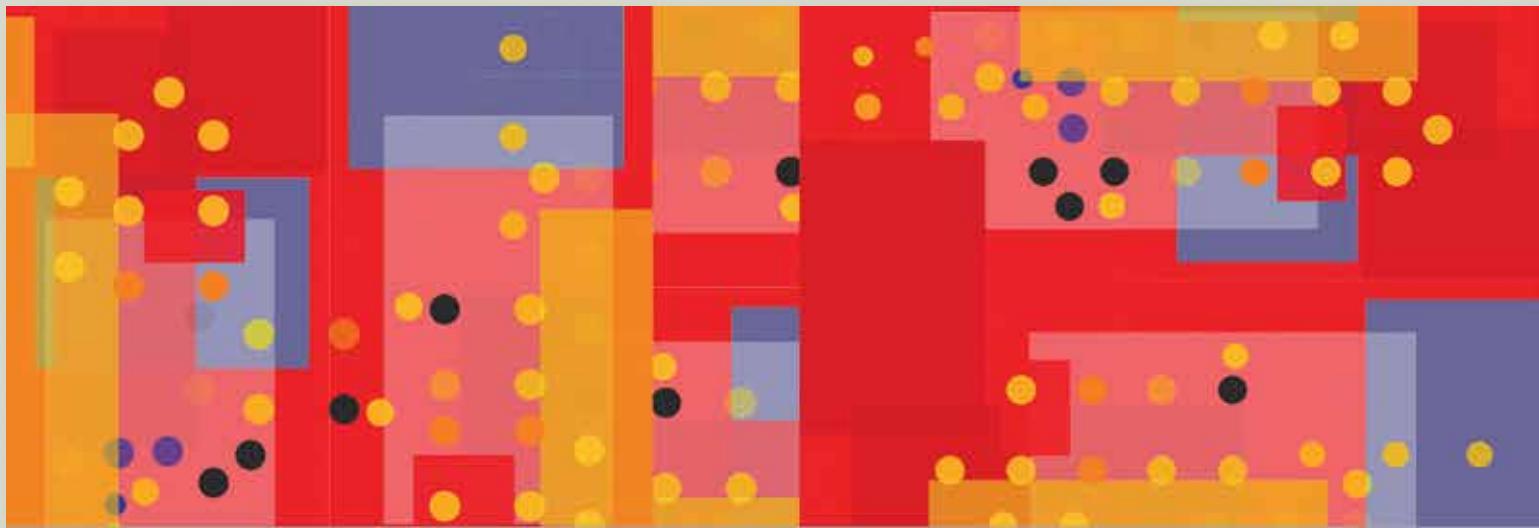
Pablo Picasso

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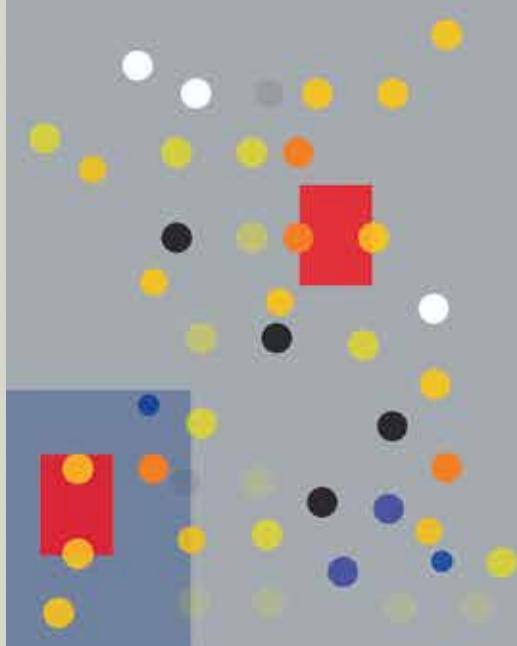
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The real voyage of discovery consists
not in seeking new landscapes, but in
having new eyes.

