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EXPLORING EXPERIENCE DESIGN IN THE ART DECO RESTORATION OF
INDIANAPOLIS'S BOTTLEWORKS HOTEL

A Thesis Submitted to the Faculty of the Art and Design Department
in Partial Fulfillment of the Requirements for the
Degree of Master of Arts in Art History and Visual Culture
at
Lindenwood University

By

Jennifer A. Mott

Saint Charles, Missouri

May 3, 2024

ABSTRACT

EXPLORING EXPERIENCE DESIGN IN THE ART DECO RESTORATION OF INDIANAPOLIS'S BOTTLEWORKS HOTEL

Jennifer Mott, Master of Arts, 2024

Thesis Directed by: Dr. Piper Hutson, PhD

This thesis investigates the interaction between emotional resonance, the Decorative Arts, and historical significance in creating a curated emotional experience. Focused on the case study of the Bottleworks Hotel, a restored Art Deco gem within the former Coca-Cola Bottling Company plant in Indianapolis, this research provides an interpretative analysis, synthesis of the literature, and primary source surveys and reviews to show that the Art Deco restoration and the historical significance of the bottling plant work together to create stimulating experience design. As urban landscapes undergo transformation and the tourism industry becomes increasingly competitive and significant, this study not only enriches theoretical discussions but also provides practical implications for those involved in the preservation and adaptive reuse of spaces with notable historical narratives. This research is the first to provide an interpretative analysis of the Bottleworks Hotel and its findings are anticipated to contribute not only to the academic discourse surrounding experience design but also to the evolving dialogue on the role of design in fostering meaningful connections and encounters.

Acknowledgments

I express deep gratitude to my husband, Brandon, and children, June, and Annie, for their support and encouragement throughout this journey. Special thanks to Dr. Piper Hutson and my other committee members for their guidance and thought-provoking questions and to Amy Murdock for aiding me as I worked to finalize the structure, methodology, and construction of this Thesis. The influence of everyone mentioned, plus many others, has helped equip me for this undertaking, and for that, I am sincerely thankful.

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Introduction

The Bottleworks Hotel stands as a testament to the power of design in shaping human experiences and emotions. Constructed within the walls of a former Coca-Cola bottling plant, this boutique hotel offers the unique experience of a journey through time, inviting guests to immerse themselves in the historic Art Deco lobby and surrounding spaces to indulge in a romanticized portrayal of life in Indianapolis in 1931 (Figure 1). At one time, this bottling plant was the largest in the world, and it remains iconic to the residents of Indianapolis today because of Coca-Cola's legacy and the striking Art Deco features that set it apart from other buildings in the city.

The decision to locate the hotel within this historic building, rather than in a new structure, capitalizes on the historical significance of the plant. The Coca-Cola bottling plant, located at 850 Massachusetts Avenue, Indianapolis, IN 46204 is a well-known landmark in the city of Indianapolis. Because of the restoration, it has become a unique tourist destination for Indiana residents and out-of-state travelers alike. The reimaging of the Coca-Cola bottling plant into a boutique-style hotel experience recreates a twentieth-century encounter and makes it available to a twenty-first-century audience (Figure 2). Through the strategic use of period-appropriate lighting, textures, and décor and an authentic restoration of the building's tile, flooring, plasterwork, and exterior façade, the Bottleworks Hotel achieves a cohesive and evocative experience design that immerses guests into a visually rich environment that reflects the building's storied past. This thesis explores how historical preservation and modern experiential design principles contribute to the unique ambiance and emotional resonance of the Bottleworks Hotel. By examining the specific elements and techniques employed in the hotel's restoration and design process, this study aims to reveal that the Bottleworks Hotel's Art Deco

restoration and its use of the historically significant location of the Coca-Cola bottling plant are the contributing factors to the successfulness of the experience design.

In built environments like the Bottleworks Hotel, experience design can shape one's connection to history and the arts through its architecture, décor elements, and period atmosphere. Experience Design has been defined as creating an emotional connection with guests (often in tourism experiences) through a variety of service elements.¹ This approach manifests itself in tangible and intangible ways. Emotion, the decorative arts, and historical significance are integral components of experience design, enhancing environments that aim to immerse viewers through deliberate encounters, meticulous craftsmanship, and architecture evocative of memory and sentiment. The uniqueness of the Bottleworks Hotel lies in its harmonious integration of emotion, decorative arts, and historical significance within its experiential design framework. Unlike conventional hospitality establishments, the Bottleworks Hotel artfully intertwines these elements to evoke connection and nostalgia in its guests. By meticulously curating each aspect of the guest experience, from the period-inspired décor to the preservation of historical artifacts, the Bottleworks Hotel envelops guests in an immersive environment that transports visitors to another era while offering contemporary comforts. This combination of past and present features distinguishes the Bottleworks Hotel as an exemplary example of hospitality.

The goal of this study is to analyze the structural and design features of the Bottleworks Hotel. In doing so, uncover how its historical and architectural features converge to create emotionally charged spaces. This includes a detailed look at the exterior and the restored interior

¹ Madeleine E. Pullman and Michael A. Gross, "Ability of Experience Design Elements to Elicit Emotions and Loyalty Behaviors," *Decision Sciences* 35, no. 3 (Summer 2004): 551, <https://www.proquest.com/docview/198112090/abstract/34E1467208C34C50PQ/1>.

spaces (the lobby, vestibule, staircase, and landing area on the second floor). The hotel rooms themselves are new additions and do not contain the original Art Deco elements so they will be omitted from this study. Central to this analysis is an exploration of the hotel's form, which includes original tile work, the building's original terracotta exterior, cleaned and polished bronze details, and ornate plaster work. Further, a detailed look at design elements that evoke the hotel's historical significance, such as the incorporation of Art Deco motifs, vintage furnishings, and authentic artifacts from the 1930s Coca-Cola Bottling Company era, will be provided. This research will uncover how experience design is curated within its compelling walls by applying formal analysis techniques to dissect the architectural details, color schemes, and spatial arrangements. Additionally, an interpretative analysis is employed to delve into the historical context of the hotel, exploring its past influences on visitor perceptions and emotional responses.

A prevailing trend in the hotel industry involves the transformation of historic buildings into boutique hotels, commonly referred to as heritage hotels. These establishments aim to integrate elements of the building's historic relics into their experience design, catering to a new and eager audience.² The research questions that this study wishes to answer are the following: "How does the experience design of the Bottleworks Hotel create an emotionally charged environment?", "How does the restoration of the original Art Deco elements contribute to the experience design within the Bottleworks Hotel?", and "What role does the historical context and significance of the Coca-Cola Bottling Company play in enhancing the potential emotional impact of visitors?"

² Sandra MacGregor, "6 Must-Visit Heritage Hotels For History Buffs," *Forbes*, accessed February 25, 2024, <https://www.forbes.com/sites/sandramacgregor/2024/02/23/step-into-history-6-must-visit-heritage-hotels-for-history-buffs/>.

While existing research explores the impact of historically significant locations and the allure and effect that Art Deco architecture has on human perception, there is a notable absence of studies examining the interaction of these elements in experience design. The research gathered for this investigation, for example, provides ample insight into subjects like the Art Deco period and the components that contribute to an emotional travel experience. However, scant scholarly work explores how Art Deco elements in buildings marketed for their historical appeal create effective experience design. This research aims to go beyond the conventional approaches to create a more holistic perspective. This study incorporates information gathered from interviews with employees involved in the building's restoration to gain insight into the motivations behind the construction design choices. Additionally, survey responses from visitors to the hotel provide evidence that showcases the emotional impact that the Bottleworks Hotel building, and its design, collectively illustrating the crafting of an emotional experience.

By focusing on a specific case study, the Bottleworks Hotel, this study offers insights applicable to contemporary design, heritage tourism, and marketing in historically significant spaces. This research is essential because it emphasizes that design is influenced by multiple dynamic ingredients and outside influences. Further, the Bottleworks Hotel has never been researched or studied in academic discourse. This case study will help fill gaps in the research by providing an extensive look at experience design in an award-winning boutique hotel in a trendy tourist destination and will contribute to the existing work being done to bridge the gap between academic research and real-world applications, offering a more complete understanding of how design choices, such as lighting, texture, and color, shape experiences and perceptions of history.

Literature Review

The Bottleworks Hotel is a unique and captivating example of the Art Deco style. It was inventive and bold in its original iteration and remains an iconic representation of the style in Indianapolis still today.³ This investigation looks at existing literature discussing emotional impact, Art Deco elements such as the terracotta exterior of the hotel, the stylized plaster and tile work, and the carved bronze details, and the hotel's historical significance to the city of Indianapolis as the former home to the Coca-Cola bottling plant. This is to emphasize their contribution to experience design, or the ability to create emotional connections with guests, at the hotel, and to prepare a foundation for further analysis and interpretation.

This literature, combined with data gathered during interviews and via survey, substantiates the claim that the Bottleworks Hotel achieves a unified and stimulating experience design that immerses guests into a period atmosphere from the Art Deco era. Stepping into the Bottleworks Hotel is like stepping back in time, where the details of the space are crafted to evoke the glamour and sophistication of the Art Deco period. Upon entering, the lobby greets visitors with a warm glow, emphasized by the light fixtures chosen to mimic the circular shape and gold color that was commonly used in the early twentieth century. The walls, carved ceiling tiles, smooth upholstery of the vintage-inspired furniture, and terrazzo flooring provide guests with ample textures to see and feel (Figure 16). Art Deco motifs carved into the tile and bronze work, such as radiating lines creating sunburst-like details, inverted stepped pyramids, depictions of floral elements, and

³ "Gallery | Bottleworks Hotel | Indianapolis Boutique Hotel," Bottleworks Hotel, accessed September 22, 2023, <https://www.bottleworkshotel.com/gallery>.

geometric shapes, provide viewers with an atmosphere designed to honor the style and feel of the original Art Deco building.⁴

The overarching theme of experience design has appeared frequently in academic literature in the twenty-first century, as this topic has become more commonly researched and better communicated. Experience design refers to design that is intentionally crafted to tap into an emotional experience. This emotional impact, in the context of the Bottleworks Hotel, refers to the power the environment has in evoking feelings, sensations, and memories in its guests. To further understand the concept, scholars have provided theoretical frameworks for experience design, specifically in the context of the tourism industry. In a 2014 article titled “Toward a Theoretical Foundation for Experience Design in Tourism,” author Iis P. Tussyadiah identifies three types of experience design. The first of these is a human or user-centered approach, in which the needs, expectations, and preferences of users are considered more than anything else.⁵ For this approach, the specific audience is extremely important because the experience is curated specifically for that group of people. The designers do not think of the hotel, restaurant, or theme park as its own entity, but rather as a vessel for connection with a human audience.⁶

During the planning of the restoration at the Bottleworks Hotel, designers considered the human experience similarly.⁷ Studies of human behavior are favored strongly to create the ultimate experience for guests. The second approach is an iterative process, which consists of a cyclical

⁴ Joel Zimmerman and Josh Mory, in discussion with the author, September 25, 2023.

⁵ Iis P. Tussyadiah, “Toward a Theoretical Foundation for Experience Design in Tourism,” *Journal of Travel Research* 53, no. 5 (September 2014): 547, <https://doi.org/10.1177/0047287513513172>.

⁶ Tussyadiah, 547.

⁷ Joel Zimmerman and Josh Mory.

type of structure in which prototypes are created, evaluated, and then modified based on feedback. This process is repeated for as long as necessary and is considered more effective than many older models of developing products.⁸ The third approach is the holistic approach, which acknowledges the dynamic nature of human experience and the need for evaluation and reevaluation over time. Ideally, these three approaches do not exist on their own but can be applied jointly for much greater effectiveness. Tussyadiah illustrates this with a Venn diagram visual that emphasizes the multi-disciplinary synergy that occurs when all three approaches are combined. This parallels the design strategy for the Bottleworks Hotel, although possibly not to the extent of theme parks or other corporations that center their entire mission around creating guest experiences. While the hotel industry needs to focus on the experience of the guest to run a successful business, its priorities may be a little more diversified than a company solely focused on entertainment.

Overall, experience design is about creating an emotional connection.⁹ This may look like a connection between designer and viewer, a connection between viewer and viewer, and/or a connection between viewer and environment. As marketing, design, and tourism industries have become more competitive, experience design has become essential to creating a product that one wishes a consumer to enjoy, not just once, but ideally, over and over again. Within the Bottleworks Hotel, these emotional connections materialize in various ways, all intertwined in the environment of the hotel. The incorporation of period-appropriate textures and warm lighting similar to the lighting from the 1930s can transport one to the Art Deco era, evoking nostalgia, or similar emotions. The intentional restoration of the architectural features like the tile, flooring, and plaster

⁸ Tussyadiah, "Toward a Theoretical Foundation for Experience Design in Tourism," 551.

⁹ Pullman and Gross, "Ability of Experience Design Elements to Elicit Emotions and Loyalty Behaviors," 551.

also enhances this experience. These types of sensory cues aid guests in forming an emotional connection to their surroundings. Boutique hotels have risen in the ranks of preferred hotels among travelers because of their unique experiential qualities. Pullman and Gross' 2004 article, "Ability to Experience Design Elements to Elicit Emotions and Loyalty Behaviors," speaks to the very heart of what this case study hopes to investigate. Some of the questions driving the study in this article include "What role do customers' emotions play?" and "What specific service design elements influence desired emotions and loyalty behaviors?" These types of inquiries provide the foundation needed for a more in-depth study at the Bottleworks Hotel. Pullman and Gross' research was conducted over an extended period and utilized a variety of qualitative and quantitative gathering strategies. Their extensive study produced some helpful results, but also some that seemed a bit misleading. Gauging emotional reactions and connecting those to consumer loyalty proved difficult to fully grasp, despite their insightfulness. This study serves as a useful example for studying similar concepts at the Bottleworks Hotel, as well as a humbling reminder that understanding the contributions of experience design elements toward emotions and loyalty is difficult to gauge because human emotions are complex.¹⁰

One such emotion that often plays an important role in experience design is nostalgia or sentimental longing for another time. Nostalgia is a unique phenomenon, partly because it has evolved so much over time, moving from an understanding that likened it to a disease to a deeper appreciation of the complexities of the human experience. Nostalgia is unique because it can evoke a variety of physical sensations like a warm feeling in the chest or a sense of relaxation and comfort. The noted effects of nostalgia on mood include an increased feeling of youthfulness,

¹⁰ Pullman and Gross, 571.

wistfulness, social connectedness, and optimism.¹¹ Corporations capitalizing on generating nostalgia in customers create products and/or encounters that encourage escapism, which often results in increased spending from the consumer.¹² Experiences that motivate viewers to metaphorically travel to another time are extremely popular. The restoration of the Art Deco elements at the Bottleworks Hotel immerses guests in a nostalgic experience, evoking the feelings of glamour often associated with the early twentieth century. The historical significance of the Coca-Cola bottling plant creates a period atmosphere that feels authentic to viewers and thus, resonates with them on a deep emotional level. This ambiance can transport guests to a bygone era, fostering a sense of nostalgia for the past.¹³

Writers, historians, scientists, and countless others have attempted to capture those feelings of nostalgia into words. Svetlana Boym notes in her seminal book, *The Future of Nostalgia*, that nostalgia is a result of interactions—interactions between subjects and objects or between tangible landscapes and the landscapes of the mind. Boym describes nostalgia as something only the human consciousness can recognize.¹⁴ Because she approaches the topic as a cultural theorist, artist, and writer, rather than as a medical professional, her research on the topic has contributed in unique and substantial ways to the philosophical understanding of this distinctively human experience. In the twenty-first century, research on nostalgia continues to expand, and the interpretations of its

¹¹ “The Benefits of Nostalgia,” Psych Central, September 16, 2018, <https://psychcentral.com/blog/the-benefits-of-nostalgia>.

