

# HOTELS

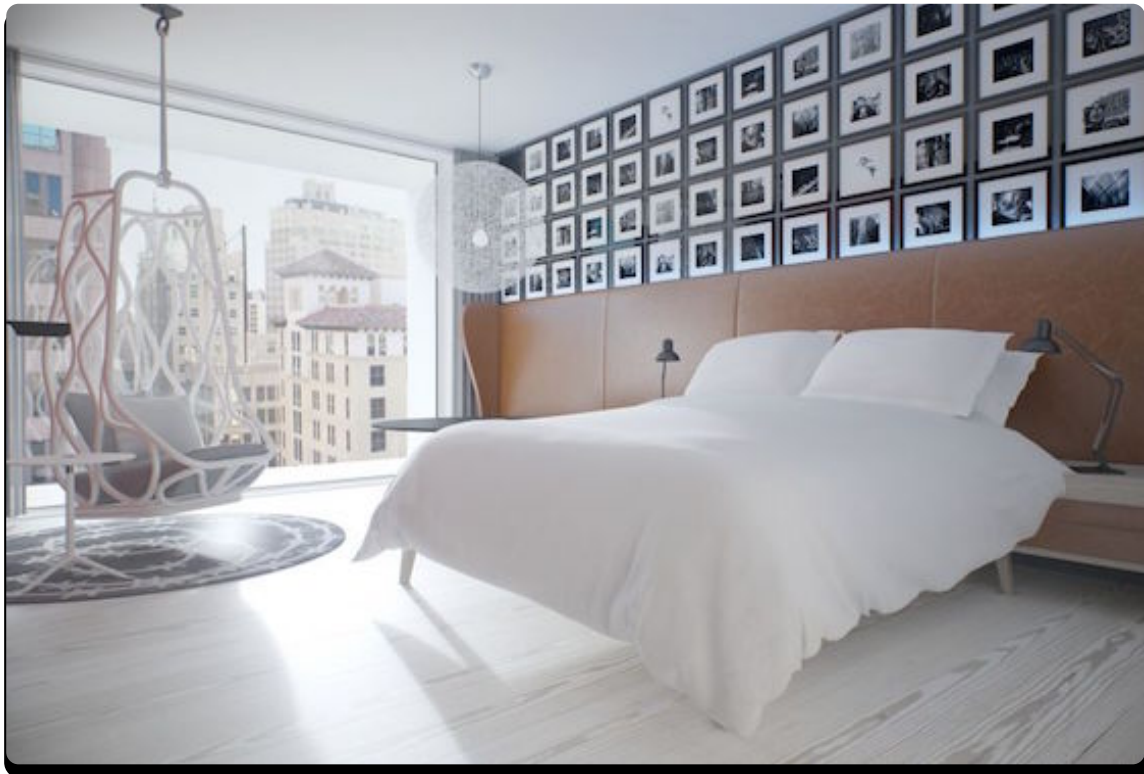
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NEWS

## Radisson Blu launches interior design program

By [Barbara Bohn](#) on 2/5/2016

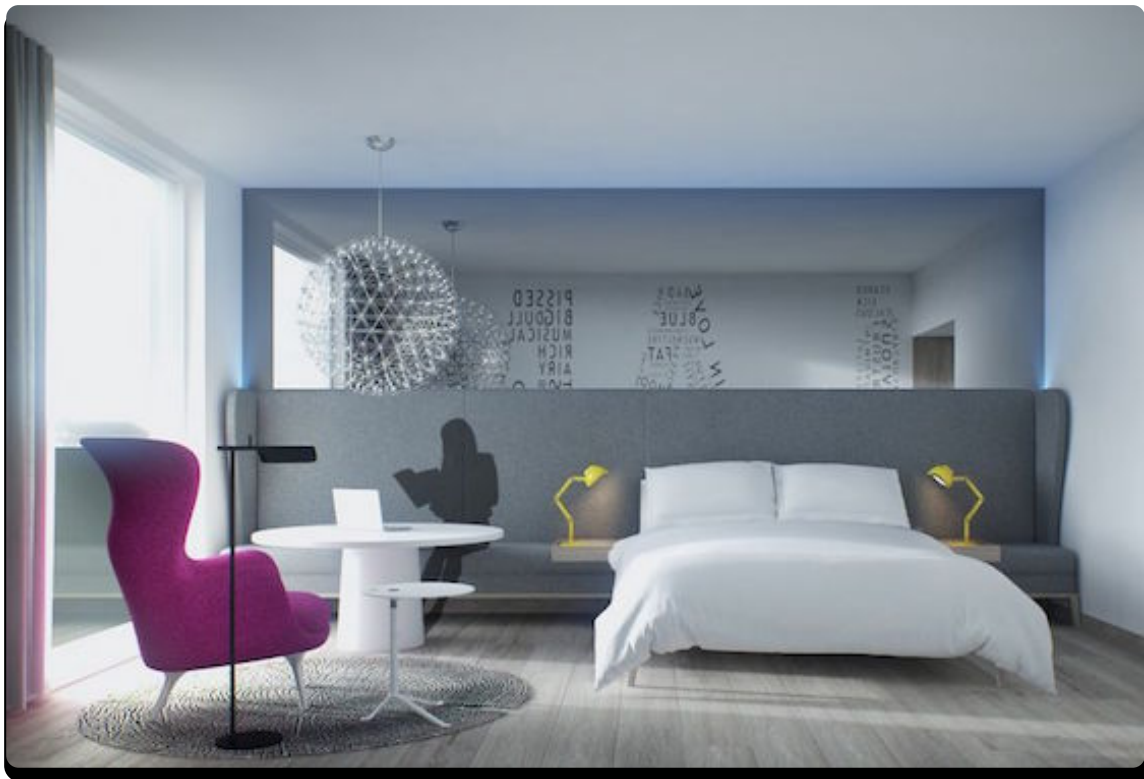
Carlson Rezidor Hotel Group's Radisson Blu brand introduced BluPrint, an interior design approach for its hotels that it says allows property design to evolve along with guest demands.



A BluPrint version of a guestroom

BluPrint focuses on three hotel spaces that integrate standard design options of furniture, fixtures, lighting and decor with elements unique to the location and local culture: guestrooms, lobbies, and meeting and

event spaces.



Another version of a guestroom



A BluPrint option for a "business class" guestroom

"BluPrint allows for more multi-functional and flexible spaces resulting in an emotionally engaging and individual experience," said Rose Anderson, vice president, branding at Radisson Blu. "For our owners, BluPrint provides more distinctive and localized styling while aiming to achieve process efficiencies across interior design and refurbishments."

# Radisson BluPrint



Radisson Blu will begin implementing BluPrint this year across its global portfolio of hotels and will make it part of the brand's ongoing renovation and refurbishment program among its 280 hotels worldwide.

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