

# Case Study: Holiday Inn Hotel, Riyadh, Saudi Arabia

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**Project Overview:** The Holiday Inn Hotel in Riyadh, Saudi Arabia, embarked on a renovation project to enhance the ambiance of its bathrooms and create a luxurious and modern guest experience. The design team opted for our CST 18 Rustic Autumn stone veneers to be used as a backlit feature in the bathroom spaces.

**Product Used:** Lumina - Translucent Real Stone veneer

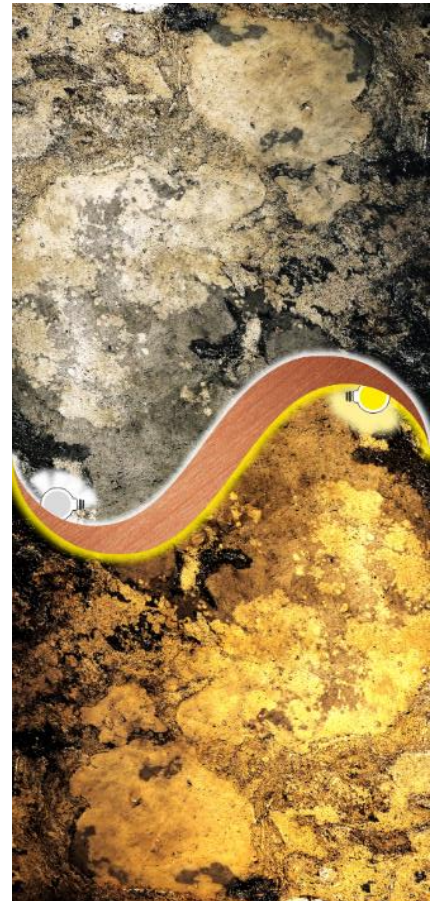
**Product Code:** CST 18 Rustic Autumn

**Surface Finish:** Slate, transparent

**Thickness:** 1.2- 1.8 mm

**Use Case:** Bathroom Backlit Feature

**Challenges:** The goal was to infuse the hotel's bathrooms with a sense of sophistication, providing guests with a unique and memorable experience. The challenge was to find a material that not only added visual interest but also worked seamlessly with the contemporary design concept. Additionally, the material needed to withstand the humid environment of the bathrooms.



**Solution:** CST 18 Rustic Autumn stone veneers were chosen for their distinctive texture and warm, earthy tones. The ability to incorporate backlighting into the stone veneers offered a captivating visual effect, adding a touch of opulence to the bathroom spaces. The design team appreciated the flexibility of the material, allowing for customized shapes and sizes.

**Benefits:**

- 1. Visual Impact:** The Rustic Autumn stone veneers, when back-lit, created a visually stunning focal point, enhancing the overall aesthetics of the hotel bathrooms.
- 2. Customization:** The design team utilized the flexibility of CST 18 Rustic Autumn to craft bespoke back-lit features, ensuring a tailored and unique appearance for each bathroom.
- 3. Durability:** The inherent durability of the stone veneers proved ideal for the bathroom environment, ensuring longevity and resistance to the challenges posed by humidity.



**Results:** The implementation of CST 18 Rustic Autumn stone veneers as backlit features successfully transformed the hotel bathrooms into elegant and contemporary spaces. Guests now experience a heightened sense of luxury, and the unique design element has become a memorable aspect of their stay at the Holiday Inn Hotel in Riyadh.

**Hotel Management Testimonial:** "The choice of CST 18 Rustic Autumn stone veneers has significantly contributed to the modernization and luxurious ambiance of our hotel bathrooms. The backlit feature is a standout element, creating a unique and memorable experience for our guests. We are delighted with the quality and impact of the chosen stone veneers."

This case study illustrates how the application of CST 18 Rustic Autumn stone veneers in a backlit feature can redefine the ambiance of hotel bathrooms, providing a distinctive and visually captivating experience for guests