¹² Yizhi Li et al., “The Effect of Nostalgia on Hotel Brand Attachment,” *International Journal of Contemporary Hospitality Management* 31, no. 2 (2019): 691, <https://doi.org/10.1108/IJCHM-12-2017-0797>.

¹³ Jennifer Mott, “Experience Design Impact at the Bottleworks Hotel,” Survey (Indianapolis, IN: Bottleworks Hotel, April 2024).

¹⁴ Svetlana Boym, *The Future of Nostalgia* (New York: Basic Books, 2001), 354.

nature are applied in a wide variety of fields, including, but not limited to, marketing, neuroscience, history, and arts. Within built environments, individuals may palpably experience this emotion, leading them to yearn for past experiences. Due to the authentic and tangible condition of architecture, it can connect one with the present while also creating a disturbance, making one feel disconnected from the here and now.¹⁵ In other words, built environments can alter one's perception of reality, often in ways one is not consciously aware of. Meticulously designed spaces offer a unique avenue for studying not only nostalgia but a vast array of emotions.

In their work for the *Journal of Asian Architecture and Building Engineering*, Myung Eun Cho and Mi Jeong Kim study literature that focuses on measuring emotional reactions in a variety of people in architectural spaces. The research serves as an instrumental resource for understanding user emotions and experiences. The primary goal of Cho and Kim's research is to provide a tool that can be used to analyze emotional reactions in different architectural settings. The authors acknowledge that emotional reactions are a highly subjective aspect to study and that the results vary greatly. They state, "People can communicate with the message of a space and convey their own experiences with a variety of emotional responses, which affect the users' perception of the space itself."¹⁶ In addition to their tool, this research provides a summary of other theories and studies that measure emotions related to constructed spaces. Cho & Kim's research contributes to the collective understanding of emotions in architectural spaces, emphasizing the influence of

¹⁵ Fernando Quesada and Andrés Carretero, "Architecture and Nostalgia: The End of History, the End of the Future and the Prospect of Nostalgia," in *Intimations of Nostalgia: Multidisciplinary Explorations of an Enduring Emotion*, ed. Michael Hviid Jacobsen (Bristol, UK: Bristol University Press, 2021), 211, <https://doi.org/10.46692/9781529214789.012>.

¹⁶ Myung Eun Cho and Mi Jeong Kim, "Measurement of User Emotion and Experience in Interaction with Space," *Journal of Asian Architecture and Building Engineering* 16, no. 1 (October 2018): 105, <https://doi.org/10.3130/jaabe.16.99>.

design and layout. Their illumination of the role that meticulously designed spaces play in shaping and directing emotional responses is particularly noteworthy. Further, this study contributes to the breadth of knowledge on this topic because it confirms that understanding interactions between people and spaces is essential to fully grasp emotional responses from a broader perspective.¹⁷ This is achieved by conducting a visual analysis of the physical components of the hotel, gathering insight from interviews to understand design intent, and engaging with visitors via survey to better understand the emotional impact of the space. All of this is done to demonstrate that the strategic restoration of original Art Deco elements at the Bottleworks Hotel and the historical significance of the Coca-Cola bottling plant create an evocative experience design.

Expanding on how architecture can impact our emotional perceptions, the pivotal role that architects and designers play in shaping these spaces should not be overlooked. Their responsibility extends to maintaining a sharp awareness of the emotional dimensions of architecture. They utilize a variety of elements and techniques such as strategic use of lighting and color, arrangements of room elements such as ceiling height, window placement, and intentional furniture arrangements. For example, warm lighting, like that in the Bottleworks Hotel, creates a mood and atmosphere that mimics the building's history, and small groupings of furniture with soft textures can create an intimate-feeling environment. In an era marked by digital dominance, feelings of isolation are on the rise, so architects and designers are now acknowledging the profound connection individuals share with their physical surroundings. They, and others crafting emotionally resonant spaces, are akin to poets, skillfully shaping

¹⁷ Cho and Kim, 105.

environments that inspire feelings of joy through the dynamic cooperation of energizing, uplifting, and calming elements.¹⁸

Jacob DiCrescenzo, another author discussing the evolving viewpoints in architecture as an emotional journey, dives into the significance of emotion within architectural design and its influence on human experience. DiCrescenzo argues that emotion is a fundamental aspect of architecture and that the emotional impact of a built environment plays a significant role in how individuals perceive, appreciate, and assign meaning to architectural spaces. He states, “Emotion is central to everything we perceive, contemplate, remember, and value. The structures we notice and to which we respond are the ones that elicit strong emotions. In other words, the more emotionally powerful architecture is, the more meaningful we find it to be.”¹⁹ Conversations related to emotional experiences in architecture are just as much a part of popular culture as they are part of academic discourse, and in the case of DiCrescenzo’s work, provide valuable insight into perspectives in the twenty-first century.

The attention to detail in the restoration and design of the Bottleworks Hotel exemplifies the ability architecture has to create spaces of meaning for visitors. Through the strategic use of period-appropriate warm lighting, textures, and décor, the hotel creates a cohesive and immersive environment that transports guests to the Art Deco era. The hotel’s period atmosphere emphasizes the importance of creating spaces that not only aesthetically please but also evoke specific emotions and responses in occupants. The restoration work at the Bottleworks Hotel

¹⁸ Charu Suri, “Inside the Rise of Emotional Design,” *Architectural Digest*, May 18, 2017, <https://www.architecturaldigest.com/story/emotional-design>.

¹⁹ Jacob DiCrescenzo, “Architecture Is a Deeply Emotional Experience,” *Common Edge*, July 12, 2021, <https://commonedge.org/architecture-is-a-deeply-emotional-experience/>.

enhances the overall experience design due to the designers' intentionality behind the use of materials, color, lighting, and other Art Deco stylized components and a close-to-authentic reimagining of the historical atmosphere. Thus, the hotel succeeds in creating a sensory-rich environment that invites guests to explore and engage with its past.

Looking further into an examination of interactions in architecture, recent scholarly works in the field of architecture emphasize the exploration of emotional connections between space and experience. This perspective on architectural relationships emphasizes that encounters extend beyond visual perception, actively engaging viewers in a multisensory environment. Intentionally integrating materials that activate the senses is a key element, providing the designer with the power to stimulate sensory experiences, thus creating a connection through the elicitation of memories.²⁰ These materials contribute to the overall nature of the environment, creating a more compelling experience. Other professionals outside of the architectural realm advocate for the importance of considering the impact of sensory experiences in architecture as well. Designers with consideration for multi-sensory experiences pay close attention to all elements in the built environment, particularly those that emphasize the importance of touch, sound, smell, and other senses in the design of spaces.²¹

Building on this concept, the 2020 film *Built Beautiful: an Architecture and Neuroscience Love Story* delves into the field of neuroaesthetics, aiming to help viewers understand how the built environment affects the human brain, and further, how this knowledge can be used to create

²⁰ Keunhye Lee, "The Interior Experience of Architecture: An Emotional Connection between Space and the Body," *Buildings* 12, no. 3 (March 9, 2022): 1–2, <https://doi.org/10.3390/buildings12030326>.

²¹ Charles Spence, "Senses of Place: Architectural Design for the Multisensory Mind," *Cognitive Research: Principles and Implications* 5, no. 1 (December 2020): 1–2, <https://doi.org/10.1186/s41235-020-00243-4>.

more aesthetically pleasing spaces. In the documentary, it is acknowledged that research on this topic is limited because it has only recently become a more valued area of study. The film illustrates the relatable experience of feeling “at home” in a space, even if one has never been there before. This is an indication that humans are consciously and subconsciously noticing sights, sounds, scents, and feelings of environments, and by doing so, allowing their emotions to decide if the space is safe for them or not.²²

The human brain naturally feels the inclination to make patterns, in nature and built environments alike. This is most often done subconsciously and therefore, goes unnoticed.²³ Symmetry and mathematical patterns are used commonly in architecture and have been since ancient times.²⁴ This is seen in Art Deco architecture in the sleek lines and emphasis on symmetry. Humans instinctively register some patterns as more pleasing or “beautiful.” Environments deemed by the brain as more complicated and less beautiful can cause stress and stimulate feelings of discomfort for the person within the space. This is similar to the experience of hearing several instruments playing at once with different patterns. Just as the assortment of sounds creates noise, unbalanced and overstimulating surroundings create visual noise.²⁵ Understanding the components that make up a sensory satisfying environment can lead to success in creating effectively pleasing experience design. If architects and designers are intentional in their work, these environments can be curated to stimulate emotions in their visitors.

²² *Built Beautiful: An Architecture and Neuroscience Love Story with Narration by Martha Stewart*, Documentary, 2020.

²³ *Built Beautiful*.

²⁴ *Built Beautiful*.

²⁵ *Built Beautiful*.

Research in the field of neuroaesthetics, or neuroarts as it is commonly called, extends from film to the academic world as well. In essence, neuroarts refers to the study of aesthetic experiences and their impact on the human body.²⁶ Partnerships between scholars studying the fine arts and science have begun to emerge as a viable area of study to investigate and understand not only topics such as art and brain interactions but also perception and memory.²⁷ Susan Magsamen, founder and Executive Director of the International Arts + Mind Lab, Center for Applied Neuroaesthetics, has developed a place where innovation in this way is encouraged. Magsamen states, “Science is now proving what artists have known for millennia – our brains and bodies are wired for art.”²⁸ Magsamen’s work has provided opportunities for exploration in the field of neuroarts, which directly relates to studies on the impact of artistic environments on the mind, including experience design.

The design choices made at the Bottleworks Hotel are informed by principles of neuroaesthetics, which explore the relationship between aesthetic experiences and the human brain. By creating a visually stimulating and emotionally engaging environment, the hotel evokes emotional responses in its guests. Through the strategic use of lighting, textures, patterns, and materials characteristic of the Art Deco period, the hotel aims to create a multisensory experience that fosters a sense of connection with the past.

²⁶ Susan Magsamen, “Your Brain on Art: The Growing Field of Neuroarts Explores the Profound Ways in Which Aesthetic Experiences Affect Our Bodies and Behaviours,” *RSA Journal*, no. 4 (October 2023): 48, <https://www.ulib.iupui.edu/cgi-bin/proxy.pl?url=https://search.ebscohost.com/login.aspx?direct=true&db=asu&AN=174214419&site=ehost-live>.

²⁷ Patricia Maurides and Marlene Behrmann, “The Brain as Muse: Bridging Art and Neuroscience,” *Leonardo* 50, no. 2 (April 2017): 190, https://doi.org/10.1162/LEON_a_01387.

²⁸ Magsamen, “Your Brain on Art,” 48.

In the article “Walls as Curtains,” the author Kate Holliday describes the design perspectives of Ralph Walker, an architect working during the Art Deco movement in the early twentieth century. This contributes to the existing research because of the comparisons drawn to artists working at the same time the Coca-Cola bottling plant, the Bottleworks Hotel’s original building, was constructed by the twentieth-century architecture firm Rubush and Hunter. Holliday writes that Walker believed that “Buildings had to do more than just give people places to live and work. They needed to engage their emotions and senses.”²⁹ She describes his work as a complete aesthetic encounter. Many people credit Art Deco architecture created around this time in the twentieth century as an aesthetic and stimulating experience, directly opposing the modernist avant-garde work also created during this time.³⁰ Its glamorous nature and use of bold materials, patterns, and textures create an enveloping environment. Walker’s firm devised decorative schemes for skyscrapers that covered surfaces from the bottom to the top of the building. They used materials and design elements to underline the psychological dimension of their buildings, creating visually compelling, immersive environments.³¹

Art elements such as design motifs, patterns, color, and texture have always played a crucial role in the creation of all types of spaces. Those elements at the Bottleworks Hotel serve as an instant indicator that the environment of the hotel is of another time. The bronze tiles and stair balustrade inside the lobby (Figure 14) and beyond contain stylized floral motifs popular in the 1920s and 1930s and the carved terracotta (Figure 6) façade mimics the sweeping curves and solid

²⁹ Kate Holliday, “Walls as Curtains: Architecture and Humanism in Ralph Walker’s Skyscrapers of the 1920s,” *Studies in the Decorative Arts* 16, no. 2 (January 2009): 39, <https://doi.org/10.1086/652504>.

³⁰ Holliday, 62.

³¹ Holliday, 46.

lines that are seen in many Art Deco works of art. Another example of this from the Art Deco era is Decorative Art's crucial role in enhancing the sense of glamor, luxury, and exoticism on cruise ships. These cruise ships, and similarly, passenger trains and movie palaces, were considered more than just a form of transportation or a source of entertainment; they also served as a portal to another world of opulence and style.³² The arts lead individuals to emotional and intellectual experiences in a wide variety of ways. Further, the act of interacting with the arts aids one in understanding one's own bodily experiences in the world and helps one recognize and respond appropriately to cultural meanings in built environments.³³

The Bottleworks Hotel serves as a significant example of Art Deco architecture and design that also enhances the viewer's sense of glamour. The restoration of the Coca-Cola plant pays homage to the history of the Art Deco movement throughout with its use of streamlined forms, geometric patterns, and the lavish ornamentation that is characteristic of the Art Deco style. The hotel designers have succeeded in preserving a piece of architectural and cultural history and contributing to the ongoing conversations surrounding Art Deco architecture, particularly in tourist and heritage-related sites.

Building on this, Gabrielle G. Starr, author of *Feeling Beauty: The Neuroscience of Aesthetic Experience*, argues that the arts serve as mediators of people's understanding of the world by directing their attention, shaping their perceptions, and creating either dissonance or harmony

³² Daniel Finamore and Wood, Ghislaine, eds., *Ocean Liners: Glamour, Speed, and Style* (London, United Kingdom: V&A Publishing, 2017), 122.

³³ Elizabeth Fowler, "Art and Orientation," *New Literary History* 44, no. 4 (2013): 597, <https://www.jstor.org/stable/24542608>.

in their experiences.³⁴ This author goes on to stress that human aesthetic experiences are not solely influenced by sensory perceptions but also by their imaginations. This adds another layer of depth to how people engage with art and the experiences that art contributes to significantly. As many other contributors to this type of study have described, enveloping experiences, particularly those with strong artistic elements, serve as a vehicle for enhancing one's aesthetic encounters. As a result, the arts play an important role in the creation of experience design elements, particularly spaces that lead to feelings of wistfulness and longing.

