

HOTEL SPECIFICATION INTERNATIONAL

ARCHITECT & DESIGNER SERIES

HOTEL SPEC

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WHO'S WHO IN HOTEL GROUPS ♦ WHO'S WHO IN HOTEL DESIGN ♦ FF&E SUPPLIERS GUIDE

JOI-Design, Fraser Suites Hamburg



JOI-Design created Germany's first Fraser Suites, transforming the former headquarters of Hamburg's tax authority into an inviting five-star hotel. The listed 1910 landmark was originally designed to instil a sense of awe as an intimidating legal institution. Its imposing appearance has been uplifted with delicate refinements and new features based on details rediscovered during the renovation. Inspired by Art Nouveau's arising transition to Art Deco during the construction era, the hotel interiors transport the culture, architecture and artistic values of the Golden Twenties, as the decade is called in Germany, into modern times.

Rather than a straight-on orientation, gilded curvilinear reception desks to the right of the entrance encourage a relaxed energy attracting locals into the impressive building. In the double-height reception hall, a 'floating', golden-tinted glass chandelier creates a sense of lightness, while slate blue and platinum velvets introduce freshness against the original chocolate brown marble.

A gilded divider screen with Art Deco starburst filigree patterns gives dining and bar areas distinct identities and a degree of intimacy in the large, oval-shaped restaurant. Zoning creates multiple 'islands' so guests don't feel isolated when occupancy is low, while ivory leather insets above banquettes, white marble console tables with golden frames, and seating in watery hues invite guests to linger in sophisticated style.

Blending the nostalgia of individualised, old-style Hamburg apartments with modern aesthetics, 154 suites spanning seven categories required different layouts due to soaring ceilings, split levels and water-level locations. Regional architecture touches like the 'Hamburg baseboard' with a higher bottom band, and white, rounded-edge panelling were introduced. Designed for business travellers as much as families, each apartment is individually accessed via a walk-through dressing area and has an integrated kitchen. Carved mouldings, and coffered wood fittings provide a graceful backdrop for high-quality furniture, Art Deco elements and individual art selections that form a polished design language in the light-filled rooms.

