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HY8



How AI is Powering Efficiency and Imagination in Hospitality Design

Hospitality Design

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Lisa A. Haude, Principal-Interior Designer at RYS Architects, shows how AI is becoming a practical creative partner in the studio. She describes using AI to speed up drafting, modeling, admin work, and BIM based visualisation, letting designers test more ideas, reduce errors, and give clients richer, real time ways to see and shape a project. Her main point is that AI should stay in the background as a tool for precision and sustainability insight, while the human side storytelling, taste, and emotional sense of place remains what makes hospitality design truly memorable.

Technology has long been a powerful disruptor in design, often for the better. Advancements in drafting and modeling software have elevated our capabilities as architects and interior designers. Yet with rapid change, we must carefully evaluate the level of disruption we invite into our processes. Some innovations are transformative, while others, like the introduction of AI, require deeper thought, testing, and measured implementation.

In our practice, we're exploring AI tools to streamline production tasks like drafting, modeling, and administrative support. The goal is simple: enhance efficiency and quality so our teams can focus on what they love most—design and storytelling. Through these integrations, we can rapidly explore concepts, visualize environments, and harness advanced data analytics. The speed at which information can now be collected and processed amplifies our capacity to curate and refine spaces with greater intention.

AI'S IMPACT IN ACTION

In interior design, AI has created a platform that expands how we see space. Owners can clearly understand outcomes, essentially picture-perfect, whether through a single rendering or an immersive walk-through. These platforms allow us to instantly generate multiple design variations—from layouts to materials, lighting, and finishes—so clients can compare options side by side and make confident decisions. This interactivity also heightens the level of engagement as it invites them to actively participate in the design process.

With proper implementation, AI automates repetitive tasks like scheduling or single-entry data tags, which helps to reduce errors and ensure uniform consistency. Beyond this, AI aids with administrative workflows and project-management assignments—essentially freeing up designers to focus on ideation, innovation, and collaboration. By minimizing errors and streamlining details, designers can zero in on the creative aspects of a project to guarantee that artistry is never compromised by the mechanics of production.

By combining AI with BIM technology, we can envision spaces in real time and apply different materials with precision. This transforms complex projects into clear, shared experiences. For example, when designing a highly detailed ballroom, AI-driven visualization gave us the freedom to test options and communicate construction details more effectively. The process saved time, reduced errors, and empowered creativity—delivering a space that was both technically sound and artistically expressive.

LOOK AHEAD INTO THE FUTURE

Over the next five years, AI will amplify inspiration rather than replace it. Routine workflows will become increasingly automated, while complex design details will be communicated more seamlessly among architects, designers, engineers, and contractors. Additionally, the ability to analyze sustainability and material performance in real time will provide insights that allow us to make smarter choices for energy efficiency, durability, and environmental impact.

We also anticipate new AI applications to emerge in the hospitality design space. AI encourages architects to quickly generate design options, curate with accuracy, and give clients the means to interact with layouts, finishes, and experiences in real time. In the hospitality industry, these capabilities translate into guest-centric spaces that are adaptive, sustainable, and memorable. The integration of AI is transforming design into an interactive journey—one where ideas flow more freely among architects, designers, engineers, and clients, creating spaces that are both innovative and highly responsive to human needs.

EXPECTATIONS FOR AI

AI should remain a silent partner in the studio (i.e., accelerating workflows, eliminating errors, and verifying technical accuracy) while imagination remains at the core. We are the storytellers, shaping spaces with identity, meaning, and artistry. After all, AI can't feel or experience like humans do. The balance lies in collaboration: machines manage precision, humans craft vision. Together, this ensures that each space reflects talent, purpose, and efficiency. Machines support our craft; humans bring it to life.

AI will not replace architects and designers; it will boost our ability to be creative and efficient. For firms, this means faster growth, stronger market positioning, and the capacity to take on larger, more complex projects. For clients, it means a smoother, more interactive design journey where they feel heard, involved, and confident in the outcome.

PURPOSEFUL IMPLEMENTATION

As with any new technology, discernment is key. There is a wide range of AI models available, and it's easy to adopt them simply for the sake of novelty. The most important lesson we've learned is to explore carefully and evaluate whether each tool is truly beneficial and achieves its intended purpose. Purposeful implementation ensures that AI complements, rather than overshadows, the craft of design so that architects and designers focus on what cannot be automated: creativity, storytelling, and human-centered design.

