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A HOSPITALITY ANTHOLOGY



MITEC

29 JUL » 01 AUG 2026

10AM - 7PM

LUXURY ISN'T ABOUT WHAT YOU ADD. IT'S ABOUT WHAT YOU MAKE PEOPLE FEEL THE MOMENT THEY WALK IN”

A Hospitality Anthology (aha)
is conceived as a journey of
discovery, a curated exploration
of hospitality through spaces,
stories and human connection.

It invites you to move beyond
products and specifications,
into the emotions and memories
that great hospitality creates.



Curated & Designed by:

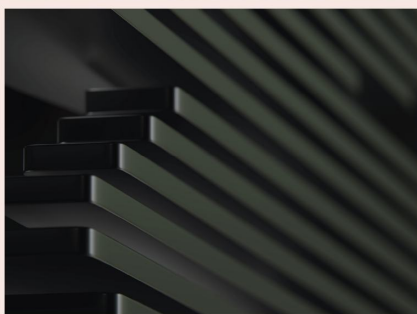
Idr Lai Siew Hong
Blu Water Studio Sdn Bhd

Designing Journeys, Not Spaces



Carefully Curated, Sequential, Intentional.

Artificial intelligence and automation are redefining service. Wellness has expanded beyond spas and gyms to encompass air quality, nutrition and wellbeing. Sustainability is no longer a differentiator. It is expected. Hotels have become workplaces, social spaces, dining destinations and community hubs. aha was created to explore these possibilities.



Beyond Beautiful. Why Design Will Always Matter



There was a time when being beautiful was enough. Then came storytelling. Every space carried a narrative. Today, hospitality faces new challenge. Everything is lifestyle. Everything is experience. Everything competes for attention.

“In a crowded landscape, design must do more than impress. It must connect,”

reminds IDr.Lai. Interior design is no longer about finishes, materials or decorative details. It is about creating a feeling.

“The sense of calm upon arrival. The comfort of a familiar corner. The anticipation of what lies beyond the next threshold. These moments cannot be measured, yet they are what guests remember most,”

This is why aha matters. It shifts the conversation from how hospitality looks to how hospitality feels. Because long after guests forget the furniture, they remember the feeling.

The Future Unfolds in a Market on the Move

HOSPITALITY is entering a new era. Across Malaysia, 30 to 40 international hotel brands are expected to open new properties over the next 3 to 4 years. Alongside ongoing refurbishment projects, the sector is entering a period of unprecedented transformation.

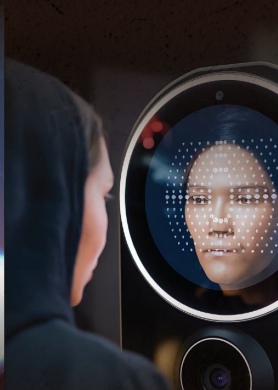
“But growth alone is not the story. Expectations are changing and opportunities are emerging,”

points out IDR Lai. Driven by the value of brand promise and the nuanced guest expectations, hospitality is a rapidly rising, complex but high-potential segment, offering opportunities for collaboration, innovation and value creation.

