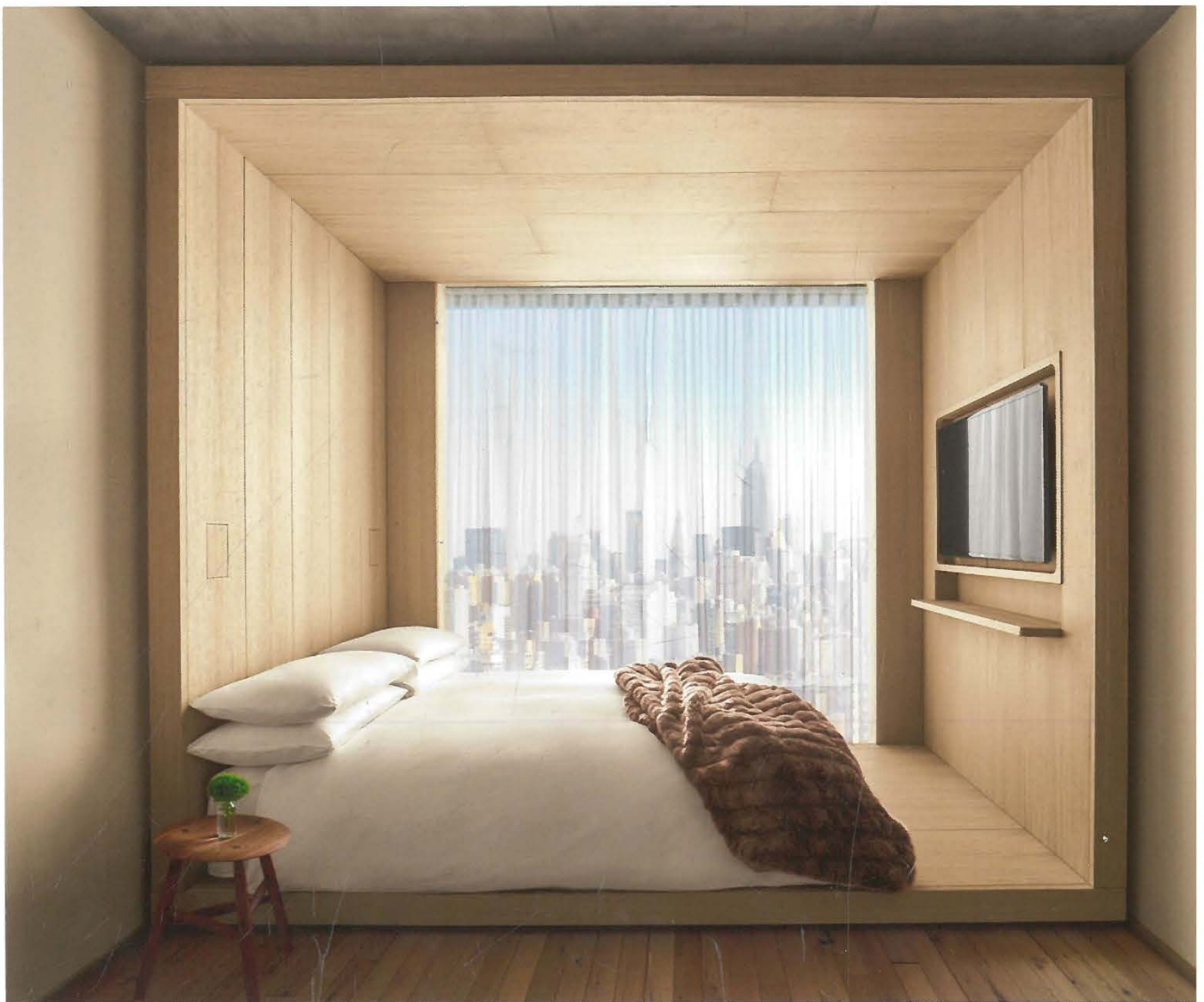


SLEEPER

GLOBAL HOTEL DESIGN

JANUARY | FEBRUARY 2018



Public

Ian Schrager returns to New York with his first independent hotel concept in a decade

The Ritz-Carlton

A rainforest resort honouring Malaysian traditions lands in Langkawi

Bulgari

Antonio Citterio Patricia Viel Architects bring a slice of Italy to Dubai



Sleep

21-22 NOVEMBER 2017

Hospitality heavyweights and pioneering exhibitors explore loyalty and love in hotel design, development and operation at Sleep 2017.

