

The Artisanal Home: A Case of K11 ARTUS



Source: Wikimedia Commons (2019)

Background

Located at Victoria Dockside, East Tsim Sha Tsui, K11 ARTUS is a luxury serviced residence owned by New World Development (K11 ARTUS, n.d.). Conveying the comforts of a private home and the convenience of a full-service luxury hotel, the 287-suite property offers flexibility for both short- and long-term stays (HKTB, n.d.).

Artisanship and Smart Interaction

K11 ARTUS is Asia's first luxury residence to champion the "Artisanal Home" concept. The name "ARTUS" is an amalgam of the words 'Art' and 'Domus', Latin for 'Home', reflecting its mission to offer an artisanal living space for cultural creatives and travelers worldwide (K11 ARTUS, n.d.). In collaboration with the K11 Craft & Guild Foundation, K11 ARTUS empowers Chinese craftsmen and internationally acclaimed designers who share the group's vision of preservation by curating their artisanal creations throughout the suites and common areas (K11 ARTUS, n.d.). Moreover, to cultivate public appreciation of art and allow artists to proactively showcase their work, the K11 group utilizes QR codes and Augmented Reality technology to encourage visitors to interact with art pieces displayed at its shopping malls and at K11 ARTUS through its "K11 Kollection" mobile application (New World Development, 2010; SCMP, 2017).

Digital Concierge and Food Ordering

Residents have access to thoughtful services such as the AMICI Digital Concierge, which offers 24-hour support through WhatsApp, Facebook Messenger, LINE, or WeChat (K11 ARTUS, n.d.). The residence's real edge lies in its strategic location directly above the group's adjoining shopping mall, K11 Musea. Through the in-room IPTV, guests can not only order

room service from the resident restaurant, but also request delivery from a wide range of restaurants at the mall, as well as shop for items and groceries from partnered stores (Localiiz, 2020). Similar to Foodpanda or Deliveroo, the system keeps guests updated about their orders at every stage and records payment information automatically to help save time for future orders (Localiiz, 2020). This innovation offers significant convenience, especially for long-staying residents.

Challenges

Collaboration with artisans and designers worldwide may present several challenges. To display accurate artwork information to the public, the group must communicate with creators to ensure the information is correct and updated. Additionally, the group needs to ensure each piece of artwork is properly insured and discuss the legal aspects of potential artwork damage with the owners before display. On the other hand, the use of digital concierge services through residents' personal social accounts and the automatic saving of payment details may raise privacy concerns regarding the security of personal information.

Discussion Questions

1. In what ways does the “Artisanal Home” concept enhance guest experience?
2. How does the use of QR codes and Augmented Reality enhance the appreciation of art?
3. Apart from presenting artwork information through QR codes and Augmented Reality, how can the K11 group cultivate the public's interest and appreciation of art?
4. How can K11 ARTUS mitigate the challenges arise from its AMICI digital concierge and IPTV in-room ordering?
5. What privacy concerns might arise from using personal social accounts for concierge services?

References

- Hong Kong Tourism Board. (n.d.). K11 ARTUS. Retrieved from <https://www.discoverhongkong.com/ca/plan/accommodation/results/details.id75525.k11-artus.html>
- K11 ARTUS. (n.d.). About K11 ARTUS. Retrieved from <https://www.artus.com.hk/en/about>
- K11 ARTUS. (n.d.). AMICI Digital Concierge. Retrieved from <https://www.artus.com.hk/en/amici>
- K11 ARTUS. (n.d.). Craftmanship. Retrieved from <https://www.artus.com.hk/en/craftsmanship>
- Localiiz. (2020). 4 things to expect when staying at K11 Artus. Retrieved from <https://www.localiiz.com/post/living-property-k11-artus-review-things-to-expect-for-your-stay>

New World Development. (2010). K11 Art Mall First Launched iPhone Free Application and QR Code Docent Tour. Retrieved from <https://www.nwd.com.hk/content/k11-art-mall-first-launched-iphone-free-application-and-qr-code-docent-tour>

South China Morning Post. (2017). In Hong Kong, French artist Nicholas Buffe takes you on an AR journey across the zodiac. Retrieved from <https://www.scmp.com/culture/arts-entertainment/article/2119625/hong-kong-french-artist-nicholas-buffe-takes-you-ar>

Wikimedia Commons. (2019). K11 ARTUS The Library 2019.jpg. Retrieved from https://commons.wikimedia.org/wiki/File:K11_ARTUS_The_Library_2019.jpg

Keywords

- Hotel
- Artisanship
- Augmented Reality (AR)
- Digital Concierge
- Food delivery
- Guest experience
- Privacy Concerns

Acknowledgement

This case study is based on and adapted from the work of undergraduate students Klaudie Kladníková, Liza Van Beek, Ella Kermoury, Chung Ho Ching from the School of Hotel and Tourism Management at The Hong Kong Polytechnic University.

