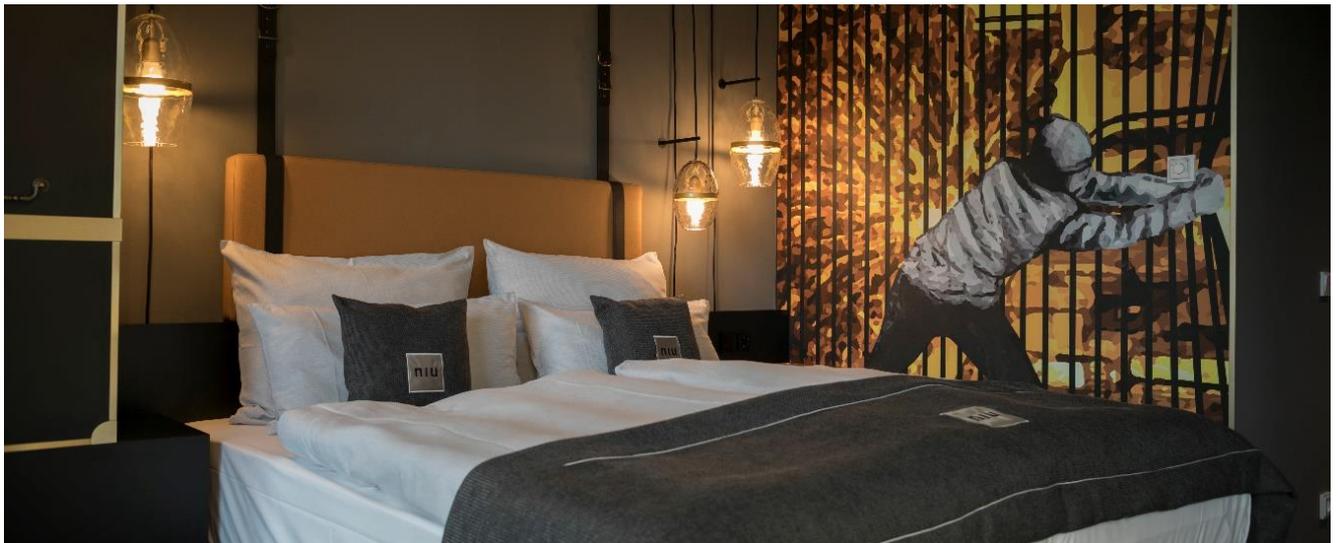


Press release – 5 pages FINAL

niu by Novum: Art in Design
New lifestyle brand by JOI-Design debuts in Essen, Germany



(21st March 2018) The first property of the new lifestyle brand niu by Novum has recently opened in Essen, Germany, with interiors designed by JOI-Design. A young, hip brand, niu offers global travellers a unique local experience and high quality modern accommodation at affordable prices.

The niu Cobbles (cobble means pieces of coal in German) is a 145-room hotel, for which JOI-Design has developed a scheme based around Essen's reinvention from its impressive mining past into a colourful cultural and creative hub. Today, Essen's former Zollverein Coal Mine, a masterpiece of industrial architecture and a UNESCO World Heritage site, is a dynamic cultural location celebrating local art, design and food set in lush green parkland.



International travellers and local trendsetters alike can meet and engage in the open-planned public spaces. These free-flowing areas combine reception, a work and chill-out zone, and bar and restaurant. Equipped with the most advanced ports and high-speed wifi connections, guests are able to work, meet, read, eat or drink wherever they feel most comfortable. In the centre is a buffet, opposite which is a multi-purpose cube island that serves as reception, bar and gift shop.

The background colour palette of the public spaces is dark and neutral referencing the city's mining past which has been playfully interpreted into a hip hotel that celebrates heritage in a sleek modern fashion. Contemporary metal curtains, chain suspensions and hoists, and industrial-look table frames are all reminiscent of Essen's inheritance, now serving to connect and delight the guest.



Other features woven into the design include canary-shaped lights that float below the ceiling, an allusion to the birds employed to check air quality in the mine shafts, as well as lampshades and other lighting elements inspired by mining helmets and lamps. This is clearly a contemporary style hotel where work and play intertwine and which provides plenty of instagrammable moments and opportunities for social media selfies.

