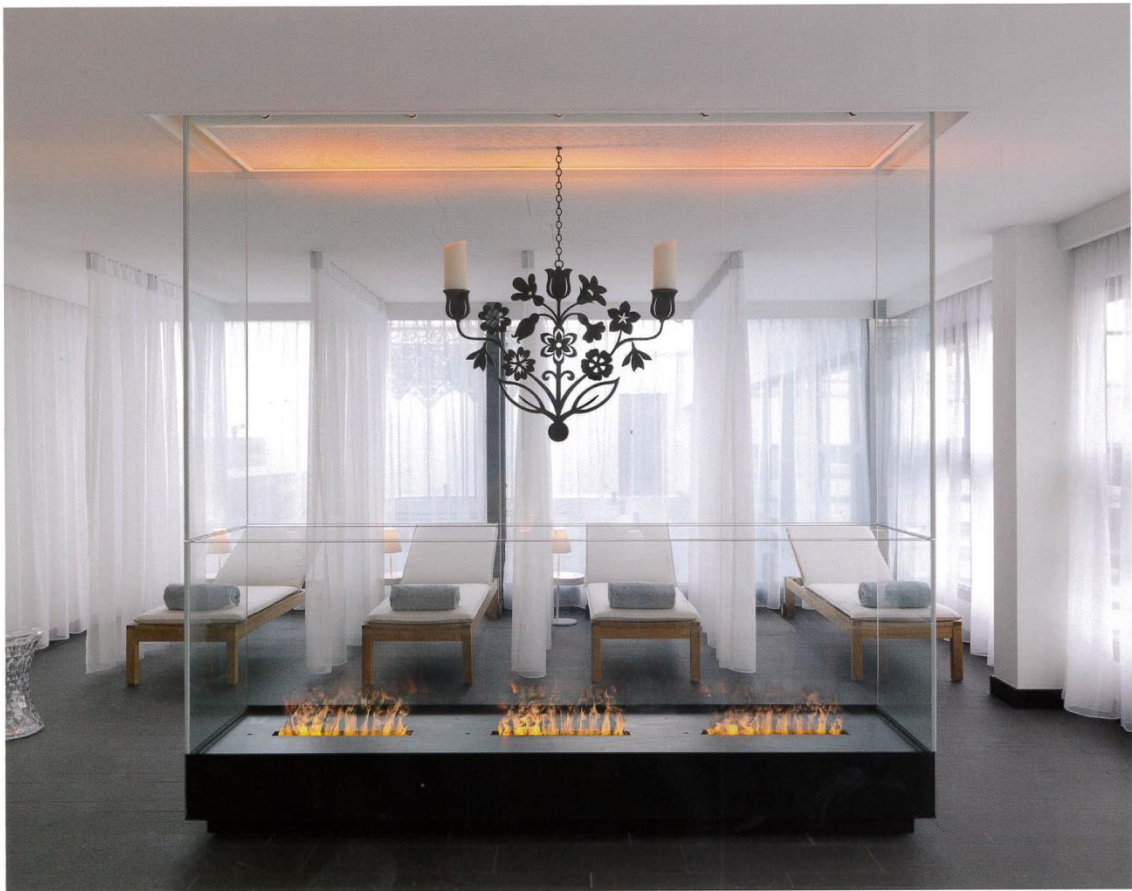


SLEEPER

GLOBAL HOTEL DESIGN

JULY | AUGUST 2015



Kameha Grand Zurich
Neo-baroque meets Swiss style in the latest
masterpiece from Marcel Wanders

Baccarat Hotel & Residences
The French crystal maker enters the luxury
hotel market with a sparkle

The St. Regis Istanbul
Art Deco glamour from Emre Arolat
Architects in Nişantaşı

Guest Book

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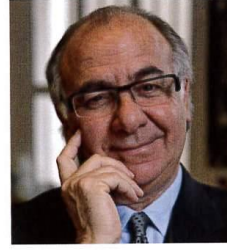
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**CARSTEN RATH**

Founder and CEO of Lifestyle Hospitality & Entertainment Group (LH&E), Carsten Rath worked with Marcel Wanders to design the latest addition to his portfolio, Kameha Grand Zurich. Rath's brief to "make it grand and let Alice-in-Wonderland be blown away" has resulted in a visually striking hotel that infuses Wanders' trademark neo-baroque style with references to Swiss culture.

**SIGULAUG SVERRISDOTTIR**

Following a stint abroad, former flight attendant Sigulaug Svverrisdottir returned to her native Iceland in 2011 to develop Ion Luxury Adventure Hotel. Previously a boarding house for workers at a nearby geothermal power station, the derelict building has been converted into a boutique hotel with the input of Santa Monica-based Icelandic duo Minarc, who have used materials from the surrounding area.

**SERGE TRIGANO**

Co-founder of Mama Shelter, Serge Trigano, made an appearance at Mama Shelter Istanbul recently to welcome 120 hotel innovators to the latest edition of Sleepover. Trigano launched the brand in 2008 in partnership with designer Philippe Starck and philosopher Cyril Aouizerate. Following recent investment from Accor, Mama Shelter is set for growth with new openings slated for LA and London.

