

squid.*inc*



Leading interior design firm, specialising in hotels, restaurants and clubs

Squid.inc is a leading interior design firm, specialising in hotels, restaurants & clubs.

We recognise that every property has its own essential character, and that it is our job to bring it out! We base our bespoke plans on the type of building, the history and the surroundings and combine these factors with intelligent space planning that is both operationally correct and innovative. Then we add wit, quirk and the right blend of colour and detail.

Squid.inc design philosophy centres on Team Play – This is very important to us. Every member of the team will be closely involved in the project and have a presence on site. This enables our clients to build strong face-to-face relationships with our team members. We prefer it this way!

Suzanne Crossley
Managing Director

Your principal point of contact and project manager, Suzanne has a successful track record of creating, organising and implementing design projects.

Whether in new build, refurbishments or extensions she will deliver on time, on budget and without fuss. She knows how hotels work and has project managed a wide variety of hotel openings both in London and the country; which includes the opening of The Bermondsey Square Hotel, a new 80 bedroom hotel near London Bridge and the refurbishment of The Wyck Hill House Hotel & Spa, an old manor house in the heart of the Cotswolds.

Oliver Redfern
Lead Interior Designer

A graduate of Interior Architecture Oliver has previously led the Laura Ashley Commercial Design Service and now provides his design expertise to Squid-inc.

Oliver takes cues from the architecture and environment of the building and the people who will use the space, to ensure long-lasting timeless interiors that fulfil both the needs of the client and function of the property.

"For me interior design is not just about creating a vision, it's about realising it too"

In 2020 Oliver was shortlisted in the HOTEL DESIGNS Brit List Interior designers awards for his work on Brooklyn Hotel.

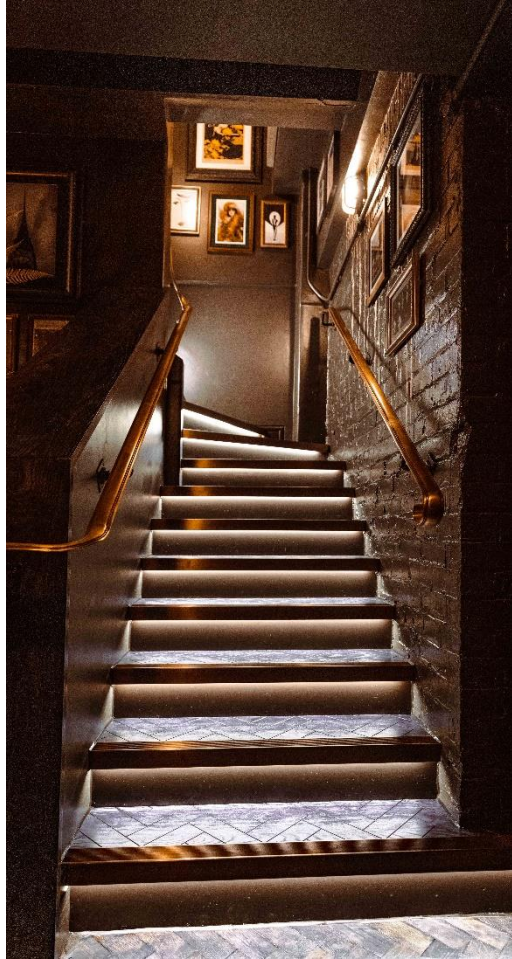
Client: Marshall Holdings Limited

Project: Refurbishment of the former Edwin Lutyens bank vaults hidden 2 floors beneath Hotel Gotham into an exclusive bar and events space which is both indulgent and hedonistic, Gilt is atmospherically reminiscent of the famous 1930s cabaret clubs!