The Art Deco period saw rapid growth in not only industrialization but also in communication and travel. These changes contributed to a dramatic shift in social norms and other unwritten expectations guiding the behavior of individuals. The ornate excess, a sign of celebration, and the streamlined, sleek shapes, associated with the late Art Deco style, pointed toward hope in technology and the speed of modern life. The motifs prevalent in many Art Deco works such as pyramids, scarabs, shields, and sunbursts were a direct result of inspiration from cultures such as Egypt, various places in Africa, and Mesoamerica.³⁵ Some of these visual elements are found at the Bottleworks Hotel although altered to reflect elements from Coca-Cola's past such as the radiating lines and sunrays carved into the exterior façade of the Bottleworks Hotel, designed to mimic a fountain with bubbles extending from its center (Figure 6). This period, although now

³⁴ Gabrielle G. Starr, *Feeling Beauty: The Neuroscience of Aesthetic Experience* (Cambridge, Massachusetts: The MIT Press, 2013), 14.

³⁵ Rachel Frances Pool, "The Misconceived Image in Society of American Art Deco Architecture and Design," *The International Journal of the Image* 9, no. 2 (2018): 39, <https://doi.org/10.18848/2154-8560/CGP/v09i02/37-53>.

most connected with Gatsbyesque imagery, encapsulated the spirit of modernity and progress in the interwar era.³⁶

Another contribution to the study of Art Deco's role in creating emotions can be found in the article "Art Deco Worlds in a Tomb: Reanimating Egypt in Modern(ist) Visual Culture." Bridget Elliot summarizes the impact of Egyptian culture on Europe as she discusses the opposing views on the Art Deco movement in its infancy. In the early twentieth century, art professionals disputed the artistic value of the Art Deco work produced in the 1920s (note that the term Art Deco was not coined until the 1960s). Prominent architect and art critic Le Corbusier was openly critical of the value of clothing, jewelry, prints, architecture, furniture, and other goods produced in the Art Deco style.³⁷ Critics of Art Deco compared the Egyptomania fad in the early twentieth century to a theatrical exercise. The Western world was entranced by the exotic and mysterious nature of far-off lands and engaging with Art Deco works stimulated sensations of transport to another world.³⁸ The exploration of Art Deco's influence on emotions, as demonstrated by Elliot's analysis, offers insights into emotional resonance within contemporary design. The connection between design, cultural influences, and emotional response is relevant to the study of the Bottleworks Hotel because the restoration of Art Deco elements serves to immerse guests in a visually rich environment that resonates with the history of the building. Looking deeper at the historical context, one may understand how the design choices at the Bottleworks Hotel, like the geometric lines and stylized motifs on the façade as well as the floral carvings in the bronze

³⁶ Elain Harwood, *Art Deco Britain: Buildings of the Interwar Years* (London: Batsford, 2019), 22.

³⁷ Bridget Elliott, "Art Deco Worlds in a Tomb: Reanimating Egypt in Modern(Ist) Visual Culture," *South Central Review* 25, no. 1 (2008): 115, <https://doi.org/10.1353/scr.2008.0000>.

³⁸ Elliott, 116.

elements throughout the interior (Figure 10), evoke similar feelings of transport and connection because they directly tie to Art Deco's history.

Literature on the Decorative Arts extends further than scholarly sources, covering news and other online articles, thus proving that the art of the Art Deco era is still “on trend” one hundred years later. Looking specifically at a news article written in 2022 about the décor elements of Accor's *Orient Express*, an ongoing restoration project slated to become a unique tourist experience soon, the author indicates that Art Nouveau and Art Deco-styled transportation environments are still sought-after experiences. Further research revealed that train cars from the original *Simplon–Orient-Express* were discovered and acquired by the globally recognized hotel group Accor for this experience. They describe the interiors of the train as a time capsule, left as if it was sleeping in the open air for all these years.³⁹ The train sustained only minor issues of wear and tear. Many of the interior elements, like the brass fixtures and even the glass panels, featuring birds and fruit, created by French artist René Lalique, remained intact.⁴⁰ The goal in their reimagining of the train is to preserve history while also looking ahead to the future by making the experience available for new generations.⁴¹ The *Orient Express* project further illustrates the power that Decorative Art elements have on a twenty-first-century audience. Accor's immersive travel experience located on a world-renowned historic train illustrates that the allure of the past is still strong and impactful. While the Bottleworks Hotel may not be as iconic as the famous *Orient*

³⁹ “Orient Express | Artisan of Travel since 1883 | Luxury Trains and Hotels,” Orient Express, accessed May 1, 2024, <https://www.orient-express.com/>.

⁴⁰ “Orient Express | Artisan of Travel since 1883 | Luxury Trains and Hotels.”

⁴¹ Francesca Street, “Spectacular Interiors of Rediscovered Orient Express Carriages Revealed,” *CNN Wire Service*, October 13, 2022, sec. Style, <https://www.proquest.com/docview/2724276857/citation/2FCAF114B087446FPQ/8>.

Express, these boutique experiences mirror each other in era, style, and other areas of the experience design.

An article from *Forbes* further illustrates the reemerging interest in the Art Deco style. Journalist Julia Brenner interviews an interior designer on the long-lasting appeal of the Decorative Art style in her article “Interior Design Expert Explains Why Art Deco Is Forever on Trend.” The article discusses the enduring nature of Art Deco, the mass appeal of the style, and the over-the-top, dramatic nature of it, all contributing to its ability to contrive emotional responses in viewers.⁴² Articles like these serve as primary sources for public opinions on Art Deco and its continued relevance in the twenty-first century. The intentionality of experience design in the Art Deco style is enough to create an emotionally charged environment. Delicate attention to the decorative elements like the carved bronze tilework (Figure 10) within a space like the Bottleworks Hotel will inevitably generate emotion in visitors. An in-depth study of this environment will reveal more specifics about what those feelings are.

The phenomenon of famous, important, or historically valuable locations causing emotional effects on viewers has a substantial impact on tourism and the marketing of consumer goods.⁴³ Historically significant locations, sometimes referred to as heritage tourism sights, are apt to evoke a person’s desire for an imagined past, or a “golden age.” Living heritage museums in Britain have become popular tourist destinations, drawing in visitors with their interactively themed environments. They are successful, in part, due to the historical immersive elements

⁴² Julia Brenner, “Interior Design Expert Explains Why Art Deco Is Forever On Trend,” *Forbes*, May 6, 2020, <https://www.forbes.com/sites/juliabrenner/2020/03/06/interior-design-expert-explains-why-art-deco-is-here-to-stay/?sh=4edb22c4443d>.

⁴³ Christina Goulding, “Romancing the Past: Heritage Visiting and the Nostalgic Consumer,” *Psychology & Marketing* 18, no. 6 (2001): 565–92, <https://doi.org/10.1002/mar.1021>.

available for guests.⁴⁴ Visitors are likely to get caught up in the nostalgic experience of pretending to live in the past. This speaks to the potential impact that emotion has when visiting locations of historical significance, such as the Bottleworks Hotel. Framed historic photographs and bits of literature placed around the lobby provide guests with an understanding of the history of the building. Indianapolis residents and tourists alike travel to the hotel in the reimagined Coca-Cola Bottling Plant space and are welcomed into a lobby that contains the original charm of the 1931 structure. The restored original details, coupled with the physical evidence of the hotel's transformation, provide visitors with an authenticity they would not otherwise receive at a newly constructed hotel or a historic hotel that neglected to highlight the story of its past. That authenticity has a positive effect on travel. Elements such as ambiance; tangible items; consumptive offerings; olfactory and acoustic elements; and socio-psychological mechanisms add to the visitor's subjective well-being.⁴⁵ In the Bottleworks Hotel, several elements contribute to the visitor's interaction with the space. The atmosphere created by the warm lighting, the tactile sensations brought about by touching the soft and smooth upholstery, cool marble, or smooth stair railings, the narratives told by the historic photographs, the pleasant smell of the lobby, and the strategic, intimate furniture placement all contribute to the experience design. Not only does an experience with a historical site with authentic details, such as restored historic architecture and décor elements, lead to feelings of increased satisfaction and well-being, but it also increases the likelihood that visitors will return for future visits. This is particularly true if consumers can partake

⁴⁴ Goulding, 566.

⁴⁵ Joyce (Feng) Wang, "Nostalgia in Tourism," *Current Opinion in Psychology* 49 (February 2023): 2, <https://doi.org/10.1016/j.copsyc.2022.101552>.

in a multisensory experience. The more senses that are engaged in an experience, the more memorable and effective it is in the eyes of the visitor.⁴⁶

The Bottleworks Hotel occupies a place of historical significance as a restored landmark in Indianapolis. Originally constructed as a Coca-Cola bottling plant in 1931, the building has transformed to reclaim its former glory. Hendricks Commercial Properties' commitment to honoring the building's cultural heritage makes the experience design at the hotel all the richer. By retaining the original features, be it the iconic Art Deco terracotta façade, or the tile carving and colors that point to the Coca-Cola company, the Bottleworks Hotel provides its visitors with visual cues to the past and by doing so, emphasizing the significance that the building has on Indianapolis's history.

Evidence shows that manipulating the emotions of consumers, whether intentionally or not, leads to productive results for corporations in advertising as well. In the article "Romancing the Past: Heritage Visiting and the Nostalgic Consumer," Author Christina Goulding explores this concept in the context of consumer experiences. This is illustrated by the increase of "living museums" showcasing life during the Victorian Era. Goulding explains that, in these types of experiences, "visitors can walk on cobbled streets, browse in the shops of the period, exchange modern currency for old in the bank, talk to the dentist about pulling teeth, be taught in a Victorian schoolroom, or listen to stories told around the fire in cottages dating back to the last century."⁴⁷ This experience echoes some aspects of the experience design that guests of the Bottleworks Hotel

⁴⁶ Yi-Ju Lee, "Creating Memorable Experiences in a Reuse Heritage Site," *Annals of Tourism Research* 55 (November 2015): 156, <https://doi.org/10.1016/j.annals.2015.09.009>.

⁴⁷ Goulding, "Romancing the Past," 566.

encounter. The hotel provides visitors with a chance to sit in the lobby, surrounded by décor from another era, and forget about their outside lives for a little while. Visitors can feel like they are in a faraway place at another time.⁴⁸

Understanding the effect of heritage locations, objects, and advertising on consumers leads to a greater understanding of the impact of historical significance in other ways as well. When guests at the Bottleworks Hotel check in at the beautifully restored Art Deco lobby (Figure 16), they are not just arriving for a night at a hotel; they are stepping into a space that was created in a highly glamorized period in the twentieth-century and used by one of the most iconic (and often romanticized) corporations in United States history. The past is brought back to life by the reopening of this treasured building, and along with it, a new historically-themed experience in Indianapolis, and nostalgic emotional responses are cultivated by the reimagination of the Coca-Cola Bottling Plant into the Bottleworks Hotel.

Methodology

For this investigation, this researcher employs a qualitative approach to this case study of the Bottleworks Hotel. Sources from a variety of locations have been gathered to obtain a well-formed perspective on the topic. These include academic peer-reviewed articles, books, newspaper articles, and photographs relevant to this study. To effectively analyze the nuanced dynamics, this research is organized by looking at the topic broadly and then homing in on more specific elements. This looks like an overview discussion of the historical significance of a former Coca-Cola Bottling Company as it relates to this study of the Bottleworks Hotel, followed by a look at the Art

⁴⁸ Mott, “Experience Design Impact at the Bottleworks Hotel.”

Deco and other design elements within, and then finally, a discussion on the emotional impact of the contributing factors.

This researcher utilizes a combination of formal and interpretative analysis methods. Formal analysis involves dissecting the details in the architecture, color schemes, and spatial arrangements of the Bottleworks Hotel, drawing from scholarly articles and books on architectural design and the decorative arts. This method provides a structured approach to understanding the elements within the space. Following this, the researcher employs interpretative analysis to dive into the historical context of the hotel and its surroundings and to explore the emotional influence of its past as well as its impact on visitor perceptions in the present day. This approach involves synthesizing insights from existing literature on heritage tourism, emotional engagement, and experience design as primary source data to uncover meaning within the space.

These primary sources include a collection of online user reviews and written feedback from visitors gathered via survey speaking to the impact of the hotel to determine the perspective of guests. These are valuable because they speak to the individual experiences of visitors of all types. These primary sources also include design mock-ups, photographs, and a telephone interview with Hendricks Commercial Group, the firm responsible for the Bottleworks Hotel reimagining. This data provides insight into the experiential intent of the space, even before it materialized. When analyzing these primary sources, this researcher applied formal analysis to look at the visual elements present in design mock-ups, photographs, and architectural plans and used interpretative analysis to contextualize insights gathered from the interviews, reviews, and survey responses, drawing connections between the motivations of the designers and the emotional responses of guests. This assortment of primary source data, and the method in which they are

evaluated, help to provide a broad view of designer intent and guest experience and, as a result, make this study more well-rounded.

In addition to the gathered sources, the researcher conducted a detailed visual analysis of the Bottleworks Hotel grounds, both exterior and interior. For the exterior space, this involved taking walks around the outside of the hotel during the day and at night and taking photographs of details, including carved stone and entry points. Inside, the researcher also visited during the day and at night, sat in one of the armchairs in the lobby (Figure 16), took notes and photographs of notable observations, walked around the lobby, up and down the staircase, and in and out of the entrance multiple times. This firsthand experience of the environment allows this research to be richer in detail and more precise than if only photographs and written works were utilized. Living in the same city as the Bottleworks Hotel allowed for a more complete account of the experience design of the hotel because of the firsthand knowledge of the multisensory elements within the space.

Moving on to the written organization, the first topic covered is experience design, giving the reader background information on the concept's history and the importance of its study concerning the research. This portion will primarily pull supporting evidence from books and scholarly articles to validate the emotional impact of the Bottleworks Hotel, drawing on examples of other spaces. Interview evidence from an architect and construction manager involved in the Bottleworks project provides insight into Hendricks Commercial Properties' motivations and plans for the impact of the Bottleworks Hotel in Indianapolis.

After the generalized discussion of experience design, this paper transitions to the elements at the Bottleworks Hotel that contribute to the overall experience, such as the emotional

impact, the use of decorative arts in the interior and exterior of the space, and the effect of the historical significance of the building the hotel resides in. For each of these portions, this researcher will provide a detailed analysis and provide supporting evidence for the related findings and claims.

Photographs, along with newspaper and magazine articles are used to demonstrate the relevance of these topics at various points in history. Photographs of the original Coca-Cola Bottling Plant demonstrate the building's importance in the lives of the people living in the early twentieth century (Figure 3), and photographs of that same building, now home to the Bottleworks Hotel, show its enduring importance to Indianapolis residents. Further, the photographic evidence affirms the visual draw and showcases the emotional experience of the hotel. Newspaper and magazine articles provide similar evidence, albeit using writing, rather than the visual arts. Similarly, interview feedback from individuals involved in the construction, planning, and execution of the Bottleworks Hotel supplies readers with detailed accounts of considerations in twenty-first-century restoration work. Further, survey responses from visitors provide accounts of human interaction with the environment, leading to a more complete understanding of the experience at the Bottleworks Hotel.

The sources gathered in the following pages, like insight from the construction company employee interview, illuminate the intent, plans, and effect of the experience design and pave the way for scholarly research on the subject. These details allow for connections to be made regarding the experience design and impact of the hotel and other similar structures in history. On a broader scale, the publication of books, articles, and primary sources, such as interviews and photographs, provide written evidence of the relevance of experience design today. Finally, the in-person presence of observing and writing about the space in real-time adds a unique amount of depth not

often available to researchers. This paper uses primary sources and in-person experience to build upon the contributions of the past to unveil the interconnectedness of art, travel, and emotional experience.