JOI-Design developed a 'small and perfect' room design with today's savvy traveller in mind. Focusing on maximising essential comforts, each room features a large double bed with a wardrobe and side table. There is a beanbag to chill on and, since short-stay at niu Cobbles may not wish to unpack, every room has a luggage rack by the door. Naturally high-tech is top of the agenda and includes bluetooth and wifi connectivity.



The bedroom's colour palette and materials are dark and combined with playful industrial elements. Perfect bedtime reading, for example, comes courtesy of pendant lights hanging from their cables which are wrapped around a bar above each side of the headboard.

The new niu Cobbles' industrial design theme has been combined with a narrative of Essen's lively street art scene; JOI-Design collaborated with artists from Viva con Aqua Art and Millerntor Gallery for the striking wall designs between the bedroom and the bathroom depicting a gritty interaction between the Zollverein Coal Mine and a street artist.

niu is a young and playful brand appealing to contemporary lifestyles and offering guests an experience anchored in the location. In the case of niu Cobbles, this means a taste of Essen's industrial past layered with the opportunity to experience Essen's cutting-edge art scene for guests and visitors as they work, or relax, with one another.

“It’s human engagement that matters and which makes our job special. We design as humans for humans. We create living spaces that are constantly responding to the requirements of new and changing lifestyles as well as to the evolution within our organisation – that is our stock in trade.”

Corinna Kretschmar-Joehnk, co-managing director, JOI-Design

All photos to be credited to Simone Ahlers for JOI-Design

About JOI-Design

JOI-Design truly believes there’s never been a more exciting time to be a hospitality designer. One of Europe’s leading design studios, their clever interior, architecture, engineering, graphic and product experts have focused on the development of exclusive, design-oriented concepts for international hotels since 1984. From bijou, privately-owned boutique properties to trendsetting destinations for community-minded guests to glamorous landmarks for the world’s most celebrated luxury brands, they know how to design the hospitality spaces people love and return to time after time. More recently, the practice has designed serviced apartments and high-concept office spaces, and through Products by JOI-Design, their talented creatives partner with respected, high-quality furniture, lighting and equipment makers to offer the wider marketplace contemporary pieces developed for their projects.

Highly regarded thought-leaders and sought-after consultants, JOI-Design benefits and shapes the future of the design industry by sharing their deep insider knowledge and enthusiasm with fellow professionals. Their designers embrace the motivations and goals of clients so that as partners, they realise the optimal and sustainable solutions that make every project special. Keen observers of the world, JOI-Design understands how spaces affect people’s physical, psychological and spiritual wellbeing, which empowers them to reflect the modern-day zeitgeist through unique designs that elevate the human experience.

Current/recent projects include: Mercedes-Benz Living @ Fraser London/ UK; Reichshof Curio Collection by Hilton Hamburg; Steigenberger Hamburg; Trend Suites at the Radisson Blu Cologne and Radisson Blu Frankfurt; Capri by Fraser Berlin; Hapimag Venice/ Italy; Steigenberger Grandhotel Belvédère Davos/ Switzerland; Golf Resort “Der Öschberghof” Donaueschingen; 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/ France; Moxy Warsaw/ Polen, Frankfurt, Munich, Berlin, Hamburg; Health Resort St. Andreasberg; Hilton Munich Airport; Hyatt Place Zurich Airport: The Circle/ Switzerland; Hilton Frankfurt Airport at THE SQUAIRE; Fraser Suites Hamburg; Le Clervaux Boutique Hotel Clerf/ Luxembourg; Hotel-Kompetenz-Zentrum Oberschleißheim; Mountain Resort Ismayilli/ Azerbaijan; Lindner Resort Portals Nous, Mallorca/ Spain; niu by Novum Essen; Dom Hotel Cologne; Arborea Resort Neustadt; Le Méridien Parkhotel Frankfurt; Le Méridien Stuttgart; Four Points by Sheraton Zaporozhye/ Ukraine; and Steigenberger Grandhotel & Spa Heringsdorf
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For further information about the interior design and high-res photographs, please contact:

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