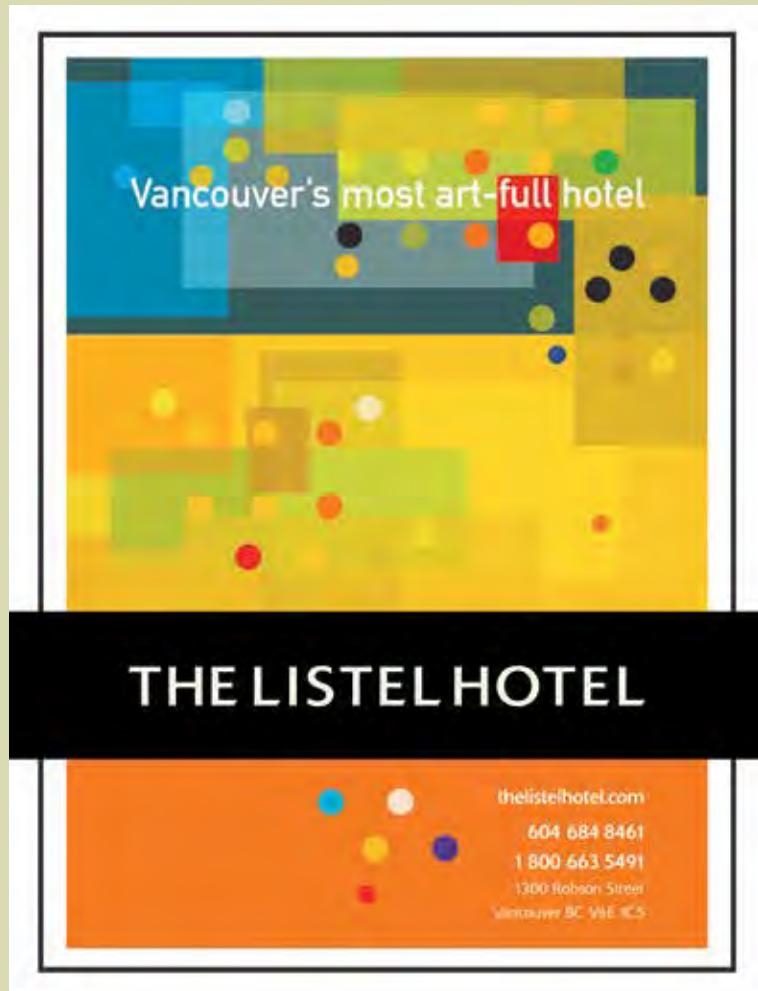
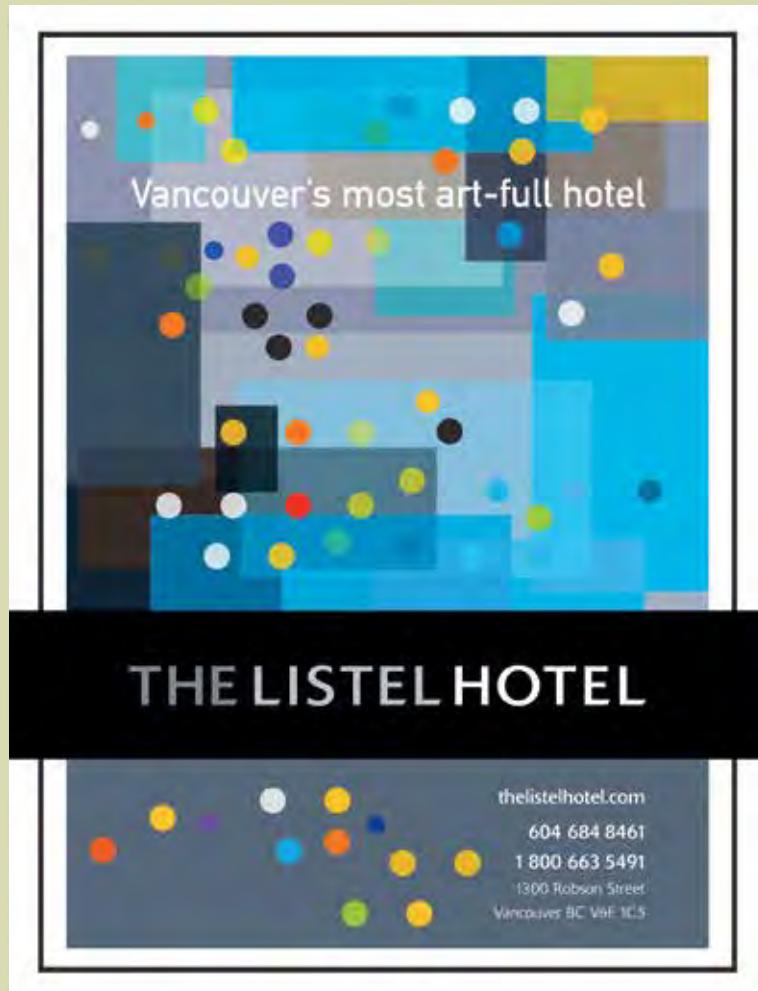
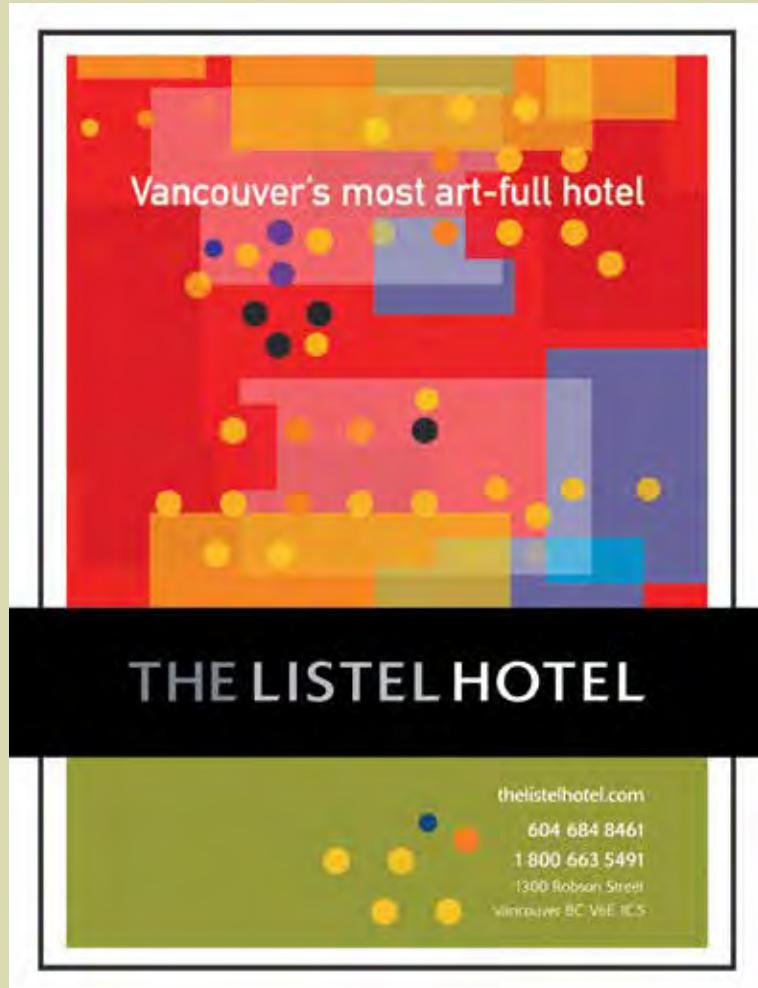
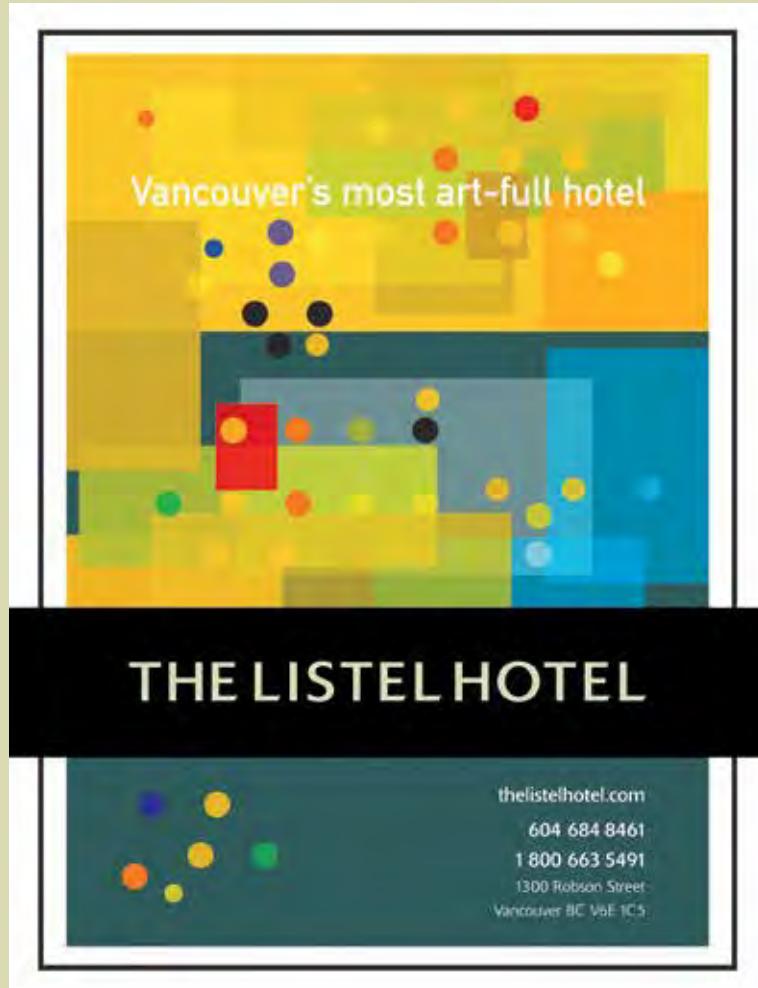
Marcel Proust



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Vancouver's most art-full hotel

