



Hay Hay Design

Project Design and Creation Process

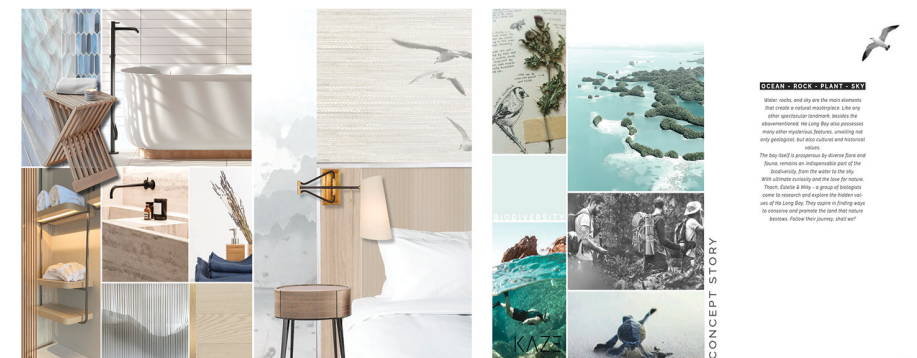


Hay Hay Design Limited
+64 21 762 577
hayhayhoian@gmail.com
www.hayhaydesign.com

1. Concept & Early Design Coordination

Hay Hay Design engages closely with developers, architects, and interior designers to understand the overarching design themes, brand identity, and guest experience goals. Moodboards, theme documents and 3D interior design documents are sent to Hay Hay Design to get a clear understanding of aesthetics.

We source inspiration from local context and the project vision whether a UNESCO heritage site like Hoi An, an inner city boutique property in Australasia, or a seaside aesthetic. This early engagement ensures that artwork isn't an afterthought, but integrated into the spatial and brand narrative from day one



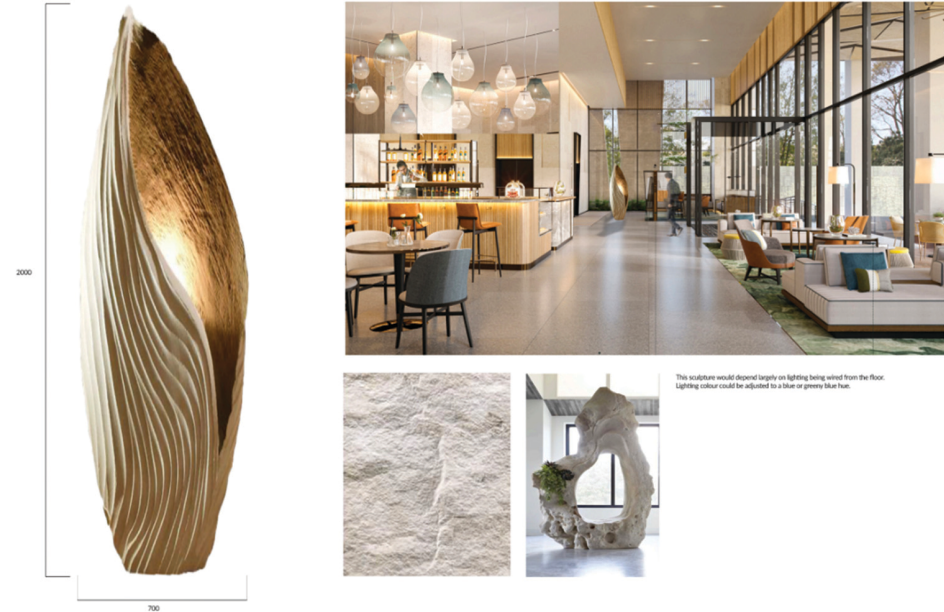
2. Concept Development & Thematic Alignment

Once the project vision is defined, Hay Hay develops art concepts that reinforce both the brand story and design narrative.

