

Designing Your Future

Ronstedt Hotel Concepts, Germany covers the fields of building design and interior design, as well as consulting and developing building and design concepts. We spoke to Manfred Ronstedt as we aim to explore more about the company and its impressive projects.

Established over 30 years ago, Ronstedt operates in both the building design and interior design of hotels, adopting a holistic approach to guarantee the best outcome. The firm's clients are owners and operators of some of the biggest hotel chains around the globe.

A major part of the firm's success; the team's design is about joining facts and figures, ideas and organisation, getting a real feel of the architecture and calculating what designs are best suited to the establishment. Keeping up with the new trends that are arising within the build sector, the team monitor and follow any new trends, but do not necessarily copy them, and instead apply their own unique approach to events.

Manfred talks us about his own personal background and explains how he came to work in interior design. He comments on what particular aspects of his past career he draws on in order to succeed in his present role, and how they have formed his overall mission for the company.

"My professional education is both that of an Architect and that of a Civil Engineer, so I do not focus only on the forms and shapes, but also on the figures and structures of buildings.

"Architectural Design is about joining forms and figures, ideas and organisation, feeling and calculation. We get an idea of the client's desired outcome, including their own figures and calculations, and liaise with them in order to create and complete perfection."

With the firm's overall mission relying heavily on understanding the needs of the client, Manfred tells us how the team approaches a new client, or what techniques are used when undertaking a new project.

"Here at Ronstedt, we never start with a sketch, but we start with flow charts, room programs, space allowances, budgeting and a designer's brief to agree upon with the client. It is our engineering approach what makes us different from the competitors, as we know how to calculate and organise, not only to draft and sketch."

Operating within Germany, there are many challenges arising within the interior design sector which are affecting the firm, including rising client expectations. Manfred explains how the team adapt to these potential issues and embrace them in order to create a successful project.

"German clients are more aware of sustainability and enduring quality than any other in the world. So, we have to look on our design with the eyes of an owner/operator, bequeathing the hotel to his owning/operating progeny."

With technology becoming more prominent throughout the sector, Manfred is keen that his team utilise this technology in order to create success for the company, but also keep the personal approach, and not over complicate projects with technology.



"Honestly, we are not looking for the highest possible technical standard but for smooth and appropriate operability. Concerning all digital equipment, we look for open systems which the operator can adapt for future development."

Regarding the approach of his firm to clients, Manfred operates with the belief that both staff and clients should be open minded with each other, and be willing to learn from each other in order to complete the project. As such, he refers us to the internal culture of the firm, which is all inclusive, with the team working together to achieve excellence.

"Learning together means living together, as we do not expect an inexperienced trainee to work on the design of a high-end boutique hotel, which is far from his own reality of life, but he is able to gain experience on the project."

Recently, Ronstedt undertook the task of a hotelier client to design a horse crematorium for them, and Manfred took this on as an inspiring challenge, something different to his usual task of specialising in hotel design.

"The crematorium project gave me the chance to explore design issues from a different point of view. I came to believe, that crematoriums for human and funeral homes could be a rewarding design task in the future of an ageing society."

Overall, there looks to be an exciting future ahead for Ronstedt Hotel Concepts, and Manfred has aspirations to develop the building design and interior design concepts of new budget brands, adding high-class interiors to limited space, and this is something the team are looking forward to.

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