



# JOI-DESIGN

JOI-Design | A D Joehnk + partner m.b.B. • Bebelallee 141 • 22297 Hamburg

## **Partners: Corinna Kretschmar-Joehnk, Sabrina Voecks, Heinrich Boehm, Peter Joehnk, Thomas Scholz**

*„Interior design is a truly inspiring profession because it considers how the spaces where we live affect our physical, psychological and spiritual wellbeing. My goal is to design places that elevate the human experience and adapt to the ever-changing needs of end-users and our clients.“ C. Kretschmar-Joehnk*

JOI-Design is the creative catalyst behind numerous prominent, internationally-renowned hotels, restaurants and spas around the world. The globally-minded, Hamburg-based studio teams with owners, developers and both boutique and well-known brands to design award-winning, one-of-a-kind hospitality interiors that weave each locale's distinct spirit with the comfort and belonging valued by all cultures. From bijou, privately-owned boutiques to trendsetting destinations for community-minded guests to glamorous landmarks for celebrated luxury brands, they design spaces people love and return to time after time. Comprising interior, architecture, engineering, graphic and product experts, the studio also creates serviced apartments, high-concept offices and, through Products by JOI-Design, signature pieces produced by respected, high-quality furniture, lighting and equipment makers for the wider marketplace.

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. Launched in 1984, JOI-Design now has three talented partners to continue the thirty-five-year legacy of founders and co-managing directors, Peter Joehnk and Corinna Kretschmar-Joehnk.

JOI-Design  
Innenarchitekten Architekt Designer  
joehnk + partner mbB

Partner :  
Corinna Kretschmar-Joehnk  
Sabrina Voecks  
Heinrich Böhm  
Peter Joehnk  
Thomas Scholz

Bebelallee 141  
22297 Hamburg

Tel +49 (0)40 689421-0  
Fax +49 (0)40 689421-30  
info@JOI-Design.com  
www.JOI-Design.com

Partnerbüro:  
JOI-Design India

509, 5th Floor, Gateway Plaza  
Hiranandani Gardens, Powai  
Mumbai 400 076  
gaurav@JOI-Design.in

Partnerschaftsregister:  
PR 1245



**Our clients include:** Le Méridien, Hilton, Kempinski, JW Marriott, Frasers, Hyatt, Dolce Hotels, Stay Kooook, Pullman, Radisson BLU, me and all hotels, Park Inn, Steigenberger, Ritz Carlton, Sheraton, Hapimag

**Number of employees:** 30 team members including: Interior Designers, Architects, Architectural Draftsmen, Product Designer

**Books published:**

2016 '101 Hotel Rooms' Vol.2 / ISBN 978-3-03768-198-5

2015 '101 Hotel Baths and Spas' / ISBN 978-3-03768-180-0

2014 '101 Hotel Lobbies, Bars & Restaurants' / ISBN 978-3-03768-138-1

2013 'Farben der Hotels / Colours for Hotels' / ISBN 978-3-7667-2025-2

2010 '101 Hotel Rooms' / ISBN 978-3-03768-071-1

2009 'Raum. Werte. Creating Hospitality Design. / ISBN 978-3-03768-039-1

**Selected Awards:**

2022

- German Design Award 2022: Winner Special Mention – Moxy Hamburg City Center

2021

- Gold Key Award 2021: Cat. Best Emerging Hotel Concept – Stay Kooook Bern
- ICONIC Award: Innovative Architecture – Interior Hospitality: Winner – Fraser Suites Hamburg
- Novum Design Award: Golden Winner 2021: Cat. Interior Design – Fraser Suites Hamburg
- THE PLAN Award 2021: shortlisted: Cat. Hospitality – me and all kiel
- HD Award Finalist: Cat. Select Service Hotel Public Space – Moxy Hamburg
- iF Design Award: Cat. Interior Architecture Hotels – Stay Kooook Bern
- Callwey The Best Restaurants & Bars 2021: Shortlisted – The Dining Room, Fraser Suites HH
- ADEX Platinum Award: Cat. Interior Design - me and all hotel kiel
- Berlin Design Award 2021 by DRIVENxDESIGN: Silver Interior Design – me and all hotel kiel
- [d]arc Award: Shortlisted, Cat. Places Low Budget – Moxy Bern Expo

