

# NIGHT HST FOR CHINA



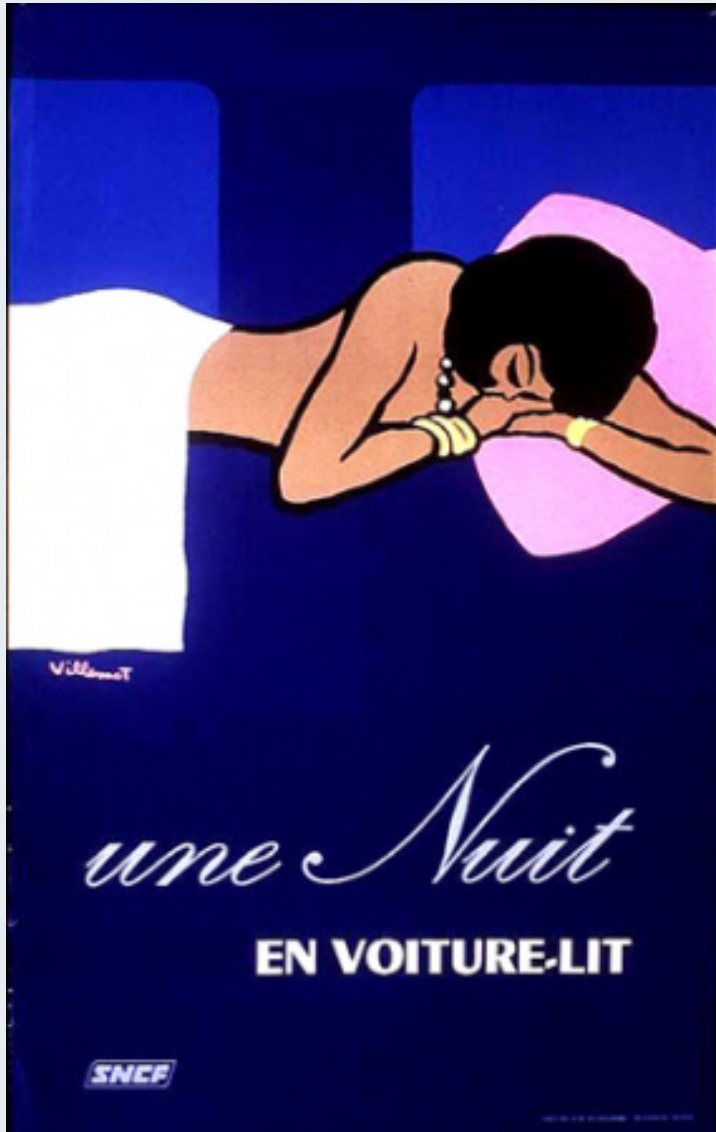
H O N G   K O N G   N O V E M B E R   2 0 1 0

## NIGHT HST FOR CHINA

NIGHT TRAIN : WHAT'S IN A NAME ?



## NIGHT HST FOR CHINA



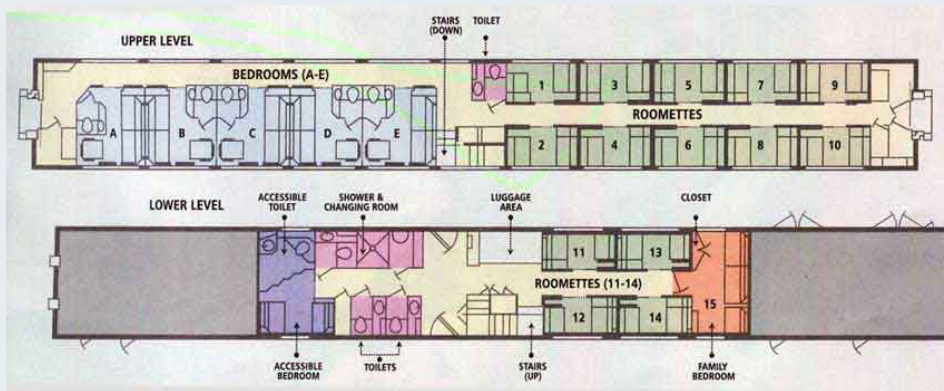
A UNIVERSAL IMAGE OF COMFORTABLE TRAVEL



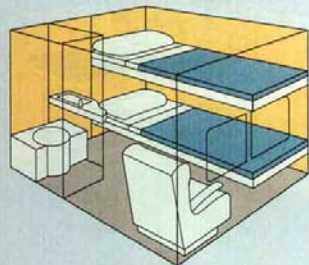


# NIGHT HST FOR CHINA

## HOME COMFORT IN A TIGHT SPACE



### SUPERLINER® BEDROOM



**DIMENSIONS:**  
2m x 2.3m (6'6" x 7'6")

**LOWER BERTH:**  
1m x 1.9m (3'4" x 6'3")

**UPPER BERTH WITH LADDER:**  
72cm x 1.9m (2'4" x 6'2")

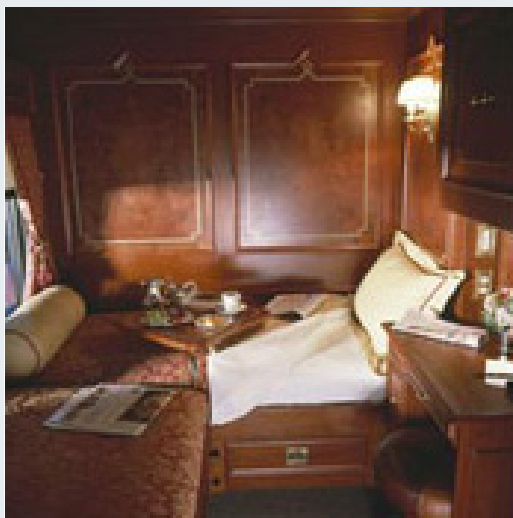
Accommodates 2 adults.

Capacity for 2 suitcases.

Some Bedrooms can be combined to make a suite for four people.



