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FRASER SUITES, HAMBURG, GERMANY

In the heart of Hamburg, Germany's first Fraser Suites has opened its doors in the former headquarters of the city's tax authority. The listed landmark from 1907 begins a new era as a 5-star hotel transformed by interior architecture studio, JOI-Design.



From the moment of entry into the impressive double-height reception hall, this luxury hotel is exceptional amongst Hamburg's grand dames. Rich with high-quality materials and architectural details, the building sets a stunning stage for JOI-Design's homage to the Golden Twenties (as it is known in Germany). Velvets in slate blue and platinum contrast with chocolate-hued marble cladding and plush carpet, all enlivened with gilt accents such as the scalloped wall panels and a twinkling galaxy of illuminated ceiling lights. This palette of complementary colours brings a fresh lightness to the lobby's heavy timber and stone elements and alludes to the many waterways of the maritime Hanseatic locale.

Designed to honour the culture, architecture and arts valued by 1920s society, the interiors of the Fraser Suites feature streamlined Art Deco touches that harmonise with modern-day aesthetics. Gilded reception desks shaped as undulating ribbons introduce gentle fluidity. Their decentralised placement to the right of the entrance, versus straight-ahead, creates a more relaxed energy that encourages locals to enter the building rather than be intimidated by the imposing architecture. A modern chandelier made from golden-tinted glass appears to float from the ceiling, further emphasising the sense of lightness.

From the entrance, the view sweeps through the original double doors onto the lounge seating and warm illumination of the restaurant, which welcomes both visitors and Hamburgers. The composition of the contemporary and the protected continues with vintage timber display cases complemented by pale, cool tones that brighten the ambience. From ivory leather insets above the banquettes to white marble console tables with golden frames to seating in fresh turquoise, blue and silver hues, all help diners disconnect from the hustle and bustle of the city and rest in sophisticated style. Recessed seating nooks offer particularly comfortable nooks for relaxation.





A golden screen with Art Deco starburst filigree separate the dining and bar areas to give each a distinct identity and sense of intimacy in the large, oval-shaped space. Elegant lounge chairs and barstools invite guests to linger over cake or cocktails, while clever zoning creates multiple 'islands' so that guests do not feel isolated when occupancy is low.

Comprising 154 apartments across seven room categories, the Fraser Suites can be booked for any length of time. Designed for business travellers as much as families, each apartment is individually accessed via a walk-through dressing area. An integrated kitchen increases guests' quality of stay, since they can eat and dine according to their dietary preferences whenever they wish.

Like the public areas, the apartments' design revives the refined lifestyle of the 1920s. Original high ceilings, carved mouldings, and coffered wood fittings provide a graceful backdrop for the high-quality furniture, fine Art Deco elements and individual art selections in the light-filled rooms. The design language is polished and delicate with shades of taupe, pearl grey and pastel blue punctuated by black and gold accents. Guests are offered a characterful yet confidently timeless style they can personalise to feel like home during longer stays.

The Fraser Suites' comfortable library mixes casual furniture in a spectrum of warm grey upholstery with parquet flooring, a cool white floor-to-ceiling bookcase, and a fireplace clad with a blue-tinted marble from Carrara, Italy: a quiet space to recharge in the public areas. This is adjoined by the Writing Room in which chairs, tables and lamps are dipped in a saturated sapphire blue, a contemporary use of colour-blocking to create a calming climate for maximum concentration. The storey above contains three conference rooms complete with restored 1950s furniture from the building's former life, while the basement holds a sauna, relaxation room and gym.

JOI-Design has created an elegant haven where guests and locals can escape the 'taxing' pace of city life and feel soothed by the cultivated atmosphere of Germany's first Fraser Suites.

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