Words: Molly Dolan, Kristofer Thomas and Ben Thomas | Photography © Beth Crockatt

With imaginative designs and thought-provoking debates, the 12th annual Sleep – Europe’s hospitality design and development event – returned to London’s Business Design Centre from 21-22 November.

Attracting a record number of visitors from Europe and beyond, this year’s edition explored the central theme of Loyalty: Lessons in Love through a spectrum of hotel space installations, conference sessions and over 160 international exhibitors.

THE EXHIBITION

Sleep’s exhibition space was packed with leading names representing the industry’s key product categories. Brands such as Laufen, Roca, Sanipex and Unidrain represented the bathroom sector, while Chelsom, Astro, Leds-C4 and Sans Souci offered the latest lighting designs. In terms of furniture, French brand Ligne Roset accompanied British manufacturers Morgan and Dare Studio, while the world of soft furnishings was represented by Designers Guild, Italian brand Malcusa and Drapilux, amongst others.

Product highlights came in the form of Laufen’s innovative SaphirKeramik and Loloey’s natural New Zealand wool and bamboo silk rugs by Karim Rashid, while Style Library Contract won the Best Stand award. Meanwhile, Grohe, Founder Sponsor and host of the invitation-only VIP lounge, presented its Colours brassware along with the SmartControl concealed shower system, featuring a brand new Smartbox three-way diverter and clever push and turn button control.

Over in the Sleeper Bar, Bang & Olufsen’s Beo Sound system flanked the entrance, transporting visitors through sonic dimensions with its immersive sound staging, while the Sleep Sets saw a number of leading suppliers, including Hakwood, contribute to the room set designs.

THE SLEEP SETS

The annual guestroom design competition saw four international design studios try their hand at creating the ultimate Loyalty: Lessons in Love interiors. Sponsored by Kohier and developed

in cooperation with Ipsos Loyalty, the global leader in customer experience, satisfaction and loyalty research, the 2017 theme was uniquely interpreted by each studio.

The eventual winner of the competition was Stonehill Taylor, a New York-based hospitality architecture and design studio that partnered with interior specialist YPRT from Istanbul to bring to life Irus, a highly customisable space that balances the outward focus of being an open-minded citizen of the world, with the inward perspective of self-love and remaining loyal to one’s values. Speaking to Sleeper after the win, Vince Stroop, Principal, Stonehill Taylor commented: “We feel beyond amazing to have won this year’s Sleep Set. It’s an emotional time, as we’re so passionate about this project and we had so much fun working with our partners in Istanbul.”

Hospitality interior architecture and design specialist MKV Design was highly commended for The Conserve, a room set examining how, in an industry that takes more from nature than it gives back, travel and hospitality must help create a healthy, sustainable future by showing loyalty and love for our planet.

Other entrants included Italian architecture and interiors company Il Prisma, with the emotional-based living concept The Lovers, and 1508 London with a beautifully detailed concept that illustrated how design inspires emotional connections and meaningful memories.

THE SLEEPER BAR

Hosting the announcement of the Sleep Set winner, this year’s Sleeper Bar was designed by the Sundukovy Sisters – Irina and Olga – and their eponymous Moscow-based studio. Translating the overarching theme of loyalty into a physical design, the bar took the form of a long communal table surrounded by an enclosure of mirrored surfaces and flanked by full-size swings. Lit by Leds-C4 and unfolding atop flooring by Amtico, the elements combined to create a modernist bar with an emotional grounding.

“Loyalty is born out of pleasant feelings,” Olga explains. “Therefore, we created the bar as a space where people who don’t

a degree of similarity in what hotels are offering.”

In the second keynote, New York-based architect Jeffrey Beers – a student of both Oscar Niemeyer and I.M. Pei – took to the podium for a look back at a 30-year career and some of his favourite projects. “Loyalty, love and warmth. All of these emotions are very much part of hospitality,” he began. “We desire and expect them, and it’s important to be genuine and sincere about these things.” Recounting design lessons imparted by his mentors, he emphasised the importance of courage. “The most powerful thing I learnt was to have emotional courage, to always aim high and never give up. My mentors instilled in me the confidence to be myself, to take artistic risks, and become my own person, as both an architect and an artist.”

