

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?

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Keywords

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

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