## NIGHT HST FOR CHINA



## LUXURIOUS ACCOMODATIONS



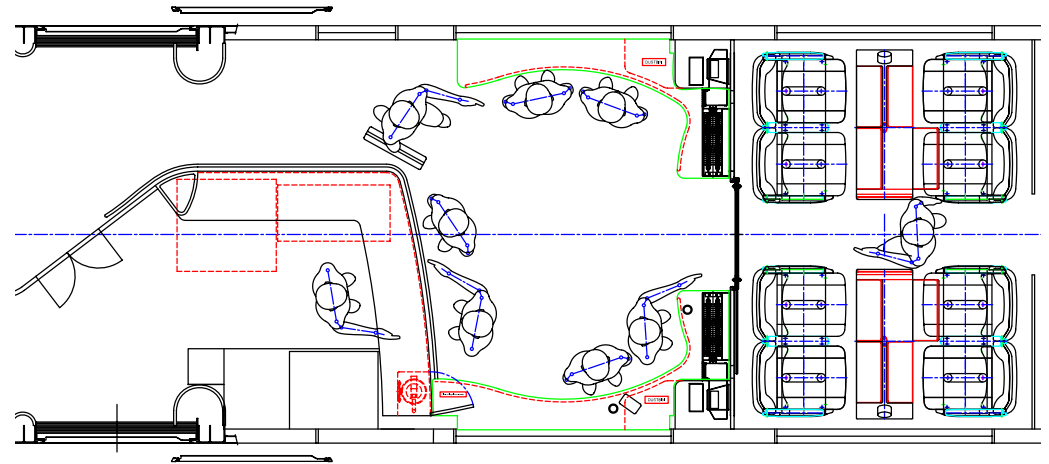
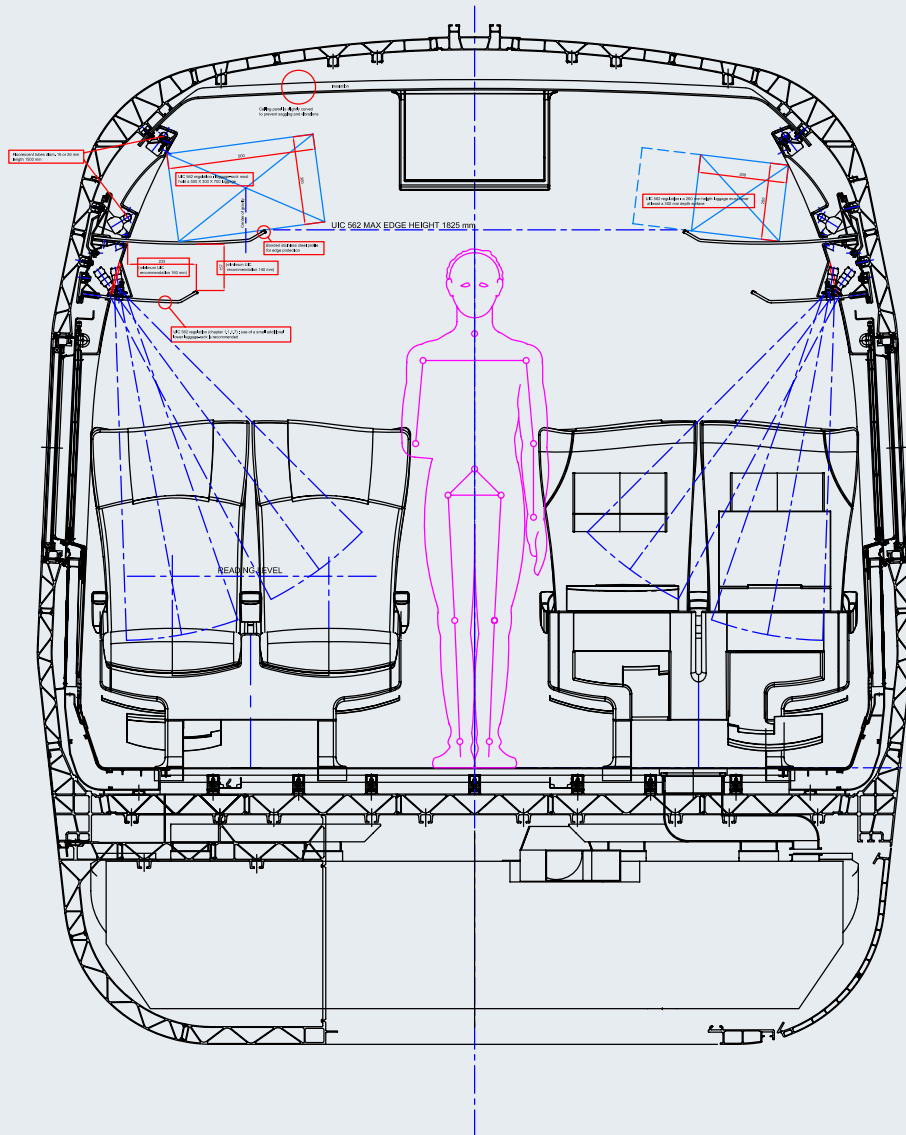
## NIGHT HST FOR CHINA



## THE CREATIVE PROCESS

# NIGHT HST FOR CHINA

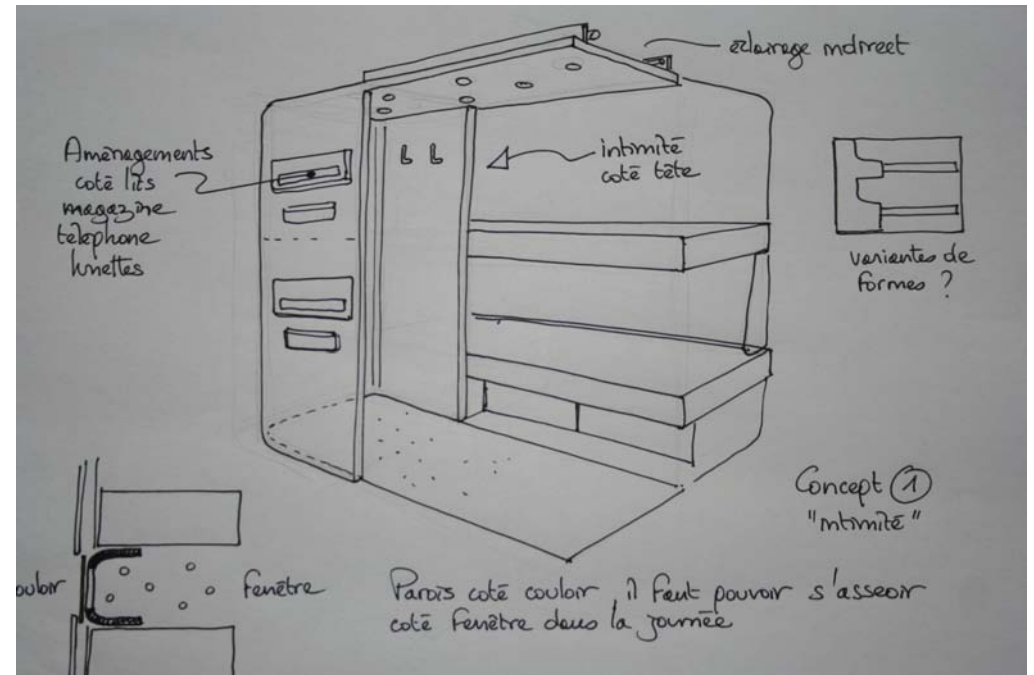
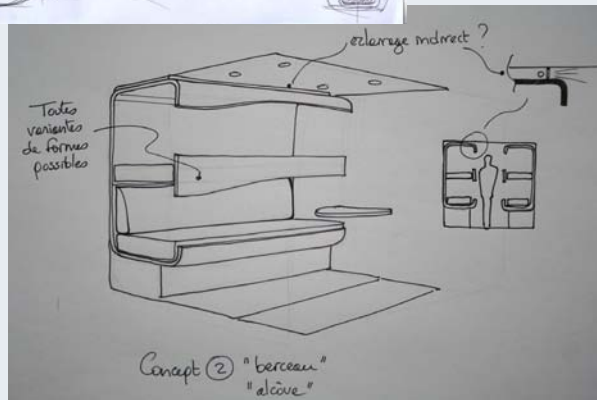
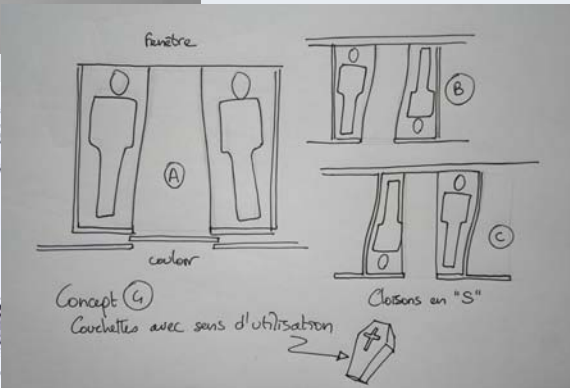
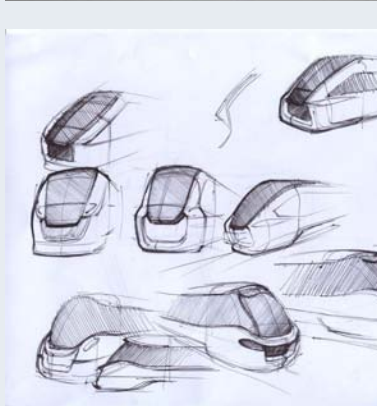
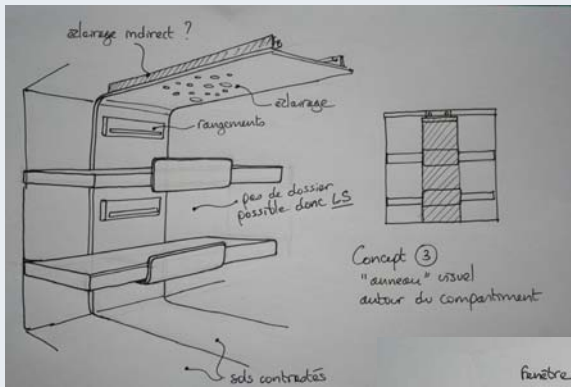
## BEING AWARE OF TECHNICAL CONSTRAINTS AND LIMITATIONS