**OLIVER HEATH**

TV presenter and author Oliver Heath has been announced as a new participant in the Sleep Set, a design competition that forms part of London's Sleep event. Recognised as an expert in the field of sustainable architectural and interior design, Heath and his team specialise in biophilic design, a practice that uses a human's innate attraction to nature and natural processes to improve the spaces in which we live and work.

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Kameha Grand

ZURICH

Marcel Wanders blends typical Swiss hallmarks with his signature style to create a distinctive lifestyle destination for LH&E Group.

Words: Catherine Martin | Photography: Courtesy of Kameha Grand Zurich

The designs of Marcel Wanders are something of an acquired taste. Exciting, provocative and polarising, his unique, whimsical and often whacky creations are instantly recognisable the world over. And, having stepped into the hospitality design arena in recent years, Wanders' latest venture – Kameha Grand Zurich – is no exception.

Operated by Lifestyle Hospitality & Entertainment Group (LH&E), the 245-key property is the second to bear the Kameha Grand name following its debut in Bonn in 2010. On opening, it became clear that the partnership between the Dutch designer and Carsten Rath, founder and CEO of LH&E Group and himself a larger-than-life character, was the key to producing a hotel that is undeniably a break from the norm.

Located in Glattpark, a new development on the outskirts of the city, Kameha Grand Zurich – Autograph Collection's first property in Switzerland – is billed as a lifestyle destination. Sitting alongside the 'Kameha Lake' and surrounded by greenery and recreation facilities, it appeals to adventure seeking leisure travellers, yet its proximity to the airport and good transport links with the city mean it is also a convenient base for business travellers.

Like Bonn, Kameha Grand Zurich is part of an urban development that includes residences and an international business park. But this time, the team was able to plan the hotel from scratch, from architecture to space planning to interiors. Rath, who boasts twenty years of experience in the luxury hotel business, enlisted the services of tecArchitecture to design the building, a contemporary glazed structure with angled fins running horizontally to counteract the effects of the sun. The façade also bears the brand's 'Life is Grand' motto, a sign of what lies within.

Wanders has once again indulged his fantastical imagination in the design, his passion for the project clear: "Others deliver an interior design, but we offer a reason for a visit, we create a destination," he states. "A hotel should entertain, inspire and stimulate. We want the guest to have a lifestyle experience, by creating a place full of surprises and beauty."

Working to Rath's brief to "make it grand and let Alice-in-Wonderland be blown away", Wanders has applied his trademark style and infused it with references to Swiss culture. In the lobby, giant cowbells – the type worn by cattle when left to graze in alpine meadows – hang overhead, while chocolate-patterned wall panelling







Above: L'Unico, the Italian restaurant, features oversized pillars shaped like urns and a giant pasta bowl hanging from the ceiling

leads to the event space. Elsewhere, sofas are shaped like Toblerones, graphics depict mechanical elements of the Swiss watch, and gold coins – a nod to the country's illustrious banking industry – line the walls of the Puregold Bar.

The property offers a total of 245 guestrooms including six business suites, 11 individually designed themed suites, and the top-floor King Kameha Suite. Each features Wanders' neo-baroque style and continues the Swiss-inspired elements seen in the lobby. The partition wall to the bathroom once again echoes the facets of a chocolate bar and smaller versions of the cowbells reappear as desk lamps. In the en suite, floor-to-ceiling artwork featuring an underwater scene references the nearby lake, while a chandelier over the bath adds a touch of glamour.

Perhaps one of the most enchanting design elements is the wall behind the headboard, which celebrates the Swiss tradition of paper cutting. The fairytale alpine scene features elements of Switzerland; look closely and the silhouette of Wanders himself makes the occasional appearance.