Production/Results

Experience design, as a multifaceted discipline, involves creating environments that engage the senses, evoke emotions, and provoke responses. At its essence, experience design goes beyond traditional notions of architecture and aesthetics, offering a holistic approach that curates a transformative encounter for participants. In the hotel industry, experience design is paramount, as hotels strive to differentiate themselves by offering guests a memorable visit saturated with substance and emotion. As the commodification of service offerings continues to expand, companies of all varieties experience pressure to increase their focus on the design and management of the consumer experience.⁴⁹

At the heart of the discussion on experience design lies the concept of emotional resonance—the ability of a space to elicit specific emotions and forge deep connections with its inhabitants. Within this framework, the Bottleworks Hotel serves as a compelling case study, due to its convergence of historical importance, Art Deco architecture, and experiential design. Situated within the historic former Coca-Cola bottling plant, this hotel serves as a moving example of adaptive reuse, blending the nostalgia of the past with the excitement of the present. The Bottleworks Hotel stands out as a unique experience design example because its location, the Coca-Cola bottling plant, is a site of particular historical importance to the city of Indianapolis.

⁴⁹ Pullman and Gross, “Ability of Experience Design Elements to Elicit Emotions and Loyalty Behaviors,” 551.

This study embarks on an exploration of experience design within the context of the Bottleworks Hotel, seeking to unravel and analyze the emotional engagement, Art Deco restoration, and historical resonance embedded within each encounter in its space. Research for this study employs a multi-faceted approach, combining both research and observational methods to explore the experience design of the Bottleworks Hotel. Data collection encompasses various sources, including academic peer-reviewed articles, books, newspaper articles, and photographs relevant to the study. Primary sources are utilized, such as online user reviews, design mock-ups, photographs, visitor surveys, and telephone interviews with representatives from Hendricks Commercial Group. Additionally, a detailed visual analysis of the Bottleworks Hotel grounds, both exterior and interior, was conducted to enrich the findings. Living near the hotel facilitated firsthand observation of the environment, providing valuable insight into the multisensory elements within the space. This research process is guided by a structured framework, organizing the analysis starting with a broad overview of historical significance, and then moving on to specific elements of Art Deco design and emotional impact. By employing a comprehensive and systematic approach, this study provides a nuanced understanding of the experience design of the Bottleworks Hotel. This investigation aims to answer the following questions: “How does the experience design of the Bottleworks Hotel create an emotionally charged environment?”, “How does the restoration of the original Art Deco elements contribute to the experience design within the Bottleworks Hotel?”, and “What role does the historical context and significance of the Coca-Cola Bottling Company play in enhancing the potential emotional impact?” Through an in-depth examination of the physical building and related components, this study endeavors to gain a fuller understanding of the emotional impact at the Bottleworks Hotel, contributing to the discourse in the field of art history as it relates to experience design. Moreover, this research demonstrates that

the Art Deco restoration and historical significance of the hotel's location catalyze the successfulness of the Bottleworks Hotel's experience design.

Origins of the Coca-Cola Bottling Plant

The Bottleworks Hotel resides in an old Coca-Cola bottling plant constructed in 1931 by the architecture firm Rubush & Hunter (Figure 1). This group was prominent in Indianapolis in the early twentieth century and was responsible for several of the city's historical landmarks, including the iconic Circle Tower and the Circle Theater, both situated on the central "circle" of Indianapolis's downtown area. The Coca-Cola plant, or Yunker Bottling Works as it was known at the time, was owned by businessmen Jim and Lee Yunker. This particular plant was at one point the largest Coca-Cola bottling plant in the world, and it still serves as an icon of Indianapolis architecture and history.⁵⁰ The construction of the plant was instrumental in solidifying Indianapolis's place in manufacturing history. Even today, contemporary online articles speak to the impact of this historical building, calling it a lavish center of activity, and the reimagining of the Bottleworks Hotel, citing praises from the Mayor of Indianapolis, among others.⁵¹

Almost one hundred years after the original bottling plant was built, Midwest-based real estate investment group Hendricks Commercial Properties acquired and completed a laborious transformation of the building, turning it into a boutique hotel experience that combines modern

⁵⁰ "History at the Heart of Bottleworks Hotel," *Inside INdiana Business* (blog), accessed January 18, 2024, <https://www.insideindianabusiness.com/articles/history-at-the-heart-of-bottleworks-hotel>.

⁵¹ "The Bottleworks District: The Modern-Day Revitalization Of An Iconic Structure – Masonry Magazine," accessed March 1, 2024, <https://www.masonrymagazine.com/blog/2020/12/15/the-bottleworks-district-the-modern-day-revitalization-of-an-iconic-structure/>.

luxury with the valued history of Indianapolis and the Art Deco movement.⁵² Because their intent was always to turn the plant into a hotel, the designers, architects, and construction managers had the difficult task of figuring out how they were going to do an adaptive reuse of the space to make it work as a hotel before they were able to finalize their design plans.⁵³

When Hendricks Commercial Properties secured the project to restore the old plant, they wanted to build and curate an experience that would equally mirror the historical value of the Coca-Cola bottling plant building. They partnered with the Ratio architectural firm and several other local specialists working with masonry, ceramics, and other trades to tackle this large project, aiming to preserve the chic and timeless nature of the iconic landmark. The hotel lobby, in particular, was exemplary of the Art Deco period (Figure 4). Its use of colorful tile across the walls and ceiling, detailed plasterwork, and bronze detailing were some of the notable elements from the original lobby that were preserved for its future iteration. Because of the exceptional condition of these elements, the team prioritized preserving as much of the original details in that space as possible (Figure 5). Despite wanting to keep as much of the original layout as possible, they decided to modify the location of the front entrance so that the lobby would be the first thing visitors would experience when walking into the space.⁵⁴ Art Deco, the prominent artistic and design movement in the early twentieth century, projects glamour and energy. In the Bottleworks Hotel, the sleek lines in the carved terracotta exterior, geometric shapes found in the feature wall made of tile, and luxurious materials of marble and bronze leading up the grand staircase (Figure

⁵² “Hendricks Commercial Properties | Beloit, WI,” Hendricks, accessed March 1, 2024, <https://www.hendricksgroup.net>.

⁵³ Joel Zimmerman and Josh Mory.

⁵⁴ Joel Zimmerman and Josh Mory.

11) were intentionally saved and restored so that they may be featured throughout the hotel just as they were featured in the original bottling plant. The design and construction team wanted visitors to interact with the stylized Art Deco elements original to the space for as long as possible, so changing the entrance location allowed for a longer procession through the expanse of the lobby before reaching the hotel rooms.⁵⁵ Josh Mory, architect for Hendricks Commercial Properties, commented on this decision:

So, you walk in at the southern corner and then you have to walk past the registration desk, all the way to the end of that lobby. You take a left and then you get to experience the rest of where the administrative offices are up until the elevator, and then you go up and go to your hotel room from that point. So, you get to experience a lot of history, just by entering the hotel for the first time. And that's the idea. That's kind of the way we tried to emphasize as much history as possible.⁵⁶

Within the space of the Bottleworks Hotel, there are ample amounts of restored Art Deco elements to engage with visitor senses. These include the carved ceiling tiles (Figure 16) featuring floral elements emblematic of the Art Deco style's intricate and stylized motifs and intricate bronze details mimicking spiral lines extending out from the center floral detail worked into the architecture of the space above one of the entrances (Figure 13). The exterior of the building, the lobby, staircase, and offices (now used as conference rooms) upstairs are original spaces that were restored and reimagined for their new purpose. The hotel rooms themselves are newly constructed and transition the environment to a more contemporary, chic style that provides a complementary

⁵⁵ Joel Zimmerman and Josh Mory.

⁵⁶ Joel Zimmerman and Josh Mory.

contrast to the original Art Deco design elements. The new construction elements in the space will not be central to the focus of this study, however, because this research aims to keep a narrow focus by considering the experience design and impact of the restored historical elements within the hotel.

Contemporary reviews of the Bottleworks Hotel speak to the impact of the historical significance of the space on visitors and guests. The hotel averages 5 stars among visitors, and many of the reviews speak to the appreciation of the reuse of the space from the old Coca-Cola bottling plant. A 2023 review from Tripadvisor.com reads:

I thought the pictures on their website were too good to be true, however, it was quite the opposite. This place is awesome! So stylish, retro yet modern. Everywhere you look are beautiful touches hinting back to the building's history. Industrial, yet warm and inviting.⁵⁷

Even reviewers who neglect to discuss the historical restoration speak highly about the area, the number of amenities nearby, and the decorative elements throughout the space. The former Coca-Cola plant and Art Deco gem is cited as an utterly unique experience and unlike most hotel chains today.⁵⁸

Visitor surveys provide a wealth of insight into the opinions of people as they understand the historical significance of the Bottleworks Hotel as a Coca-Cola plant. The surveys are a valuable tool because they allow for an understanding of what a random sampling of hotel visitors think about the experience as it relates to the hotel's historical significance. From the sampling of

⁵⁷ "Bottleworks Hotel - Updated 2024 Prices & Reviews (Indianapolis, IN)," Tripadvisor, accessed March 3, 2024, https://www.tripadvisor.com/Hotel_Review-g37209-d21513026-Reviews-Bottleworks_Hotel-Indianapolis_Indiana.html.

⁵⁸ "Bottleworks Hotel - Updated 2024 Prices & Reviews (Indianapolis, IN)."

individuals who consented to participate in the survey, 48% described feeling a connection to the Coca-Cola branding and heritage throughout the hotel.⁵⁹ One such participant claimed to “love seeing and hearing about the way it was used by the original Coca-Cola workers and designers...and feeling like I was seeing it just like they did back 100 years ago.”⁶⁰

Outside this group of people, several others commented that they did not notice a strong connection or that they would have liked to see more during their visit. The Bottleworks Hotel contains subtle touches that hint at the past, but it is evident that it is not the top priority of its visual communication strategy. The Coca-Cola theming is unobtrusive, and, unless you know what to look for, it could easily be missed. One responder stated, “It would have been really neat if they had done more with the Coca-Cola theme.”⁶¹ Among the surveyed visitors who did not feel a connection to the Coca-Cola brand and heritage, the common themes of explanation were indifference or simply unawareness of the Coca-Cola connection (Table 1).

Interestingly enough, despite only 48% of responders claiming to have felt a connection with Coca-Cola’s significance, 62% of responders claim to have found the hotel’s historical narrative engaging.⁶² Responders wrote about the connection that they felt to the building itself and its meaning in Indianapolis, not necessarily because it was a Coca-Cola bottling plant, but because it was a defining example of the Art Deco style. One responder stated, “I think the preservation of the original structure, in general, is the most engaging. I don’t know a ton about

⁵⁹ Mott, “Experience Design Impact at the Bottleworks Hotel.”

⁶⁰ Mott.

⁶¹ Mott.

⁶² Mott.

the historical narrative to be honest,” and another echoed the sentiment by commenting “I visited the hotel before it was a hotel when it was just the abandoned bottling plant for an art show and concert. It’s been cool to see the changes that have been made, and the way that the space and buildings have been reclaimed and repurposed.”⁶³ This visitor feedback emphasizes that the historical significance of the Bottleworks Hotel was felt despite not having a complete awareness of the bottling plant's history (Table 2).

The Bottleworks Hotel Transformation

Approaching the Bottleworks Hotel, the first thing that captures one's attention is the gleaming exterior, crafted from smooth and lustrous white terracotta (Figure 6.). This stone, a luxurious material used extensively in the late nineteenth and early twentieth century for building exteriors, is known for its indestructible and versatile nature, working well with a glazed, or an unglazed finish. It exudes elegance reminiscent of the grand architectural marvels of the early twentieth century. This material was used in many notable buildings around the country, including the Wrigley Building in Chicago and New York’s Flatiron Building.⁶⁴ The nature of terracotta lends itself to the easy integration of ornamentation into a building’s design, which was done at the Coca-Cola plant during its construction and successive renovations. Another advantage of the material, and one of the reasons it was so popular during the Art Deco era, is that when glazed and treated properly, terracotta can mimic more expensive and luxurious materials, such as marble.⁶⁵

⁶³ Mott.

⁶⁴ Mike Jackson, “Building Technology Heritage Library: Architectural Terra Cotta,” Traditional Building, January 18, 2023, <https://www.traditionalbuilding.com/opinions/building-technology-heritage-library-architectural-terra-cotta>.

⁶⁵ “Architectural Terra Cotta: 1900-1990 | Studio Potter,” accessed March 2, 2024, <https://studiopotter.org/architectural-terra-cotta-1900-1990>.

As one draws closer, intricate details in the stone begin to emerge, and it becomes apparent that the terracotta exterior of the Bottleworks Hotel was painstakingly restored to achieve the gleaming finish observed today. The front entrance to the hotel invites visitors inside under a symmetrically designed massive decorative panel, containing iconic Art Deco elements like radiating sunburst-style lines extending outward from a solid fountain-resembling motif, referencing one of The Coca-Cola Company's associated icons (Figure 6). The sun-like rays seem to extend out from the entrance, a double-door gateway outlined in golden bronze and topped with a lit sign reading "Bottleworks Hotel."

Throughout the entirety of the façade, there are groupings of vertical lines, a hallmark of Art Deco design, guiding the eye upward and emphasizing the building's soaring height. These lines extend solidly from the base to near the top of the structure, dividing the space visually and adding divisions for the decorative elements. Along the sides of the hotel, panels of these vertical groupings and motifs further enhance its Art Deco charm. The restored elements of the exterior were carefully crafted by Hendricks Commercial Properties. To achieve this, research was conducted in multiple city archives, consultations were arranged with local historians, and employees contracted workers who specialized in historical building techniques. This was all done while referencing authentic photographs from the Yunker family and other generous collaborators.⁶⁶

The sides of the Bottleworks Hotel extend out in a V-shaped orientation from the main entrance. The hotel sits on the angled Massachusetts Avenue in Indianapolis which adds to this illusion. Along the sides of the building, the space is divided by panels of the same vertical

⁶⁶ Joel Zimmerman and Josh Mory.

groupings seen on the façade, but also by many decorative panels with more Art Deco imagery (Figure 7). These panels are adorned with intricate motifs, including stylized flora and geometric patterns, reminiscent of the era's bold aesthetic. "Coca-Cola Bottling Company" is engraved into the tile in a bronze font consistent with other stylized text in the Art Deco movement. In addition to the lettering, one finds zig-zag geometric shapes running along the top border of the hotel, creating a type of frame for the top fourth of the wall, thus framing the Coca-Cola name perfectly within. Under the windows, the same vertical line pairing decorative elements are used, but instead of resembling a long continuous panel, it is shaped to resemble an inverted stepped pyramid (Figure 6), another iconic design element of the Art Deco period.⁶⁷

The exterior of the restoration proved the most difficult and required much care to execute. Hendricks Commercial Properties was required to submit a Historic Preservation Certification Application to the National Parks Service to evaluate the significance of the property and to receive approval for some of their planned work, where historical information and proposed alterations were mapped out specifically to gain permission for the work. The integrity of the structure, both physically and idealistically, was a top priority.⁶⁸ Among the details, the applicant notes :

The façade, the west elevation ... and the north elevation ... are clad in white glazed terracotta featuring rich Art Deco ornament. The terracotta is almost entirely intact but many pieces have suffered from spalling and other damage... Spandrel panels between the first and second floors feature an elaborate frozen fountain and sunburst motif with stylized foliage and flowers. The pier between the second-floor windows is ornamented with fluted panels that run up the full height of the parapet. A decorative panel set into this element

⁶⁷ Pool, "The Misconceived Image in Society of American Art Deco Architecture and Design," 39.