# NIGHT HST FOR CHINA

## THINKING ABOUT INNOVATIVE CONCEPTS





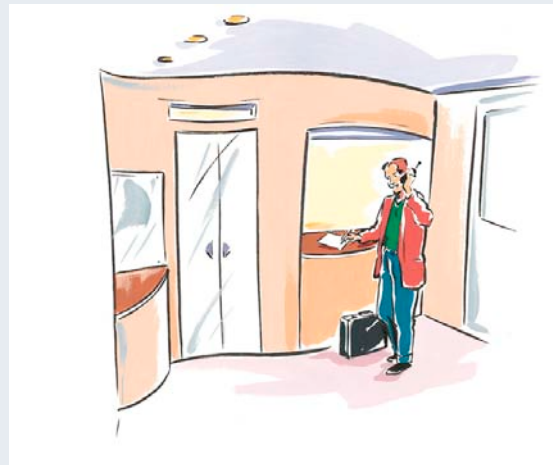
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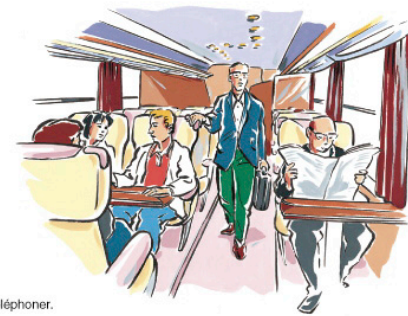
*On pourra louer son compartiment pour travailler en groupe.*



*Et les dames pourront se préparer avant l'arrivée.*



## IMAGINING REAL TRAVELLING SITUATIONS



*On trouvera des appuis pour se déplacer.*

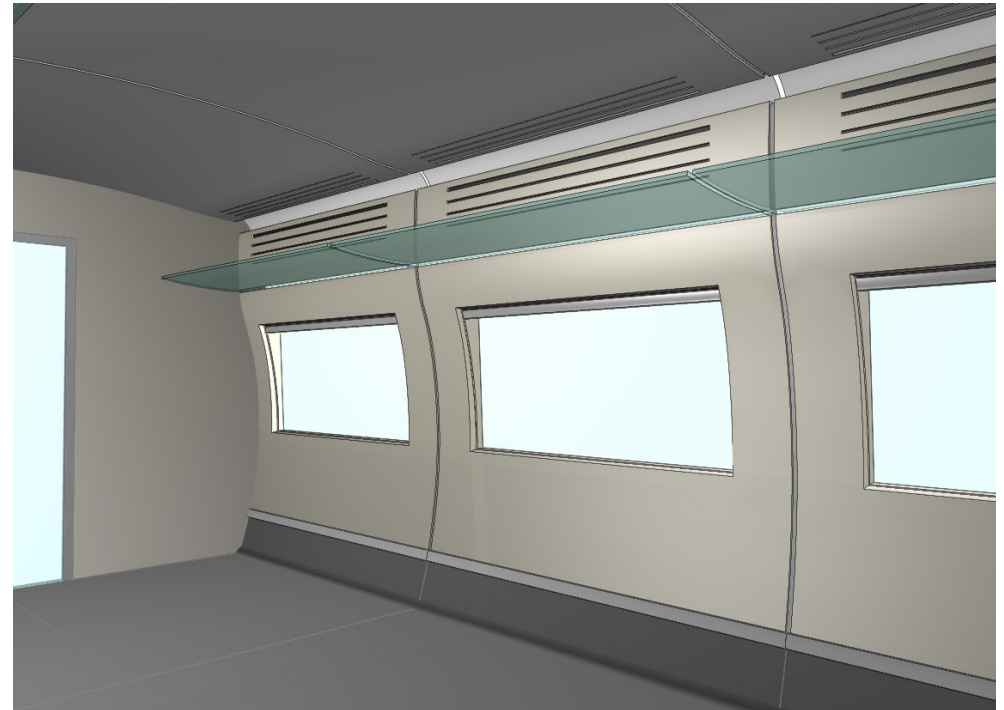
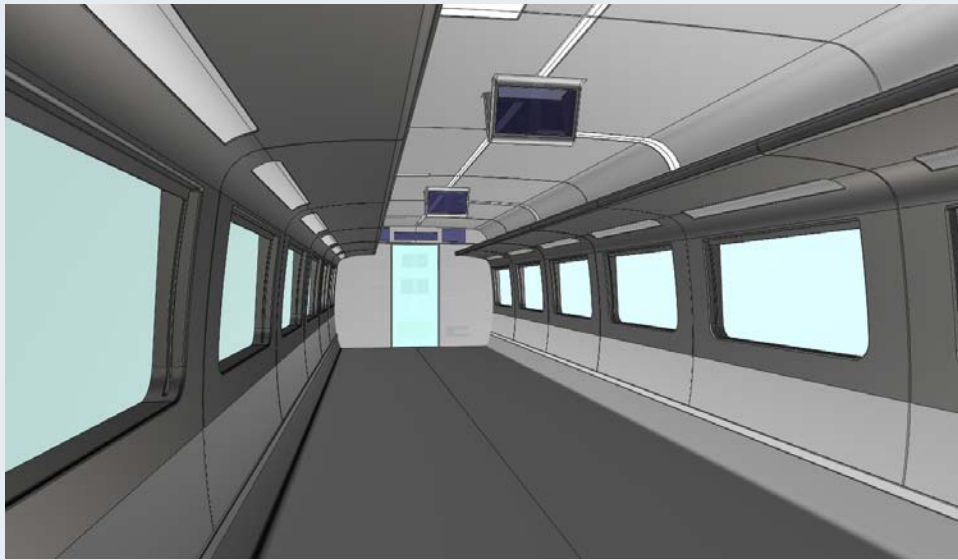
*On ira sur la plateforme pour téléphoner.*