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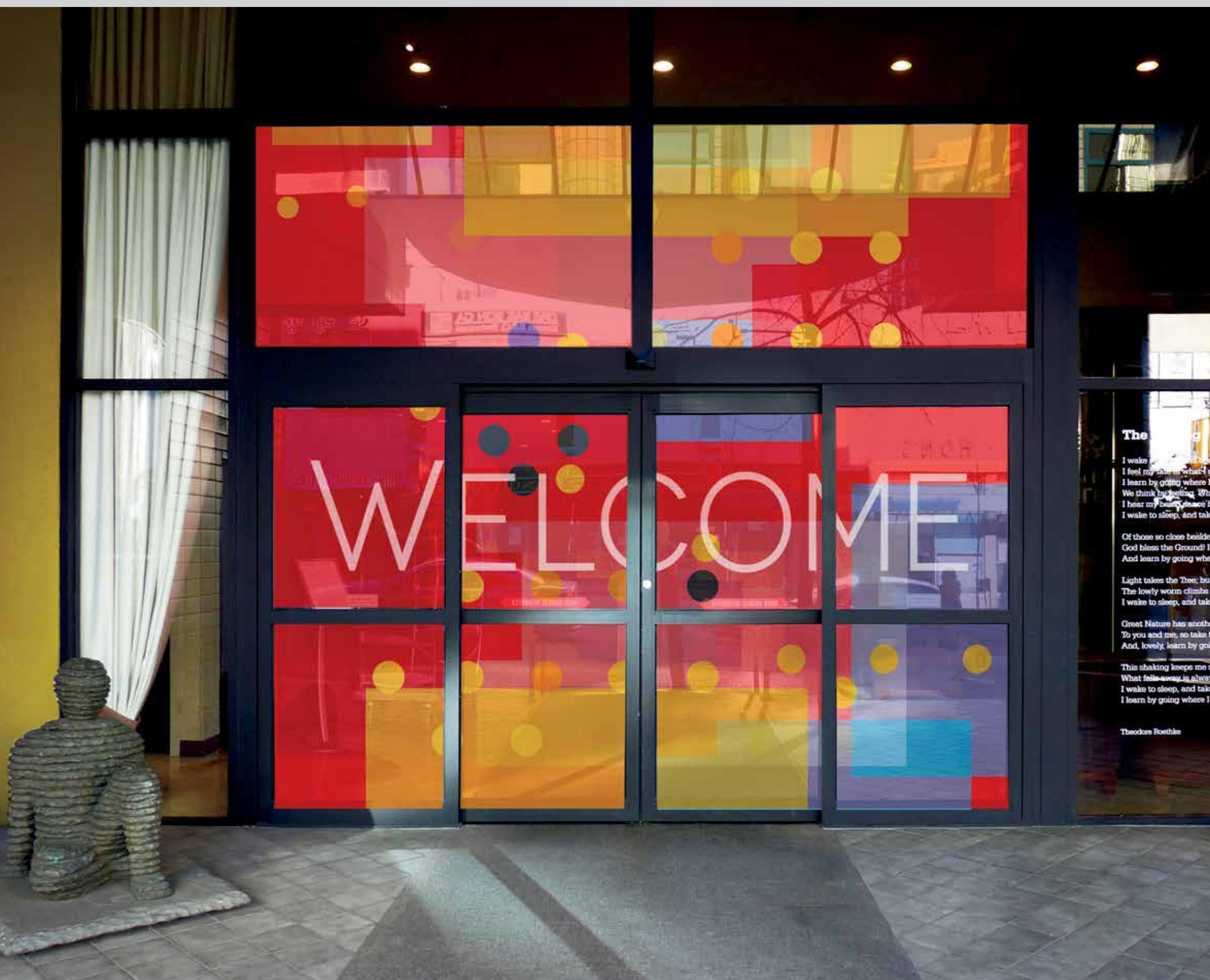
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“Oh James”

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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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John F. Kennedy

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

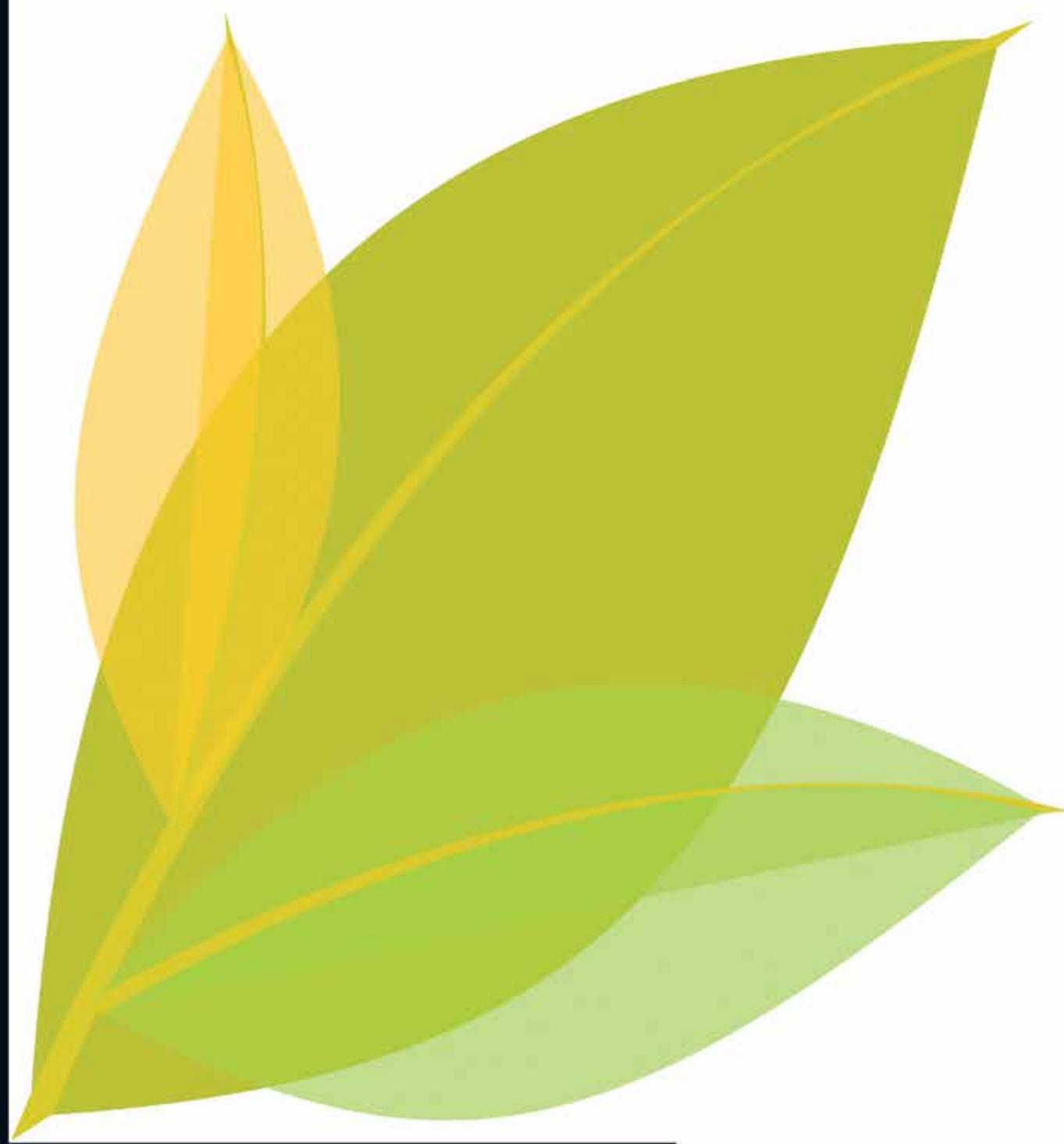
Benjamin Disraeli

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THE LISTEL HOTEL
environment matters



Our Environmental Policy

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What is our policy?

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We are committed to the protection and sustainability of the natural world.

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What role can we play?

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Operate in an environmentally responsible manner and minimise the impact of our activities on the environment.

