



Sleeperz Hotel

Designing a quality hotel on a challenging site

Sleeperz Hotel is located on one of the busiest roads in Newcastle, right beside the active main rail line between Edinburgh and London, creating complex, potentially expensive and problematic development challenges. NORR's design team worked with city planners and conservation officers to develop a scheme that would transform this long-derelict and seemingly undevelopable site into a high quality, 98-room hotel.

The key to its success was to optimize the number of rooms into the massing constraints of a previously approved plan. NORR worked with the main contractor to develop a viable construction sequence. A pre-fabricated structural solution was introduced to minimize the impact of construction to an adjacent site, including the live railway line. The completed project works with the scale and character of the street. The historically-listed stone railway viaduct was incorporated into the design of the front of house which features a tall top-lit atrium, restaurant, bar and meeting rooms. For the compact guest rooms, NORR took inspiration from railway sleeping cars and vintage ship cabins to design a distinctive mix of luxury and spatial economy. Full-height, diagonally aligned windows are slightly inclined to take advantage of views to Newcastle's famous landmarks. NORR's clever design has made Sleeperz Newcastle a popular destination that, since opening, has enlivened the entire neighborhood and been a catalyst to wider redevelopment.

CLIENT	Sleeperz Hotels
PORTFOLIO	Hospitality
SIZE	26,910 SF (2,500 SM)
LOCATION	Newcastle, UK
DATE	January 2012
SERVICES	Architecture

AWARDS

- 2012 Royal Institute of British Architects Award of Excellence, RIBA Hadrian Awards

Hospitality

NORR's Hospitality team dreams big. Whether collaborating with a major hotel brand for the design of a cutting-edge new millennial-focused hotel concept or designing a custom boutique hotel in an urban setting, we bring the highest level of design standards and blend this expertise with specific local requirements to successfully deliver high quality solutions customized for specific sites.

From Signature Properties to Major Brands

NORR has a rich history in the resort, entertainment and hotel market internationally having worked for some of the world's most successful brands and developers. Our portfolio reflects a full range of accommodation types, from new and dramatic luxury resorts to boutique designs and focused service hotels. We also have a core strength in the design of hotel renovation projects for major brands that achieve their business goals through increased occupancy, average daily rate and guest satisfaction.

Working Across Geographies to Deliver the Guest Experience

Large mixed-use resort, entertainment and hotel design is driven by a wide range of design specialists. NORR has great success in leading diverse, geographically remote team members to achieve a fluid roll-out of project deliverables. Our multi-disciplinary team collaborates with clients to create the next generation guest experience. We leverage the unique location and culture in the design on balance with technology, facilities and local food and beverage, to create a specialized program that deliver real return on investment.

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