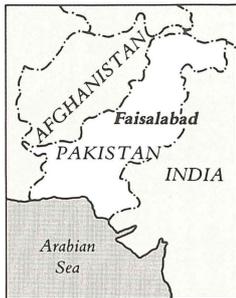


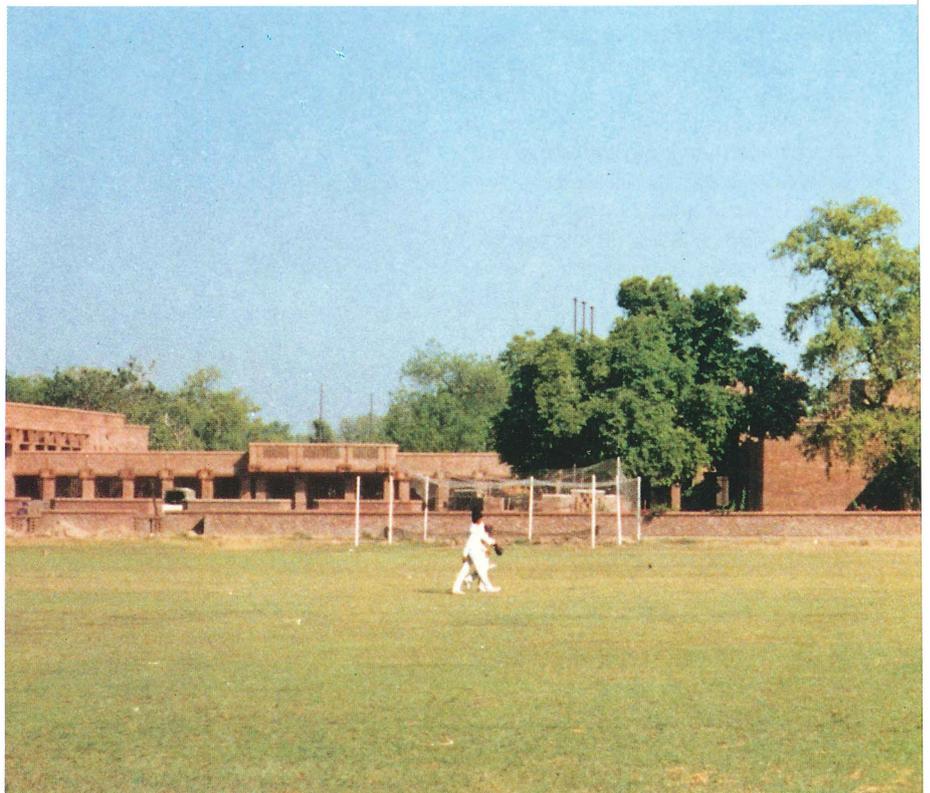
# Faisalabad Serena Hotel



## Project Data

*Client:* Serena Hotels (Pakistan).  
*Architects:* Arcop Associates, Montreal.  
*Partner-in-charge:* Ramesh Khosla.  
*Projects Architects:* Bruce Allan with Amir Ali Qamar, associate architect in Pakistan.  
*Interior Design:* Shah Begum Ahamed with Arcop Associates.  
*Landscape Consultant:* Sandra Donaldson, Montreal.  
*Mechanical Engineers:* Lehr Associates, New York and Anwar Sadaat Company, Karachi.  
*Structural Engineer:* Iqbal Qamar, Mushtaq & Bilal, Karachi.  
*Craftsmen:* Master Craftsman: Kashi-Multan, Malik Ashiq Naqqash.  
*Land area:* Approx. 2.2 hectares (5½ acres).  
*Built Area of Hotel:* 4,876 square metres (160,000 square feet).  
*Ground Coverage:* 3,657 square metres (120,000 square feet).

**Text and photographs courtesy of ARCOP Associates and the client.**



**A**rchitecturally, this hotel is in many ways unique. A tremendous amount of research was undertaken and the culture of the area analysed, understood, and absorbed to the greatest extent possible. The history of the town, the form of the centre of the town and the materials and crafts of the region were the principal sources of inspiration of all elements in the hotel's design and finishes. Faisalabad is in Punjab and the hotel is a Punjabi building, with Punjabi forms, Punjabi details and Punjabi materials. The lead architect, now living in Canada, is of Punjabi origin and he was able to relate to the local scene and the people, culturally, linguistically and with a sense of exhuberance. So too, the rest of the design team on the project, including an associated Pakistani architect, gained wide and deep understanding of the region and its architectural and aesthetic traditions.