Talking the audience through design choices made at The Cove Atlantis in Bahamas, Beers stressed the importance of considering not just landscape but landscape character, whilst explaining how his longstanding passion for glass design helped him depict a form of emotional sincerity in his work. “You use a glass mirror to see your face and works of glass art to see your soul,” he finished.

The last panel session of the day saw Eric Jafari, Managing Director, Saco Property and creator of Locke Hotels, and Simon Willis, Brand Director, Principal Hotel Group join Jamie Chappell, Global Business Director, Horwath HTL to explore the ever-changing scope of guest needs and how to retain loyalty. Highlighting brands that have flourished in the past five years, including 25hours Hotels and Mama Shelter, Jafari observed the investment by big companies in these boundary-pushing concepts. His acknowledgement confirmed that they must be doing something right.

Discussing the differentiation between designed properties and corporate, Jafari stated: “Inevitably, you’re either competing on price or experience. The question is, who is your target market? What is it that you want them to experience? What emotions do you want to evoke

with that experience? And finally, what do you want them to do with those emotions? That is, in essence, what drives design.”

Elaborating on the development of taste and guest needs, he commented: “I think we’re entering a new era, a tribal era,” affirming Sleep’s ahead-of-the-curve 2016 theme of tribes. “We’ve come to the realisation that other people don’t value the same things that we do.”

Speaking of loyalty, and Principal’s Applause scheme, Willis noted: “The industry is failing massively – mostly due to software – when you compare it to the likes of online retailers Amazon, Asos and Alibaba. What we do have, in abundance, is people. So we choose to invest our money here.”

He continued: “Loyalty can not be bought. You can use technology to support these systems, like Applause, because some people want to get the financial recognition, but does this gain loyalty? I think that emotional loyalty is more powerful.”

Following his evening at AHEAD Europe, where Villa Terminus in Bergen, Norway was nominated in the Urban Hotel Conversion category, Eero Koivisto, co-founder of Swedish design practice Claesson Koivisto Rune opened day two with his keynote Space Manipulation.

Koivisto’s talk was punctuated with humour and insight as he reviewed his portfolio, including the recently-opened Villa Terminus in Bergen – with meticulous detail. In terms of furniture design, Koivisto champions the Scandinavian craftsmanship of the 1950s, choosing to include many vintage pieces throughout the project.

For the duration, Koivisto emphasised his work with craftspeople, choosing to build friendships with talented creators.

Discussing the The Post-Cool Hotel concept, meanwhile, Universal Design Studio Director Hannah Carter Owers, alongside James Soane, director at Project Orange, and Henrietta Thompson, Editor-at-Large of Wallpaper, explored what’s next for hospitality design, and how a more caring attitude enriches the guest experience.

Soane set the tone for the debate, stating that what constitutes ‘post-cool’ is the attitude in which

SEBASTIEN CONRAN PRESENTS VITRA’S ETERNITY



Sebastien Conran
Associate
Vitra

How did you start working with Vitra?

Vitra approached me about 12 years ago – after I’d done a range for Villeroy & Boch – and I went to see them in Istanbul. I love them as a company and they’re fantastic people to work with, so we stayed in contact. Then, three years ago I dropped in to see them and said let’s do a project!

What is the Eternity range?

We saw there was a gap in the market for elegant and aspirational accessory items – not only wall-mounted but freestanding too. There isn’t really anything like that on the market, and the things we could see have either been around for a long time, are very expensive and achingly modernist, or lack that lovely aspirational element you used to get with Edwardian bathroom fittings. We didn’t want to produce something retro, but we wanted something in that spirit and part of that ethos.

What was the design process like?

I always approach a project from a form follows fabrication, form follows function, then form follows fashion perspective. Most important, however, is the question of what the function will be. We’ve really addressed some key issues here and built in more resistance for a compact and connected range that touches on problems everyone has. A lot of thought has gone into this range to ensure that it functions well, including ergonomics and quality materials.