## GR1.1  Brand Overview  `EI`

A.   `EI` Brand Values:

Moxy is a budget hotel with the soul of a boutique hotel, operating in the budget tier but representing an attitude, not a price point. It's this attitude that sets us apart. It's rooted in the meaning of 'moxie' in popular language: 'the ability to face difficulty with high energy, spirit and courage'.

Moxy offers a new way of travelling in which smaller is concentration, not reduction. In which affordability is not a sacrifice of style, nor a loss of comfort.

B.   `EI` Brand Essence:

Now & Wow: Designed as a hotel to excite the next generation of travellers, Moxy's brand essence is best captured in Now & Wow. Connected and in tune with what's happening today, Moxy sets out to surprise guests with its offering, style and price.

• Thoughtful: Moxy is thoughtful. Throughout the journey, the emphasis is on creating a seamless customer experience from beginning to end. Visual expressions of Moxy's attitude inspire surprising interactions with both the hotel and other guests.

• Spirited: Moxy is spirited. Determined to be a game-changer, Moxy leaves no room for compromise. No trade-offs require a lot of courage and Moxy brings this happily to the table, always buzzing with high energy and a cheeky smile on its face.

• Fun: Moxy is fun. Moxy doesn't take life too seriously and adds a twist to Hotel conventions. Inclusive and young at heart, Moxy plays with the rules of the industry, and shows them a good time!

• Design & Style: Moxy design and style is seriously considered and playfully executed. As an extension of Moxy's youthful and uncompromising voice, design is crisp, earthy and fun.

## GR1.2  Interior Design  `EI`

A.   `EI` Overview: Moxy has it's own style, Smart Style - it is a clever choice, not a compromise. Moxy has a lot to offer, from the the quality of the bed, bedding and showers to tech-enabled rooms with USB sockets including the ability to connect ones own device to the flat screen TV in a 17 m² (185 sq. ft.) room that's thoughtfully decorated to feel spacious.

• Prototypical vs. "Custom": Regardless of the project type, comply with the approved Interior Design decor package to ensure brand consistency.

• Product Quality: Consistency throughout the Brand is an important hallmark.

Maintaining consistency is necessary to provide our Guests with the level of comfort and expected Brand quality.

B. **EI** Public Spaces: In public spaces, the Brand aesthetic is achieved through a consistent approach to basic design standards for floors, walls, ceilings, millwork, details, furnishings, color and product durability.
• Refer to the Design Guidelines / Prototype Drawings and Interior Design Specifications.
• Lighting: Provide transition from day to night with a dimming system, see <15C>.

C. **EI** Guestrooms: Guest accommodations are designed to offer relaxing and sleeping while maintaining a comfortable yet durable high tech atmosphere. Refer to the Design Guidelines / Prototype Drawings and Interior Design Specifications. See <7A>.

D. **EI** Back-of-House: In administrative areas and other back-of-house (BOH) office spaces, provide commercial grade furnishings consisting of matching desks, credenzas and casework, file cabinets and task chairs as required by the property operations.

## GR1.3  Design Standards

A. Application: The Design Standards in this document outline the elements required to deliver the experience intended for the guest. While the prototype is predicated on an six story building located on an urban site, certain strategic, destination or leisure markets may dictate the development of an amended / augmented building program to ensure the success of the project.
• A prototype project employs a "prototypical" building design for any one of several building sizes. The prototype building plan is based on pre-programmed, prefabricated Guestroom components and quantities.
• "Custom" projects could include expanded projects that rely heavily on the criteria contained in this document, and require adjustment of "typical" solutions to meet the "custom" design program.

B. **EI** Document Organization: The Design Standards are organized into complementary Chapters to facilitate the integration of design requirements into the design process.

1. **EI** This Chapter provides requirements applicable to the project design process.

2. **EI** Design Standard Chapters provide design criteria, facility requirements and general material qualities that facilitate the development of the final design and documentation.

C. Minimum Standards: The Design Standards are minimum MI requirements for developers, franchise partners and market managers.

Where applicable codes, ordinances and laws take precedence and these are substantially different from MI requirements, review the differences with the responsible design team consultant and the MI Design Team to obtain resolution.

D. Reference Documents: Utilize the following Design Guideline Component Documents when directed by Marriott International (MI) for "prototypical" and "custom" projects:
   • Design Standards (this document)
   • Internal Communications
   • Design Guideline Drawings
   • Food Service Guideline Drawings
   • Moxy Design Strategy
   • New Build Decor Specification Manual
   • Interior Product & Finish Specifications

# GR1.4  Project Application

A. Core Elements: Provide the following core program elements and related support facilities:

1. The Now: Public space defined by four zones whose intensity subtly shifts from calm to energetic, welcomes the Guest from the rigors of travel, and provides an inviting space that enables people to relax, be productive or socialize throughout the day and evening hours. See <2A>.

2. Bar & Barista: Integrated with an open plan, the Moxy Hotel provides a Guest self-service program, F&B service counter and bar with access to prepared foods, snacks and beverages providing 24/7 light foods and drinks. See <3>.

3. Guestrooms: Moxy Hotels offer Guestrooms that boast chic, well appointed, functional and comfortable spaces for relaxation, reading and sleeping. See <7A>.