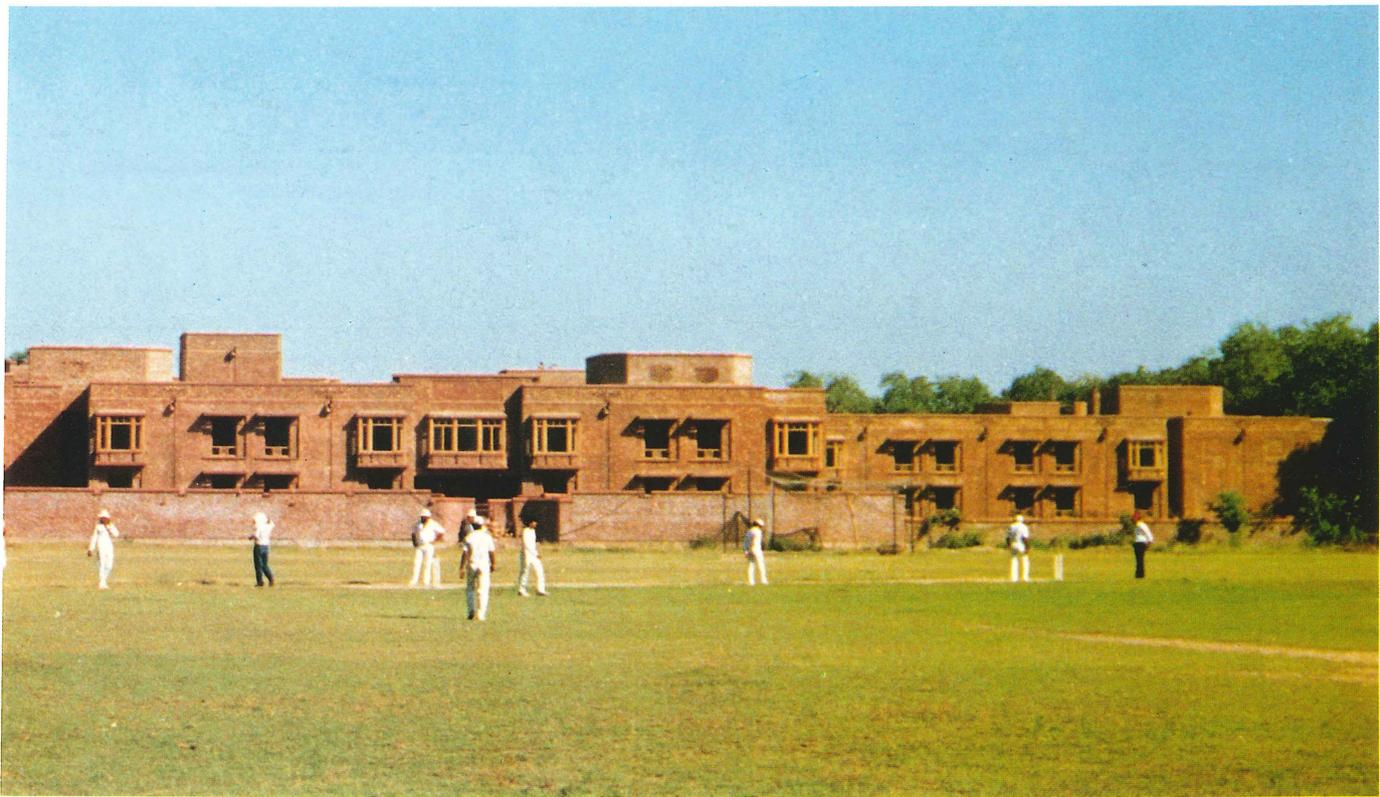
The plan form of the hotel is derived from the highly articulated geometric street pattern of Faisalabad which resembles the Union Jack. The variety of the street facades of the city, the unexpected forms of the buildings at angular street intersections, the very special way in which the buildings of Faisalabad deal with entries from the streets, the profusion of balconies and suspended loggias,

*The Faisalabad Serena hotel complex as seen from the existing cricket playing field.*

the terraces for sleeping, the internal courtyards for light and air and privacy, all have been used in the design of the Faisalabad Serena. The joyfulness, the profusion and variety of architectural and decorative detail typical of Punjabi building have been applied throughout the hotel in a simplified contemporary fashion, e.g. there is no elaborate wooden fretwork.