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Our reference points

THE LISTEL HOTEL
environment matters

- Minimise waste by improving efficiency
- Actively promote recycling
- Encourage staff involvement
- Training programmes to raise awareness
- Purchase environmentally responsible items
- Make environmental considerations an important aspect of decision-making
- Encourage environmental awareness at home
- Comply with all applicable environmental legislation and strive for best practice

THE LISTEL HOTEL
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Recent capital investment

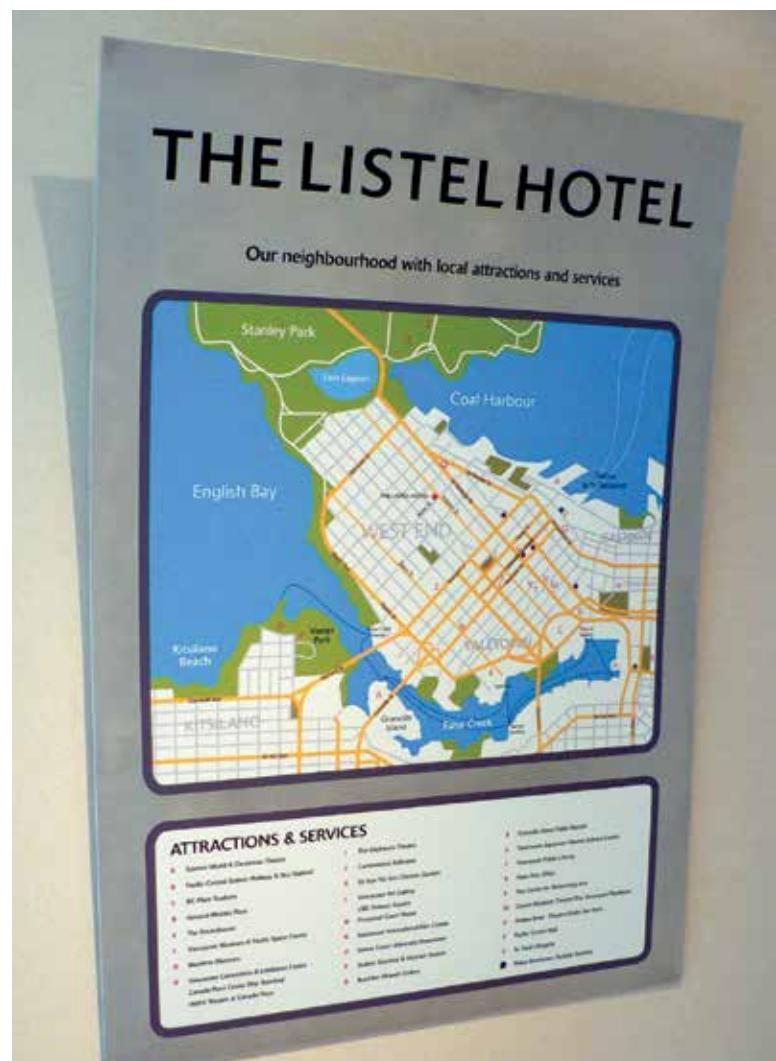
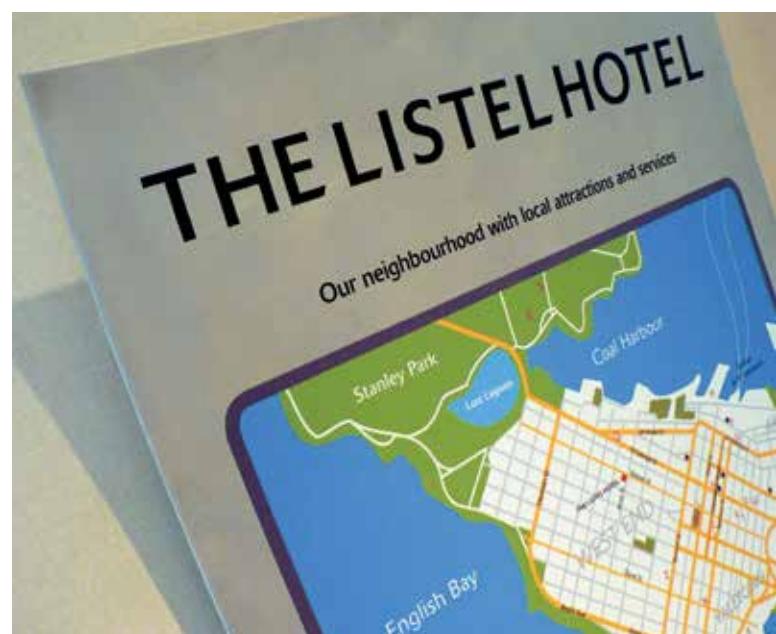
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environment matters

The Listel Hotel is the first hotel in Vancouver to install a cutting-edge renewable energy system. The hotel is reducing its carbon footprint -- and annual energy expenses -- by installing solar panels and a highly efficient heat recovery system.

We are now tapping into the sun's abundant and easily-accessible alternative energy via solar thermal collectors to lower our heating costs and, most importantly, our carbon footprint. We expect to reduce our carbon gas emissions by 170 tons annually.

