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Architects:
Studio Gaia, Inc.
Designer:
Ilan Waisbrod
Client:
Starwoods
Completion:
2004

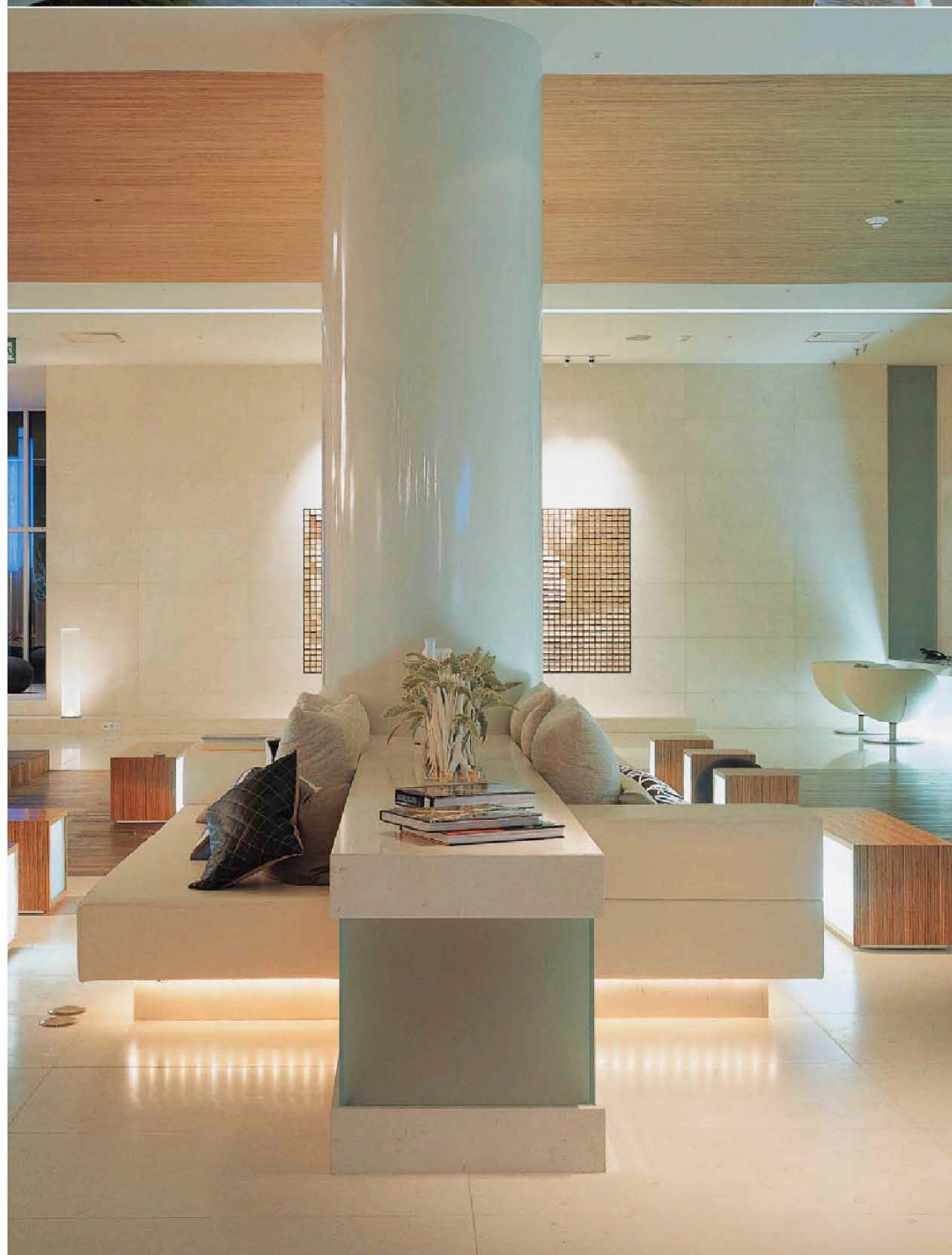


Seoul

W Seoul Walkerhill

Architecture and interior emphasize the purity of shapes and forms over ornamental

décor. The aim of the design was to evoke emotional states by appealing to the senses, often in dramatic ways. A striking entrance invites guests into the living room, where clear rectangular structural components and different seating areas are highlighted by custom-made furniture. On one floor, the retail area is a colorful candy shop structured by wood partitions, that are used for displays; while in the elevators one can hold on to lighted hand rails similar to old subway cars. In order to give returning guests a different experience, the hotel features 4 different room types. Each is specially designed with curtains, diverse beds and bold textures to offer relaxation and inspiration. The hotel's simple, yet striking colors and stunning bathrooms offer a fresh contemporary look every time.