2020

- LIV Hospitality Design Award 2020, Cat. Interior Design Historic & Heritage – Fraser Suites HH
- LIV Hospitality Design Award 2020, Cat. Interior Design short-term rental – Stay Kooook
- LIV Hospitality Design Award 2020, Cat. Interior Design City Destination – Moxy HH
- ICONIC AWARD 2020: Innovative Architecture Best of Best, Cat. Interior– Der Öschberghof
- REFIN Ceramiche Project Contest 2020: Winner Cat. Hospitality – Hyatt Place Frankfurt
- HolidayCheck Award 2020: Cat. City Trips Hotel – Hapimag Resort Hotel Hamburg
- The Best Restaurants and Bars 2020: prized concept in the yearbook – Neuer Marstall
- German Design Award 2020: Winner, Cat. 'Interior Architecture' – Der Öschberghof
- German Design Award 2020: Winner, Cat. 'Interior Architecture' – Moxy Frankfurt City
- German Design Award 2020: Winner, Cat. 'Interior Architecture' – Fraser Suites Hamburg

2019

- Gold Key Award 2019: Finalist, Cat. Spa – Der Öschberghof Donaueschingen
- German Design Award 2019: Winner, Cat. 'Interior Architecture' – Radisson Blu Frankfurt
- German Design Award 2019: Special, Cat. 'Interior Architecture' – Premier Inn Frankfurt
- Deutscher Innenarchitektur Preis 2019: Auszeichnung – Moxy Frankfurt City Center
- FX Awards 2019: Finalist – Fraser Suites Hamburg
- SBID Awards 2019: Finalist – Fraser Suites Hamburg
- SBID Awards 2019: Finalist – Moxy Frankfurt City Center

2018

- SBID Award: Finalist, Cat. 'Bedroom & Suites Design' – Der Öschberghof Donaueschingen
- WIN Award: Finalist, Cat. 'Hotel' – Capri by Fraser Berlin
- HD Award 2018: Finalist, Cat. 'Casual Restaurant' – Wilde Ente Iserlohn
- German Design Award 2018: Winner, Cat. 'Interior Architecture' – Le Méridien Hamburg



**Extract from our current project list:**

AUTOGRAPH Tegernsee / Germany: New building, completion 2022  
FALKENSTEINER Resort Bolzano / Italy: New building, completion 2023  
HYDE LabCampus Munich Airport / Germany: New building, completion 2024  
CLOUD N°7 Stuttgart & Berlin / Germany: Renovation & extension / new building, completion 2022  
A-ROSA River cruise ship: New building, completion 2023  
TUI 'Mein Schiff' – Cruise ship / brand development: Suites & lounge / New building, completion 2025  
OLYMPUS European Headquarter, Hamburg / Germany: New building, completion 2021  
FLEMING'S Selection Hamburg / Germany: Conversion, completion 2024  
HILTON Munich Airport / Germany: Renovation existing guestrooms, completion 2021  
SHERATON & MARRIOTT Frankfurt Airport / Germany: Renovation & rebranding, completion 2022  
NOVOTEL Hamburg / Germany: New building, completion 2023  
ATLANTIS Beach House Timmendorfer Strand / Germany: Renovation & relaunch, completion 2021  
ADAGIO Aparthotel Hamburg / Germany: Renovation, completion 2022  
MOXY Karlsruhe / Germany: New building, completion 2022  
MOXY Stuttgart-Fellbach / Germany: Conversion, completion 2023  
STAY KOOOOK Nuremberg / Germany: New building, completion 2023  
MEININGER Cologne / Germany: New building, completion 2023  
Hotel VIERJAHRESZEITEN, Iserlohn / Germany: Renovation & extension, completion 2021  
Hotel ALSTER-HOF Hamburg / Germany: Renovation, completion 2022  
Romantik Hotel JAGDHAUS EIDEN Bad Zwischenahn / Germany: Extension, completion 2023  
LUXUS APARTMENTS Baden-Baden / Germany: New building, completion 2022  
IL SALOTTO Vineyard Grosseto / Italy: Conversion, completion 2021  
TAJ HOTEL Lands End Mumbai / India: Executive lounge / renovation, completion 2022  
ITC RESORT Coorg / India: New building, completion 2022  
GINGER by TAJ Hotels Mumbai Santacruz / India: New building, completion 2022  
HYATT Place Zurich Airport, 'The Circle' / Switzerland: New building, completion 2021  
COURTYARD by Marriott, Baku / Azerbaijan: Conversion, completion 2021