⁶⁸ Joel Zimmerman and Josh Mory.

features stylized foliage, flowers, and birds meant to evoke the coca plant's native habitat in South America. The east pavilion of the façade contains the building's main entrance, framed by elaborate faceted terracotta panels and sheltered by a canopy with richly ornamented copper edge trim.⁶⁹

After receiving approval for the restoration, extensive work was then conducted to create an authentic representation of the original look of the building, while also transforming it to function as a hotel (Figure 8).

Moving on to the interior of the Bottleworks Hotel, one finds a treasure trove of restorative elements. As one steps into the lobby, a sense of grandeur, characteristic of Art Deco interiors, overwhelms the viewer. It is reminiscent of the bygone era of elegance and refinement that is often associated with interwar period architecture. This space, once the bustling heart of Indianapolis's Coca-Cola plant, has been meticulously transformed into a vision of Art Deco splendor. The project started with planning and imagining what the future of the space might look like as a hotel lobby (Figure 9). The original lobby space in the Coca-Cola plant was already designed as a space where visitors would spend time interacting with the decorative elements on the ceiling, walls, and floor (Figure 5), so little changed in that respect. Much of the décor in this room was, fortunately, able to be restored. Every corner tells the story of preservation and renewal, and the subtle signature scent in the lobby fixes the memory in one's subconscious. The original tilework (Figure 10) was cleaned and restored. A ceramicist was brought in to create new tiles to match the ones damaged beyond repair. Those with only slight crazing were left so that the character of the history

⁶⁹ Hendricks Commercial Properties, "National Parks Service Historic Preservation Certification Application" (National Parks Service, 2016), 2–3.

might still shine through.⁷⁰ The ceiling at the Bottleworks Hotel also needed some delicate plasterwork to restore the friezes to their original glory. The ornate restoration of the tiles and the work on the ceiling serve to create an environment that reflects one close to what the original space would have looked like.

The design palette for the lobby of the hotel includes a full restoration of the tile along the walls and of the patterned terrazzo flooring; polishing the bronze doors, decorative trim, window casings, and ornamentation to achieve its original gold coloring (Figure 14); installation of gold orb-like light fixtures extending the entire length of the space; and intentional use of a gold, green, and peach color palette, with hints of reds and browns (a subtle reference to Coca-Cola) surrounding the doors and in the furniture elements in the room. Also included in the design rendering are smooth textures, like the upholstery in the furniture, polished tiles on the walls, and bronze art deco ornamentation on the ceilings and framing the walls and ceiling. Despite its length, the lobby is thoughtfully divided into intimate zones, carefully curated with furniture arrangements, a stately check-in desk, and a pool table. Historical photographs and literature, framed in gilded opulence, adorn the longest wall of the lobby, offering glimpses into the building's past.

In addition to the design mock-ups of the space, the Art Deco features were explicitly emphasized in the National Parks Service Historic Preservation Certification Application because they were important to the designers and were deemed historically significant. The lobby was described as featuring bronze, marble, and ziggurat-like door frames, emphasized with red tiles and sunburst-patterned grilles, classic design elements of the Art Deco style. These elements were

⁷⁰ Joel Zimmerman and Josh Mory.

saved and restored so that the new space would reflect those same historical details. The newly restored lobby space also had an elaborate bronze cornice of stylized flowers and fruit laid out in a series progressing along the entire length of the room.⁷¹

Stepping beyond the lobby, one encounters the entrance to a breathtaking spiral staircase leading to the second floor (Figure 11). This was originally where the main entrance of the Coca-Cola plant was, and it led to the office spaces belonging to the Yunkers, which have since been converted into conference rooms. The circular vestibule where the staircase ascends features decorative marble walls and a terrazzo floor with a large colorful sunburst motif in the center (Figure 12). The doors leading out to Massachusetts Avenue are bronze and feature octagonal lites, transoms, and Art Deco grilles (Figure 13), inviting guests to venture out into the bustling cityscape beyond.⁷²

As you ascend the staircase surrounding the circular vestibule, you are surrounded by the grandeur of Art Deco design (Figure 11). The ceiling above is adorned with elaborate ornamental plasterwork details and panels of stylized floral ornamentation, reminiscent of the opulent ballrooms of the 1920s. The staircase itself, constructed with tan marble stair treads and bronze balustrade, projects a sense of timeless sophistication characteristic of the Art Deco style. In addition to the ornamental plasterwork, the ceiling features a large ceiling medallion mimicking the sunburst pattern on the floor, and an original light fixture extending down from the center.⁷³ Moving through the space in the evening is physically a quiet experience, the warm, low lighting

⁷¹ Hendricks Commercial Properties, “National Parks Service Historic Preservation Certification Application,” 4–5.

⁷² Hendricks Commercial Properties, 3.

⁷³ Hendricks Commercial Properties, 3–4.

offers a stark contrast to the busy atmosphere outside. The staircase is oversized, providing enough room for multiple people to ascend side-by-side. The walls and the stairs, both cool to the touch, are crafted of luxurious marble, adding to the sense of indulgence and refinement.

The balustrade, adorned with scroll-like floral imagery, ascends gracefully alongside the staircase, a testament to the craftsmanship of the era. It is made of the same smooth bronze, consistent with the rest of the interior décor and ornamentation (Figure 14). Upon reaching the landing area, guests are greeted by more marble walls, decorative terrazzo floors, and a view overlooking the first floor below, a retreat from the hustle and bustle below. A small, restored bathroom stands as a testament to the hotel's dedication to preserving its rich history, while a large gold-colored piano, once owned by the Yunker family, takes a place of pride in the corner (Figure 15). Above, a television framed in ornate bronze displays promotional material, seamlessly blending modern convenience with timeless elegance.

Just as the feedback gathered from visitors of the Bottleworks Hotel spoke to the impact of the historical significance of the experience, responses also provided insight as to the visual impact as well. When asked what elements of the hotel's design and atmosphere stood out most, most responders wrote about the classic Art Deco elements and the original aesthetic, lovingly restored. The space is described as elegant, classic, luxurious, vintage, and beautiful. One surveyed visitor stated, "The original tile and brass in the lobby and the spiral staircase are gorgeous. It gives immediate *Great Gatsby* vibes in a very cool way."⁷⁴ 82% of responders claimed that the Art Deco

⁷⁴ Mott, "Experience Design Impact at the Bottleworks Hotel."

aesthetic and restoration work were the elements of the hotel's atmosphere that stood out most (Table 3).⁷⁵

Potentially, most notable of the feedback received was the 33% of visitors surveyed that spoke of the feeling of “stepping back into time” or feeling “connected to the past.”⁷⁶ The meticulous restoration of the original Art Deco elements contributed to a third of those surveyed feeling a deeper connection to history upon entering the hotel. One responder claimed, “Being there, again, made me feel like I was part of something bigger than myself. Older. Special. Timeless. It gave me a sense of pride and joy. Like I was connected to the past.”⁷⁷

The visitors were also asked to consider the emotional impact of their visit to the Bottleworks Hotel. Responses include feedback such as, “I’ve stayed at the Bottleworks many times. I feel it’s a very unique place in Indy so much to the point that you forget you’re in downtown Indy” and “As someone who loves history, it made me feel like I sort of took a step back in time and it was amazing. It was so beautiful, and I feel like they’ve made it a sort of one-of-a-kind place.”⁷⁸ Responses were sorted into three main groupings of answers, with the majority of visitors describing the emotional impact of their visit as fun, enjoyable, nostalgic, and unique (Table 4). The overall emotional impact was similar to the overall impression of the hotel's atmosphere, which was glowingly positive, particularly about the restoration and the history of the building.

⁷⁵ Mott.

⁷⁶ Mott.

⁷⁷ Mott.

⁷⁸ Mott.

Analysis/Discussion of Results

Building upon the primary aims of this study, investigating the emotional engagement, Art Deco restoration, and historical significance within the context of the Bottleworks Hotel, and showcasing the effectiveness of its experience design, this analysis will serve as a vehicle to dive further into these topics. Encompassing archival research, interviews, visitor surveys, and firsthand observations, the discussion will shed light on the interaction between design elements and guest experiences. Here, the focus will shift from the exploration and presentation of data to the analysis and interpretation of the research findings.

Focusing on the study's foundational research questions: "How does the experience design of the Bottleworks Hotel create an emotionally charged environment?"; "How does the restoration of the original Art Deco elements contribute to the experience design within the Bottleworks Hotel?"; and "What role does the historical context and significance of the Coca-Cola Bottling Company play in enhancing the potential emotional impact?", the data gathered suggests several notable points. The restoration indicated the high capacity for creating an emotionally charged environment within the experience design at the Bottleworks Hotel. The significance of the meticulous Art Deco restoration efforts, particularly in preserving original architectural features and enhancing the hotel's aesthetic appeal, is a critical component in maintaining the historical integrity of the building, thus leading to experience design that closely mirrors the building's original period atmosphere. Lastly, the Bottleworks Hotel's transformation from a former Coca-Cola bottling plant into a boutique hotel created an environment that encourages visitors to immerse themselves in another time, stimulating emotion based on the similarities to the original historical experience. These findings will be unpacked in more detail in the pages to come, in a format consistent with the plans outlined in the methodology portion of this paper. An analysis of

the topic from a broader vantage point is provided, looking at the overall experience design of the Bottleworks hotel, followed by a discussion on specific contributing factors, such as the Art Deco elements and the historical significance.

Experience Design

In addressing the research question regarding how the experience design of the Bottleworks Hotel creates an emotionally charged environment, the results shed light on several key aspects. Firstly, through visual analysis, archival research, and scholarly inquiry, it becomes evident that the combination of design elements, historical context, and multisensory engagement plays a significant role in eliciting emotional responses from visitors. These elements all contribute to the creation of a dynamic experience design of an environment. Reflecting on Tussyadiah's foundational research on experience design in tourism, one is reminded of the importance of creating experiences to suit the needs of visitors on a personal level, keeping in mind the needs and desires that make us all human.⁷⁹ Looking deeper, one finds that an essential part of the human experience is interactivity. It is interactivity with other humans, with environments and art, and with oneself that aids in creating an impactful tool in the creation of effective experience designs.⁸⁰

The careful design of the entrance to the lobby at the Bottleworks Hotel is crafted so that guests interact with the most impactful part of the space first. This continues as visitors make their way further into the hotel as well. The multisensory stimulation provided by the pleasant smell of the lobby, warm lighting (which studies have shown leads to higher rates of pleasure), soft music, and smooth luxurious fabrics on the furniture provides a bombardment of pleasant interactions for

⁷⁹ Tussyadiah, "Toward a Theoretical Foundation for Experience Design in Tourism," 547.

⁸⁰ Tussyadiah, 559.

the viewer as they take in the space.⁸¹ 82% of surveyed visitors of the Bottleworks Hotel commented on the Art Deco aesthetic restoration and cited it as the most notable aspect of the hotel's atmosphere. This is a compelling percentage of visitors, establishing the importance of initial visual interactions and revealing the effectiveness of this experience at the hotel.⁸²

The Bottleworks Hotel features experience design that activates and interacts with the senses of visitors from multiple avenues, creating an immersive environment that transports visitors to another time. The consideration of human interaction is not only an important consideration in experience design, but also relates to studies of emotional impact, nostalgia, and human reactions and relationships to the arts, all contributing elements to the case study on the Bottleworks Hotel. Nostalgia generally is a result of interactions between subjects, landscapes, and the mind and is unique to the human experience.⁸³ Regarding the understanding of emotions stemming from stimulating factors in an environment, results show that the interaction of morphological, sensory, and perceptual factors is significant in the influence of emotional reactions in a designed space.⁸⁴ Further, art elements can provoke and transform viewers' primitive sensual repertoire of pleasure or pain.⁸⁵ A survey responder cited an emotional sensation akin to feeling like they were part of something timeless and larger than themselves when entering the Bottleworks Hotel. This is a fitting example of the ability that the arts have in provoking pleasure.⁸⁶

⁸¹ Stephan Zielke and Thomas Schielke, "Effects of Illumination on Store Perception and Shopping Intention: Shedding Light on Conflicting Theories," *Marketing: ZFP – Journal of Research and Management* 38, no. 3 (2016): 171, <https://www.jstor.org/stable/26426821>.

⁸² Mott, "Experience Design Impact at the Bottleworks Hotel."

⁸³ Boym, *The Future of Nostalgia*, 354.

⁸⁴ Cho and Kim, "Measurement of User Emotion and Experience in Interaction with Space," 105.

⁸⁵ Fowler, "Art and Orientation," 597.

⁸⁶ Mott, "Experience Design Impact at the Bottleworks Hotel."

Art elements, including those in the Bottleworks Hotel, should be understood as significant contributors to the interactions humans have with their own emotions within experience design.

The existing literature on experience design, specifically the impact that interactions have on it, relates to the researcher's first-hand observations and experience at the Bottleworks Hotel. There was ample opportunity to interact with the visual elements created to contribute to the overall impression of the built environment. The lighting, smooth, colorful tile on the wall, restoration of the historic Art Deco motifs, the unique smell of the lobby, and the overwhelming experience of ascending the original marble staircase at the end of the lobby activate the senses and immerse viewers in the experience design at the hotel. When compared to other establishments in Indianapolis, this hotel offers an emotionally charged environment crafted under unique circumstances. Environments that prioritize experience design are often constructed from the ground up, with the designer having a sense of control over the entirety of the project. In this case, much of the design work at the Bottleworks Hotel, at least in the restored portions focused on in this study, was passed down from the original plant created in 1931. This does not discredit the labor involved in curating this experience. Rather, it sets it apart as a different approach to creating immersive environments.

Throughout this study, this researcher has considered the concept of experience design at the Bottleworks Hotel and contemplated the possible driving factors in creating this emotionally charged environment. Because experience design is all about an emotional connection, this investigation strove to look further into elements that might impact and inspire that emotional connection within the Bottleworks Hotel. The visitor feedback from the surveys indicated that almost 90% of visitors surveyed experienced a positive emotional reaction after interacting with the Bottleworks Hotel environment (Table 4).

In addition to the emotional aspect, this researcher hypothesized that the restoration of the original Art Deco elements in the hotel and the historical significance of the Coca-Cola plant were the driving factors and has set out to determine their role. This study asserts the Bottleworks Hotel's success in the creation of an evocative experience design environment and attributes its success to the contribution of the meticulous art deco restoration and historical significance of the building. These initial impressions, now supported by the evidence produced within this investigation have cemented that belief for this researcher.