匠心之家：K11 ARTUS 案例研究



Source: Wikimedia Commons (2019)

背景

K11 ARTUS 位于尖沙咀东部的 Victoria Dockside，是新世界发展集团旗下的奢华服务式公寓（K11 ARTUS, n.d.）。这座拥有 287 套套房的物业，既传递了私人住宅的舒适感，又提供了全方位服务的奢华酒店的便利，为短期和长期住宿提供了灵活性（HKTB, n.d.）。

工艺与智能互动

K11 ARTUS 是亚洲首个倡导「工艺之家」概念的奢华寓所。其名称“ARTUS”融合了“Art”（艺术）和拉丁语中意为“家”的“Domus”一词，体现了其为全球文化创意人士及旅行者提供一个匠心独运的生活空间的使命（K11 ARTUS, n.d.）。通过与 K11Craft & Guild Foundation 合作，K11 ARTUS 赋能中国工匠与国际知名设计师——他们认同集团的文化保育理念——将其手工艺作品精心布置于套房和公共区域（K11 ARTUS, n.d.）。此外，为培养公众对艺术的欣赏并让艺术家能积极展示其作品，K11 集团利用二维码和增强现实技术，通过其“K11 Kollection”移动应用程序，鼓励访客与其购物中心及 K11ARTUS 内展示的艺术品进行互动（New World Development,2010; SCMP,2017）。

数字礼宾与餐饮订购

住客可享受体贴的服务，例如 AMICI 数字礼宾服务，通过 WhatsApp、Facebook Messenger、LINE 或微信提供 24 小时支持（K11 ARTUS, n.d.）。该寓所的真正优势在于其战略位置，正位于集团毗邻的购物中心 K11Museum 之上。通过客房内的 IPTV，客人不仅可以向驻店餐厅点选客房送餐服务，还可以从商场内的众多餐厅要求外卖，甚至从合作商店购买商品和杂货（Localiiz,2020）。类似于 Foodpanda 或 Deliveroo，该系统会实时更新订单状态，并自动记录付款信息，以便为未来的订购节省时间（Localiiz,2020）。这项创新提供了极大的便利，尤其对于长期住宿的住客而言。

挑战

与全球的工匠和设计师合作可能带来若干挑战。为了向公众展示准确的艺术品信息，集团必须与创作者沟通，确保信息正确且及时更新。此外，集团需要确保每件艺术品都得到适当的保险，并在展示前与物主讨论潜在艺术品损坏的法律问题。另一方面，通过住客个人社交媒体账户使用数字礼宾服务以及自动保存支付详情，可能会引发对个人信息安全性的隐私担忧。

讨论问题

1. 「工艺之家」概念通过哪些方式提升了宾客体验？
2. 二维码和增强现实技术的运用如何增强对艺术的欣赏？
3. 除了通过二维码和增强现实技术呈现艺术品信息外，K11 集团还能如何培养公众对艺术的兴趣和欣赏？
4. K11 ARTUS 可以如何缓解其 AMICI 数字礼宾服务和客房内 IPTV 订购系统所带来的挑战？
5. 使用个人社交媒体账户进行礼宾服务可能引发哪些隐私问题？

参考文献

Hong Kong Tourism Board. (n.d.). K11 ARTUS. Retrieved from <https://www.discoverhongkong.com/ca/plan/accommodation/results/details.id75525.k11-artus.html>

K11 ARTUS. (n.d.). About K11 ARTUS. Retrieved from <https://www.artus.com.hk/en/about>

K11 ARTUS. (n.d.). AMICI Digital Concierge. Retrieved from <https://www.artus.com.hk/en/amici>

K11 ARTUS. (n.d.). Craftmanship. Retrieved from <https://www.artus.com.hk/en/craftmanship>

Localiiz. (2020). 4 things to expect when staying at K11 Artus. Retrieved from <https://www.localiiz.com/post/living-property-k11-artus-review-things-to-expect-for-your-stay>

New World Development. (2010). K11 Art Mall First Launched iPhone Free Application and QR Code Docent Tour. Retrieved from <https://www.nwd.com.hk/content/k11-art-mall-first-launched-iphone-free-application-and-qr-code-docent-tour>

South China Morning Post. (2017). In Hong Kong, French artist Nicholas Buffe takes you on an AR journey across the zodiac. Retrieved from <https://www.scmp.com/culture/arts-entertainment/article/2119625/hong-kong-french-artist-nicholas-buffe-takes-you-ar>

Wikimedia Commons. (2019). K11 ARTUS The Library 2019.jpg. Retrieved from https://commons.wikimedia.org/wiki/File:K11_ARTUS_The_Library_2019.jpg

关键词

- 酒店
- 工艺
- 增强现实 (AR)
- 数字礼宾
- 餐饮外送
- 宾客体验
- 隐私担忧

致谢

本案例研究基于并改编自香港理工大学酒店及旅游业管理学院本科生 Klaudie Kladníková, Liza Van Beek, Ella Kermoury, Chung Ho Ching 的作业。

匠藝之家：K11 ARTUS 實錄



Source: Wikimedia Commons (2019)