For instance, on the Hilton Danang project, artwork was inspired by Hoi An's UNESCO heritage resulting in a 3-metre lobby sculpture, large-scale ballroom murals, Meeting room wall sculpture and tailored pieces for spa, gym and guestrooms, all incorporating the Hoi An theme.

At Ocean Villa Resort in Da Nang, their art package included artwork for multiple zones (reception, restaurant, spa, offices), complementing the seaside and local surroundings and incorporating objects and motifs

Hyatt Place Ha Long Bay, separated levels by using ocean, land and sky all within the local theme of Halang Bay. These themes were incorporated in all artworks.



3. Design Review & Iteration with Design Team

Hay Hay works in collaboration with design teams in an iterative process sharing moodboards, sketches, and prototypes with architects and interior designers to align on placement, scale, and materials.

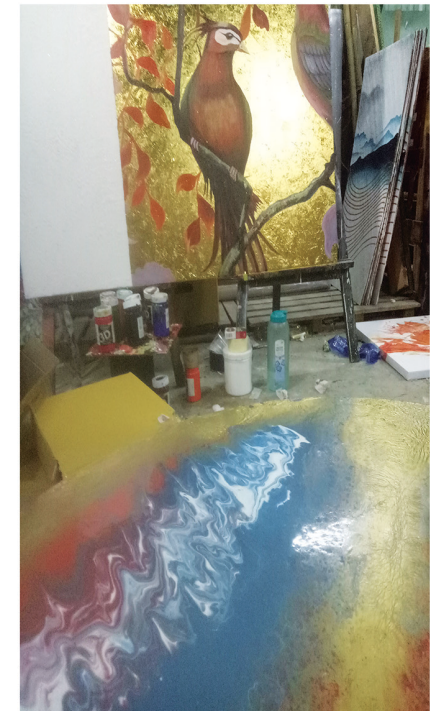
This might involve adjusting dimensions, finishes, or thematic motifs to ensure the art complements lighting schemes, furniture, and architectural features not just aesthetically, but functionally too



4. Creation & Collaboration with Local Artisans

After concept approval, the creation phase begins with local artists and fabricators, enabling authentic craft and on-brand execution. They balance creative vision with practical considerations adapting to construction realities and budget constraints

Hay Hay Design produces most artwork inhouse to keep a close eye on productions and quality. Local specialist artisans are used for artworks that require extra expertise and local cultural elements.



5. Installation & On-Site Integration

Hay Hay Design handles logistics and installation, coordinating with site managers, general contractors, and interior teams to ensure artworks are installed smoothly and precisely.

Installation is treated as a continuation of design final tweaks and adjustments occur on site to guarantee alignment with lighting, sightlines, and room flow.

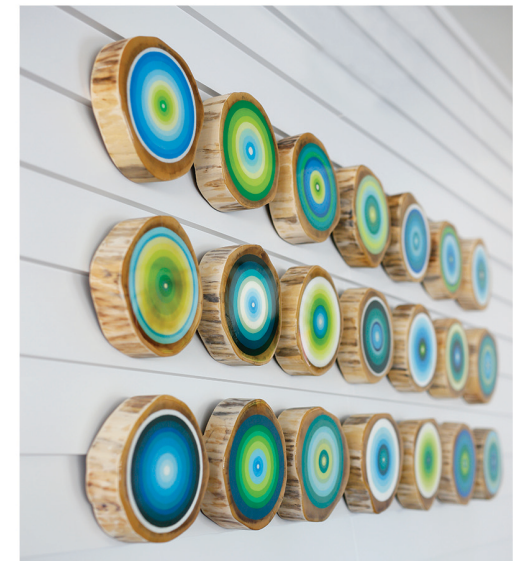
Hay Hay can offer onsite guidance for local installation teams, with a qualified installation manager or written guidelines for each artwork.



6. Handover & Ongoing Partnership

Once the artworks are installed, Hay Hay ensures kindred alignment with brand and design objectives.

They often continue offering guidance post-installation—advising on maintenance, asset cataloguing, and potential expansions or refreshes.





www.HayHayDesign.com