There is a restaurant and a coffee shop, a banquet hall to hold up to 450 people and meeting rooms for groups of 20 to 40 persons, shops, sports facilities such as tennis and squash, a health centre and a swimming pool. All these facilities will be set into a landscaped garden atmosphere, so that banquet and eating areas can spill outdoors to cater to larger groups.

The hotel will fulfill the requirements not only of businessmen and tourists, but of conferences, lecture groups, seminars, small and medium-sized meetings, weddings and other social occasions. In a manner of speaking, the design of the hotel was intended from the outset to accommodate the life-style of inhabitants of the region in order for them to feel at ease as much as the visitors.

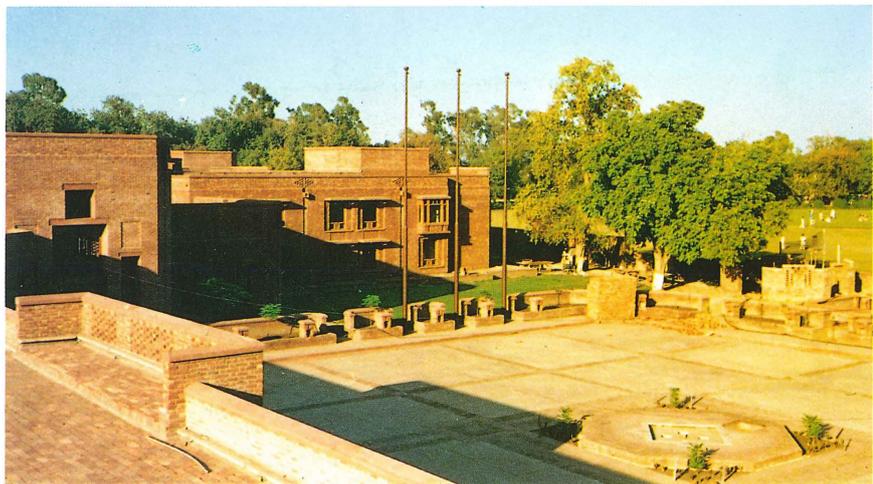


Top: Arrival court and lounge of the hotel during construction.

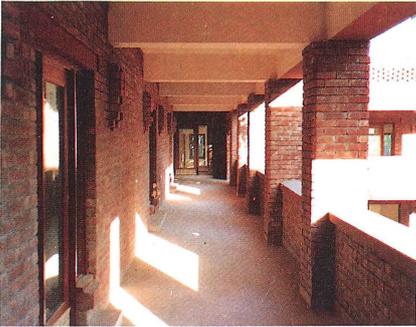
Above: View of a Punjabi village showing the shapes and building masses typical of the rural townscape which the architects attempted to capture in the built volumes of the hotel.

Right, above: Artist's watercolour rendering of the entrance court at the Faisalabad Serena hotel. Note the brick screen (jali) typical of local vernacular architecture.

Right: The arrival court of the hotel at the time construction was being completed. Bazaar roof and the lounge/tea room is on the left, and guest rooms overlooking the cricket field on the right.





