

Press release – 6 pages

JOI-Design creates two new signature suites at Radisson Blu Frankfurt



All photos: Simone Ahlers for JOI-Design

(6th July 2017) JOI-Design has once again partnered up with magazine *WOHNIDEE* – the German lifestyle interiors journal from Bauer publishing house – and Radisson Blu to create signature suites that are distinct in personality and design for one of their properties. This year, they have been commissioned by *WOHNIDEE* to develop and implement the concepts for two very different suites housed in Radisson Blu in Frankfurt, Germany.

The inspiration behind the design was to create a pair of suites that were both built on the exact same floorplan and were beautifully stylish but entirely divergent in aesthetic. Chic colour schemes and high-quality finishes give a sense of pared back luxury, whilst fine furnishings from the likes of Louis Poulsen and Schramm completing the respective looks.

Whilst each suite is designed to high specifications, it was important to JOI-Design to imbue them with a feeling of comfort and familiarity. With life being so fast-paced and business meetings often being held outside of a company's own hometown, visitors are more and more desiring a piece of home while travelling. In both suites,

the thoughtful arrangement of decoration and love given to details add that extra something that makes visitors feel comfortable, so that they can unwind and truly enjoy time away from the hustle and bustle of the vibrant city of Frankfurt.

Modern Serenity



The “Modern Serenity” suite is awash with calm and welcoming pastel blues and antique pinks. Wood used is light in colour with gently rounded corners conversing with the soft forms of the seating arrangements. The space is flooded with both natural light from the large windows, and an array of stylised contemporary pendant and floor lamps, creating a friendly, harmonious setting.

Furnishings and design elements are a quirkily curated mix of high-value and creative items, which work with the unexpected material combinations to enliven the space and present a cosily residential yet highly imaginative space. In contrast to the soft matt décor of the rest of the suite, the bathroom is full of dark highly glossy surfaces and polished brass elements.



Classic Monochrome



The “Classic Monochrome” suite is entirely different in style, colour palette and atmosphere. Clean lines, suit-like fabrics, charcoals tables and rich brown leathers combine to create a warm and sophisticated décor that is punctuated by luxurious fur dressings and industrial-style lighting. Smart rugs interpose the grained parquet dark wooden flooring, and generous lounge seating encourages guests to relax with a good book or glass of wine. Whilst completely unlike its sister suite, it is a comforting retreat for guests to kick their shoes off in and feel at home.



Corinna Kretschmar-Joehnk, Co-Managing Director of JOI-Design, explains, “For us as designers, the geographical position of Radisson Blu in Frankfurt with its proximity to both the financial district and the airport, as well as the building’s modern architecture by John Seifert and interior design elsewhere by Adam Tihany and Matteo Thun, all came together to make it a very exciting venue for us to create these two signature suites in. We are grateful to have been asked to deliver a set of such suites once more and are elated with the final results.

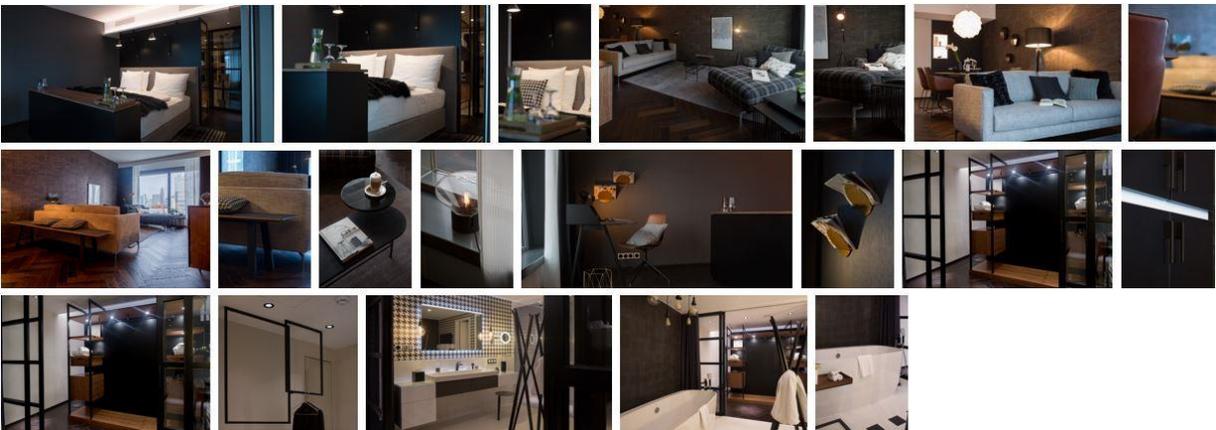
ENDS

Additional Images

Modern Serenity:



Classic Monochrome:



About JOI-Design

Creating refined and luxurious hospitality design has been our labour of love since 1984. As a leading European interior architecture studio, our skilled team partners with highly accomplished and creative interior designers, architects, graphic designers, engineers and artists to bring remarkable hotel projects, sensational restaurants and gorgeous spa facilities to life.

Based in Hamburg, JOI-Design brings boundless enthusiasm, devotion to detail, and decades of experience to interior designs for high-end, privately owned and independently operated boutique hotels as well as projects for branded luxury hotel groups. Working with top manufacturers, our internationally experienced team has also successfully ventured into the design of furniture, lighting, carpeting and wallpaper via our recently launched division, Products by JOI-Design.

We translate emotions into outstanding world-class designs. Our unique works of *hotel couture* are defined by their exclusivity, luxury, and sophistication. We create interiors that guests won't want to leave – hospitality experiences they will return to again and again.

Current/recent projects include: Mercedes-Benz Living @ Fraser, London; Reichshof Hamburg, Curio Collection by Hilton; WOHNIDEE Suites at the Radisson Blu Cologne; Hotel VierJahreszeiten, Iserlohn, Germany; Hapimag, Venice; Steigenberger Grandhotel Belvédère, Davos, Switzerland; JW Marriott Cannes and the AC Hotel Ambassadeur Antibes, France; Capri by Fraser, Frankfurt; Mercedes-Benz Arena Berlin VIP Lounge; Warwick Hotel Paris Champs-Élysées, Moxy, Warsaw; Kempinski Health Resort, St. Andreasberg, Germany; Hilton Munich Airport; Hyatt Place Zurich Airport: The Circle, Switzerland; Hilton Frankfurt Airport at THE SQUARE; Le Clervaux Boutique & Design Hotel, Clerf, Luxembourg; Hotel-Kompetenz-Zentrum, Oberschleißheim, Germany; Steigenberger Gstaad, Switzerland; Sheraton Ismaili, Azerbaijan; Lindner Resort Mallorca, Spain; Dom Hotel, Cologne; Le Méridien Parkhotel, Frankfurt; Le Méridien Stuttgart; Four Points by Sheraton Zaporozhye, Ukraine; and Steigenberger Grandhotel & Spa Heringsdorf, Germany. www.JOI-Design.com

For further information about the interior design and high-res photographs, please contact:
Su Pecha / Vicky Ilankovan at ESP Business Development
+44 (0)20 8374 6320/4476 vilankovan@espbusinessdevelopment.com