



Location
Austin, Texas

Project Type
Hospitality

Area Supplied
Guestroom Bathrooms

Products
Pieces, To Be Renoir

Omni Austin Hotel Downtown completed a substantial renovation, significantly enhancing its luxury rooms and suites. The redesigned interiors reflect Austin's unique charm, incorporating playful accents, dynamic hues, and elegant textures. Attracting guests for business and leisure, the hotel is conveniently located near countless local attractions offering stunning views of Downtown Austin, Texas.

CHALLENGE | Logistical and Budget Constraints

The Omni Austin Hotel Downtown's renovation project required specific tile selections to meet their design vision and budgetary constraints. The design team wanted large tiles for the back shower walls and subway tiles for the side walls. A unique challenge emerged when only three specific faces out of 14 were desired from the selected collection for the back walls. Ensuring the factory correctly sorted and supplied these specific tiles posed a substantial logistical challenge. Additionally, there was a strict budget to adhere to, with costs needing to be at or below \$3 per square foot for the subway tile and below \$7 per square foot for the larger tiles.

SOLUTION | Key Partnerships, Quality Assurance & Budget Control

Through the power of effective partnerships, a detailed plan was orchestrated to adhere to Omni's specifications. To meet the logistical demands, Creative Materials carefully coordinated with the factory to order equal amounts of each of the three chosen larger tiles, ensuring they would align correctly upon installation. To oversee the quality and accuracy of installation, Creative Materials' Quality Assurance Project Manager was enlisted to the site as the renovation commenced. The initial phase involved setting up a model room to finalize the aesthetic and functional aspects before proceeding with the full shipment. In addition, Creative Materials successfully negotiated pricing to stay within the scope of the budget. The Omni Austin Hotel Downtown project stands as a testament to Creative Materials' commitment to maintaining valued partnerships and its ability to navigate complex logistical and budgetary challenges.

"The Omni Austin Hotel Downtown project was challenging and exhilarating from inception to completion. The design concept was intricate, necessitating extensive coordination with our partners. The successful completion of this project stands as a testament to the power of Creative Materials' thorough planning and teamwork."

~Douglas Salatino

Business Development Lead -
Restaurant & Retail Brands