THE LISTEL HOTEL
environment matters



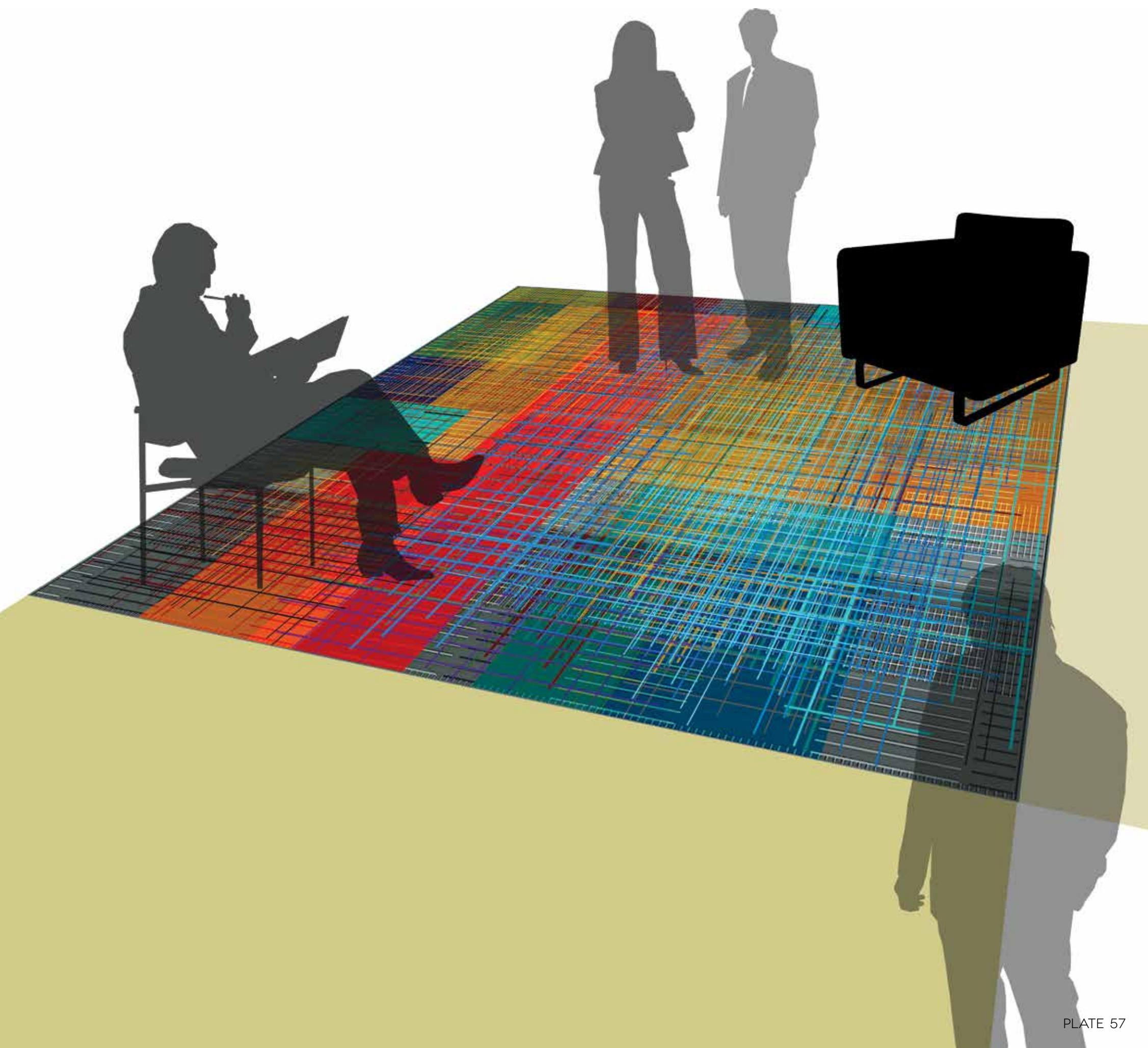


ABSTRACT THINKING

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 *vise 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.

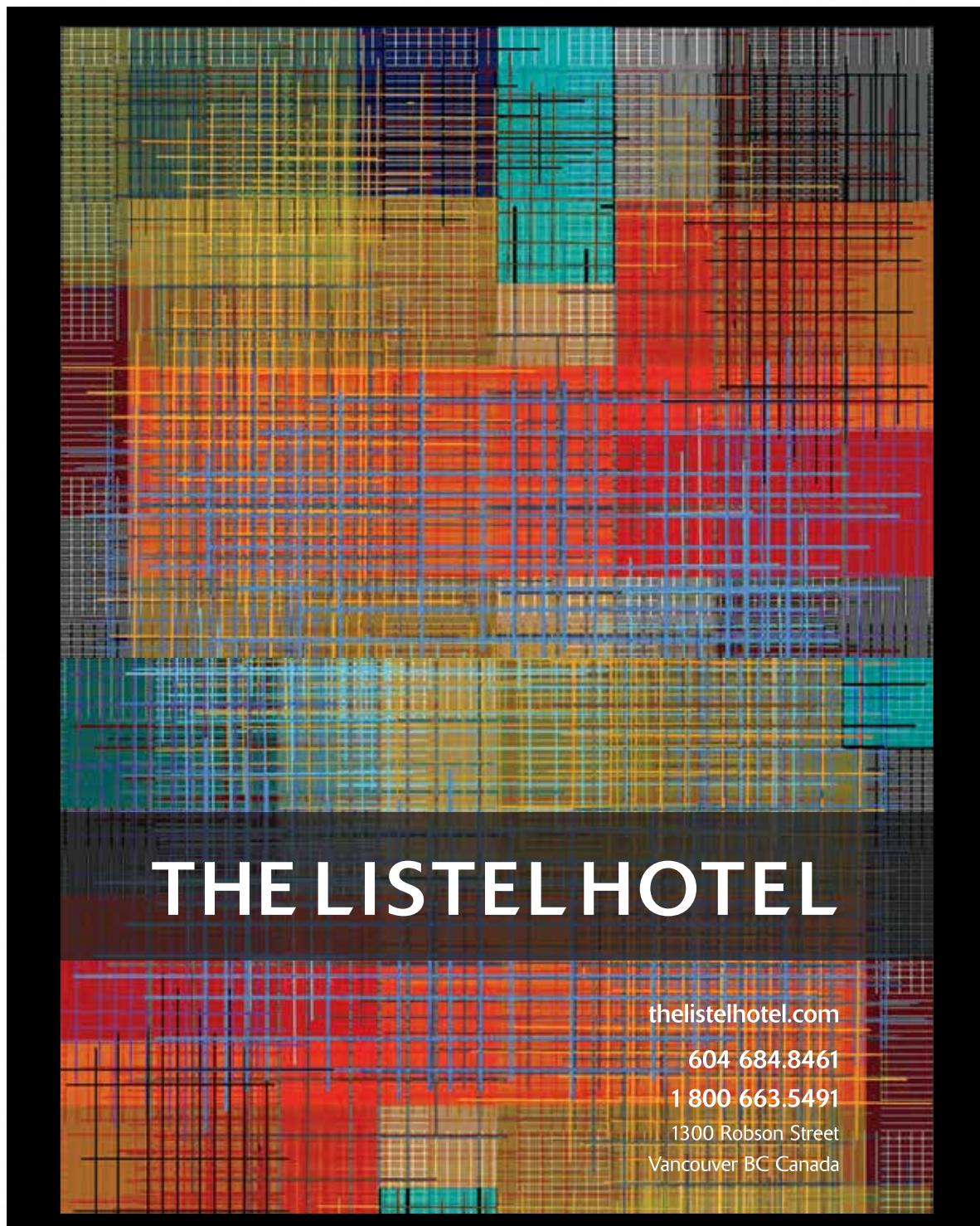
My recent years spent in London, England have been highly instrumental in helping me formulate new design interpretations for both clients and personal inquiry. Being a centre of design thinking and exploration, along with the relative accessibility to exciting new technological and manufacturing developments,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