**Extract from our completed project list:**

WESTIN Goa / India: New building, completion 2021  
ME and ALL Kiel / Germany: New building, completion 2020  
MOXY Hamburg / Germany: New building, completion 2020  
VIVANTA Bangalore / India: Brand relaunch VIVANTA – renovation, completion 2020  
STAY KOOOOK Bern / Switzerland: Brand development STAY KOOOOK – new building, completion 2020  
FRASER Suites Hamburg / Germany: Conversion, completion 2019  
Hotel ÖSCHBERGHOF Donaueschingen / Germany: Renovation & extension, completion 2018  
LE MERIDIEN Hamburg / Germany: Renovation, completion 2016; Extension, completion 2019  
MARRIOTT Frankfurt Main / Germany: Renovation guestrooms / M Club Lounge, completion 2018  
GINGER Goa / India: Brand Relaunch GINGER – renovation, completion 2018  
HYATT Place Frankfurt Main / Germany: New building, completion 2018  
MOXY Frankfurt City Center / Germany: New building, completion 2018  
RESIDENCE INN Frankfurt City Center / Germany: New building, completion 2018  
AC by MARRIOTT Innsbruck / Austria: Renovation & rebranding, completion 2018  
LUFTHANSA Hotel Seeheim / Germany: Coffee Points, completion 2018  
HAPIMAG Resort Venice / Italy: New building, completion 2018  
HILTON Munich Airport / Germany: Extension, completion 2017  
MERCEDES-BENZ Living @ Fraser London / GB & Singapore: Brand development, renov., compl. 2016  
PREMIER INN Frankfurt Main / Germany: Brand / market entry in Germany, new building, completion 2016  
Hotel REICHSHOF - CURIO A collection by Hilton, Hamburg / Germany: Renov. & rebranding, compl. 2015  
CAPRI by Fraser Frankfurt Main / Germany: New building, completion 2015  
RADISSON Blu, Berlin / Germany: Renovation public areas, completion 2015  
STEIGENBERGER Grandhotel Belvédère, Davos / Switzerland: Renovation public areas, completion 2014  
PULLMAN Hotel, Paris / France: Renovation guestrooms, completion 2013  
The RITZ CARLTON Wolfsburg / Germany: Renovation guestrooms, completion 2013  
JW MARRIOTT Cannes / France: Renovation public areas, completion 2012/2013  
LINDNER Resort Hotel, Portals Nous, Mallorca / Spain: New building (suites), completion 2012  
HILTON Frankfurt Airport, THE SQUAIRE, Frankfurt Main / Germany: New building, completion 2011



## **Scope of works:**

### **Concept:**

Thanks to years of experience in the hotel, gastronomy, and wellness / fitness / leisure industries, as well as developing themed concepts for major hospitality projects, JOI-Design has extensive expertise in developing tailored strategies which harmonize the functionality concerns of operators, the budgetary requirements of investors, and each project's marketing aspirations. Peter Joehnk has more than 30 years of hotel expertise, and Corinna Kretschmar-Joehnk has over 20 years of professional experience in hospitality design.

### **Draft planning:**

Guided by JOI-Design's decades of knowledge and its core principle of 'HOTEL COUTURE', the team is devoted to creating specific, individualized solutions for guestroom and public area concepts. The studio follows the firm belief that a hotel's design is its best advertisement for achieving outstanding, memorable, and long-lasting results - and not just an artistic end in itself!

### **Execution planning:**

In close coordination with building services, kitchen engineers, architects, contractors and consultants, JOI-Design provides meticulous documentation to expedite a project's implementation. The resulting plans form the basis for drawings in tender packages and also facilitate construction supervision.

### **Tender management / Call for tenders:**

Calls for tender are made according to the German principle of detailed estimate (including bill of quantities), or by applying the Anglo-Saxon principle of tender package for general contractors, which uses detailed material and product specifications as well as exact drawings, but no bill of quantities. International diversification guarantees the best possible prices in the global market.

