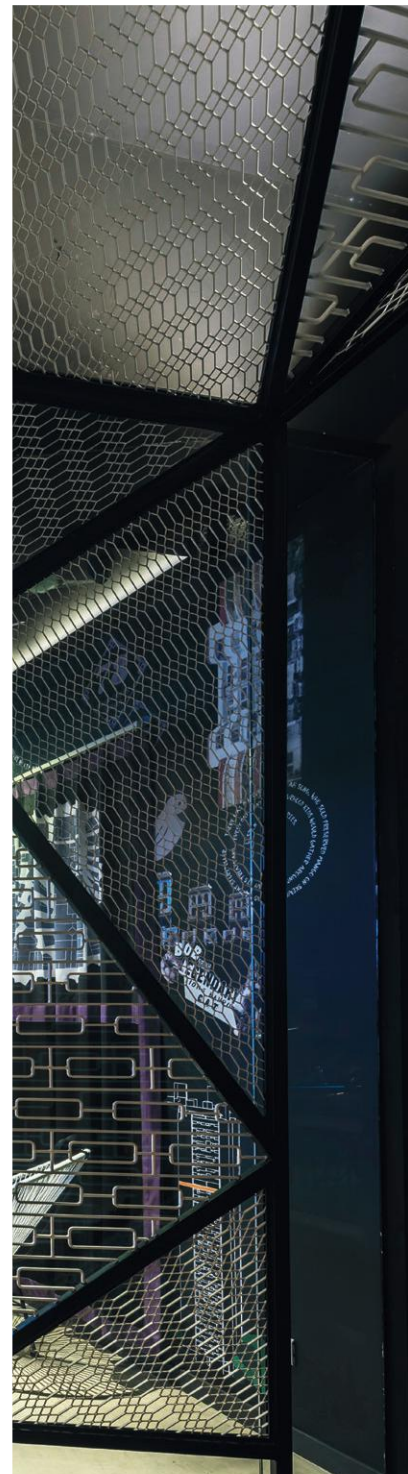
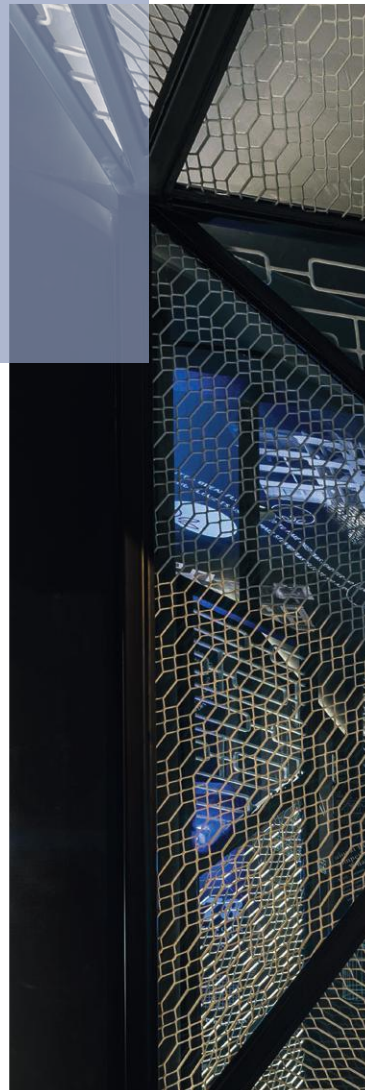


Coo 酒店的小酒馆

设计公司: Ministry of Design
 设计团队: Colin Seah, Patricia Segado, Richard Herman, Norberto Olegario, Rais Rahman, Sandra Goh, Angie Ng, Madeline Lim, Anna Langier
 地点: 新加坡
 面积: 752 m²
 摄影: Edward Hendricks (CI&A Photography)

