

# THE KRAVET DESIGN OF DISTINCTION



In the Middle Tennessee State University (MTSU) senior hospitality studio, students develop designs for public and private guest spaces for a hotel. Each student researches the economic, historical, landscape, and regional attractions of an assigned location to define a “theme” in a problem statement used to determine his or her solution. In 2017, students researched Perth, Australia and incorporated the distinctive regional landscape and rich, local history into a concept hotel proposal.

The Kravet Design of Distinction Competition inaugural assignment required students to use ten or more fabrics, upholstered and case goods, and accessories from the extensive Kravet group in their hotel and design a fabric reflecting their research and hotel solution theme. At the end of the semester, students presented their hotel concepts and fabrics to a professional interior design jury in Nashville, TN. Registered interior designers, Holly Baird (NCIDQ, USGBC Director) and Dean Bakkum (NCIDQ, Design Director at Feltus-Hawkins Design reviewed projects and fabric designs. They selected the top three fabric designs based upon creativity, appropriateness for hotel design concepts, and marketability.



### **Jury Day at DeKalb Office Environments, Nashville**

From left to right: Taylor Stacey (*3<sup>rd</sup> place*), Brianna Werner (*2<sup>nd</sup> place*), Arielle Bautista, Megan Watson (*1<sup>st</sup> place*), Leslie Sunthonthip, Brittany Creekmur, Whitney Whitaker, Alicia Nguyen, Dr. Janis Brickey (*professor*) and Alex Brown. Missing: Brianna Buford.



Ready for Presentation: Ariele Bautista  
Samples and Sketches



Jury Presentation in Progress: Brittany Creekmur





Jury Presentation in Progress: Brianna Buford, Holly Baird, and Dean Bakkum



Listening to Brittany Creekmur's Presentation

## Megan Watson 2017 MTSU Winner Kravet Design of Distinction Competition



Dr. Janis Brickey, Associate Professor Interior Design and  
Megan Watson (1<sup>st</sup> Place)





Inspiration Board Megan Watson for Perth,  
Australia Concept Hotel



## 1<sup>st</sup> Place Megan Watson Kravet Design of Distinction



My Fabric for the Kravet competition was inspired by the swans in Swan River and the War Memorial at King's Park in Perth, Australia. The hotel we designed for our senior hospitality project was located in Perth, Australia, and I thought that it would be nice to somehow incorporate the memorial into my project. I used the fabric for the curtains in the guest suites and did two colorways: green for the king and queen guest suites and blue for the king hospitality suite. The idea is that the pattern is abstract enough that one can see the War Memorial and Swan beaks, either together or separately.

Megan Watson - IDES 4770 - MTSU Spring 2017



**2<sup>nd</sup> Place Brianna Werner**

"My fabric design is very simple in the fact that it is directly inspired by iconic Art Deco motifs and symbols. I love the geometry and elegance of the Art Deco style, and I sought to create a design that channeled both of those qualities without being too literal. What I came up with is an Art Deco interpretation of the traditional harlequin pattern. Interlacing diamonds, tapered corners, and gold details make the design distinctly Art Deco while maintaining the familiar harlequin pattern. "

Brianna Werner - MTSU IDES 4770 - Spring 2017





### **3<sup>rd</sup> Place Taylor Stacey**

The flowers chosen for the pattern are known as the Red Flowering Gum (*Corymbia ficifolia*). This flower was chosen because it only grows in sandy, coastal areas similar to the surrounding Western Australian region. This connects Perth's surrounding nature to the hotel, specifically as the bedding in the guest suites. A mint background was chosen in order to complement the design's color scheme, as well as the rest of the fabrics that were chosen for the guest bedrooms.

Taylor A. Stacey IDES4770 Hospitality Spring 2017