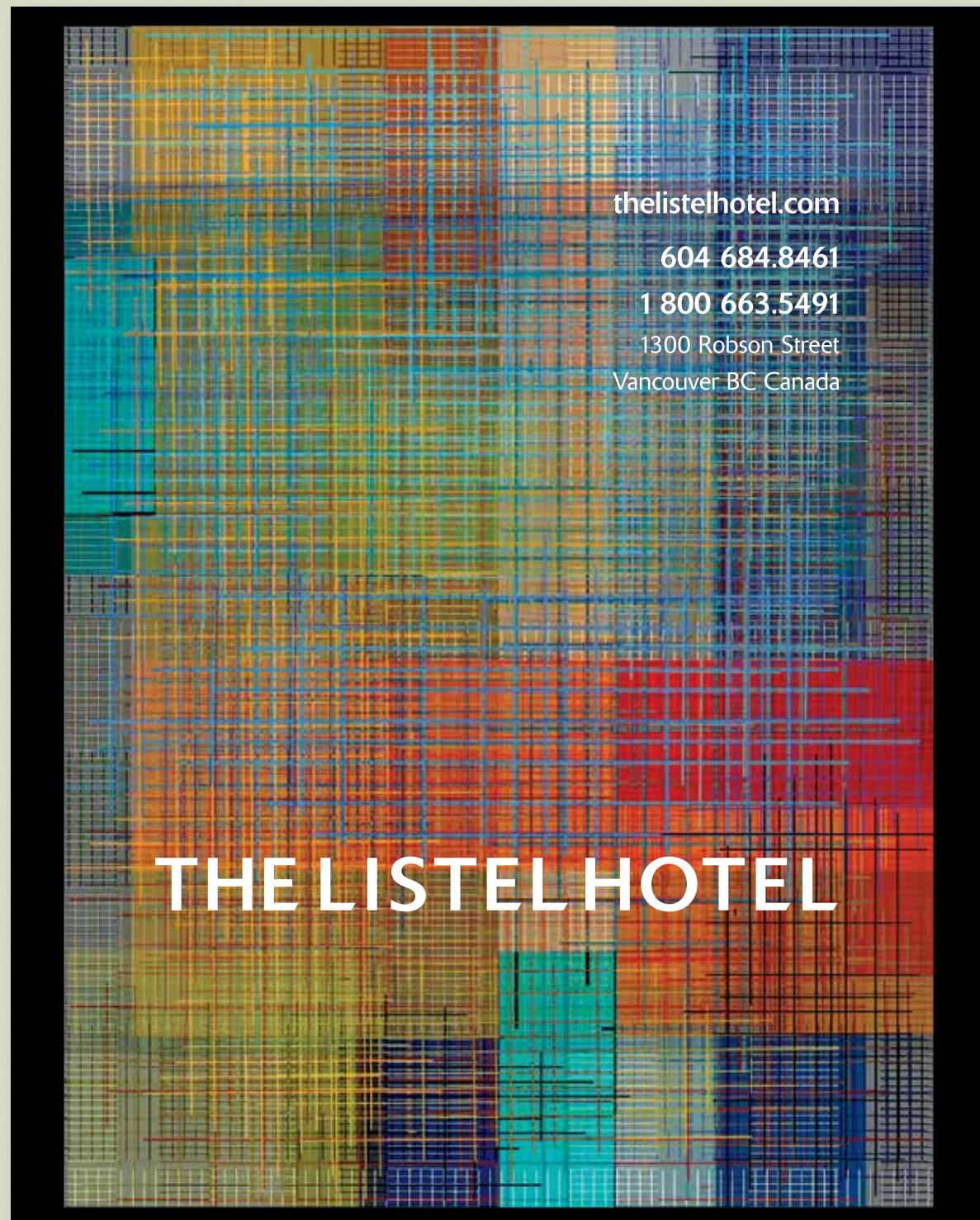
This work represents my collection of concept design applications initially conceived as a textile project. At the outset, I envisioned area textiles, rich in texture and colouring forming the basis for the spatial language for one of the meeting room facilities within the hotel, namely the Abstract 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.

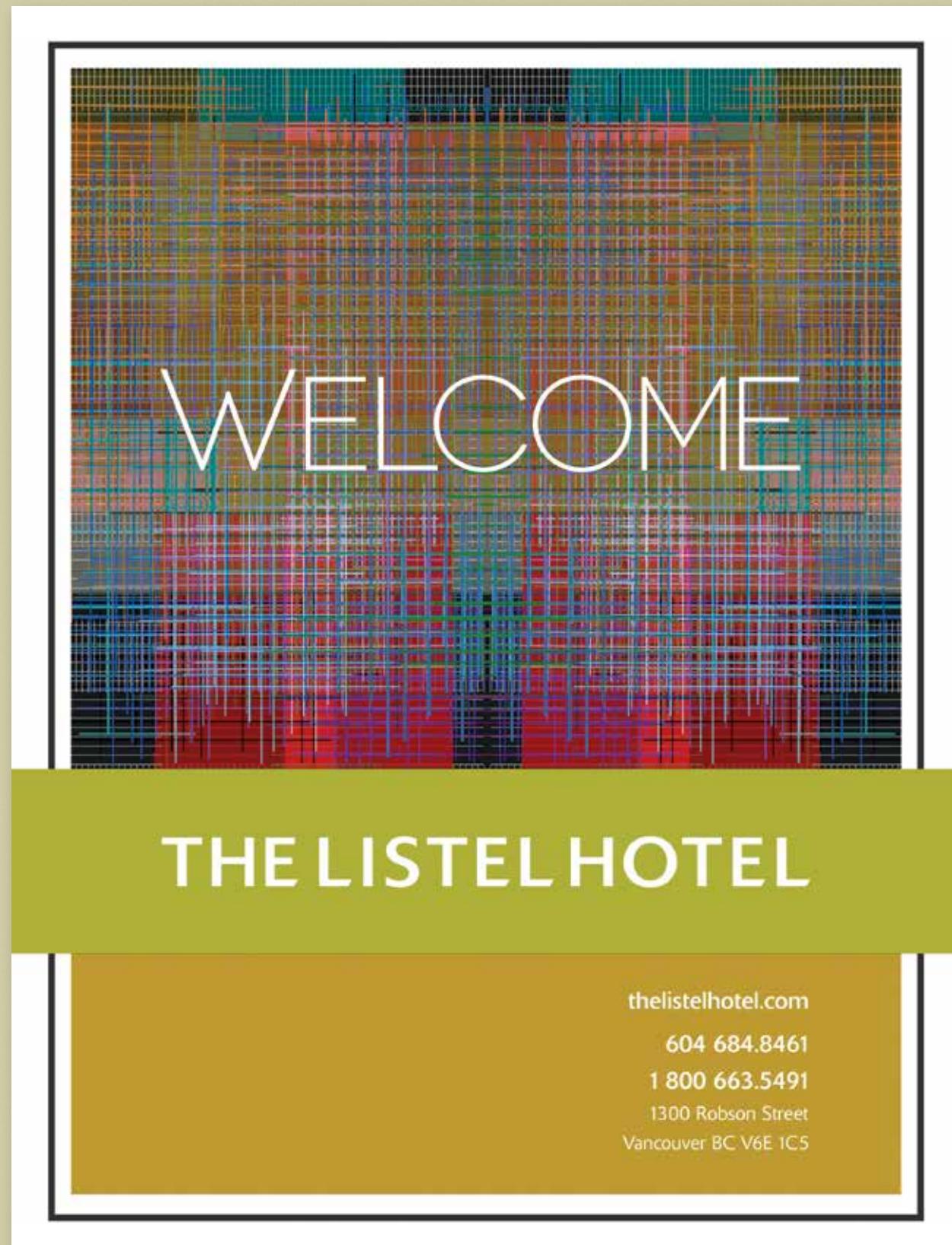














O'DOUL'S RESTAURANT & BAR

O'Doul's Restaurant & Bar, the flagship dining experience at The Listel Hotel began it's 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".

