

The image shows a modern hotel interior. A large wall on the left is covered in light-colored wood paneling. On this wall, there is a red circular logo at the top left, followed by the text "ORU HUB HOTEL" in red. Below that, the phrase "WE ALREADY LOVE YOU." is written in large, bold, red capital letters. In the foreground, there are two large potted plants with broad green leaves. A wooden bench is partially visible behind them. In the background, there is a staircase with a wooden handrail, a desk area with a computer monitor, and a bar area with shelves and bottles. The floor is made of dark wood. The overall atmosphere is warm and modern.

ORU
HUB
HOTEL

WE
ALREADY
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YOU.

***Oru Hub Hotel - the project
where everyone loved
the concept.***

What we did?

*The project to revitalise Oru encompassed the design of a brand, interior environment, service touch-points and business, which was re-designed though a new service concept. The whole project was built on trust and belief that if a new concept like this is executed perfectly, by everyone involved, we can create something that is thought out and on point to the last detail. To do that, we had to implement all design disciplines and then make sure that everyone involved would share the vision so clearly that they would not just do the work we ask them, but add to the concept and care about even the smallest details. The result has already given Oru Hub Hotel an extra star and made it a four star hub-hotel. *****



Why this category?



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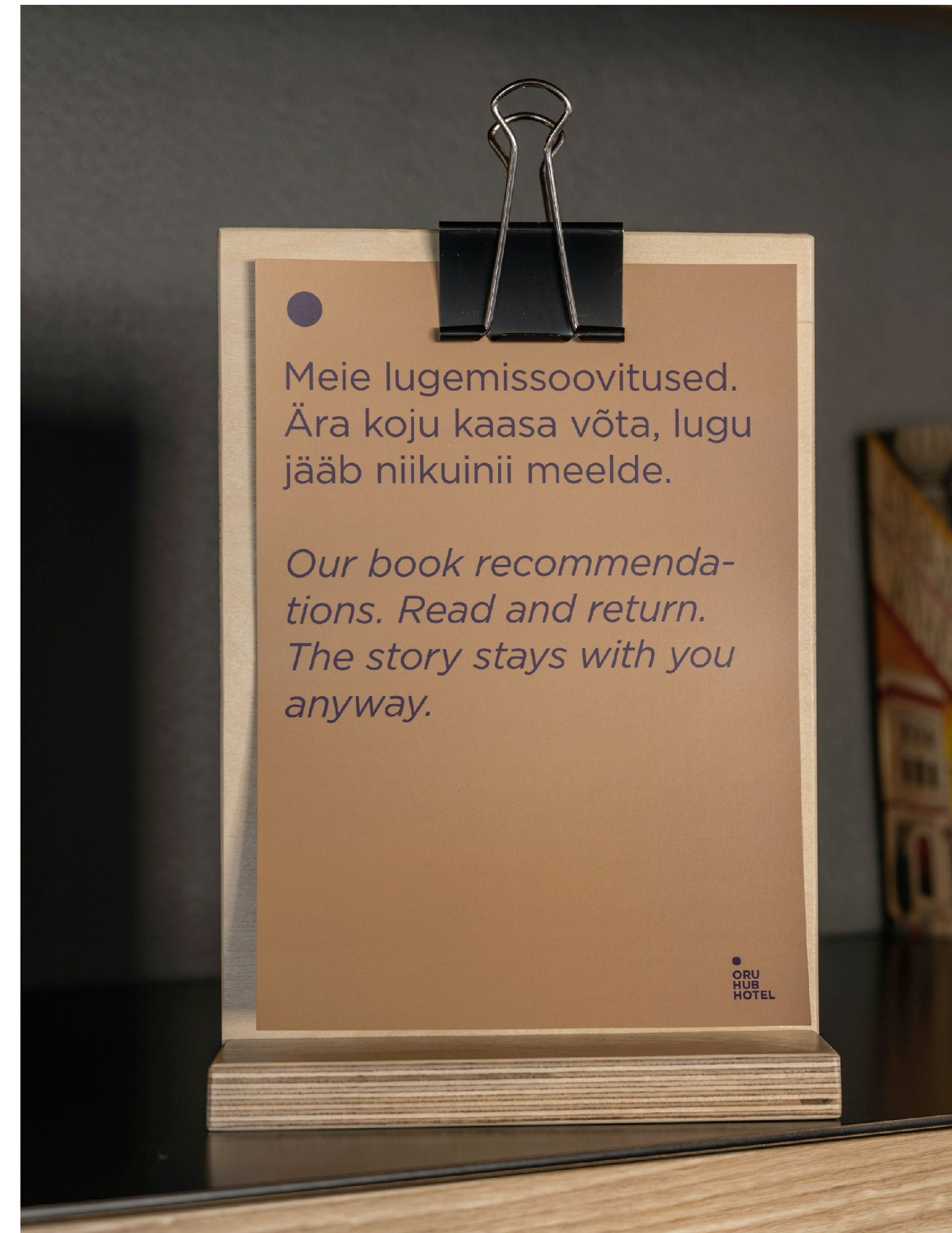
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Method and process

We started the process by understanding the needs and behaviour of travellers. To learn about them, we conducted 18 interviews with 20 different people from different nationalities and ages, and collected insights into their needs and preferences when travelling. This acted as the main source of insights. The interviews were structured to understand: the frequency of travel, the purpose of the travels, the behaviour during the travels and the preferences regarding accommodation.

This is where we ran our concept through Civitta consulting and data analytics matrix to see if this concept is actually profitable or not. Results were great and assured us that our work is based on real knowledge and facts.

The new and tested concept was born to address the “busileisure” traveller: the people who travel for leisure and work simultaneously. Whether you come to Tallinn for work, but want to enjoy the city on the side, or you come to enjoy and want to do some work, Oru Hub has you covered. Then we proceeded to simultaneously design the hotel, the Hub, the CVI, the web and the bistro.



What changed?



Now that Oru Hub Hotel is ready, we are proud to say that this project truly re-designed not just the rooms, but also the mindset of the staff, the owners and partners that we met along the way.

Oru is a perfect case to show us how a strong concept and empathy-first design can create something people fall in love from the first moment they see and experience it.