

Marriott International

Moxy Hotel and The Residence Inn





Client

Marriott International and
Cycas Hospitality

Creative Partner

Frank Ellis Architects

Contractor

Morgan Sindall

Location

Berkshire

In 1964, Gerry and Sylvia Anderson's first Thunderbirds TV series was created in Slough, a program that enthused the imagination of a generation. This slice of iconic British Culture provided the inspiration for Marriott International's first dual-branded property in the UK, with the Moxy hotel partnering the Residence Inn brand.

The Moxy hotel boasts 152 luxury bedrooms in total, while the Residence Inn features 92 long-stay suites, with an additional 4,100 ft² of restaurant and retail space. The challenge for the signage and wayfinding scheme was to create a buzzy and vibrant place to stay, play and work with a nod to the styling of the iconic Thunderbirds series in the Moxy hotel, balanced with a subtly sophisticated homely feel for the Residence Inn.



Through a series of workshops and discovery with key stakeholders, Cobal developed the design produced by FCA into a cohesive internal signage and wayfinding scheme to support visitors in navigating and engaging with the space.

The Moxy brand was created for the young at heart, celebrating non-conformity, open-mindedness and originality above all to create somewhere to kick back, have fun and make memories. This playful attitude, combined with the Thunderbirds theme, has been considered in all the wayfinding and environmental graphic designs.





A cohesive collection of suspended and wall-mounted directional signage helps visitors seamlessly navigate the space and instantly feel relaxed and at home. The core wayfinding signage is shaped to represent a speaker and is manufactured from matt black acrylic. Information was printed directly to the surface, catering to visitors of all groups and abilities, ensuring the legibility of text and symbols while providing longevity.

The playfulness extends throughout core areas, with silhouetted environmental graphics of the International Rescue's core fleet of rescue vehicles in each lift lobby. With one vehicle per floor, this thematic element supports visitor orientation and connection with the door number signage for each room also showing the vehicle symbol.

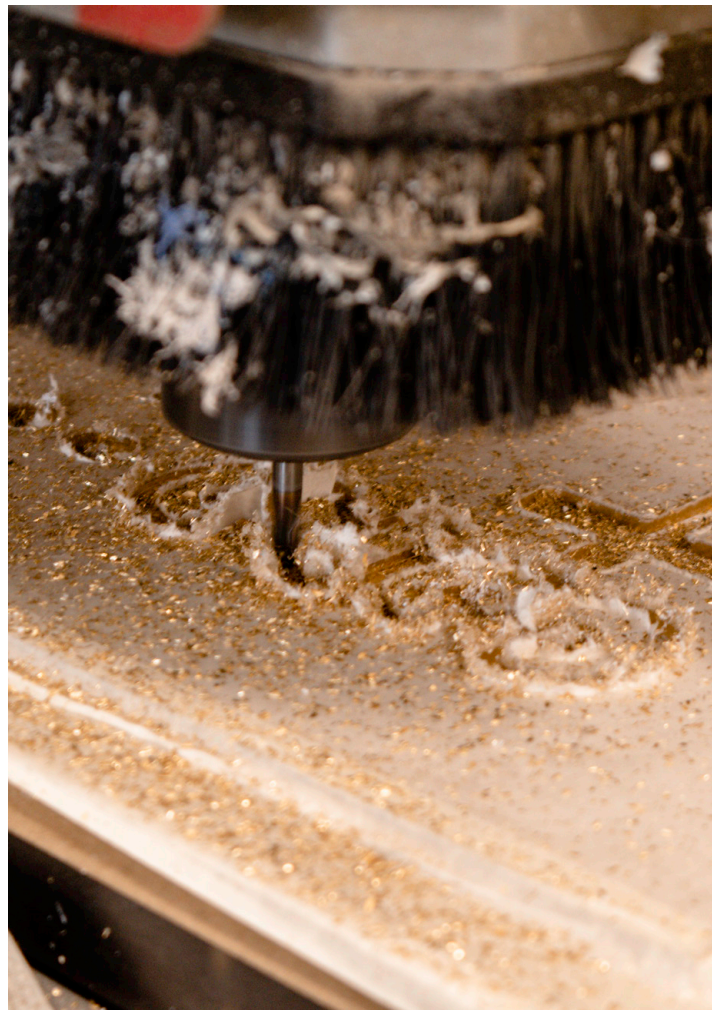
The guest bar is finished with a magnetic letter board running along the bar itself, complete with a chalkboard spanning all the way along the top. These can be customised with any message, such as a message for guests, drink suggestions or as a specials board. The final touches include lightboxes and figurines, including Thunderbirds characters, dotted around the restaurant and bar area to bring this spirited aspect of the brand this communal space.



The Residence Inn section of the hotel was thoughtfully designed to be elegant and timeless - a space that has been curated for clients with a longer stay in mind. This premium feeling is apparent from the very beginning of a guest's journey as they are greeted by a hand-crafted Residence Inn logo, manufactured from English oak and finished in brand colours, contrasted against a lighter hardwood sculptured wall.

Each step along the guest journey has been crafted and considered to enhance the visitor experience at every opportunity. Beautiful satin brass room numbers have been machined and hand-finished to adorn the entrance to each suite and create a sense of occasion. These have been skilfully paired with directional signage which guides guests to all the amazing facilities the hotel has to offer.







The scheme developed for the Moxy hotel creates a vibrant yet balanced fusion between the core brand aesthetic and the Thunderbirds theme, so guests can relive the pop culture of the 1960s through the eyes of the original International Rescue team and enjoy a unique, memorable travel experience.

The wayfinding scheme produced for the Residence Inn encapsulated the brand identity with a timeless, subtle sense of home that provides familiarity to extended-stay guests and apartment residence.

“The level of thought and attention to detail which Cobal put into the signage effortlessly captures our aspirations for the guest experience and reflects the high standard we hold for both our hotels.”

Philip Steiner, FIH

General Manager, Moxy and Residence Inn Slough

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