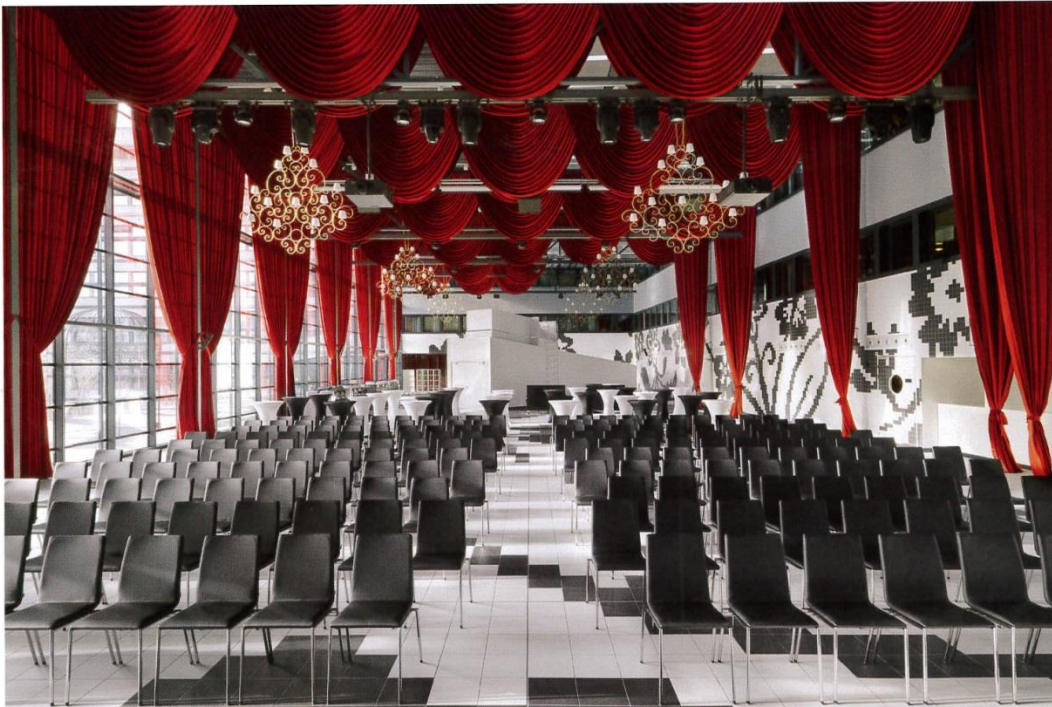
Naturally, much of the furniture throughout the hotel is by Moooi, of which Wanders is co-founder and Art Director. The Bart Sofa and Monster Chair furnish the bar, while the Smoke Armchair resides in

the Cigar Lounge. Elsewhere, occasional pieces include the chequered Chess Table, the distinctive Urbahike Table, and the life-size Horse Lamp, a Moooi favourite. There are plenty of bespoke elements too, from the Brintons-designed carpets in the guestrooms to the recurring Kameha flower, specific to this property. There's also the heavy-duty bank vaults in each guestroom, providing a custom-made safe house for the mini-bar and tea and coffee-making facilities.

Examples of the unique suites include the Poker Face Suite, a gaming extravaganza complete with a roulette table and Kameha poker cards; the Serenity Suite featuring a healing atmosphere, yoga accessories and scented candles; and the Workout Suite, where guests can feel the burn 24/7 with a personal in-room treadmill and exercise bench. There is also an exclusive Space Suite designed by the visual artist Michael Najjar.

Distinctive and unexpected elements continue in the public spaces, where guests can experience offerings as varied as Italian fare, Japanese fine-dining, a den-like Cigar Lounge, and a hedonistic Shisha Lounge inspired by the tales of Arabian Nights.

L'Unico, the Italian restaurant, takes Rath's Alice-in-Wonderland brief to new heights thanks to its oversized design features: pillars shaped like gigantic urns are dotted throughout the space while a



Above: The centrepiece of the event space features dramatic red draped ceilings, opulent chandeliers and monochromatic black-and-white tiled flooring

giant pasta bowl hangs from the ceiling to form a central focal point. Beneath, circular booths and leather banquettes provide the seating against a colourful tiled backdrop. The dining concept is based around the Italian translation of 'the unique' (the word 'Kameha' – of Hawaiian origin – also means 'the unique') and the menu can certainly be described as that. Offering diners their choice of fresh pasta, sauce and accompaniment, there are said to be an impressive 116,909 different dish combinations homemade on the premises.

The Japanese restaurant, Yu Nijyo, is a different proposition entirely. Dark timber and subdued lighting direct attention to the Appenzell cut-out patterns on the wall, designed to showcase the merging of international cultures as traditional Swiss craft meets Japanese fine-dining. Every aspect, down to the well-placed tableware and exquisite food presentation, has been carefully considered to stimulate the senses; an example of the attention to detail that both Wanders and Rath insist upon. The dishes are expertly created by

'sushi masters' and both restaurants are headed up by handpicked Michelin-starred chefs.

Rounding out the facilities is the spa – a peaceful sanctuary providing lavish treatments and therapies – and extensive event space, catering to both the leisure and business traveller respectively. In addition to six private business suites, conference facilities are available for up to 960 people in the Kameha Dome. The striking 700m² centrepiece of the property's event space features dramatic red draped ceilings, opulent chandeliers and monochromatic black-and-white tiled flooring. Far from being yet another bland ballroom, the venue is a diverse addition to the hotel, as suited to conferences as it is to cocktail parties thanks to the addition of a raised DJ booth.

Whether you're a fan of Wanders' eye-catching designs or not, the facilities on offer at Kameha Grand Zurich, coupled with Rath's commitment to friendly and attentive service, provide a luxury hotel stay with real character.

EXPRESS CHECKOUT: 245 guestrooms | 2 restaurants | 3 bars and lounges | 700m² event space | Spa | www.kamehagrandzuerich.com
 Owner / Developer: Mettler2Invest; Turintra AG; Kameha Grand Glattpark Betriebsgesellschaft mbH | Operator: LH&E Group | Architecture: tecArchitecture
 Interior Design: Marcel Wanders; Michael Najaar (Space Suite)