B. Establishing Custom Project Design Criteria: In order to develop a project program for a non-typical or "custom" project that is responsive to the market while remaining consistent with the Brand, the following components define the proposed project program.

1. Feasibility Study: Identifies market factors that influence the design of the property. The study identifies revenue generating elements including the number and mix of guestrooms, amount of meeting space, amenities and

services.

2. Facilities Program: Derived from the Feasibility Study that outlines the hotel space requirements, the approved project Facilities Program governs the application of the Design Standards and space allocations. At a minimum, it includes hotel design facilities, prototypical rooms, component plans and services identified in the Design Standards as essential elements required by the Brand.

3. Design Standards: Prototypical design Guideline Drawings are provided with a project facilities program to model a typical project. Adjust the prototypical design to address the issues identified in the project Facilities Program, as well as those stipulated by governing regulations, codes and regional influences.

4. Governing Codes: Governing regulations, building codes, laws, site conditions and local parameters influence the project design.

C. Multi-use Buildings: In order to maintain operational and access control as required by the Loss Prevention Review, hotel exit stairs, utilities, facilities and services are not shared or connected to office, retail, residential, entertainment, recreational or other external uses. See <16>.

1. If shared facilities can not be avoided, submit and obtain approval from MI of alternate facilities that safeguard the hotel operations and access.

2. Third party facilities and services may obtain MI establishment approval to operate on selected properties. However, if not approved or not directly managed by the hotel, the establishment shall be separate and independent of the hotel and therefore shall not be located within, proximate to, or associated with the hospitality facility.

D. Dimensions, Sizes & Measurements: Conversions from English to metric (SI) units are approximate. Verify, coordinate and confirm product and material dimensions for required design applications.

E. Regional Adaptations:  In order to provide a regionally appropriate experience, the building appearance and facility program can be customized.

## GR1.5  Interpretations

A. General: The Design Standards provide design criteria and general design concepts that require design resolution to provide solutions for non-prototypical project specific situations. MI will provide additional interpretations and information to assist in integrating the Design Standards into the non-typical project design.

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B. Modifications: The Design Standards may be modified by MI to reflect and respond to changing design, market, construction, operational conditions and regional operating needs and requirements.

 1. The Design Standards are minimum MI requirements for developers, franchises and asset managers.

C. Current Edition: Prior to relying on or implementing the Design Standards, verify with MI that this Design Standard edition is current and contains the latest modifications.

# GR1.6  Code & Regulation Compliance

A. Architect & Engineer of Record: The project Owner and the Architect and Engineers of Record and consultants (design professionals) are responsible for compliance with governing laws, codes and regulations.

B. Selecting Codes and Standards: Prior to the project's commencement, the Design Team proposes to the Owner and MI a recognized building code and standards for the building, finishes and furnishings.

 1. Current Editions: MI uses current editions of codes and technical references as a basis for comments.

 2. Fire Protection & Life Safety: Contact the MI Fire Protection & Life Safety Department and the Zurich Services Corporation. See <14>.

 3. Recognized codes and standards include, but are not limited to the following.
    • International Building Code (IBC)
    • NFPA Standards
    • NFPA 101 Life Safety Code (US)
    • ANSI Standards
    • UL and ASTM Standards

 4. Code Integration: Follow these Design Standards when they exceed requirements of governing codes or accessibility guidelines.

 5. Refer conflicts with Design Standards to the MI project team for resolution.

# GR1.7  Accessibility

A. Meeting the Needs of All Guests: In keeping with the best traditions of Marriott's hospitality, we extend hotel services to all guests, including those with disabilities.

1. We work diligently to apply the best current thinking on accessibility features to each new hotel, and each hotel renovation.

2. Recognizing that we operate and acquire hotels originally built under previous requirements, we constantly seek to improve the physical accessibility of our hotels, removing existing barriers wherever feasible, as well as extending services where barriers remain.

B. Accessibility Standards Compliance: At the minimum, comply with accessibility regulations of the country where the project is located and the following required criteria for persons with disabilities:

1. Building Access: Provide an accessible public path of travel into the building and into spaces accessible to guests.

2. Service: Provide access to services generally available to property guests.

3. Public Toilets: Public area restrooms have accessible toilet compartments, urinals, and lavatories.

4. Guestrooms: Provide accessible guestroom quantities as required by governing accessibility regulations.

5. ADA Reference: Internet site at: http://www.ada.gov

C. Conflicts: In cases where the governing accessibility laws conflict or are not mutually addressed, consult with MI to develop a program that accommodates the guest's expectations.

## GR1.8  Green & Sustainable Design EI

A.   EI Marriott International (MI) supports green and sustainable practices as an integrated part of our hospitality business.
We have an important facilitating role to play, working in partnership with our hotel Owners to implement sustainable design and operations, to conserve natural resources, protect indigenous wildlife, enhance indoor environmental quality, and reduce and recycle waste wherever possible.
Operating with a greater awareness of green and sustainable design, we strive to support the environmental interests and concerns of our guests, associates, business partners and communities.

B.   EI Marriott International is an active member and supporter of the following organizations.

1.   EI The US Green Building Council and LEED Accreditation Program

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