Art Deco's Contribution

The Coca-Cola plant was designed during the early twentieth-century Decorative Arts movement called Art Deco. This art form, like the Modern movement in a more general sense, was influenced by a wide variety of sources. Some of the design movement's outside influences include Art Nouveau, Cubism, and Bauhaus, as well as traditions from Egypt, Africa, and multiple pre-Columbian cultures in the Americas.⁸⁷ Many of these inspirational elements can be found in the motifs throughout the Bottleworks Hotel. The bronze railings for the grand staircase feature floral designs consistent with many of the motifs in Art Deco history. The terracotta exterior of the Bottleworks Hotel is a perfect example of utilizing the classical elements of this period. These include the simple repeated lines and circles, the stepped pyramid shape, and decorative carved panels along the length of the exterior featuring arcs and other geometric details.

Taking in the authenticity of the building's exterior restoration can lead to emotional impact in the way of creating a sense of awe and fascination among guests, stemming from the

⁸⁷ Susan A. Sternau, *Art Deco: Flights of Fancy* (New York: Smithmark, 1997), 4.

appreciation for the amount of work that went into restoring the pristine details of the façade. This is further established by survey data confirming that 62% of visitors to the Bottleworks Hotel claimed to have engaged with the historical narrative (Table 2) and the staggering 82% of viewers spoke of their high connection with the hotel’s art deco elements (Table 3).⁸⁸

In the 1920s and 1930s, in the United States, the Art Deco style became ubiquitous with lavish and glamorous experiences in movie theaters, ocean liners, trains, and even government buildings.⁸⁹ The environmental aspect of the Art Deco experience has always been rooted in its past. This later manifested itself in almost every area of life. Art Deco quickly found its way into costumes, jewelry, advertisement posters, and furniture, although it is arguably most known for its influence on architecture. The buildings erected during this era serve as a symbol of modernity and function as a romanticized taste of life during another time. The Coca-Cola bottling plant is no exception. It remains one of the most loved and beautiful examples of Art Deco architecture in the Midwest. The Bottleworks Hotel’s architecture and design elements certainly lead to feelings of nostalgia for a past age, as evidenced by the 33% percent of surveyed visitors claiming similar feelings. This contributes strongly to the overall emotional impact of the experience.

Beyond its aesthetic appeal, the Art Deco movement represents a pivotal moment in history, reflecting the cultural and social dynamics of the 1920s and 1930s, including the rise of modernism, technological advancements, and shifting societal values. The architecture and décor of the Bottleworks Hotel highlights these values as well. The Coca-Cola plant was striking in its time, standing out among many of the other more traditional architectural structures in Indianapolis

⁸⁸ Mott, “Experience Design Impact at the Bottleworks Hotel.”

⁸⁹ Pool, “The Misconceived Image in Society of American Art Deco Architecture and Design,” 37–38.

in the early twentieth century. The carved terracotta emblem above the main entrance features a fountain spraying and circular bubble-like shapes throughout. This was a sign of the brilliant mindfulness and marketing capabilities of Coca-Cola, as well as the complete integration of Art Deco design elements into pop culture.

Unlike other design fads in United States history, the effects of the Art Deco movement were seen across the nation, not only for individual consumption but in the commercial realm as well. This created an image of lavish luxury unique to American Art Deco opulence.⁹⁰ What is more, the impact of this decorative arts movement has seen multiple rebirths since its original inception. The geometric forms and cultural symbols unique to this style pop up time and time again in advertising, clothing, architecture, jewelry, and many other venues. Art Deco's enduring legacy lies in its influence across various fields, including architecture, interior design, fashion, and visual arts. Just as Art Deco architect Ralph Walker created decorative schemes for his skyscrapers, the materials and design elements at the Bottleworks Hotel impact viewers psychologically, with its use of bold materials, textures, patterns, and colors.⁹¹

The style's emphasis on technology, speed, and desire for opulence paint a picture of life during the interwar era in the United States, and this continues to shape the way we perceive and interact with our own built environments. The artistic elements at the Bottleworks Hotel enhance the aesthetic encounter and may evoke imagery across all the viewer's senses. This imagery then unlocks aesthetic pleasure.⁹² Moreover, Art Deco serves as a tangible link to our cultural heritage,

⁹⁰ Pool, 37.

⁹¹ Holliday, "Walls as Curtains," 46.

⁹² Starr, *Feeling Beauty: The Neuroscience of Aesthetic Experience*, 10.

offering insights into past lifestyles and aspirations. This exploration of Art Deco within the context of the Bottleworks Hotel serves not only to uncover its historical significance but also to demonstrate its relevance and enduring impact on contemporary design practices and cultural discourse. Through this lens, this research contributes to the ongoing dialogue surrounding Art Deco's continued relevance in the twenty-first century.

Expanding on the role of Art Deco in the twenty-first century and the contributions of the Bottleworks Hotel to that end, insights gleaned from online articles and customer reviews, in addition to the visitor surveys, offer valuable perspectives on the renovation of Art Deco elements and their impact on recent visitors. These sources not only highlight the meticulous restoration efforts but also underscore the emotional impact that these architectural features evoke in guests. The renovation of the original Art Deco elements at the Bottleworks Hotel serves as a testament to the continual appeal of the decorative arts style and its ability to effectively create an emotionally engaging experience. Guests are impressed with the restoration of the Art Deco motifs they recognize from history and their contribution to the new life brought back to the old Coca-Cola plant.⁹³ Further, the use of authentic materials and craftsmanship during the restoration speaks to the legitimacy of the design and the curated experience for guests. This authenticity forges a deeper connection to the history of Indianapolis, which adds additional meaning and significance to the experience at the hotel.

In essence, the restoration of Art Deco elements at the Bottleworks Hotel not only enhances the visual appeal of the space but also creates a multisensory experience that resonates with guests on an emotional level. By celebrating the past while simultaneously embracing the present, the

⁹³ "Bottleworks Hotel - Updated 2024 Prices & Reviews (Indianapolis, IN)."

hotel exemplifies the enduring relevance of Art Deco design and its capacity to inspire and delight contemporary audiences. The meticulous Art Deco restoration efforts, particularly in preserving original architectural features, contribute to the authenticity of the experience design, thereby enhancing its potential to impact visitors, often with a sense of nostalgia emotionally.⁹⁴ This is significant in the Bottleworks Hotel because nostalgia fosters a sense of connection and belonging among guests. The hotel uses the Decorative Arts elements and historical importance of the space to create emotional reactions like nostalgia to enhance guest experience and increase their capacity for storytelling. These same strategies may be used by museums, hotels, heritage tourist sites, and others to try their hand at creating similar results.

Additionally, the uniqueness of the Art Deco style can stun and surprise guests entering the space for the first time. To be immersed in an overwhelming theme, unlike the décor seen in one's everyday life, has a significant impact. This is partly because of the uniqueness of the experience and partly because the experience is rooted in authenticity.⁹⁵ The intentionality behind Hendricks Commercial Properties' Bottleworks Hotel project, from the collaboration with local businesses, historians, and specialized craftspeople, to the research required to effectively restore the white terracotta exterior, has shown their dedication to presenting an authentic story to the people and guests of Indianapolis.⁹⁶ The transformation of the former Coca-Cola bottling plant into a boutique hotel creates an immersive environment that may foster emotions of longing in

⁹⁴ Girish Prayag and Giacomo Del Chiappa, "Nostalgic Feelings: Motivation, Positive and Negative Emotions, and Authenticity at Heritage Sites," *Journal of Heritage Tourism* 18, no. 3 (May 4, 2023): 353, <https://doi.org/10.1080/1743873X.2021.1874000>.

⁹⁵ Margaret Kerrison, *Immersive Story Telling For Real and Imagined Worlds* (Studio City, California: Michael Wiese Productions, 2022), 85.

⁹⁶ Joel Zimmerman and Josh Mory.

guests. The intentional construction of a rose-colored environment from history leads to consumers excitedly lining up to pay for these experiences that will stimulate vicarious nostalgic feelings.⁹⁷ Additionally, this immersive environment may contribute to the experience design by sparking feelings of wonder or excitement in guests as they escape their normal lives for a short time.

While this study was not strictly scientific in nature, revisiting scholarly articles on neuroaesthetics proved insightful in the context of the experience design at the Bottleworks Hotel. Studies on the human mind while under the influence of different design stimuli have been conducted to detect patterns when reacting to “pleasant” or “unpleasant” spaces. The brain was shown to react differently when the viewer was experiencing pleasurable spaces than it did when the viewer was shown unpleasurable spaces. The results suggest that the appearances of architectural spaces influence emotions, perceptions, judgments of beauty, and decision-making in humans.⁹⁸ This is enlightening in the context of the Bottleworks Hotel study. Because the hotel is designed symmetrically, is serene in look (the clean and polished exterior), and contains carefully constructed elements to create a balanced environment, one may conclude that the Art Deco restoration of the Bottleworks Hotel is likely to contribute positively to the experience design at the hotel.

The Historical Significance

Diving now into the historical significance of the Bottleworks Hotel and the implications that has on enhancing the emotional impact of the space, this portion of the analysis refers to the

⁹⁷ Goulding, “Romancing the Past,” 566.

⁹⁸ Navid Khaleghimoghaddam et al., “Neuroscience and Architecture: What Does the Brain Tell to an Emotional Experience of Architecture via a Functional MR Study?,” *Frontiers of Architectural Research* 11, no. 5 (October 2022): 889, <https://doi.org/10.1016/j.foar.2022.02.007>.

findings related to the Coca-Cola bottling plant and other factors influencing the hotel's narrative. Through research and observational experience, the results of this study suggest that the Bottleworks Hotel creates an environment that inspires appreciation due to the historical context. This historical context, including the significance of the Coca-Cola Bottling Company, plays an important role in connecting this new hotel with the established community in the area. Surveyed visitors of the Bottleworks Hotel responded positively to the engagement with the hotel's historical narrative.⁹⁹ The project honored the history of the area and helped to preserve a link to Indianapolis's past. The revitalization of the Coca-Cola plant also contributed immensely to the revitalization of the community spirit in Indianapolis, providing residents in the area with a sense of ownership and pride. One survey responder said, "I felt so much pride that our city and the developers went through the effort to restore the building and make it a beautiful piece of history that lives on."¹⁰⁰ While this concept of strengthening ties that the community feels with architecture may be felt stronger amongst residents in the area, even visitors from farther away can share in the appreciation for the cultural significance of the site.

Throughout the lobby of the Bottleworks Hotel, images and articles speak to the building's past. They are printed in black and white and engage with hotel guests as they wait to check in, work, or simply relax in the space. This imagery helps orient viewers to the building's history. It provides background for the immersive environment of the hotel. Guests who can sense the cultural inheritance of a space will have an increased ability to generate positive memories. This should be done with intention, taking care to preserve the authenticity of the

⁹⁹ Mott, "Experience Design Impact at the Bottleworks Hotel."

¹⁰⁰ Mott.

environment.¹⁰¹ The impact of the lobby, in particular, creates an environment that appeals to the guests in a way consistent with spaces delicately curated from an experience design perspective, appealing to visitors, and stimulating emotion. This moment of strong emotion has been referred to as “enchantment,” or the feeling of being caught up in a moment while at the same time feeling carried away by the experience.¹⁰²

The historical narrative surrounding the establishment of the bottling plant by the esteemed architecture firm Rubush & Hunter makes a considerable impression on visitors to the hotel. Contemporary online reviews affirm the impact of the historical restoration on visitors, with glowing testimonials praising the transformation of the former Coca-Cola bottling plant into a boutique hotel experience. As the largest Coca-Cola bottling plant in the world at one point, historical significance certainly makes a statement. This is apparent when reading the 296 reviews left on Tripadvisor. The top keywords in the review section include “bottling plant” and “Coca-Cola” because a large percentage of the reviews left speak to the impression that the building’s history left on them.¹⁰³

Intentional historical site experiences lead to an increased sense of well-being and satisfaction. This is amplified if one engages in a multisensory experience while at the destination in question. The more senses engaged, the stronger the feelings of memory will be associated with the experience.¹⁰⁴ The stronger feelings of memory cement the experience in one’s mind for years

¹⁰¹ Lee, “Creating Memorable Experiences in a Reuse Heritage Site,” 167.

¹⁰² Jennifer Kitson and Kevin McHugh, “Historic Enchantments – Materializing Nostalgia,” *Cultural Geographies* 22, no. 3 (2015): 490, <https://www.jstor.org/stable/26168663>.

¹⁰³ “Bottleworks Hotel - Updated 2024 Prices & Reviews (Indianapolis, IN).”

¹⁰⁴ Lee, “Creating Memorable Experiences in a Reuse Heritage Site,” 156.

to come. Memory and history are connected directly to architecture, and a place that has a history rich in culture, such as the Bottleworks Hotel, has great potential to be magnified by architectural intervention.¹⁰⁵ Visitors crave experiences that speak to them on a personal level and appeal positively to their emotions. If an experience is rooted in authenticity from a location standpoint, that can make the storytelling more compelling, Like the ability to be able to stand in the “same place where ‘it’s all happening’” or where “it all happened.”¹⁰⁶ Many sites have considered this very concept when creating experiences. Some of these places include national parks, historical sites, museums, distilleries, unique houses, or places related to specific historical events.¹⁰⁷

In addition to the authenticity of the physical building itself playing a role in creating a historically significant experience for visitors, the idea or brand of Coca-Cola generates an emotional impact as well. The brand identity of Coca-Cola holds a powerful sway, evoking feelings of joy, nostalgia, and togetherness. As one of the world's most iconic and enduring brands in not only the United States but also the world, Coca-Cola has established itself as more than just a beverage company but as a cultural phenomenon ingrained in the global society. The red and white logo is one of the most recognizable symbols in the world. In addition to the logo, the distinctive contour bottle and the timeless advertising campaigns have become synonymous with moments of happiness and togetherness, transcending generations, and borders.¹⁰⁸

¹⁰⁵ Philip Peters, “Historical Cultural Memory Celebrated Through Architecture” (Michigan, University of Detroit Mercy, 2006), 6, file:///C:/Users/13178/Downloads/2006_Peters_Historical_.pdf.

¹⁰⁶ Kerrison, *Immersive Story Telling For Real and Imagined Worlds*, 76–77.

¹⁰⁷ Kerrison, 77.

¹⁰⁸ “Coca-Cola History,” accessed March 6, 2024, <https://www.coca-colacompany.com/about-us/history>.

Corporate giants like Coca-Cola have been able to strengthen their brands by capitalizing on their history. Few brands evoke feelings of nostalgia quite like Coca-Cola. As a result, it is a natural inclination for people to associate a brand's strength and potential with its past. Because Coca-Cola has such a rich past, in the United States in particular, many people feel a sense of safety and assume future strength when thinking about this brand.¹⁰⁹ Guests entering the hotel are greeted by remnants of Coca-Cola's past, from vintage signage to retro memorabilia, invoking familiarity and nostalgia that is synonymous with the brand. The meticulous restoration of the original architecture and the incorporation of Coca-Cola branding throughout the hotel serve as a tribute to the company's enduring legacy. These associations reflect the experience design at the Bottleworks Hotel since the guests visiting or staying at the hotel have likely heard about this connection before getting very far into the door. The old company name is carved across the exterior of the building, there is imagery all over that mimics bubbles and manufacturing, the history of the building is documented all over the hotel website, and lastly, there are large photographs inside the building that speak to this past as well.¹¹⁰ The designers of this hotel intentionally draw the viewer's eye to this connection because it is a significant part of their story. The history that Coca-Cola has with residents of the city of Indianapolis makes staying at the Bottleworks Hotel meaningful for many guests.

