



HYTTE.

Announcing Hytte Cabins.
*A Partnership between Aylott & Van Tromp
and Koto Design.*

Architecture: Koto Design

Interior Design & Brand: Aylott & Van Tromp

Introduction: Hytte (Norwegian for Cabin) is a new modular hotel and retreat concept brought to you and co-created by the award winning teams at Koto Design and Aylott + Van Tromp.

This new partnership designs, furnishes and delivers design-led, sustainable cabins specifically for the hotel and leisure industry. Hytte delivers both off the shelf designs and bespoke co-branded cabins for hoteliers and leisure operators alike..

Designed by the award-winning architects at Koto and in collaboration with hospitality experts and interior designers Aylott and Van Tromp, Hytte redefines prefabricated, modular hotels and retreats dedicated to creating space for escapism.

‘Hytte is seeking ambitious partners to disrupt the current hospitality and tourism accommodation model from existing hotel brands to new start up ventures.’

Nathan Aylott - Co Founder Hytte / Aylott + Van Tromp.

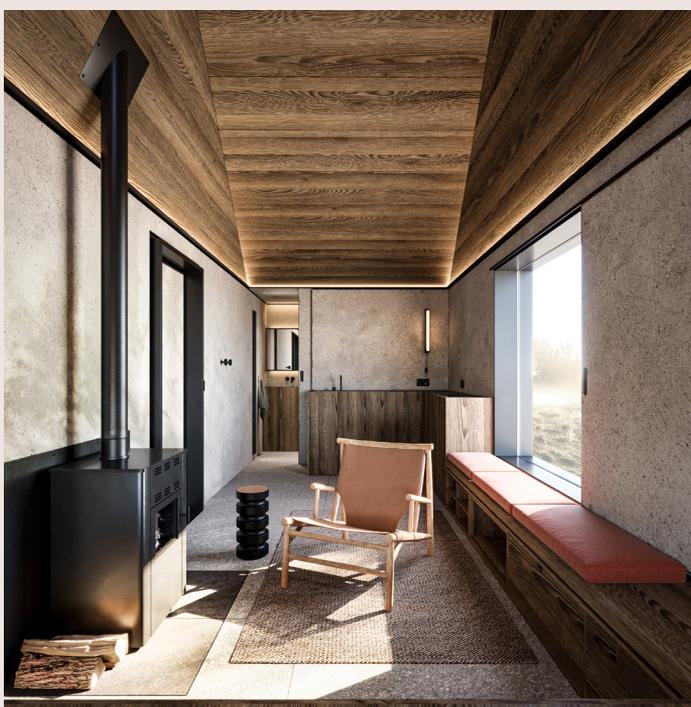
The Hytte modular concept will allow landowners, developers and operators a commercially flexible and personally tailored offering, whether a start-up or multi-national brand. Each concept is based upon a modular cabin unit which ranges upwards to multiple unit configurations which in-turn is based around the idea of a traditional village community.

This is a direct reaction to the current hospitality marketplace. On one hand, there is a natural and personal reaction to mass market holidays, overbearing commercialism and a growing sense of environmentalism. Then throw in to the mix Covid-19 and you have the perfect storm. Whether it will be shorter localised getaways reachable by car, bike or foot, or opting for an increasingly isolated accommodation, much of our newly acquired social distancing habits are here for the long-haul.

Necessity is the mother of invention, so with an undeniable need for alternative hospitality solutions, Hytte was created with the aim of creating a simple, scalable product, that is adaptable to varying needs and requirements.

To reinforce a sense of escapism, a minimalist Nordic aesthetic is captured in every Hytte construction, with each one blending seamlessly into its natural surroundings and offering a local connection to the guest. Whether working within an existing brand framework or the very start of a commercial venture, the Hytte modular system allows true flexibility in order to cater to both the owners and guests every need.





Koto

The Koto studio co-founded by Zoe, Johnathon and Theo in 2017. The team designs modular homes, cabins and sculptural small buildings, with each one drawing inspiration from Scandinavian design and culture. Co-founders, Johnathon and Zoë Little, recently returned from living on the shores of Norway's fjords with a deep appreciation of the local aesthetic and environment.

As the brand progressed, Koto began looking further east to the minimalist world of Japanese design and their focus on social functionality. This is something that has always fascinated co-founder and architect Theo Dales. Koto share their emphasis on clean and simple details that provide a sense of calm. This exploration has helped Koto's designs evolve into the carefully-considered works they are today.

“We recognise the dynamic relationship between nature, quality design and one of life's great luxuries – spending time with friends and family. Each and every Koto home and cabin embodies this ethos.”

Zoe Little - Co Founder Hytte / Koto.

Koto delivers beautifully crafted, architect designed, energy neutral homes and cabins. All Koto buildings are produced to the highest standards and delivered whole and complete directly to the site. Every Koto home has been crafted with the utmost respect for both the environment and the people they work with.

Koto believe in both the ethos of Scandinavian design and in their way of living. Taking quality time in nature with friends and family is one of life's great luxuries.

“Koto was founded to create the opportunity to escape to nature in the comfort of beautiful buildings.”

Johnathon Little - Co Founder Hytte / Koto.

Aylott & Van Tromp

The experience of Aylott + Van Tromp's founders is unique with both Nathan and James background originating in the commercial sector, focusing in brand activation, retail, fashion, product launches, customer engagement and even automotive design.

In 2013 the studio was formed to harness this diverse skill-set and create a multi-discipline offering for the rapidly evolving and changing world of leisure and hospitality design. Bringing something new to what was a traditional and fairly small marketplace.

“We noticed that we were able to quickly predict the ebbs and flows of popular culture and its relationship to design and swiftly create new and relevant solutions for our clients. These being suitable to the changing needs of the modern traveler whether world wide campaign based or interior design led pieces of experiential design.”

James Van Tromp - Co Founder Hytte / Aylott & Van Tromp.

They have always seen buildings and hotels in particular, as perfectly packaged brand spaces. An extension of our lives - you stay in them, you eat in them, you exercise in them, you relax in them. They need to tend to your every whim, whilst always striving to exceed expectation or provide an appropriate emotion.

Being firm believers in the need for clients to 'connect with an audience' and 'be relevant'; The new Hytte brand has been a natural extension of their ideals and opened up the opportunity to create something softer focused and a step away from the mainstream brands they predominantly work for.

“The design for us wasn't purely aesthetics, all about its looks, for us it was about providing both client and consumer with something a little bit different in these strange times. On the client front, the ability to harness a site or landscape with minimal fuss, creating an additional revenue stream and complete flexibility was always in our minds. Yet with the customer, we wanted to provide a sense of design led escapism and comfort that retains a raw feeling, the lovely paired back quality that comes from camping in the wild or being close to nature.”

Nathan Aylott - Co Founder Hytte / Aylott & Van Tromp.

All imagery: Merge Visualisation