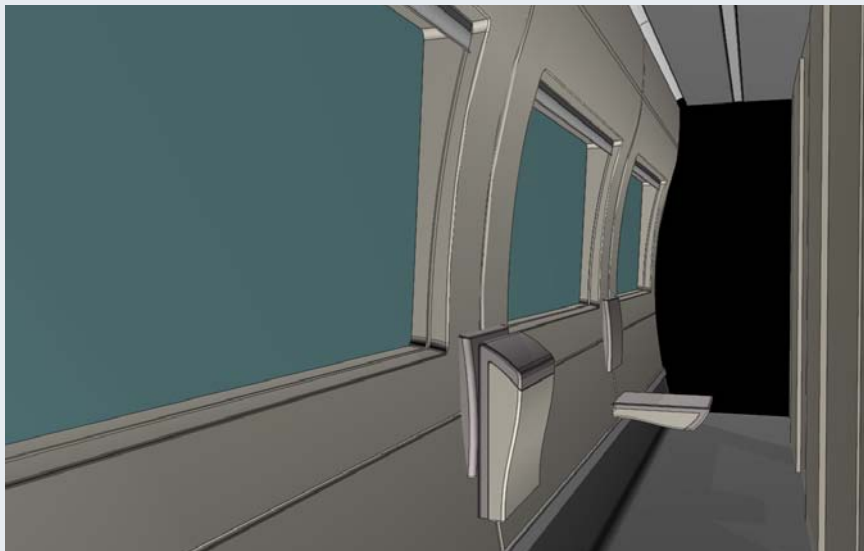
*On laissera passer les dames ...*

## NIGHT HST FOR CHINA

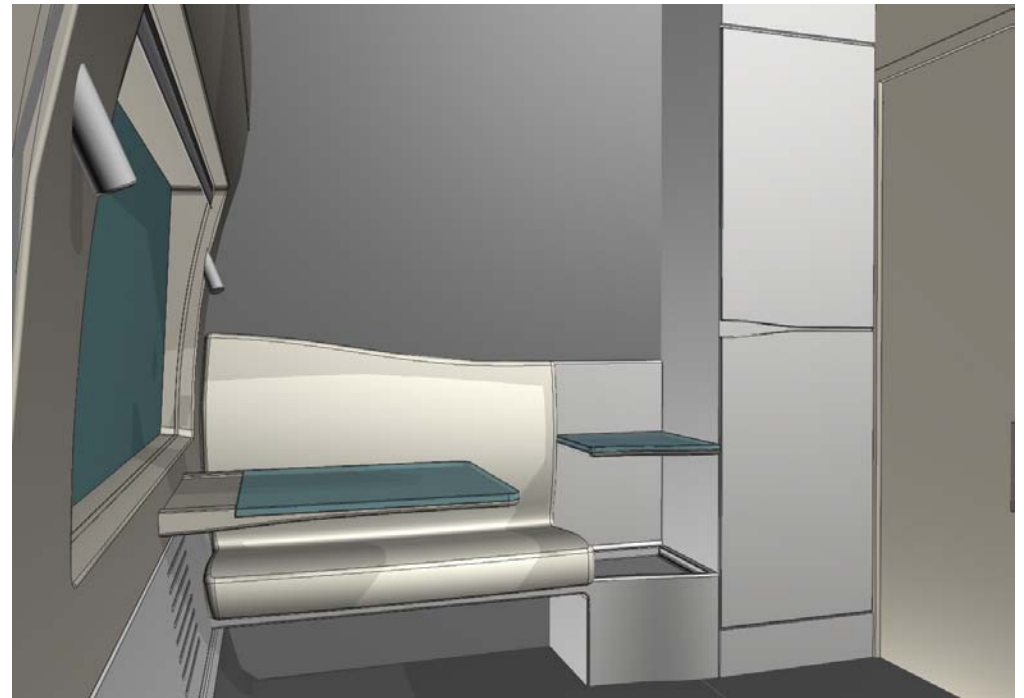
### SETTING-UP MAIN ARCHITECTURE VOLUMES AND DIMENSIONS



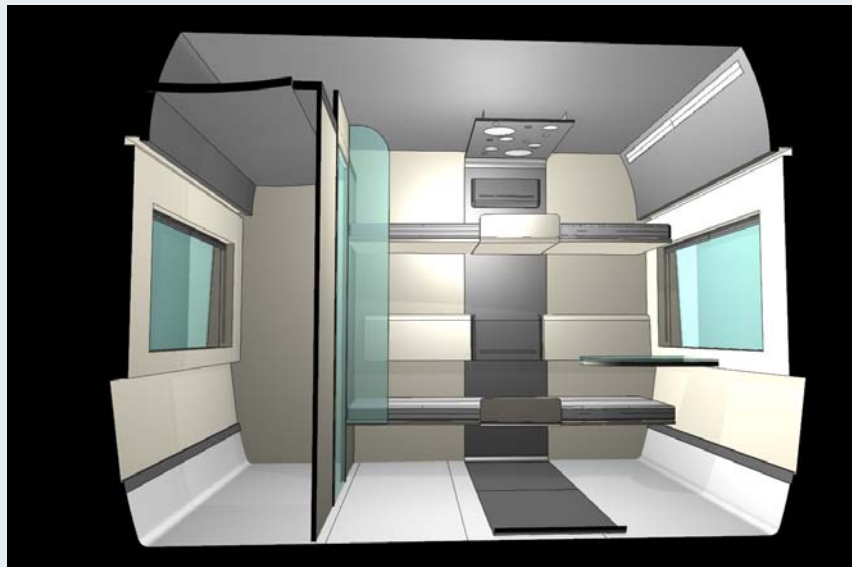
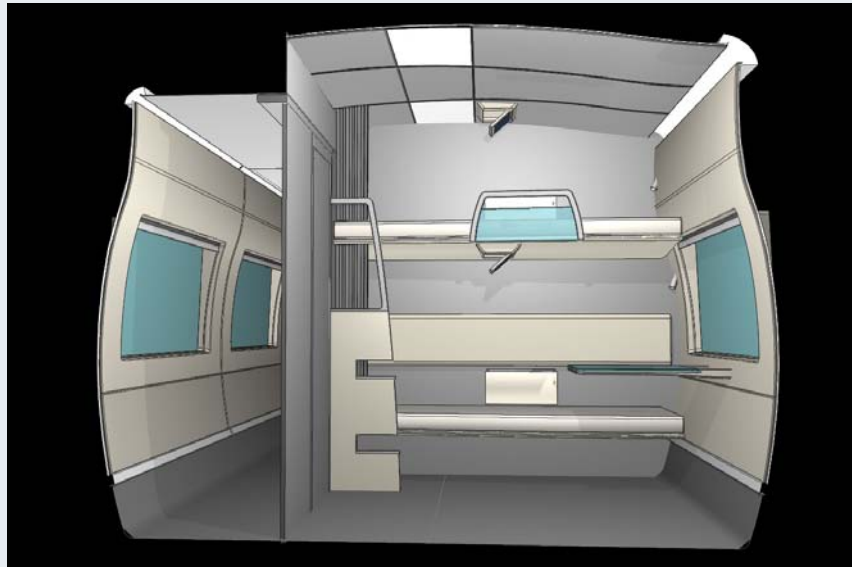
