

# DEVELOPMENT OF A GUIDE OF ENVIRONMENTAL PRESCRIPTIONS FOR THE CONSTRUCTION OF ECO-FRIENDLY HOTELS FOR THE ACCOR GROUP

PUBLIC BUILDING : environmental requirements

Client  
mission  
ACCOR  
Brand study and environmental prescriptions

CONSULTANT  
Date  
AR ARCHITECTES  
Study completed in 2020



Facade of the Saint-Charles hotel, Marseille



The natural marking



The bar



The big table



The relaxation area



The shop furniture



The greet wall of memories

The ACCOR group is strengthening its position on sustainable developments by the creation of a new brand of eco-friendly hotels. The purpose of the environmental prescriptions guide is to deepen the proposed hotel program: the notion of positive hospitality combined with exemplary character for the protection and respect of the environment. Thus, the guide describes the brand's sustainable conceptual principles before comparing them to the expectations of the HQE® requirements and then proposing architectural, landscape and environmental solutions to be implemented in practice in order to make effectively hotels eco-friendly.