背景

K11 ARTUS 位於尖沙咀東部的 Victoria Dockside，是新世界發展集團旗下的奢華服務式公寓（K11 ARTUS, n.d.）。這座擁有 287 套套房的物業，既傳遞了私人住宅的舒適感，又提供了全方位服務的奢華酒店的便利，為短期和長期住宿提供了靈活性（HKTb, n.d.）。

工藝與智能互動

K11 ARTUS 是亞洲首個倡導「工藝之家」概念的奢華寓所。其名稱“ARTUS”融合了“Art”（藝術）和拉丁語中意為“家”的“Domus”一詞，體現了其為全球文化創意人士及旅行者提供一個匠心獨運的生活空間的使命（K11 ARTUS, n.d.）。透過與 K11 Craft & Guild Foundation 合作，K11 ARTUS 賦能中國工匠與國際知名設計師——他們認同集團的文化保育理念——將其手工藝作品精心佈置於套房和公共區域（K11 ARTUS, n.d.）。此外，為培養公眾對藝術的欣賞並讓藝術家能積極展示其作品，K11 集團利用二維碼和擴增實境技術，透過其“K11 Kollection”移動應用程式，鼓勵訪客與其購物中心及 K11 ARTUS 內展示的藝術品進行互動（New World Development, 2010; SCMP, 2017）。

數位禮賓與餐飲訂購

住客可享受體貼的服務，例如 AMICI 數位禮賓服務，透過 WhatsApp、Facebook Messenger、LINE 或微信提供 24 小時支援（K11 ARTUS, n.d.）。該寓所的真正優勢在於其戰略位置，正位於集團毗鄰的購物中心 K11 Musea 之上。透過客房內的 IPTV，客人不僅可以向駐店餐廳點選客房送餐服務，還可以從商場內的眾多餐廳要求外賣，甚至從合作商店購買商品和雜貨（Localiiz, 2020）。類似於 Foodpanda 或 Deliveroo，該系統會即時更新訂單狀態，並自動記錄付款資訊，以便為未來的訂購節省時間（Localiiz, 2020）。這項創新提供了極大的便利，尤其對於長期住宿的住客而言。

挑戰

與全球的工匠和設計師合作可能帶來若干挑戰。為了向公眾展示準確的藝術品資訊，集團必須與創作者溝通，確保資訊正確且及時更新。此外，集團需要確保每件藝術品都得到適當的保險，並在展示前與物主討論潛在藝術品損壞的法律問題。另一方面，透過住客個人社交媒體帳戶使用數位禮賓服務以及自動保存支付詳情，可能會引發對個人資訊安全性的隱私擔憂。

討論問題

1. 「工藝之家」概念透過哪些方式提升了賓客體驗？
2. 二維碼和擴增實境技術的運用如何增強對藝術的欣賞？
3. 除了透過二維碼和擴增實境技術呈現藝術品資訊外，K11 集團還能如何培養公眾對藝術的興趣和欣賞？
4. K11 ARTUS 可以如何緩解其 AMICI 數位禮賓服務和客房內 IPTV 訂購系統所帶來的挑戰？
5. 使用個人社交媒體帳戶進行禮賓服務可能引發哪些隱私問題？

參考文獻

Hong Kong Tourism Board. (n.d.). K11 ARTUS. Retrieved from <https://www.discoverhongkong.com/ca/plan/accommodation/results/details.id75525.k11-artus.html>

K11 ARTUS. (n.d.). About K11 ARTUS. Retrieved from <https://www.artus.com.hk/en/about>

K11 ARTUS. (n.d.). AMICI Digital Concierge. Retrieved from <https://www.artus.com.hk/en/amici>

K11 ARTUS. (n.d.). Craftmanship. Retrieved from <https://www.artus.com.hk/en/craftsmanship>

Localiiz. (2020). 4 things to expect when staying at K11 Artus. Retrieved from <https://www.localiiz.com/post/living-property-k11-artus-review-things-to-expect-for-your-stay>

New World Development. (2010). K11 Art Mall First Launched iPhone Free Application and QR Code Docent Tour. Retrieved from <https://www.nwd.com.hk/content/k11-art-mall-first-launched-iphone-free-application-and-qr-code-docent-tour>

South China Morning Post. (2017). In Hong Kong, French artist Nicholas Buffe takes you on an AR journey across the zodiac. Retrieved from <https://www.scmp.com/culture/arts-entertainment/article/2119625/hong-kong-french-artist-nicholas-buffe-takes-you-ar>

Wikimedia Commons. (2019). K11 ARTUS The Library 2019.jpg. Retrieved from https://commons.wikimedia.org/wiki/File:K11_ARTUS_The_Library_2019.jpg

關鍵詞

- 酒店
- 工藝
- 擴增實境 (AR)
- 數位禮賓
- 餐飲外送
- 賓客體驗
- 隱私擔憂

致謝

本案例研究基於並改編自香港理工大學酒店及旅遊業管理學院本科生 Klaudie Kladníková, Liza Van Beek, Ella Kermoury, Chung Ho Ching 的作業。