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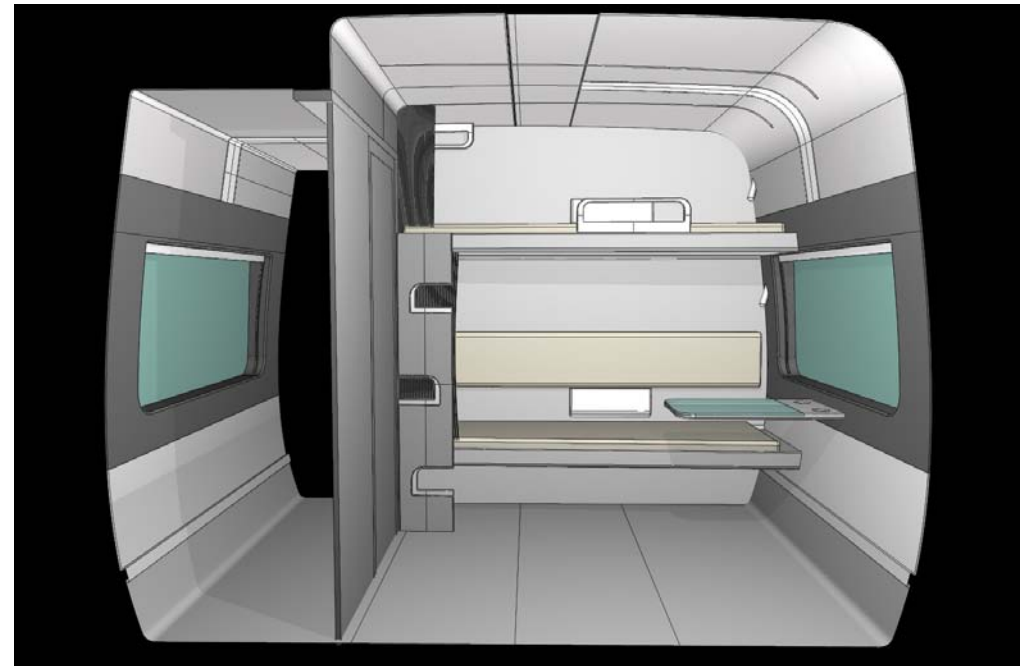
BUILDING EACH INDIVIDUAL SPACE  
WITH SPECIFIC EQUIPMENT



## NIGHT HST FOR CHINA

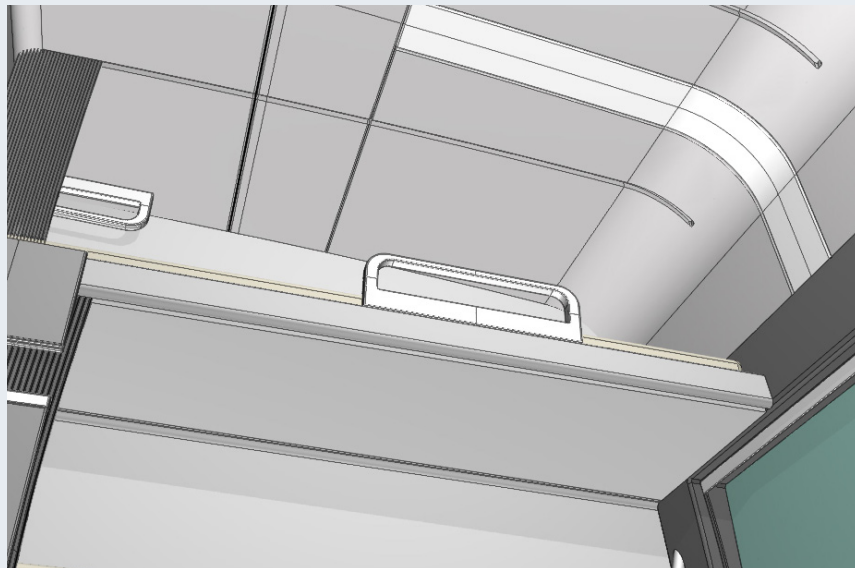
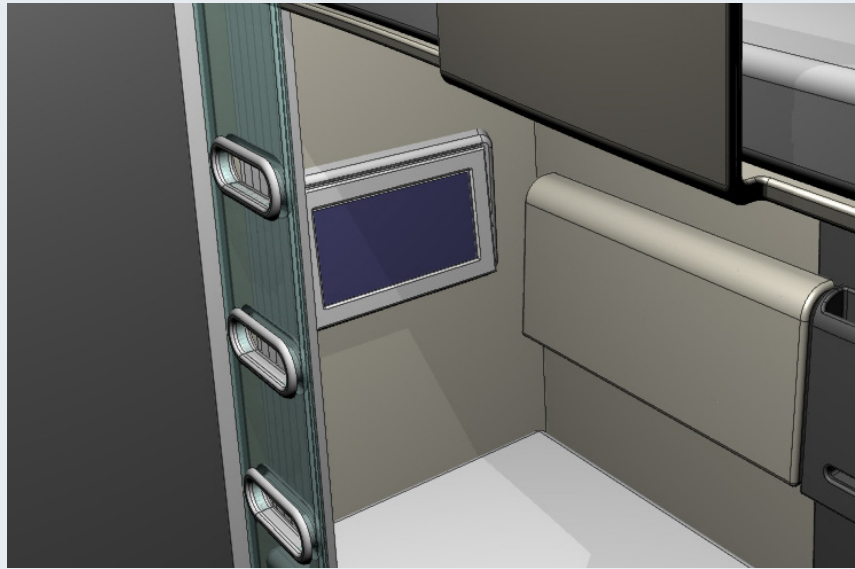