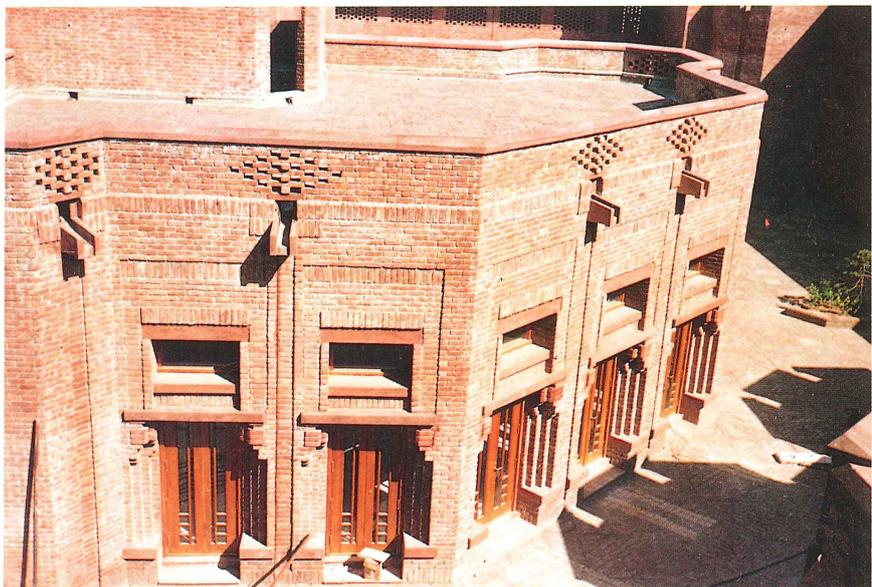


Top: View of a street in the existing town of Faisalabad, illustrating the use of brick, types of windows and projecting balconies and roof terraces.

Right, above: Partial view of the bazaar court/ 'street' with small pavilions. Considerable attention has been given to the execution of surfaces and decorative motifs using local red brick.

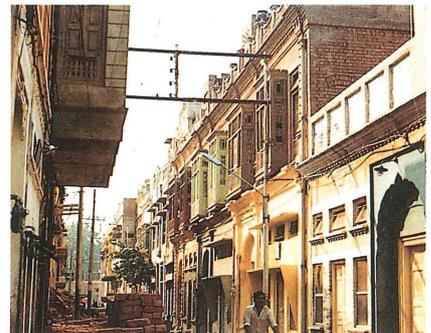
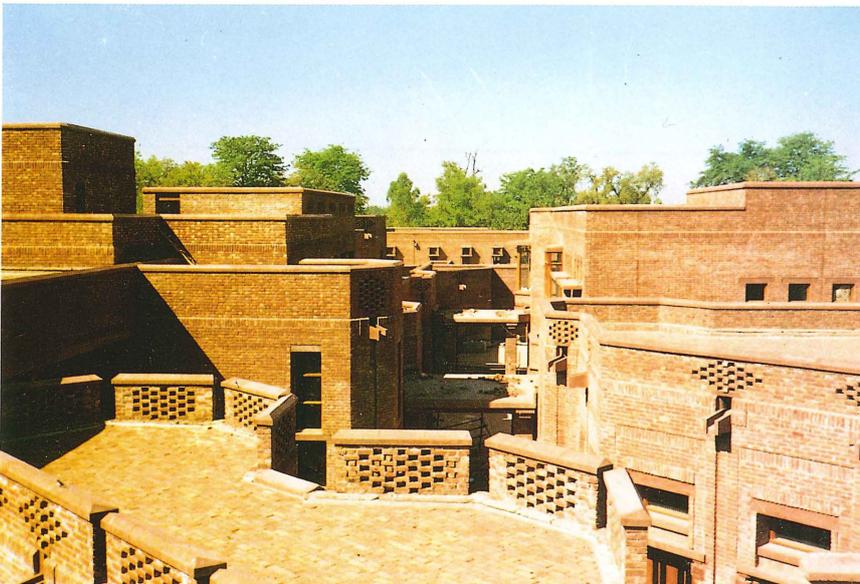
Right: Perspective watercolour view of the "interior street" along which shops, restaurants and lobbies are located within the hotel compound.

Right, below: Exterior view of the principal restaurant of the hotel, facing the meandering inner walkways. Note the intricate brickwork on the facade characteristic of this part of Pakistan.