The New Rules Of Hospitality



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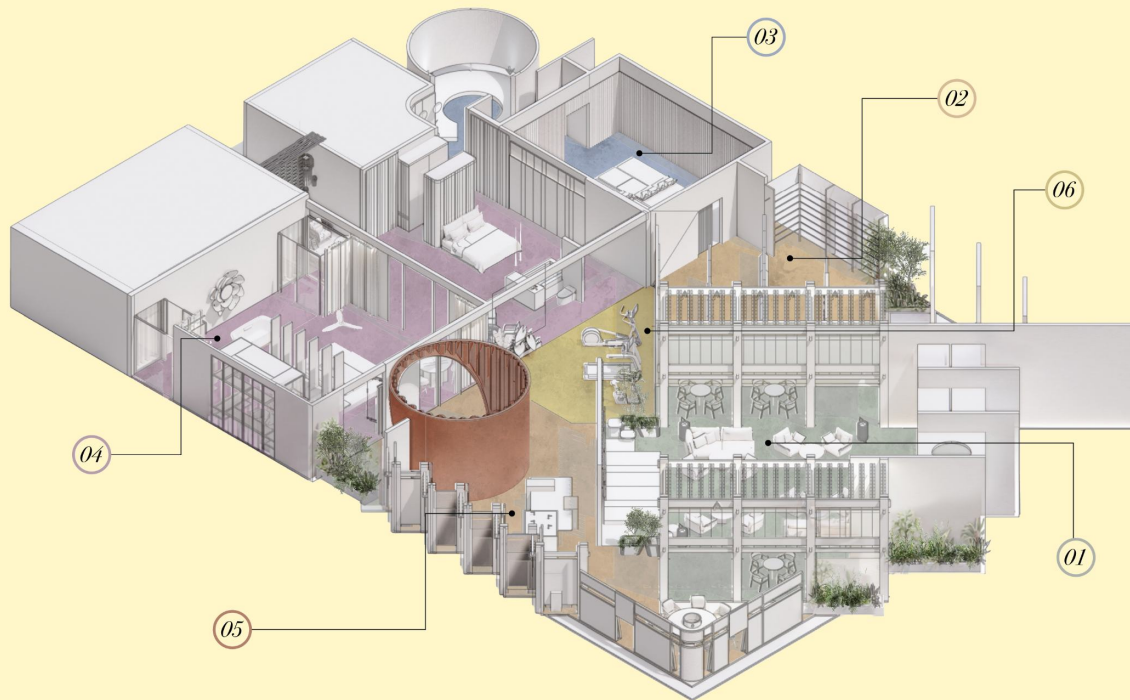
SUSTAINABILITY AS
A REQUIREMENT



BLURRING OF
CATEGORIES

aha exists to celebrate this evolution, shaping what hospitality means today, and what it will inspire tomorrow.

Area Map



01 hybrid communal courtyard

The lobby that doesn't look like one.
A social arrival space that refuses the conventions of a hotel lobby.

No desk, no queue, no transaction.
Wide fabric panels move gently overhead.
Scent drifts through. Seating clusters invite conversation without directing it.
The courtyard sets the register for

02 makers collectives

A curated path that introduces the materials, minds, and questions behind the aha experience.

Engaging collaborators boards each open with a question from the hotel guest's point of view — educational, honest, and tactile.

03 immersion pods DREAM LAWN . RAIN DANCE

Two things that always feel better in a hotel.

Two experiential pods built around the two things guests consistently say feel better in a hotel than anywhere else — sleep and shower.

04 the suite URBAN SUITE . SANCTUARY SUITE

The anchor. Two rooms, two futures.
The centrepiece of aha, two fully inhabited suites that visitors can sit in, open, and touch. The Urban Suite interprets the blurring of categories, room as studio, living space, and workspace in one.

The Sanctuary Suite is wellness-first — every material chosen for its effect on rest and recovery. Both share a patio, and both are designed around a detail that most hotels would never commission, a freestanding bathroom island at the centre of the bathroom.

05 wellness lounge

Recovery that asks nothing of you.
A quiet, dim space designed for passive restoration, warm lighting, calibrated scent, considered materiality. It makes the case that wellness in hospitality is shifting from something you do to something you feel.

06 fitness atelier

Active wellness, beautifully considered.
A fitness space designed to look like it belongs, not like it was delivered into the room.

Warm earth tones and considered materiality make movement feel like a considered choice rather than an obligation.

“

And in the end, people
don't remember spaces;
they remember how those
spaces made them feel.”

aha

A Return to What Matters

“

Perhaps that is where hospitality is heading. Towards experiences that feel less designed. And more meaningful,”

—
To IDr. Lai,
the essence of luxury today is about connection. A deeper relationship with nature, with place and with ourselves.

Through aha, architects, designers, operators, developers and innovators come together to shape these moments. Not simply to build hotels, but to define hospitality itself.

Great hospitality is not shaped by grand gestures. It is often found in the smallest moments. And that is the story aha seeks to tell.