Location: Manchester

2022





Hotel Brooklyn

Client: Marshall Holdings Limited

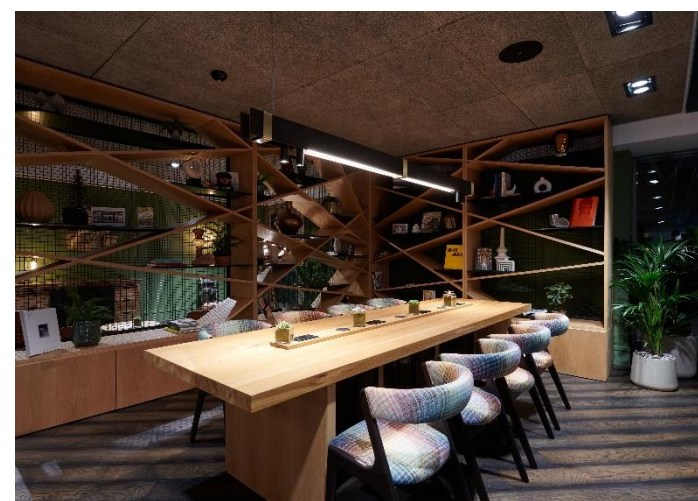
Project: This bold 191 key new build is the second Hotel Brooklyn right on the doorstep of the famous Leicester Tigers rugby stadium. The design aesthetic continues the of anti-slick, anti-corporate vibe forming unique spaces where the best of Brooklyn and Leicester is brought together. The guests will experience a unique journey from the Subway reception to the First Floor atrium with its street vibe that leads to guestrooms and the centre of the F&B offering the Lair!

Location: Leicester

2022

HOTEL BROOKLYN WINNER OF THE ACCESSIBILITY INNOVATOR CATEGORY - Boutique Hotelier Awards 2022





Telegraph Hotel

Client: Complex Development Projects

Project: Mid-century inspired 88 key hotel is set within the iconic Telegraph building on Corporation Street. As the former home to the city's newspaper for more than 50 years, the design is heavily influenced by the buzz and bustle of past journalists and machinists, from the Forme & Chase restaurant to the Mezzanine guestrooms in the Former Print Hall and even its unique Dark Rooms.

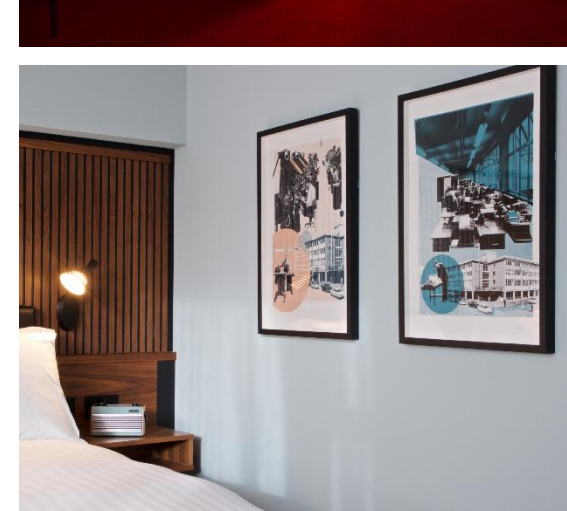
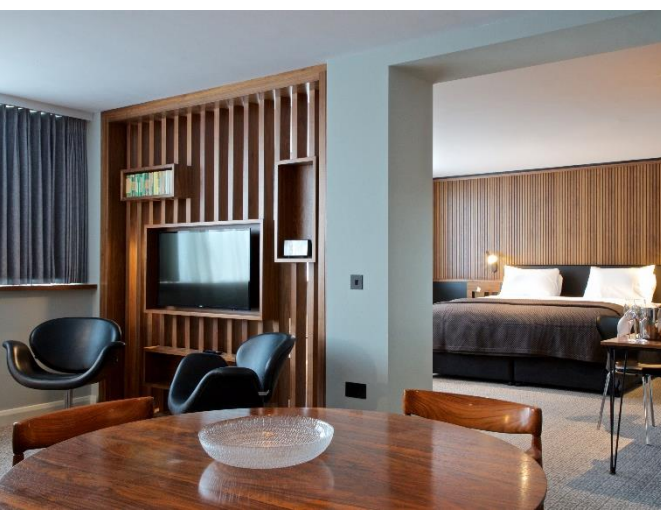
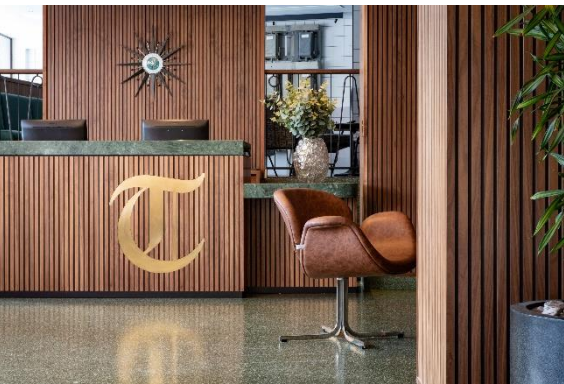
Location: Coventry