Further, the association with Coca-Cola provides the Bottleworks Hotel with a sense of authenticity and heritage, elevating its appeal to visitors seeking unique and memorable experiences. The desire to create unique historical experiences is amplified as the tourism industry

¹⁰⁹ Merchant and Rose, "Effects of Advertising-Evoked Vicarious Nostalgia on Brand Heritage," 2619.

¹¹⁰ "Gallery | Bottleworks Hotel | Indianapolis Boutique Hotel."

becomes more competitive. Because of this, historic buildings remain a valuable resource in the experience economy.¹¹¹ Because the Coca-Cola brand has a longstanding commitment to quality, innovation, and community engagement that aligns seamlessly with the values expressed by the hotel, this creates an association that resonates with guests on an emotional level. Guests are immersed in an environment that celebrates the rich history and cultural significance of Coca-Cola, while also remaining expectant for a bright future for the Bottleworks Hotel. In essence, the historical significance of the Coca-Cola plan serves as a powerful catalyst for shaping perceptions of the Bottleworks Hotel, creating an environment primed for nostalgia and appreciation. By embracing the heritage of Coca-Cola and Art Deco architecture and incorporating it into every aspect of the guest experience, the hotel has created a compelling narrative, one that they hope will bring guests back repeatedly.

The results of this study make several significant contributions to the field when considering its historical significance and relevance at the Bottleworks Hotel. It provides evidence supporting the notion that historical preservation and architectural restoration play a crucial role in shaping emotional responses. By demonstrating the impact of specific design elements and historical context on guest experiences, this study offers practical insights for designers, developers, and hospitality professionals seeking to create emotionally engaging spaces. Furthermore, the findings contribute to a deeper understanding of the complex interplay between design, history, and emotion, thereby advancing theoretical frameworks in the field of experience design and historical preservation. Overall, the findings highlight the nuanced connections

¹¹¹ Richard Tresidder and Emmie Louise Deakin, "Historic Buildings and the Creation of Experiencescapes: Looking to the Past for Future Success," *Journal of Tourism Futures* 5, no. 2 (June 3, 2019): 193, <https://doi.org/10.1108/JTF-04-2019-0034>.

between design, history, and emotional resonance in shaping the guest experience at the Bottleworks Hotel.

The findings of this study align closely with existing research on the individual topics of historical significance, the Decorative Arts, and emotional impact and provide a new perspective because they are considered as a group of contributing elements within experiential design. The confirmation that historical elements contribute to the emotional resonance of a space concurs with previous studies that have explored the role of heritage preservation in enhancing visitor experiences. Scholars have long recognized the power of emotion in creating meaningful connections between individuals and their surroundings. By preserving and showcasing the historical significance of the Coca-Cola Bottling Company, in addition to the purposeful restoration of the immersive Art Deco experience, the Bottleworks Hotel successfully creates a successful and compelling experience design environment. The reimagined space, four years after its initial opening, remains a desired location for a unique, historical travel experience.

Conclusions

This investigation into the experience design of the Bottleworks Hotel has produced valuable insights into the topics of architectural restoration, historical significance, emotional impact, the decorative arts, and experience design within hospitality and tourism environments. This study utilized a case study of the Bottleworks Hotel to showcase the ability of the Decorative Arts and historically significant spaces to work together to create evocative experience design environments while considering the nuanced dynamics of viewer perception and emotion. Through the qualitative research process, this researcher was able to uncover insight into all these areas and to better understand their relationship to one another. The key takeaways from this study are the following: The Bottleworks Hotel's experience design

suggests a high capacity for creating an emotionally charged environment due to the compounding effects of the design and architectural elements in play, along with the communication of the historical significance of the building's history. The Art Deco restoration efforts at the Bottleworks Hotel contribute positively to the experience design due to the hotel's visual appeal and maintaining of the historical integrity of the building, and finally, Historical significance contributes to the emotional impact of the Bottleworks Hotel by stimulating positive feelings in guests by tapping into the authenticity and brand heritage of Coca-Cola. Thus, this researcher asserts that the Bottleworks Hotel achieves a cohesive and evocative experience design that immerses guests in a visually rich environment. Further, the Art Deco restoration and historical significance of the hotel's building are the contributing factors to the effectiveness of its experience design.

This research makes a unique contribution to the fields of art history and tourism by examining the intersection of architectural restoration, historical significance, and emotional response within a case study at the Bottleworks Hotel. The field of experience design is a fairly new concept in research, and studies of the Art Deco movement are not traditionally done in commercial spaces. Heritage tourism research has studied the significance and the impact on emotion, but a scarce amount of study has been done on the contribution of these areas of study in one area at one time. Thus, this research makes a unique contribution to the field by examining the intersection of the Decorative Arts design impact, historically significant locations, and emotional impact within experience design environments and by providing a new perspective by using a case study of the newly restored Bottleworks Hotel.

One of the primary strengths of this study was the proximity to the research site. Being able to physically visit and immerse oneself in the architectural space of the Bottleworks Hotel

provided firsthand experience that proved immensely helpful. This helped with specific observations of the environment, architectural details, and overall atmosphere, adding depth to the study. Additionally, access to insider perspectives from an architect and construction manager at Hendricks Commercial Properties offered unique insights into the restoration project. These individuals provided context and firsthand accounts of the decision-making process, design considerations, and restoration efforts involved in the creation of the boutique hotel experience at the Bottleworks Hotel.

Despite these strengths, the study, as with any, has limitations. One such limitation is the relatively small sample size. While firsthand observations and interviews with workers provided valuable insights, the study's reliance on a limited number of participants may limit the diversity of perspectives represented. Including a larger and more diverse sample of participants may have strengthened the study's validity and reliability. While this case study allowed for a unique perspective and depth in the study, a wider sampling of sites in a variety of locations could provide a fuller picture of the impact of the Decorative Arts, historical significance, and emotional impact.

As a whole, this study contributes to and expands upon existing research within the fields of art history, experience design, and heritage tourism. By examining the historical significance and emotional impact of the Bottleworks Hotel, this research builds upon prior studies that have explored the role of heritage preservation in shaping tourist experiences and offers insight into the interplay between architecture, history, and emotion. It enhances understanding of how architectural spaces and other environments impact the human experience. This study adds depth to the existing literature in experience design, providing insights for designers, developers, and commercial corporations looking to create captivating experiences for their customers. The

findings provide clarity for contemporary design practices and their application, particularly in historical locations.

A potential avenue for further research includes investigating deeper with a variety of participants in an experience design setting. Not all viewers have the same background and some may come away with different experiences, depending on their knowledge of art and history. This underscores the complex nature of emotional engagement. While the presence of historical elements may evoke nostalgia and appreciation in some visitors, others may perceive them merely as aesthetic embellishments or trendy design features without fully grasping their historical significance. This highlights the importance of audience segmentation and diversified marketing strategies for maximizing the emotional impact of heritage-themed experiences, particularly in settings where historical knowledge varies among guests. While the findings of this study do affirm the positive correlation between historical significance and emotional impact within experiential design, they also shed light on the nuanced nature of audience engagement.

This research sheds light on the intricate relationship between the Decorative Arts and other design elements, historical significance, and emotional response within experience design environments through an in-depth case study of the Bottleworks Hotel. By diving into the relationship of these elements, this research offers practical insight for industry professionals and enhances knowledge in academia. Finally, this case study offers an exploration of the Bottleworks Hotel, a work of architecture that has yet to be covered in academic inquiry, and by doing so, legitimizes commercial spaces' place and contribution in the realm of art history research and study.

Illustrations



Figure 1. Yunker Family. Coca-Cola Bottling Plant. Circa 1935. Photograph. Indianapolis, Indiana.



Figure 2. Jennifer Mott. The Bottleworks Hotel. 2023. Photograph. Indianapolis, Indiana.



Figure 3. Yunker Family. Yunker Bottling Indianapolis Employees. Photograph. Indianapolis, Indiana.



Figure 4. Yunker Family. Original Lobby. n.d., Photograph. Indianapolis, Indiana.



Figure 5. Hendricks Commercial Properties. Construction of the Lobby. 2020. Photograph. Indianapolis, Indiana.



Figure 6. Hendricks Commercial Properties. The Bottleworks Hotel. Accessed 2023. Indianapolis, Indiana. <https://www.hendricksgroup.net/bottleworks>



Figure 7. Jennifer Mott. The Bottleworks Hotel-Side View. 2023. Indianapolis, Indiana.



EXTENSIVE GLAZE SPALLING



SPALLING OCCURS IN BOTH WHITE AND GOLD GLAZES



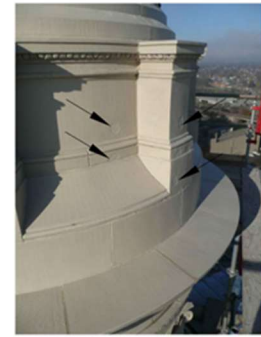
SIMILAR SPALLING ON
ALLEN COUNTY COURTHOUSE



PREVIOUS COATINGS
HAVE NOT WORKED



SPALLING DEPENDENT ON FABRICATION RUN AND EXPOSURE



COATINGS HAVE PERFORMED
WELL FOR 10 YEARS

Figure 8. Hendricks Property Group. Indianapolis Historic Preservation Commission Hearing-Meeting #1. 2017. Indianapolis, Indiana.



Figure 9. Hendricks Commercial Properties. Design Rendering of Hotel Lobby. 2020. Indianapolis, Indiana.



Figure 10. Jennifer Mott. Close-up Image of Tile at the Bottleworks Hotel. 2023. Indianapolis, Indiana.

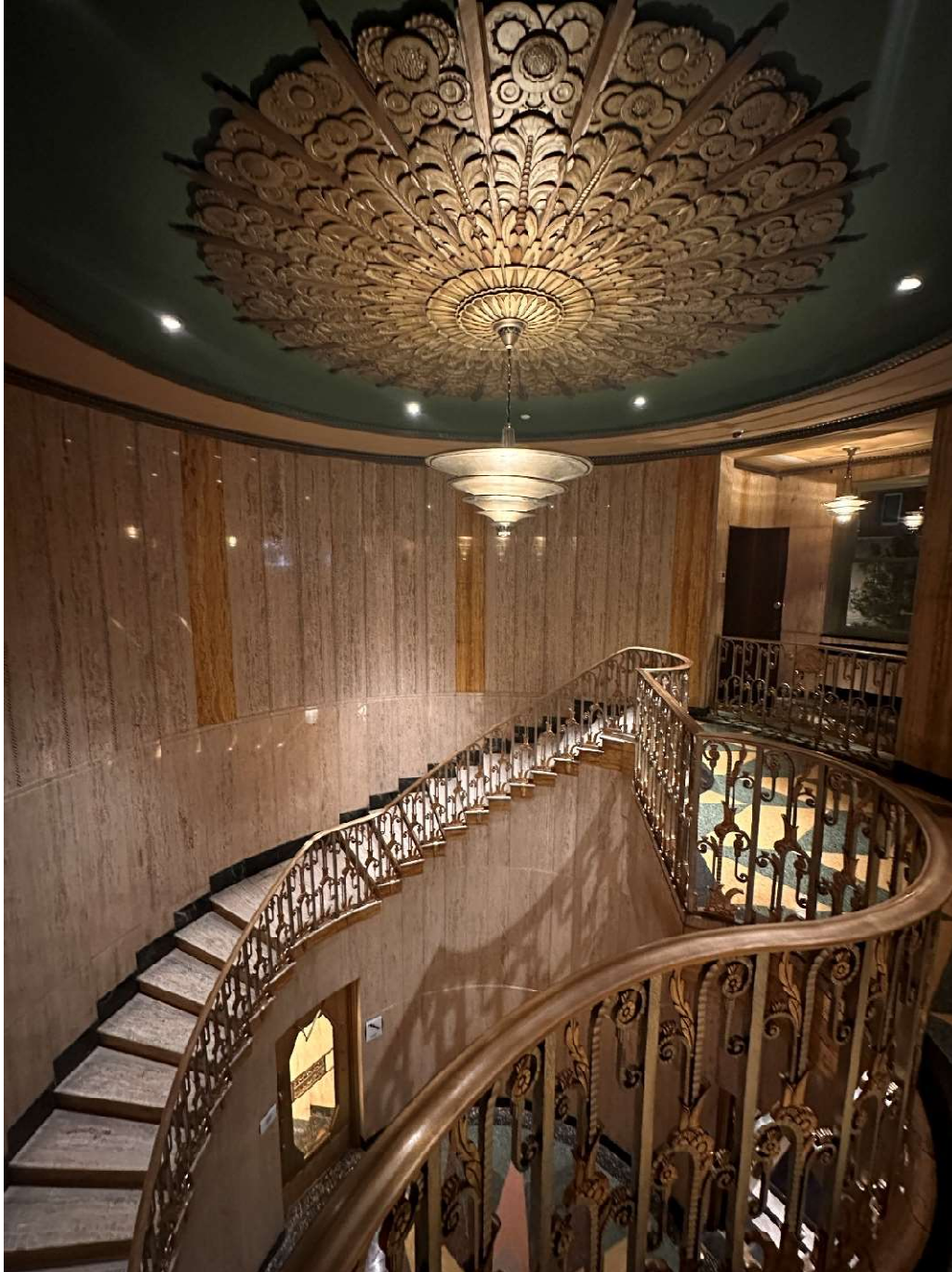


Figure 11. Jennifer Mott. Restored Staircase in the Bottleworks Hotel. 2023. Indianapolis, Indiana.



Figure 12. Jennifer Mott. Close-up of Floor Detail at Bottleworks Hotel. 2023. Indianapolis, Indiana.



Figure 13. Jennifer Mott. View through Old Main Entrance. 2023. Indianapolis, Indiana.

