



VIA MOTIF

*Creating High-Touch Moments
in a Low-Touch Reality*



At Via Motif, we are creating accessories that foster warmth and connection in the COVID reality. The new norm requires stringent cleaning standards and an increased focus on sanitization, but Lysol is not luxurious, and hospitals and hospitality are two very different concepts.

At our factory in Indonesia, we handcraft all our products and have extensive custom capabilities. This allows us to pivot swiftly and seamlessly to address the evolving needs of our customers.

The following images are just the tip of the iceberg in terms of what's possible, inspiration to get the juices of collaboration flowing...



“Be Well”
amenity box

Challenge: How can luxury properties provide a pristine and hygienic environment while still distinguishing themselves with warmth, comfort, indulgence... in short, hospitality?

Innovation: We are designing new accessories to elegantly deliver health and hygiene items, adding beautiful touch points that create lasting impressions.

Pump dispensers with “Hand Sanitizer” label
(available in small and large formats)



Sleeve for large format wipes
containers



Large format wipes cover

Floor stand with box for guest pre-screening items



Small pedestal trash bins wrapped in leatherette

Challenge: The new reality suggests that guests may prefer contact-free delivery options for services such as F&B and Housekeeping. How can luxury properties offer the highest levels of personal service without personal contact?

Innovation: We are creating flexible delivery components which function individually or as a stacking system, including a wood tray with folding legs, a woven tray, a cover that fits both, and a stand for them to rest on. The wood tray could be delivered poolside, legs extended to elevate it off the ground. That same tray, legs folded, could be placed on its stand in a private nook for a socially-distanced snack. Even still, a compatible basket (not pictured), holding housekeeping amenities, may be placed on the stand outside the guest room for the guest who requests extras but prefers not to come into contact with staff.

Flexible delivery system



Wine & Cheese basket



Large picnic basket



Challenge: How can luxury properties provide distinctive F&B experiences that comply with social distancing guidelines and cater to guests' varying preferences with regard to menu options, venue, and social contact?

Innovation: We are designing sleek, elegant picnic baskets to transform meals and snacks into intimate, "wow" moments that create lasting impressions and treasured memories.



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www.viamotif.com

T: (305) 374-4482

info@viamotif.com