2020



Telegraph
HOTEL

THE COVENTRY
EVENING TELEGRAPH



Hotel Brooklyn

Client: Marshall Holdings Limited

Project: New build 189 key hotel, inspired by the famous NYC borough featuring a 5th Floor Function suite called Brooklyn Heights, and located on the open plan Ground Floor Runyon's Bar & Restaurant, named after Damon Runyon and his famous short stories and plays of Broadway.

Location: Manchester

2019

HOTEL BROOKLYN WINNER OF THE ACCESSIBILITY INNOVATOR CATEGORY - Boutique Hotelier Awards 2022

WINNER CATEY'S ACCESSIBILITY - The Caterer Awards 2021

ONE OF THE BEST HOTELS IN UK - Conde Nast Readers Choice Awards 2021

TOP 30 OUR READERS' FAVOURITE UK HOTELS - Conde Nast Traveller Awards 2020

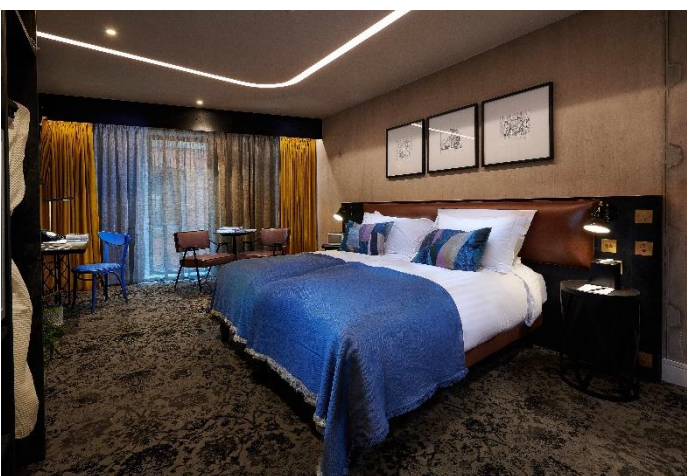
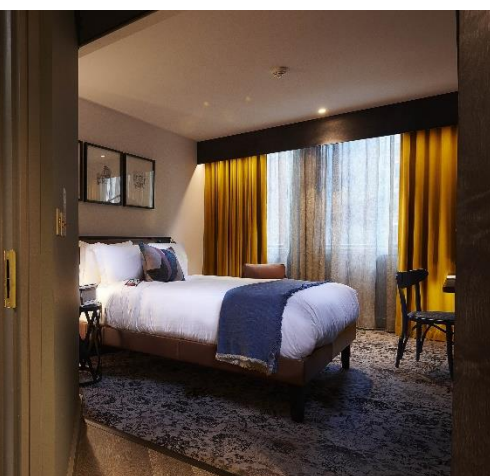
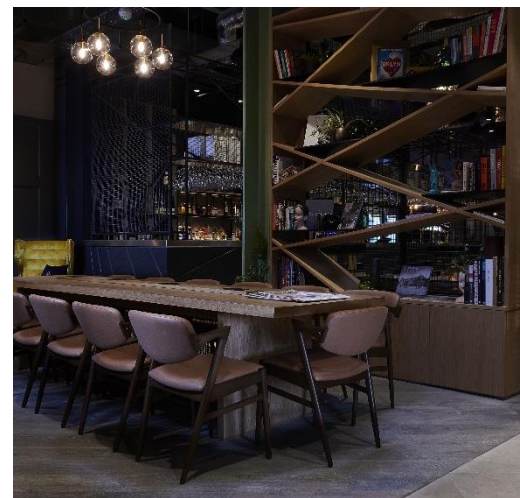
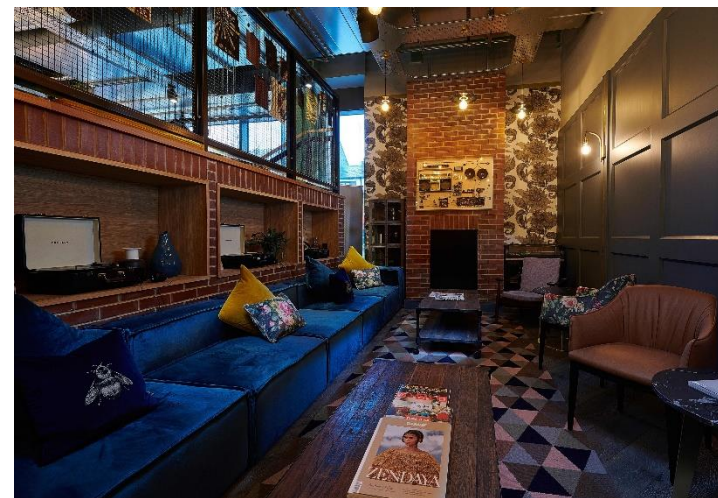
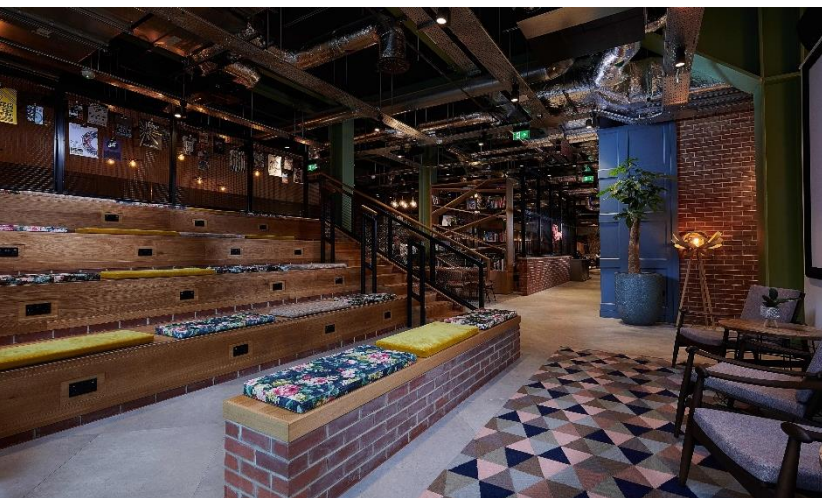
READERS UK BEST HOTEL FOR DESIGN - Luxury Lifestyle Magazine 2020