DEFINING A REAL CHOICE OF WELL  
DIFFERENTIATED SOLUTIONS

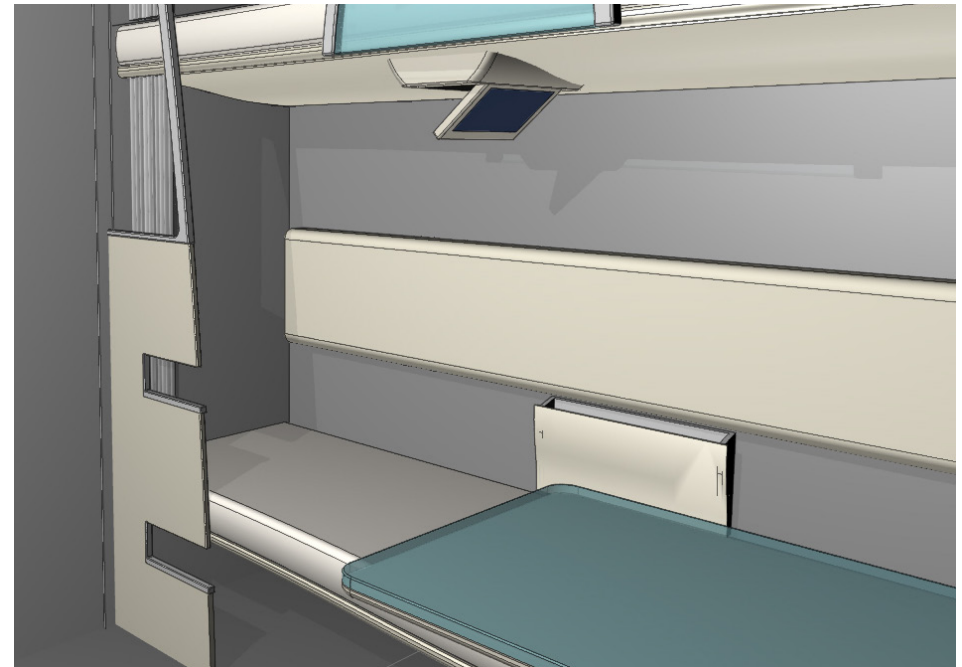




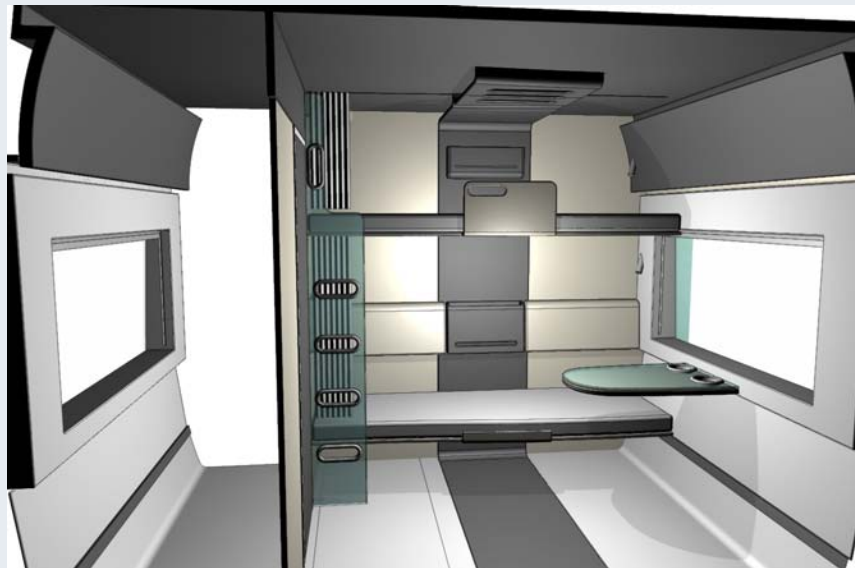
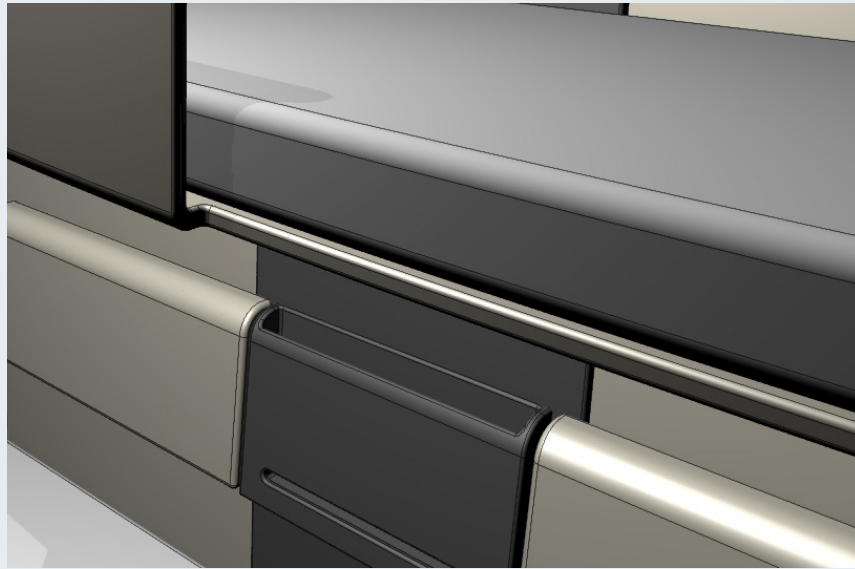
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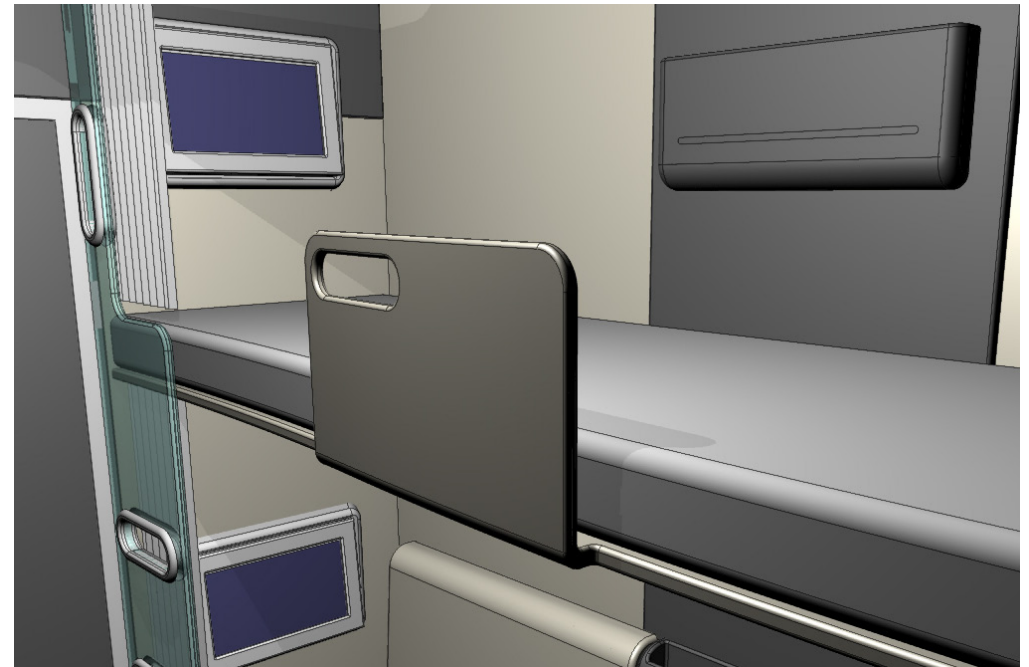
GETTING THE DETAIL RIGHT FROM THE START



