



Interview with Barbara Wiethoff of JOI-Design Innenarchitekten

Flying carpets at the Moxy Hotel in Hamburg

At the Moxy lifestyle hotel, „flying carpets“ can be found hovering below the ceiling – an idea by JOI-Design, an agency for interior design.

Carpets are trendy, especially those with an oriental pattern. They can be found in the rehearsal room of the casting show “The Voice of Germany”, at rock concerts or in young-fashion shops. In the centrally located Moxy Hotel Hamburg, they are not only found on the floors, but are also extended from the ceiling in the community area. Moxy is the lifestyle brand of the Marriott hotel chain: for the young and young at heart, with an experience character and affordable room prices. In September, Hamburg’s first Moxy hotel was opened despite the Corona pandemic; Marriott had the interior designed by the Hamburg agency JOI-Design, winner of numerous awards. Carpet Home spoke to the architect in charge, Barbara Wiethoff.

Carpet Home: What are the “flying carpets” in Hamburg’s Moxy Hotel – are they real carpets?

Barbara Wiethoff: They are actually printed fabrics stretched onto frames. We originally intended to install real carpets, but unfortunately, for fire safety reasons, that was absolutely not possible.

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Barbara Wiethoff, Corinna Kretschmar-Joehnke and Peter Joehnke of JOI-Design.

Carpet Home: The carpets on the floors of the Moxy Hotel seem to reflect the flying carpets. What did you choose here?

Barbara Wiethoff: That’s a collage of various carpets from different sources. It was very important for us to show a large variety of carpet patterns. We also made sure to combine traditional patterns with modern ones. ▶

The interior decorator's aim was to break up the Moxy Hotel's typical industrial chic and give the room a warm and cosy touch by introducing carpets.



Carpet Home: *How did you come up with the idea of showing traditional carpets in this way in a hotel that is aimed at a young and young-at-heart audience?*

Barbara Wiethoff: The carpets are reminiscent of the hustle and bustle of Speicherstadt – Hamburg's traditional centre of the European carpet trade. They also provide a magical cosiness and turn the world upside down for a moment, which is typical of the "Moxy way of thinking".

Interestingly, the carpet collage on the floor already features in all Moxy hotels. Our aim was to break up the typical industrial chic a bit and give the room a warm and cosy touch; but no one has really noticed the carpets so far. The reversal – turning the interior upside down – creates a surprise effect that speaks directly to the guests.

Carpet Home: *Young people and carpets with a traditional look – how do those two go together? In other words, what do you think makes a "cool" carpet these days?*

Barbara Wiethoff: In recent years, various artists from the scene have found an innovative and exciting way to reinterpret traditional carpet designs. There is a lot of play with material mixes, shadows and colours are brought together in a new manner, there are transitions from soft and sharp edges in the colour gradients ...

The second important point is the "hygge" wave that swept over to us from the Nordic countries some time ago. Since then, everyone wants to have their own little retreat at home. And rugs always make a room cosier, they round off the look of the floor, and they're comfortable to walk on. □



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