### **Supervision of construction / Site Management:**

If desired by the client, JOI-Design's experienced site managers take charge of the entire coordination of the various trades involved in the construction regarding scheduling, costs and quality. Alternatively, the studio adopts a narrower remit for project supervision, ensuring artistic integrity, compliance with the agreed design concept, and quality control of craftsmanship.

### **Additional services:**

- Structural hotel consultation, including FF&E (Furnishings, Fixtures and Equipment)
- Planning requirements and building specifications for external planning and execution
- Interface definition
- Property enhancement / value creation
- Interior design consultation and realisation
- Serviced apartment expertise, concept development and design implementation
- Trend scouting
- Branding including storytelling – especially brand development for hotelbrands
- Product design
- Art consultation
- FF&E project management
- Budget planning and targets



## Curricula vitae:

### Curriculum vitae Corinna Kretschmar-Joehnk, Partner & Founder

- Born on November 4th, 1966, in Bielefeld (Germany)
- 1986 study of art history in Würzburg (Germany)
- 1993 degree (diploma) of interior design in Detmold (Germany)
- 1993 – 2000 employee at joehnk. Interior Design in Hamburg (Germany)
- Since 2000 manager of joehnk. Interior Design AG Zurich (Switzerland)
- Since 2003 managing director of JOI-Design GmbH in Hamburg (Germany)
- Since 2004 member of the BDIA (Bund Deutscher Innenarchitekten)
- Since 2004 member of the Architectural Association Hamburg (Germany)
- Since 2007 appointment to the independent inscription committee of the interior design department in the Architectural Association Hamburg (Germany)
- Since October 2011 interior design course tutor at the University of Applied Science in Coburg, Germany (Hochschule Coburg)



### Curriculum vitae Peter Joehnk, Partner & Founder

- Born 31<sup>st</sup> July, 1957, in Kronach / Oberfranken (Germany)
- 1981 degree (diploma) of interior design in Kaiserslautern and Mainz (Germany)
- Since 1982 member of the BDIA (Bund Deutscher Innenarchitekten)
- 1983 distance learning degree in ecological building
- 1984 formation of his own company, joehnk. Interior Design
- Since 2003 Manager of JOI-Design GmbH in Hamburg (Germany)
- Circa 100 national and international awards
- Several memberships in international professional organisations
- Countless press articles, as well as publication of nine books (six with Corinna Kretschmar-Joehnk)
- More than 650 projects planned and realized since 1984





### **Curriculum Vitae Sabrina Voecks, Partner**

- Born on 15th December 1979, in Hamburg
- 2004 degree (diploma) of interior design in Rosenheim
- 2005 – 2007 employee at Matteo Thun & Partners in Milano
- 2007 – 2008 employee at GMP Architekten in Hamburg
- Since 2012 Senior Designer and project manager at JOI-Design
- Since 2018 Creative Director, Associate bei JOI-Design
- Since 2018 partner at JOI-Design Innenarchitekten A D joehnk + partner mbB



### **Curriculum Vitae Heinrich Böhm, Partner**

- Born on January 15th, 1970, in Tartu in Estonia
- 1998 degree (diploma) of engineer in Bremen
- 1998 – 2006 employee at Büros Schriever Innenarchitektur and HD-Design in Bremen
- Since 2006 interior designer at JOI-Design
- Since 2007 member of the ‘Hamburgischen Architektenkammer’
- Since 2008 Senior Designer at JOI-Design
- Since 2012 Associate at JOI-Design
- Since 2018 partner at JOI-Design Innenarchitekten A D joehnk + partner mbB



### **Curriculum Vitae Thomas Scholz, Partner**

- Born on December 11th, 1976, in Hamburg
- 1999 completed training as a carpenter
- 2004 degree (diploma) of interior design in Hildesheim
- Since 2004 interior designer at JOI-Design
- Since 2005 project manager at JOI-Design
- Since 2010 member of the ‘Hamburgischen Architektenkammer’
- Since 2013 Associate at JOI-Design
- Since 2015 authorized officer at JOI-Design
- Since 2018 partner at JOI-Design Innenarchitekten A D joehnk + partner mbB