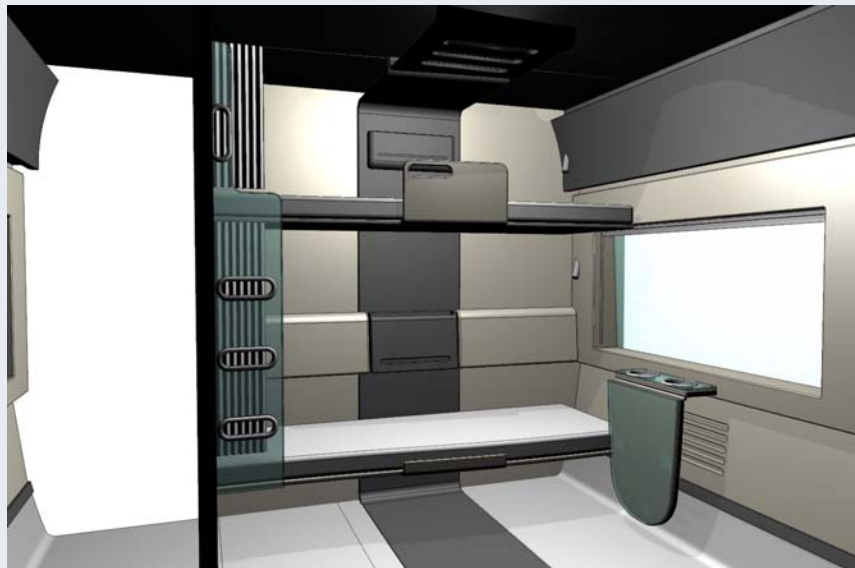
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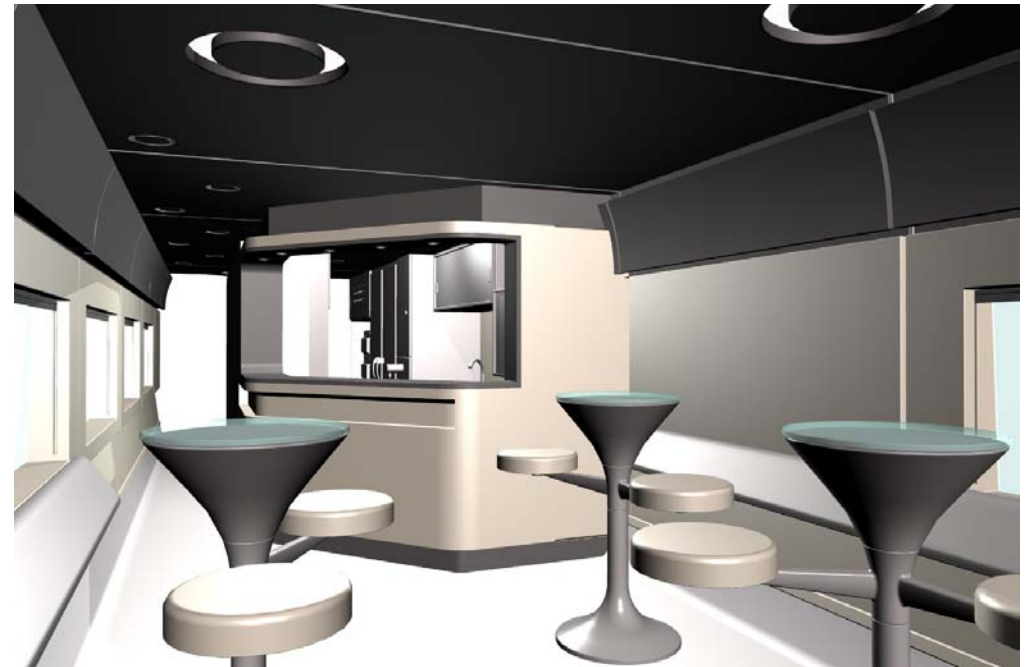
THINK ABOUT PRACTICAL FEATURES  
AND EQUIPMENTS



## NIGHT HST FOR CHINA



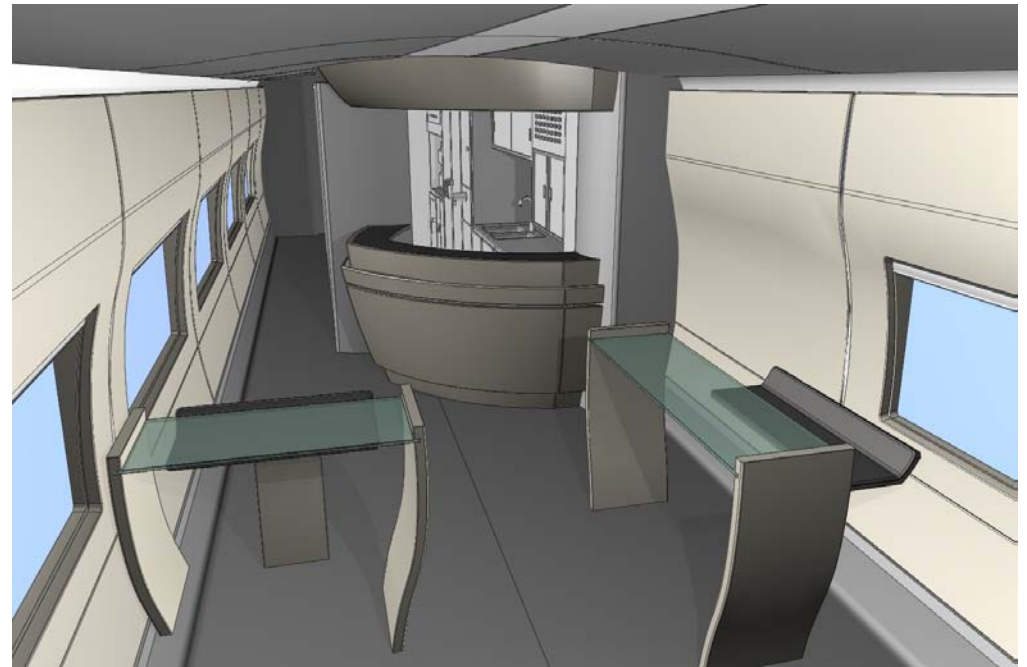
## CREATING COHERENT GLOBAL ARCHITECTURES



## NIGHT HST FOR CHINA



## WORKING OUT EFFICIENT ERGONOMICS





## NIGHT HST FOR CHINA



PLAYING WITH COLOUR CODES AS  
VISUAL LINKS ALL ALONG THE TRAIN



## NIGHT HST FOR CHINA



CUSTOMIZING ALL COMPONENTS TO  
CREATE INDIVIDUALIZED ATMOSPHERES





## NIGHT HST FOR CHINA



## BRINGING COLOURS AND PATTERNS IN



## NIGHT HST FOR CHINA



SUGGESTING A CHOICE OF COLOUR COORDINATIONS





## NIGHT HST FOR CHINA

### REFINING THE COLOUR SCHEME AND DETAILS



## NIGHT HST FOR CHINA



BRINGING REFINEMENT AND A COSY  
ATMOSPHERE



## NIGHT HST FOR CHINA



TRYING COMBINATIONS OF COLOURS  
AND MATERIALS...