RUNNER UP - BIG SLEEP AWARDS - National Geographic Traveller, 2020

TOP 20 WORLD WIDE DESTINATIONS - Conde Nast Traveller Awards 2020



HOTEL
BROOKLYN
MCR.



The White Horse

Client: Bespoke Hotels

Project: Extensive refurbishment of a traditional Grade II Coaching Inn dating back to the 13th century and famously associated with Charles Dickens at the time of writing his 'Pickwick Papers'. Includes 56 bedrooms and new F&B offering 'The Dozen'.

Location: Dorking

2017





Hotel Gotham

Client: Marshall Holdings Limited

Project: Designed by Edwin Lutyens in 1928 this Art Deco Grade II listed building underwent an extensive redevelopment into 5 star 60 bedroom Hotel with Private Members Club.

Location: Manchester

2015

Best Luxury City Centre Hotel for the whole of North Europe - World Luxury Awards, 2022

Best Boutique Hotel – The Manchester Awards, 2017

Best Luxury Hotel – Best Stay Awards, 2017

Sunday Times – Top 100 British Hotels, 2017

World's Best New Hotel – World Boutique Hotel Awards, 2016

Best New Boutique Hotel in Europe – World Boutique Hotel Awards, 2016

Best Hotel of The Year – Downtown Manchester in Business, 2016

Hotel of The Year – Prestige Awards London, 2016

Hotel of the Year – Independent Hotel Show Awards, 2016

Top New City Hotel – Hoteliers' 100 Awards, 2016

Best Launch Campaign – The Caterer's People Awards, 2016

Most Stylish Independent Hotel – Hilden Style Awards, 2016

Cooldest Boutique Hotel – The Cool Venue Awards, 2016

International Hot List – Conde Nast Traveller, 2016





Dumbleton Hall, Evesham Summer 2023

Hotel Gotham, Bristol 2023

Hotel Gotham, Newcastle 2024

Noss on Dart, Kingswear, 2024

This was a presentation by

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