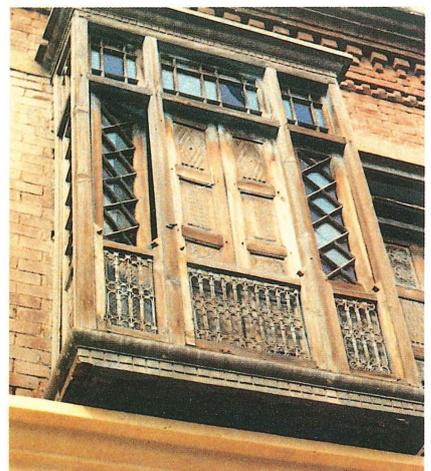
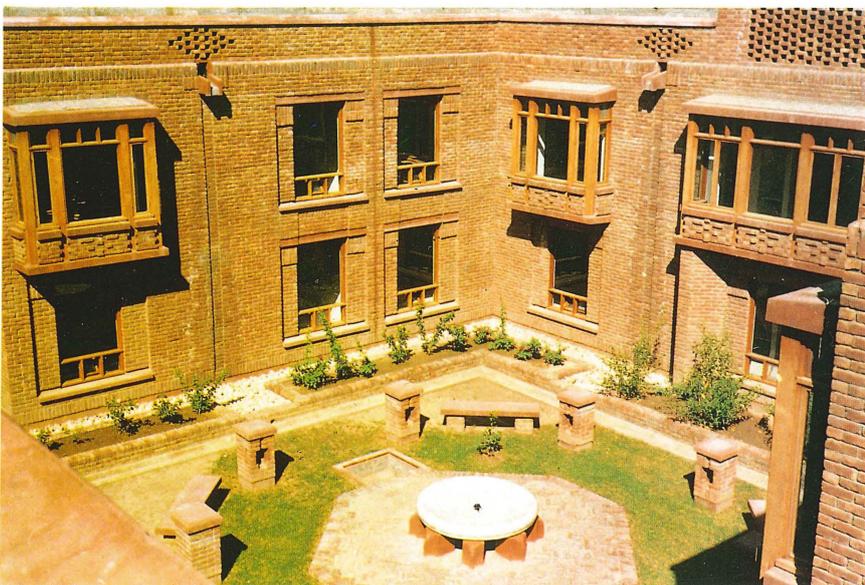




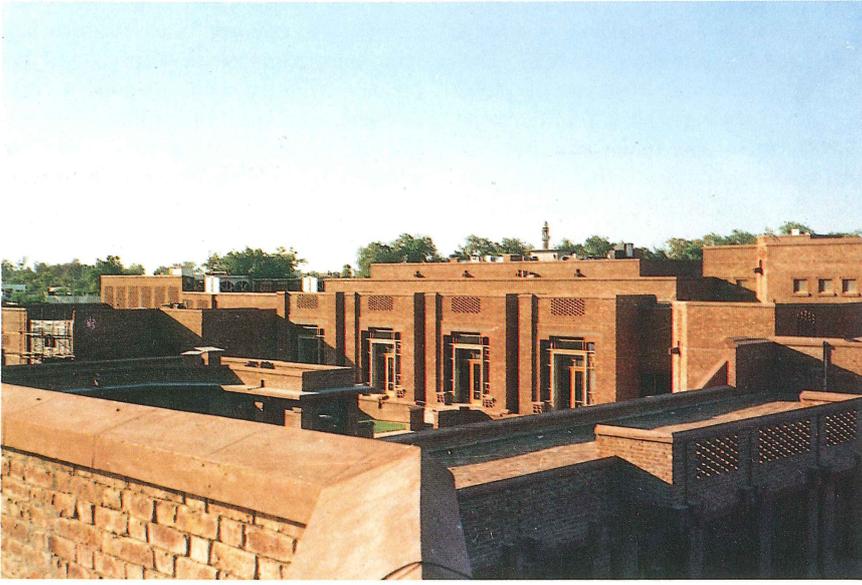
Left: Two-storey wings of guest rooms surrounding an open courtyard intended for large social gatherings, under traditional tents which can be installed here. The same area could eventually be used for a future extension to the hotel. The scale and detailing, such as wall and window details, are inspired by the local style of building in the Punjab region. Above: A typical brick structure from the local area around Faisalabad, reflecting pure simple geometry.



Left: View of the "interior street" for commerce and hotel services such as dining and relaxation from the roof terrace of one of the guest wings. Above: Streets in Faisalabad such as this one often exhibit the repetition of certain architectural elements, such as projecting alcove windows over the street or similar store fronts at street level. Note the elaborate brick cornice and balustrades at the roof-line.



Left: Guest rooms overlooking small, intimate courtyards with landscaping and fountains. Above: Decorative detailing of a typical window in the old city.



*Left: Facade of the pre-function and banquet rooms that open onto a garden.*

*Left, below: Artist's rendering of a landscaped courtyard outside guest rooms.*

*Far left, below: This kind of local brickwork, such as the incised channels for rainwater, was introduced into treatment of exterior walls of the hotel.*

*Left, bottom: Brick detailing of the mihrab wall of the hotel's small mosque.*