## NIGHT HST FOR CHINA

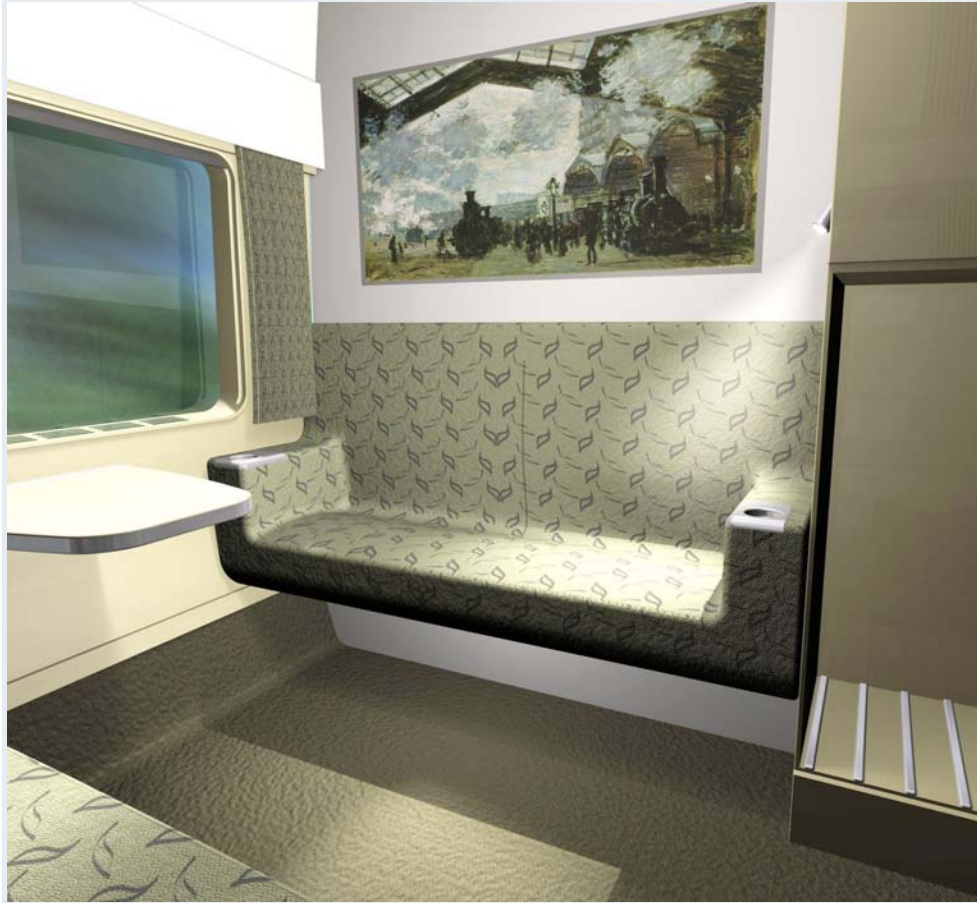


... WHILE REMAINING COHERENT ALONG  
THE WHOLE TRAIN





## NIGHT HST FOR CHINA



MATCHING ALL AREAS FOR GLOBAL COHERENCE...



## NIGHT HST FOR CHINA



... OR MIXING FINISHES FOR MORE SPACES DIFFERENTIATION





## NIGHT HST FOR CHINA



## INTRODUCING VISUAL SIGNS OF LUXURY AND REFINEMENT



# NIGHT HST FOR CHINA



# AND IN THE END...





# NIGHT HST FOR CHINA



...THE RESULT IS THAT...





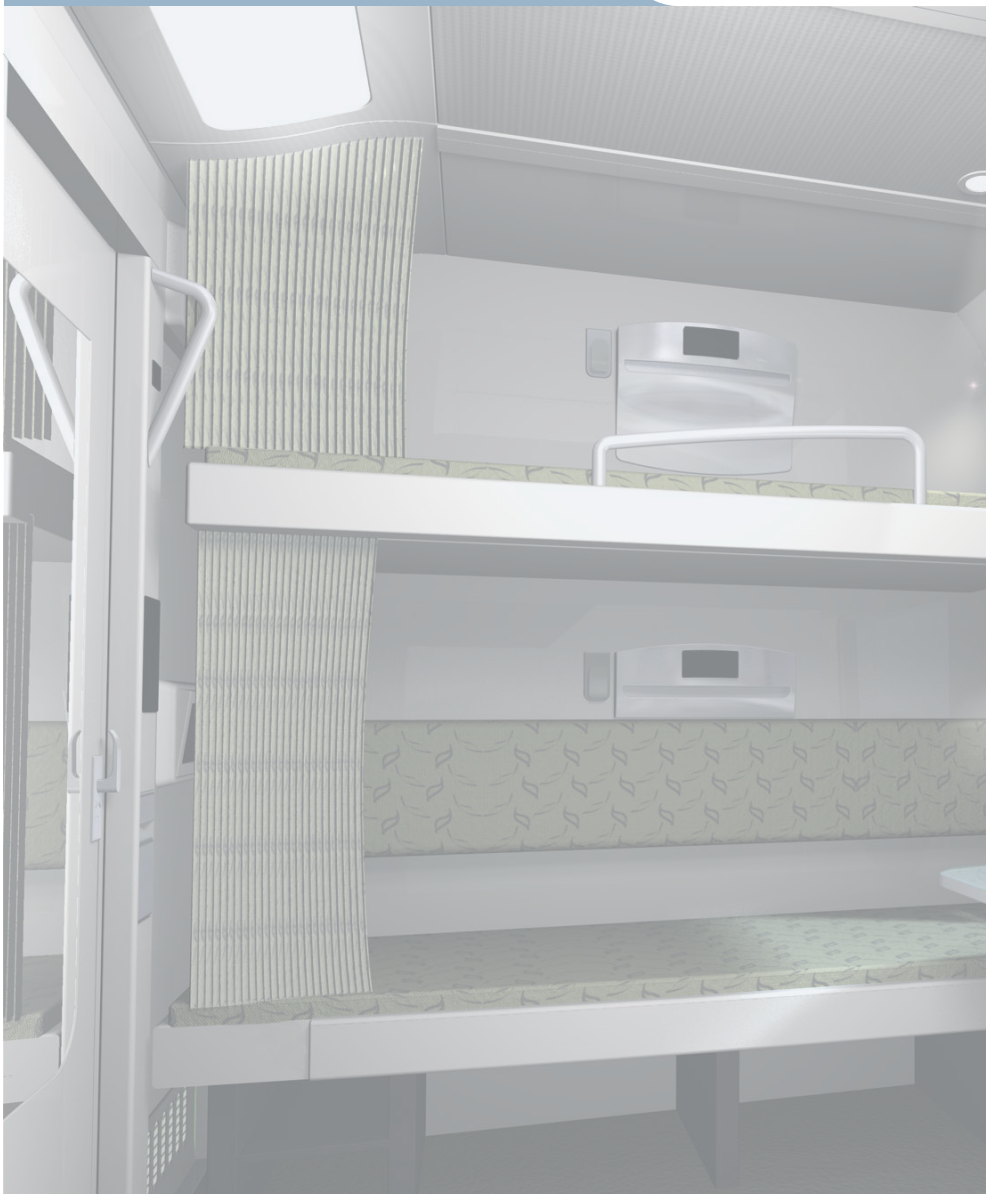
# NIGHT HST FOR CHINA



...YOU NEED NOTHING LESS THAN 1000 3D IMAGES TO ACHIEVE THE RIGHT RESULT !



## NIGHT HST FOR CHINA



THANK YOU FOR YOUR ATTENTION !