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Ashbank awarded Gold Design Medal

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Ashbank Design Studios' transformation of the public areas of a popular Perth hotel has won a Gold Design Medal at the 2011 Scottish Hotel Awards. The Parklands Hotel in Perth won the medal for the tasteful refurbishment of its Reception, Lounge and Restaurant, exchanging their tired and dated 1980s decor for a fresh, contemporary appearance in line with the aspirations of the hotel owners.

The chairman of the judging panel, Gary Maclean praised the hotel, saying, "The recent investment in the ground floor has produced a design which complements the dining experience."

According to Katie Buchanan of Ashbank Design Studios, "The owners asked us for a co-ordinated approach to the redesign of the hotel's public areas, keeping the location and history in mind while moving with the times."

On arrival at the Parklands Hotel, bold flashes of aubergine & pink lead you from the front door into the newly refurbished hall. The background soft slate grey tiles then guide you through to the main reception featuring a newly clad reception desk in textured wenge panels and glamorous black granite top. These are offset by the textured metallic feature wall behind and the oversized shades, decorated in an organic Japanese floral silk, above, all reflected in a decorative mirror suspended above the recess of the original fireplace, now picked out in electric pink.

Adjacent to the reception is the original stairwell with its decorative balustrade and original glass cupola above. This too has been treated to a contemporary facelift, with dramatic broad stripes in fresh green and cream leading up the stairwell, illuminated by simple linen wall lights and complemented by a muted tartan carpet in natural shades.

The lounge continues the natural theme with warm neutral walls and seating and the same subtle tartan carpet while the window is dressed with contemporary floral printed curtains in darker tones and rich metallics. Vivid accents of chartreuse, aubergine and pink in the feature shade, accent scatter cushions and artwork bring the room to life.

The dining room flows from the lounge with restrained sophistication. Its neutral interior is brightened by clever Scottish references in the form of abstract thistle motifs introduced by Timorous Beasties fabrics and wallcoverings, antler wall lights, and a pair of cast aluminium stags heads. For evening dining, jewel-tinted nightlights echo the bold flashes of colour used in the other areas.

Describing the new look, Ms Buchanan commented, "The spaces flow seamlessly from one to another yet each has its own unique identity. The interior is an eclectic mix of old and new paying homage to the hotel's parklands setting and with subtle contemporary Scottish references."

Ashbank Design Studios specialise in interior design for the hotel industry, working on projects across north and central Scotland.

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