

Hospitality Design

NIGHT FEELER



FRAME

Coo Ministry of Design

A former hospitality space in Singapore's Tiong Bahru district now hosts the flagship location of Coo – touted as the country's first 'societal' brand. The hostel offers a hospitality experience centred around socialising, with its space and amenities designed to facilitate connections and foster a more active, engaging and meaningful form of travel. Aimed at tech-savvy millennials, there is an app that enables guests to interact with like-minded travellers via a digital interest matching tool.

The interior makes overt and endearing homages to its local context, most visibly in the extensive use of metal mesh for partitions, alluding to the metal gates found on many of the area's old estates. Uniformly black walls and ceilings are punctuated with lively graphic prints depicting various icons of Singaporean culture in image and text – architecture, traditional cuisine, day-to-day rituals. Neon especially plays a strong material role in this aspect of the hostel: an imposing, illuminated fixture casts an abstracted map of the neighbourhood, while the geographic coordinates of the hostel and its name are on the wall behind the reception desk.

Guest rooms, on the other hand, provide a serene escape from the vibrant noise of the common areas. A monochrome colour scheme of metallic grey sets a neutral sensory tone, and wood lines the surfaces and security safes of each bunk bed as a cosy textural contrast to the linear steel frames.

WHERE
Singapore, Singapore

OPENING
2016

CLIENT
Flying Potato Group

DESIGNER
Ministry of Design (p.485)

FLOOR AREA
752 m²

NUMBER OF BEDS
68

FACILITIES
Bistro, lounge, terrace

PHOTOS: EDWARD HENDRICKS



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ABOVE The bistro's bar counter extends materially from the concrete floor, culminating in a stainless steel countertop with bronze hairline finish.

LEFT The design ensures a hostel that provides space for guest experiences and interaction.

OPPOSITE The lattices of the metal partitions are delineated by bold diagonals, alternating in texture to create dramatic optical motion.



The hostel facilitates connections and fosters a more **engaging experience** for travellers



LEFT The silvery grey hues in the bedrooms continue in the custom-designed privacy curtains for the bunks.

BELOW Each of the bunks has individual lockers with neon illumination.



Sleep

Night Fever 5

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