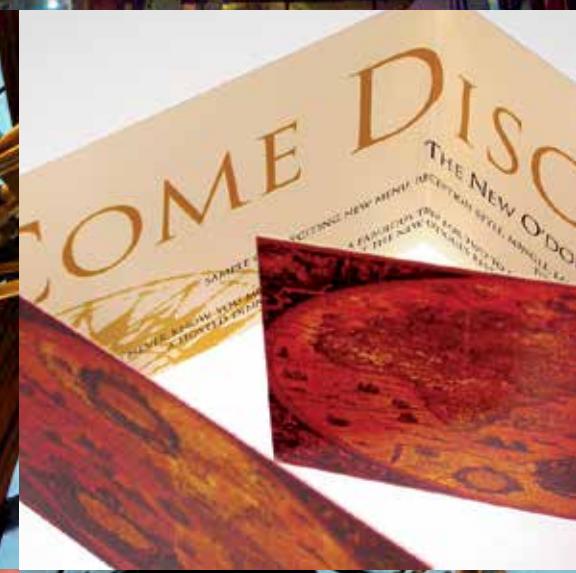
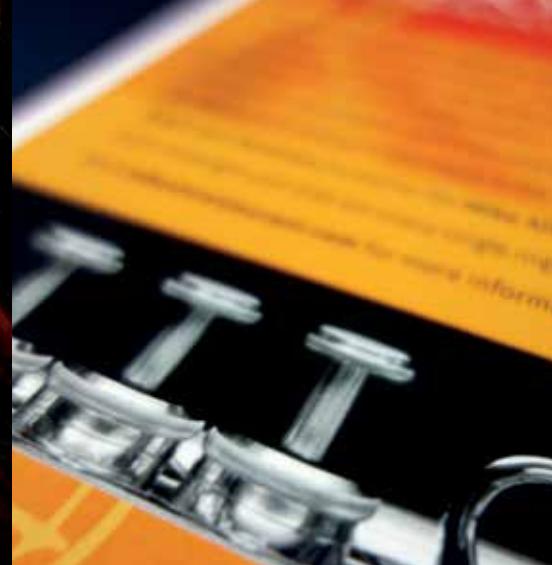
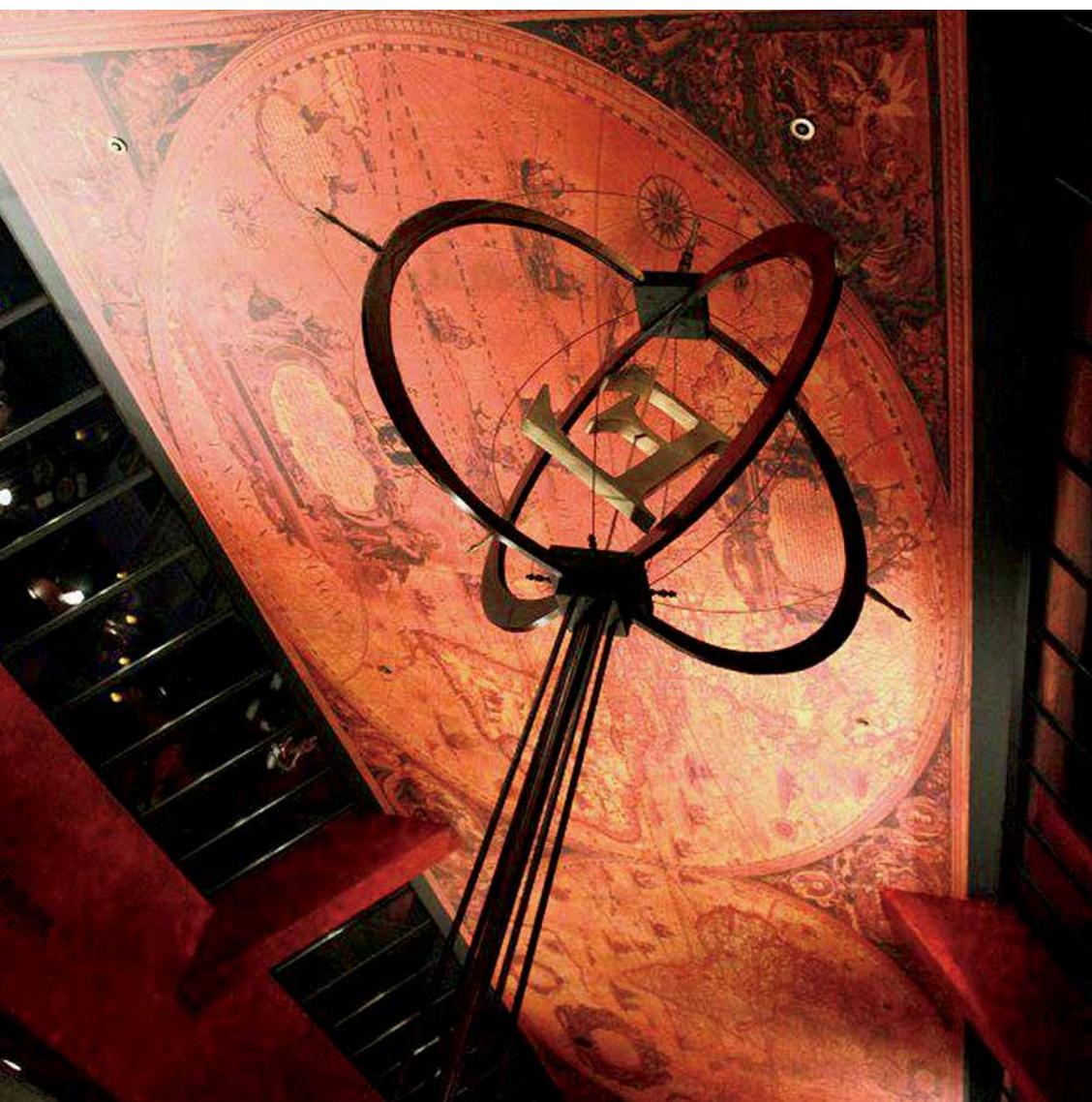
Thematically anchored by the cartographic ceiling map spanning 900 sqft, at a time when theme restaurants were "less-in-vogue", O'Doul's continued to successfully buck the trend. In addition to this magnificent ceiling treatment, I designed and fabricated numerous objects including the spectacular 8'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

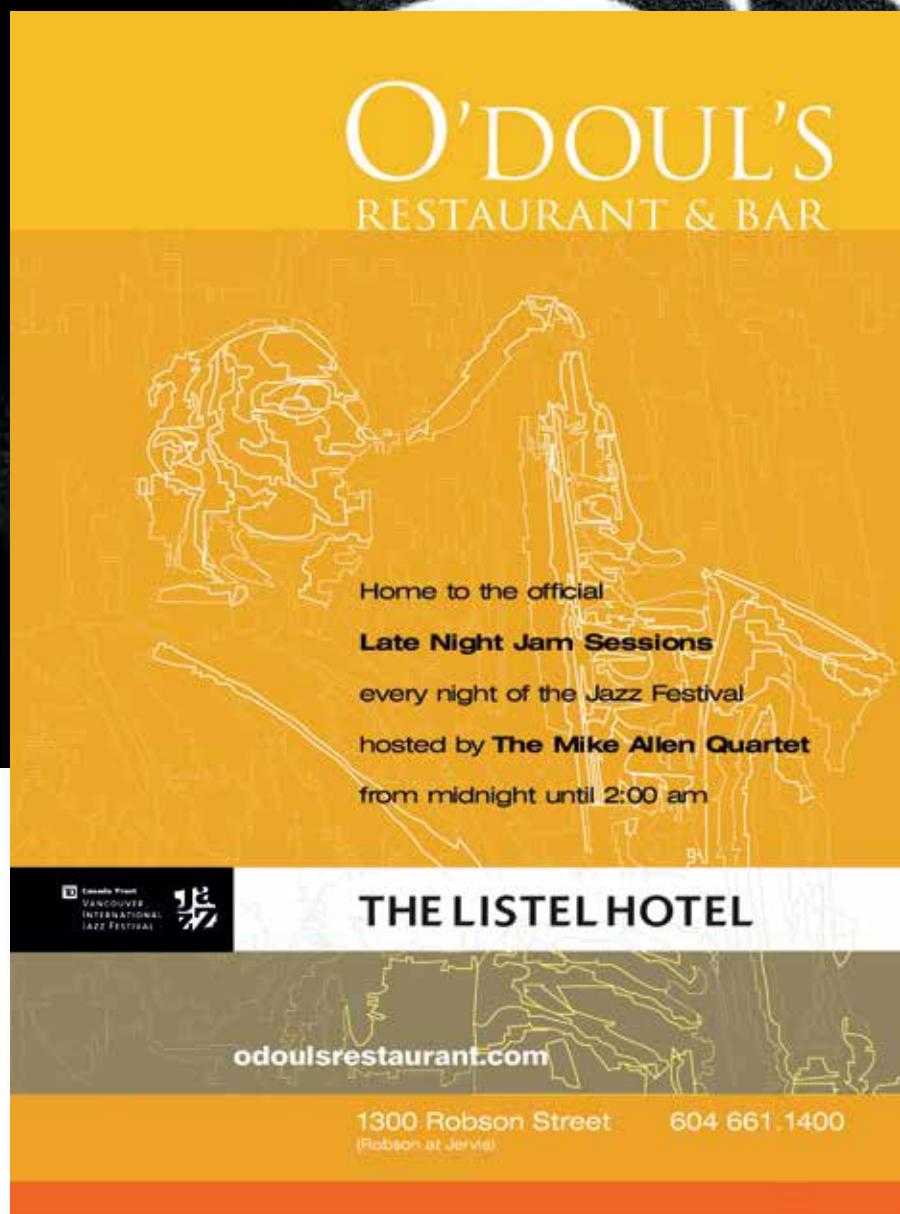
Additionally, the brand language informed all subsequent print and digital advertising, sales and marketing collateral, website design and development, stationery, special event promotions and the complimentary catering initiative—O'Doul's Outside. The pages that follow showcase some of these designed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

