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Hotel Design

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Bath trends for the
boomer generation

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The boomer room: Hotel design for the ageless traveler

Boomers, those of us born between 1946 and 1964, have dictated design trends since the invention of Pampers. With one-billion of us worldwide, we are a demographic juggernaut. When it comes to boomer-friendly hotel design, there are several principles on which to rely:



Adriane Berg
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- Design must accommodate our aging, but never be obvious. No one must be singled out by physical incapacity. Design that embarrasses is bad design. Jan Degenshein, architect for the renovation of the Hilton Hotel at Pearl River, New York, asserts, "Universal design must be just part of the architectural landscape." We age differently, but we travel together, so design must seamlessly allow couples, girlfriend groups and business companions to unconsciously keep up with each other.
- Design must provide a luxurious experience. We buy high-quality bedding from hoteliers to bring home. Conversely, we expect the high-quality amenities we have in our homes to be part of our hotel stay. Consider Toto's Washlet, a commode seat that washes, dries and warms you, or its air tubs that provide relaxation without the trapped bacteria of jets. Mr. Steam's Day Spa Package features aromatherapy, chro-

motherapy and music for the shower that creates the experience boomers seek.

- Design for safety to accommodate the vision, hearing and balance issues of normal



SEAMLESSLY UNIVERSAL

Bathroom fixtures that are easy to use for older guests don't have to look institutional.