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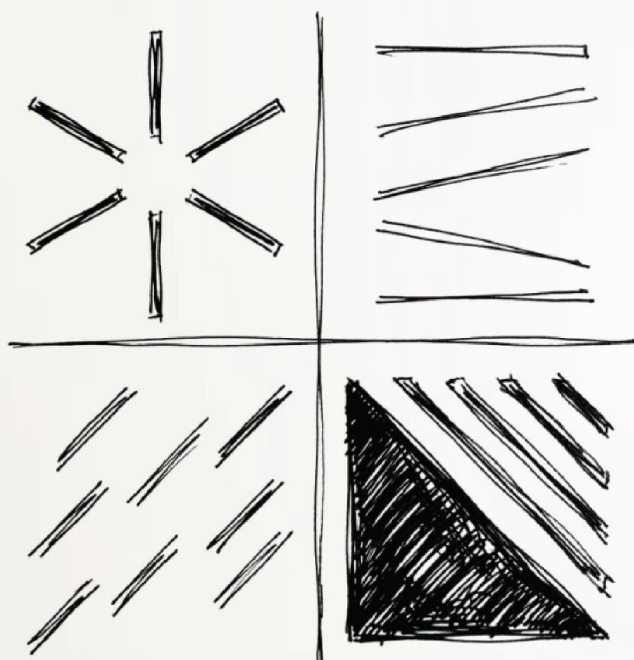
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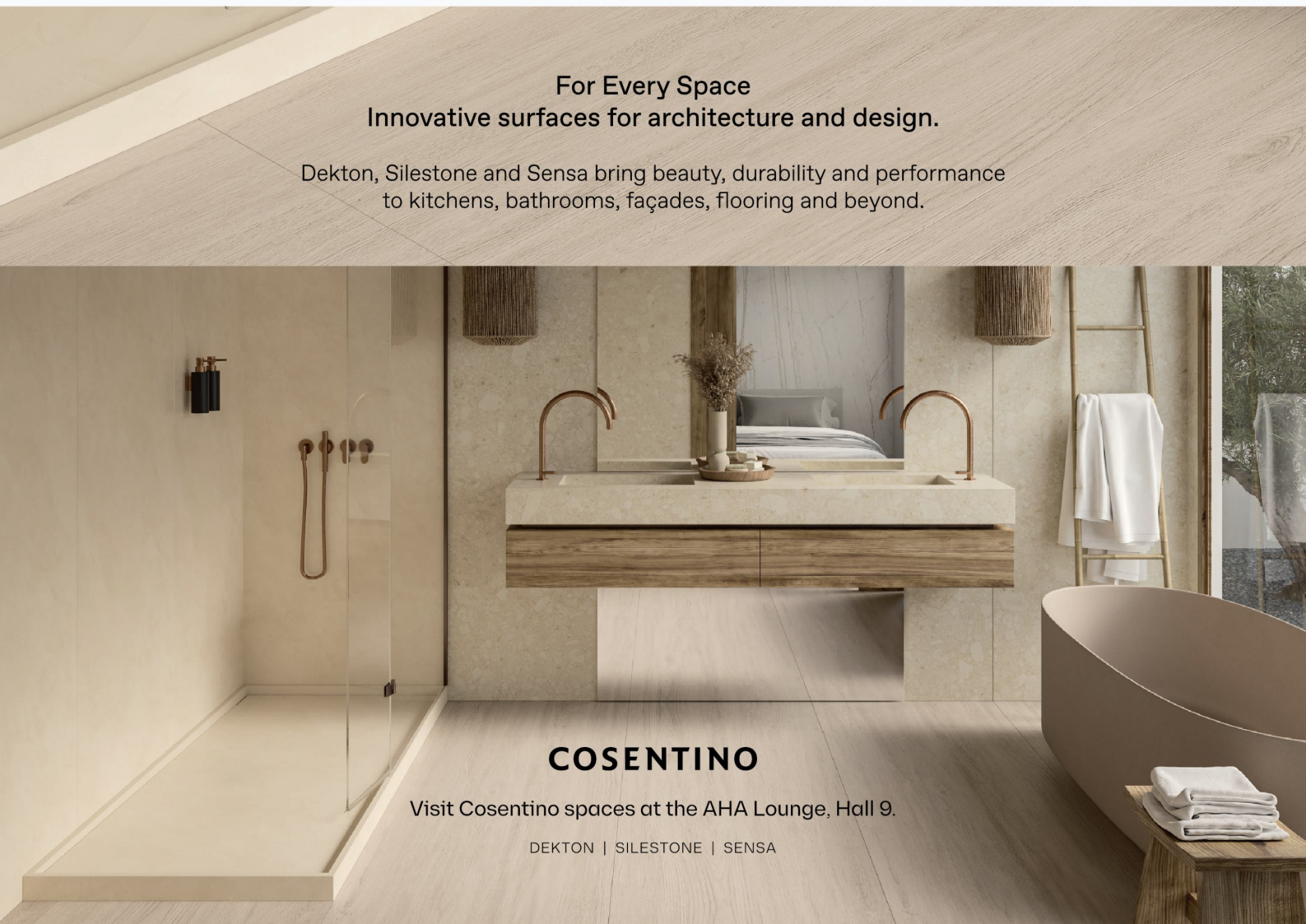
A modern outdoor furniture set consisting of a light grey upholstered armchair and a matching ottoman, both with light wood legs. The furniture is positioned on a light grey stone patio in front of a grey wooden slat wall. To the left, there is a large black planter filled with green plants and small white flowers.