above:
Concierge desk at lobby
left:
Lobby seating area
right:
Lobby lounge



above:
Bedroom
mid:
Interior bathroom
right:
Private villa with
indoor pool



below:
Floor plan

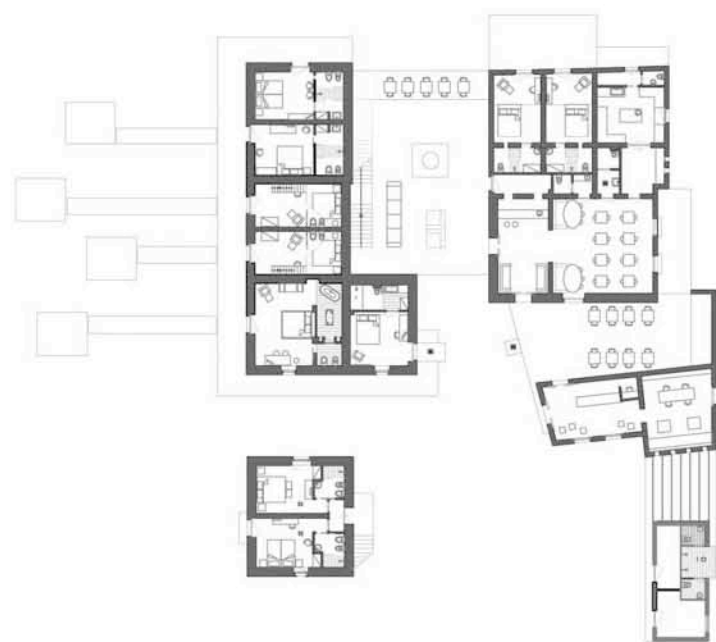




above:
Reading room and
internet point
mid:
Black marble table by
Eero Saarinen



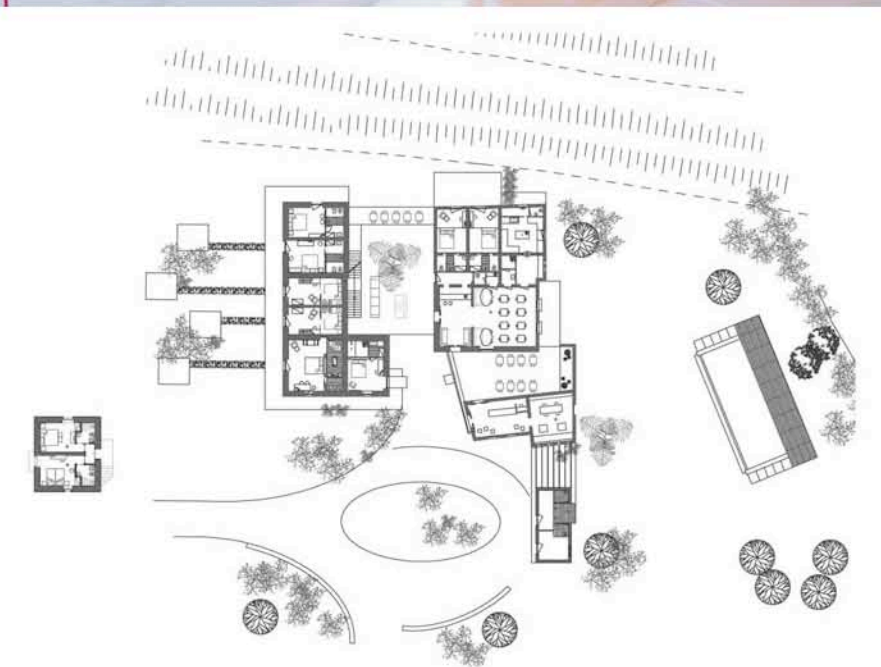
below:
Floor plan



above:
Superior room
mid:
Deluxe room



below:
Site plan



more
Theme Hotels

Fredrik Fritz

BRAUN