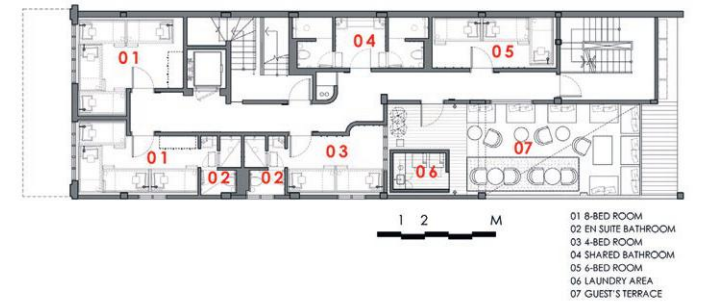
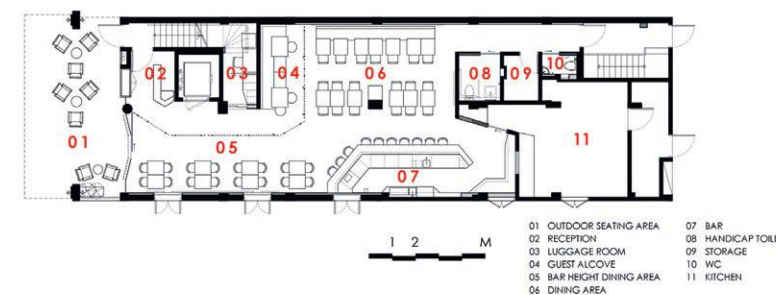
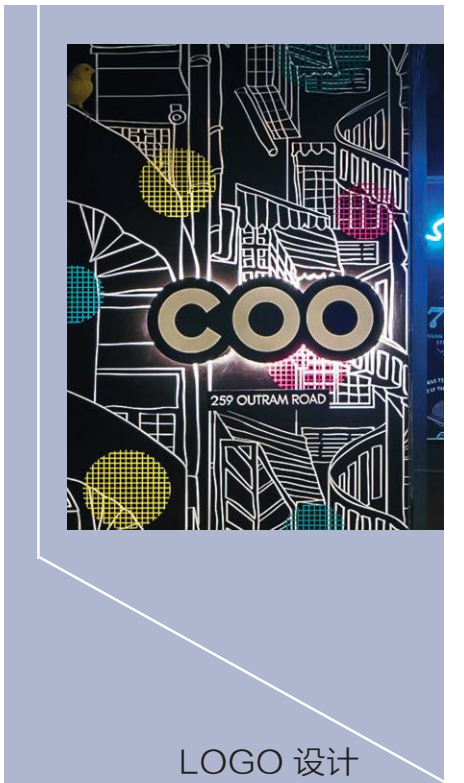
现代工业风格



Coo is opened for bookings in August, with official launch in Dec 2016, with a casual 60-seater bistro on the ground floor. Since it's aimed at the millennials, we've also introduced what we believe to be a world's first: Coo Connect, a digital interest-matching tool aimed at connecting like-minded hostel guests. That means, guests can book, login & chat with guests who have the same overlapping dates and the same top 5 matching interests, and maybe, check out live music or a new restaurant or explore Tiong Bahru neighbourhood together. In short: "Engaging people

physically and digitally."

Hence the term 'Societal', whose brand DNA of glocal, social, playful are evident throughout the entire Coo experience. So all in all, it's a great social hospitality experience with edgy witty graphics, hip bistro and integrated digital platform.





Coo 酒店自 2016 年 8 月起接受预订，12 月正式开业，一楼有一家 60 个座位的小酒馆。酒店特别引入了世界上第一个 Coo connect，这是一个匹配兴趣的数字网络平台，旨在为有相似兴趣爱好的客人提供更多的交流和联系的机会。客人不但可以通过该平台预订房间，还可以登录找到那些同期入住的与自己有着 5 个同样爱好的客人，和他

们一起聊天、听音乐、寻找一家新餐厅，或者在周边逛逛。总而言之，就是“通过空间和数字平台让人们参与其中”。

酒店将“社交”作为其品牌的核心内容，入住期间，客人能够有全球性、交流性和趣味性的体验。总之，这是一家包含前卫空间、休闲酒馆和整合数字平台的酒店，带给客人们美妙的体验。