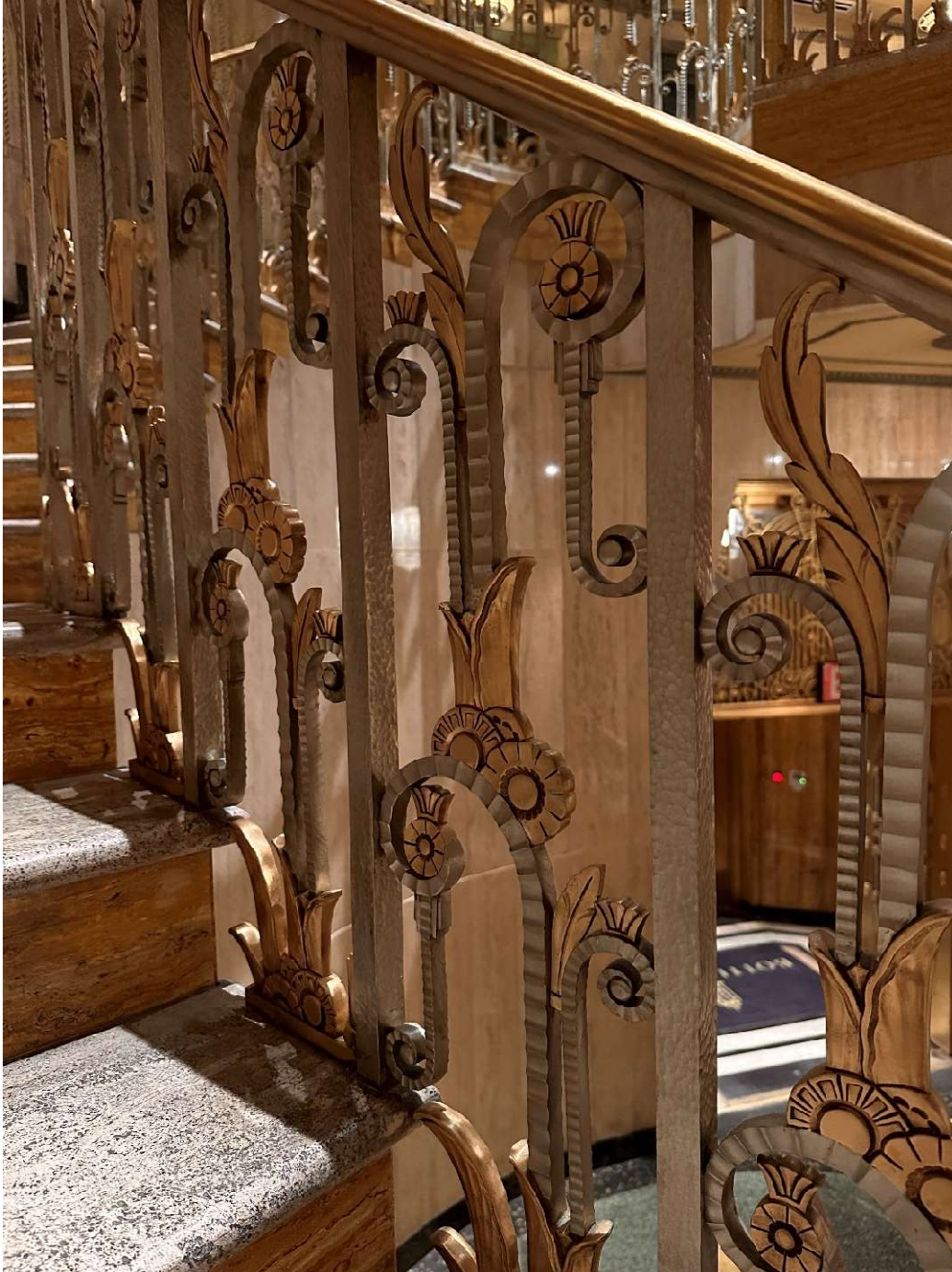


Figure 14. Jennifer Mott. Detail of Staircase at the Bottleworks Hotel. 2023. Indianapolis, Indiana.



Figure 15. Jennifer Mott. Second Floor Décor detail at the Bottleworks Hotel. 2023. Indianapolis, Indiana.



Figure 16. Hendricks Commercial Properties. The Bottleworks Hotel. Accessed 2024. Indianapolis, IN. <https://www.bottleworkshotel.com/about>.

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Appendix

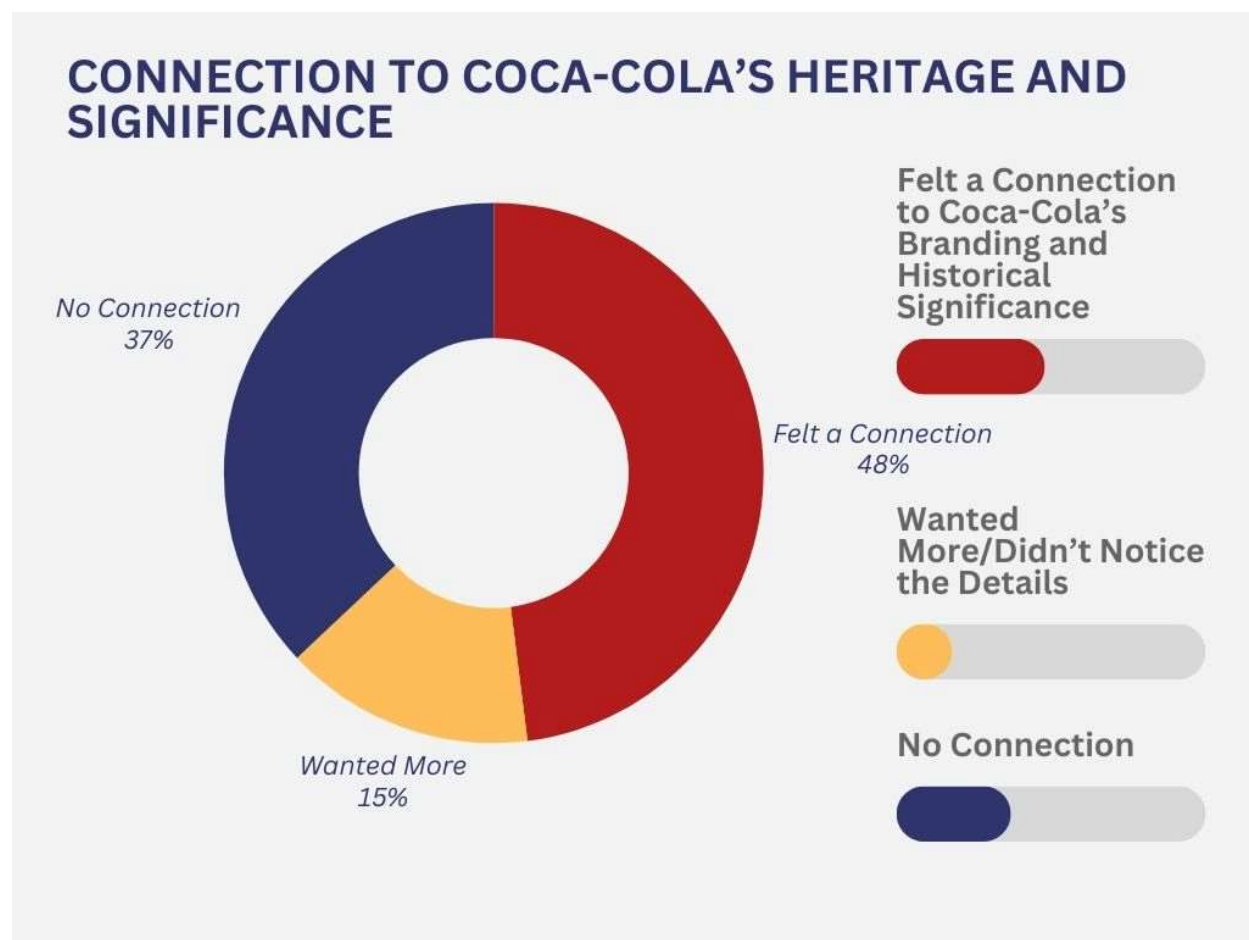


Table 1. Mott, Jennifer. Connection to Coca-Cola's Heritage and Significance from "Experience Design Impact at the Bottleworks Hotel" 2024. Indianapolis, Indiana.

ENGAGEMENT WITH THE BOTTLEWORK HOTEL'S HISTORIC NARRATIVE

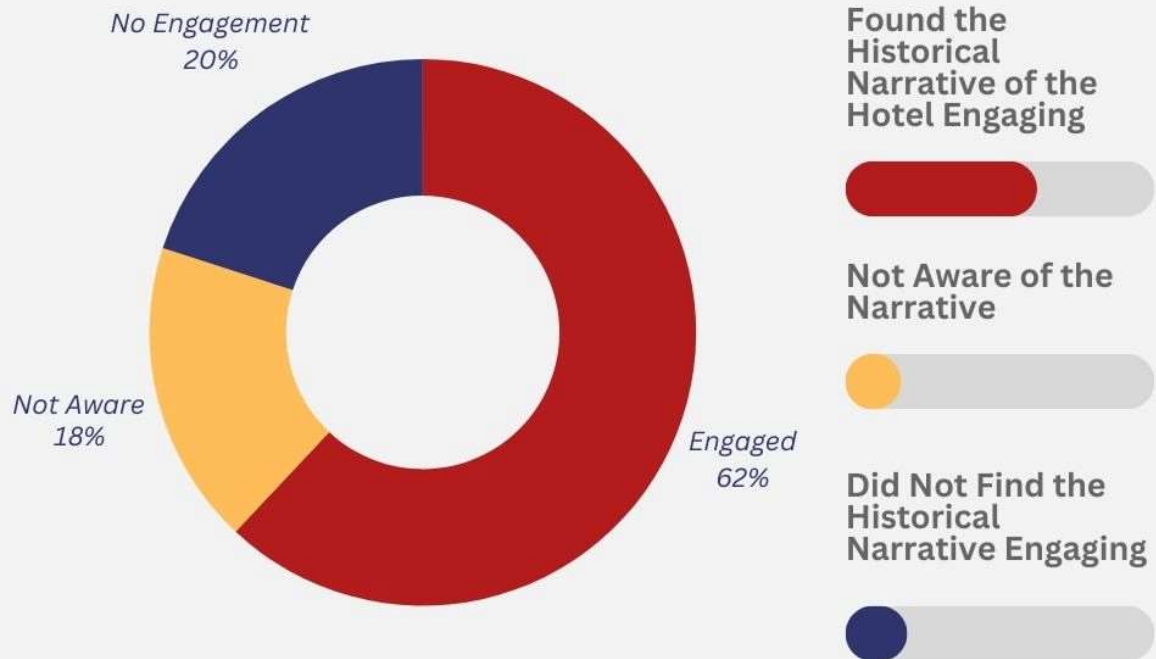


Table 2. Mott, Jennifer. Engagement with Bottleworks Hotel's Historic Narrative from "Experience Design Impact at the Bottleworks Hotel" 2024. Indianapolis, Indiana.

ASPECTS OF THE HOTEL'S ATMOSPHERE MOST NOTICED

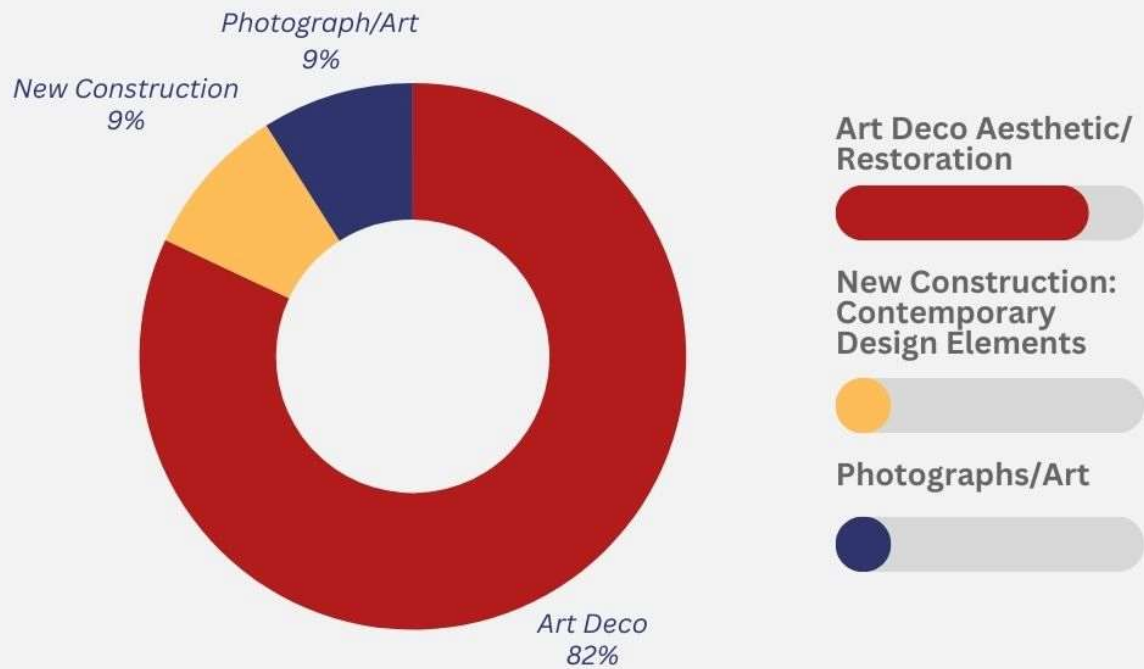


Table 3. Mott, Jennifer. Aspects of the Hotel's Atmosphere Most Noticed from "Experience Design Impact at the Bottleworks Hotel" 2024. Indianapolis, Indiana.

DESCRIBED EMOTIONAL IMPACT OF BOTTLEWORKS HOTEL VISIT

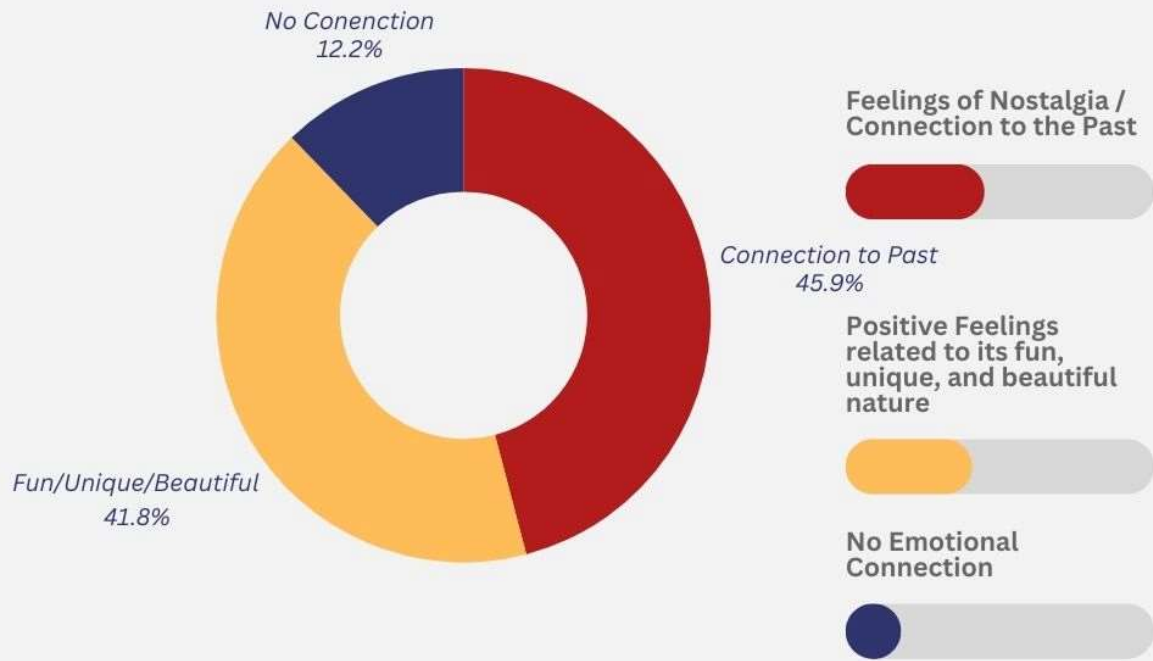


Table 4. Mott, Jennifer. Described Emotional Impact of Bottleworks Hotel Visit from “Experience Design Impact at the Bottleworks Hotel” 2024. Indianapolis, Indiana.