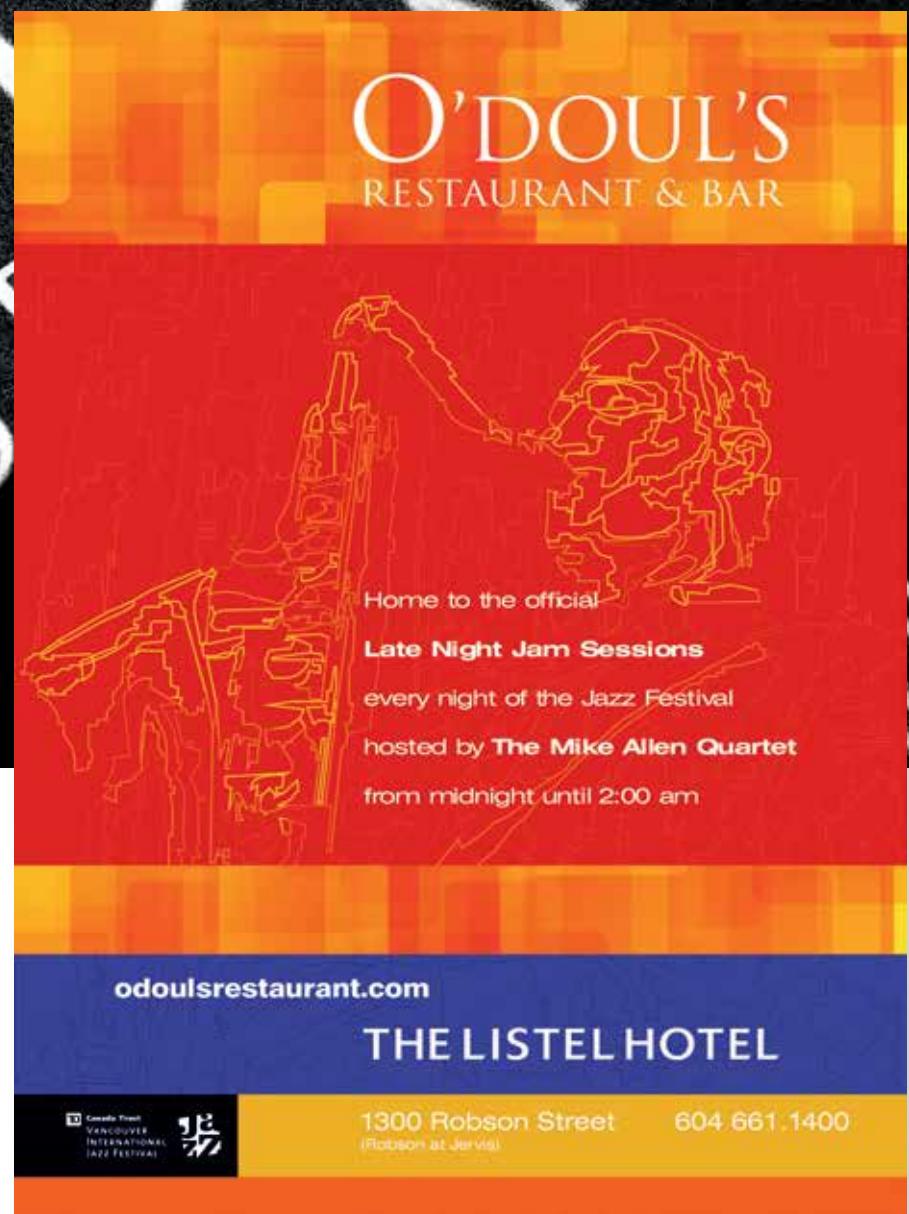
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from midnight until 2:00 am

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O'DOUL'S
RESTAURANT & BAR

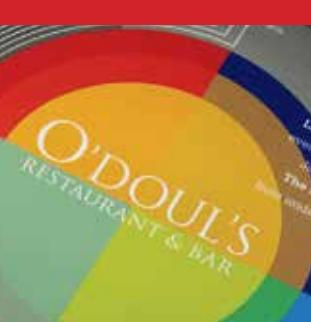
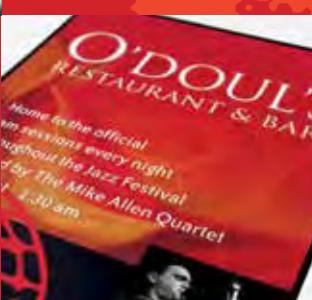
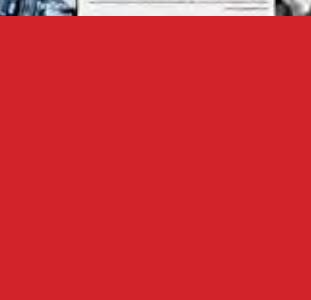
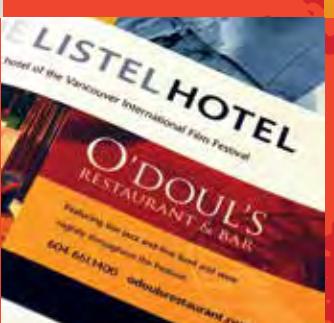
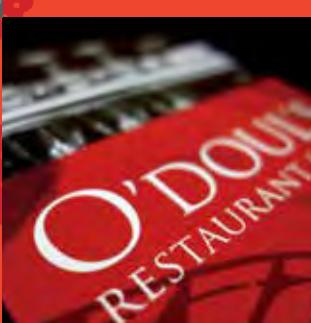
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from midnight until 2:00 am

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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@gqrdf.com and for more information in how GILES can assist you in your personal or business initiatives, please visit gqrdf.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.