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A modern bathroom interior featuring light-colored stone walls and floors. A long, low wooden vanity with two sinks and copper faucets is mounted on the wall. A large mirror is above the vanity. To the left is a glass-enclosed shower area. To the right is a large, curved, light-colored bathtub. A white towel is hanging on a wooden ladder. A small wooden stool with folded white towels is in the foreground.

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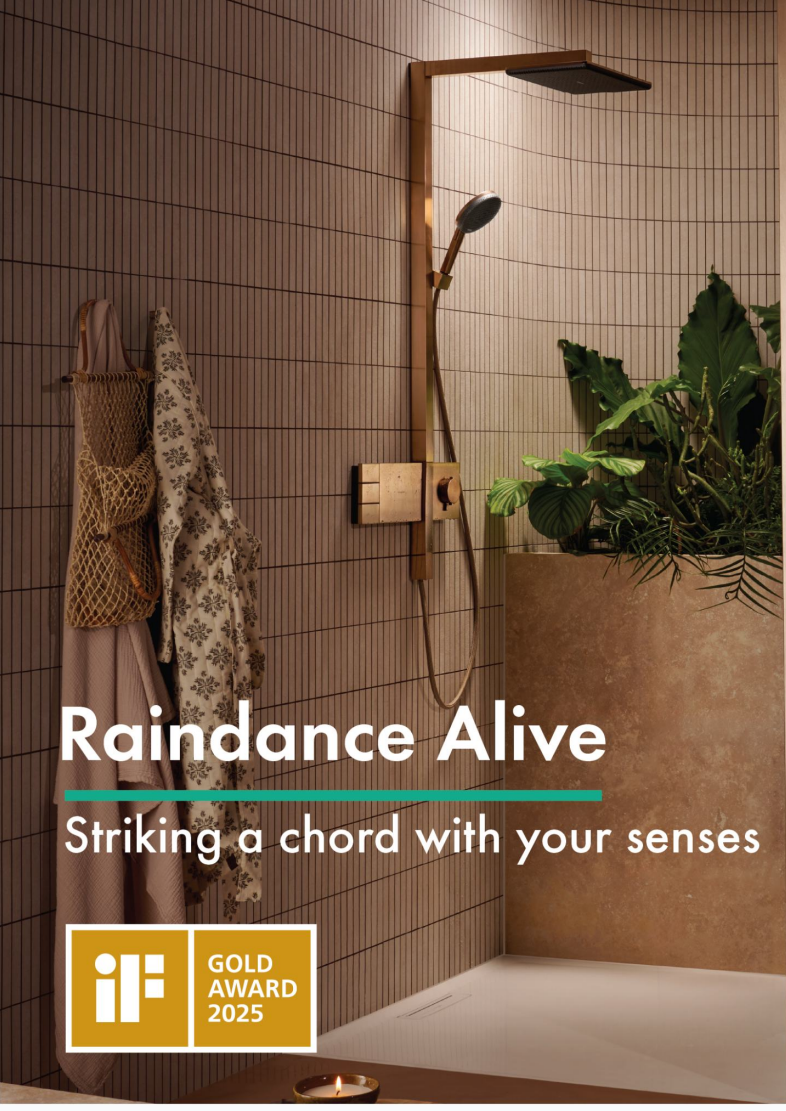
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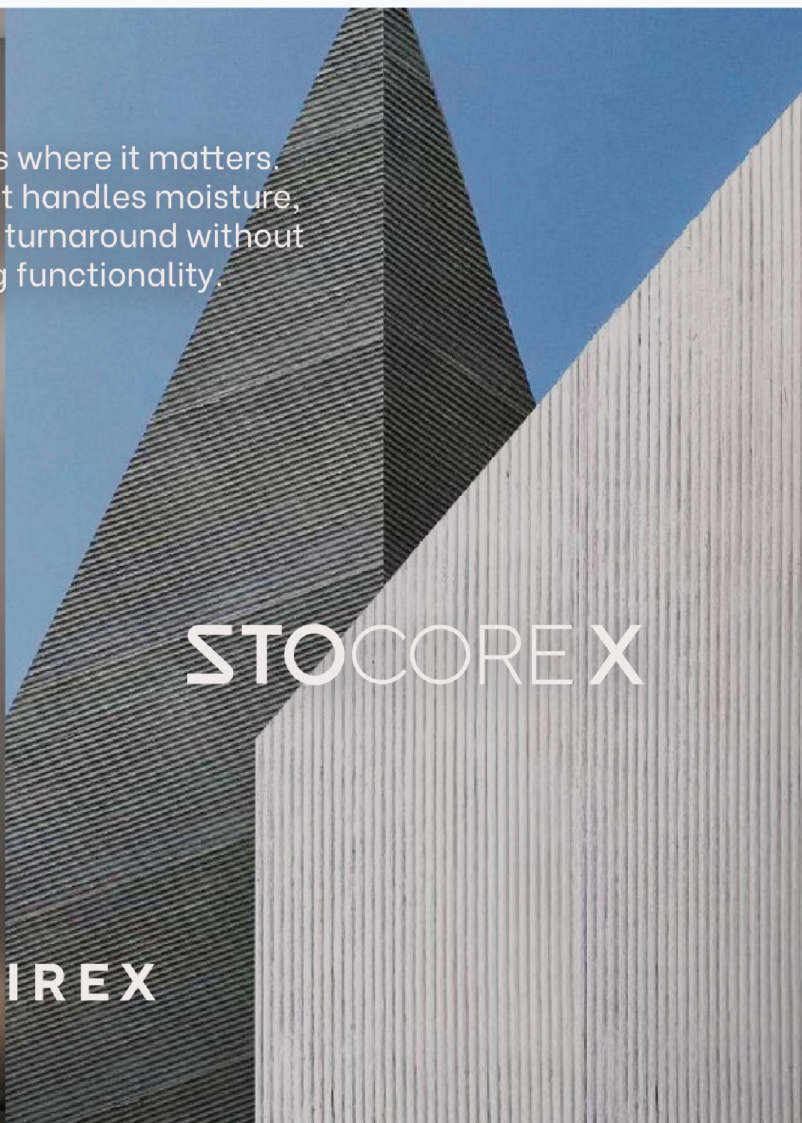
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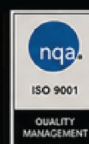
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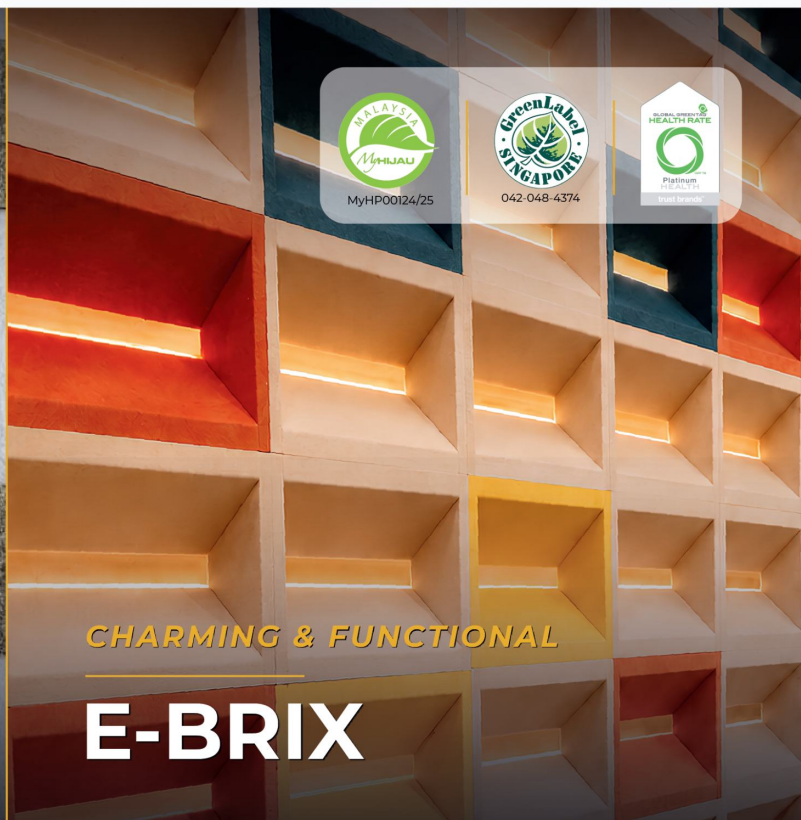
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