

# BOB MAGAZINE

# #interior #design

INTERNATIONAL  
MAGAZINE OF  
SPACE DESIGN

B O B

### VUE HOTEL

The VUE Hotel brand exemplifies the new wave of locally-rooted boutique hospitality experiences, a global cultural phenomenon now finding roots in China. VUE is a fresh take on how to 'do it right' and 'do it well'.

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### COMET MEETINGS

To work well is to optimize the time/energy/money ratio, and to ensure the success of projects and the high productivity. COMET Meetings' first space offers the daily rental of dedicated spaces for meetings...

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### NEXAR OFFICE

'Nexar Office', 600m<sup>2</sup> in diameter, is located on the 22nd floor of the new Electra building on 58th Harakevet Street, Tel Aviv. It belongs to a young high-tech company developing a traffic accident prevention app...

>> 044page

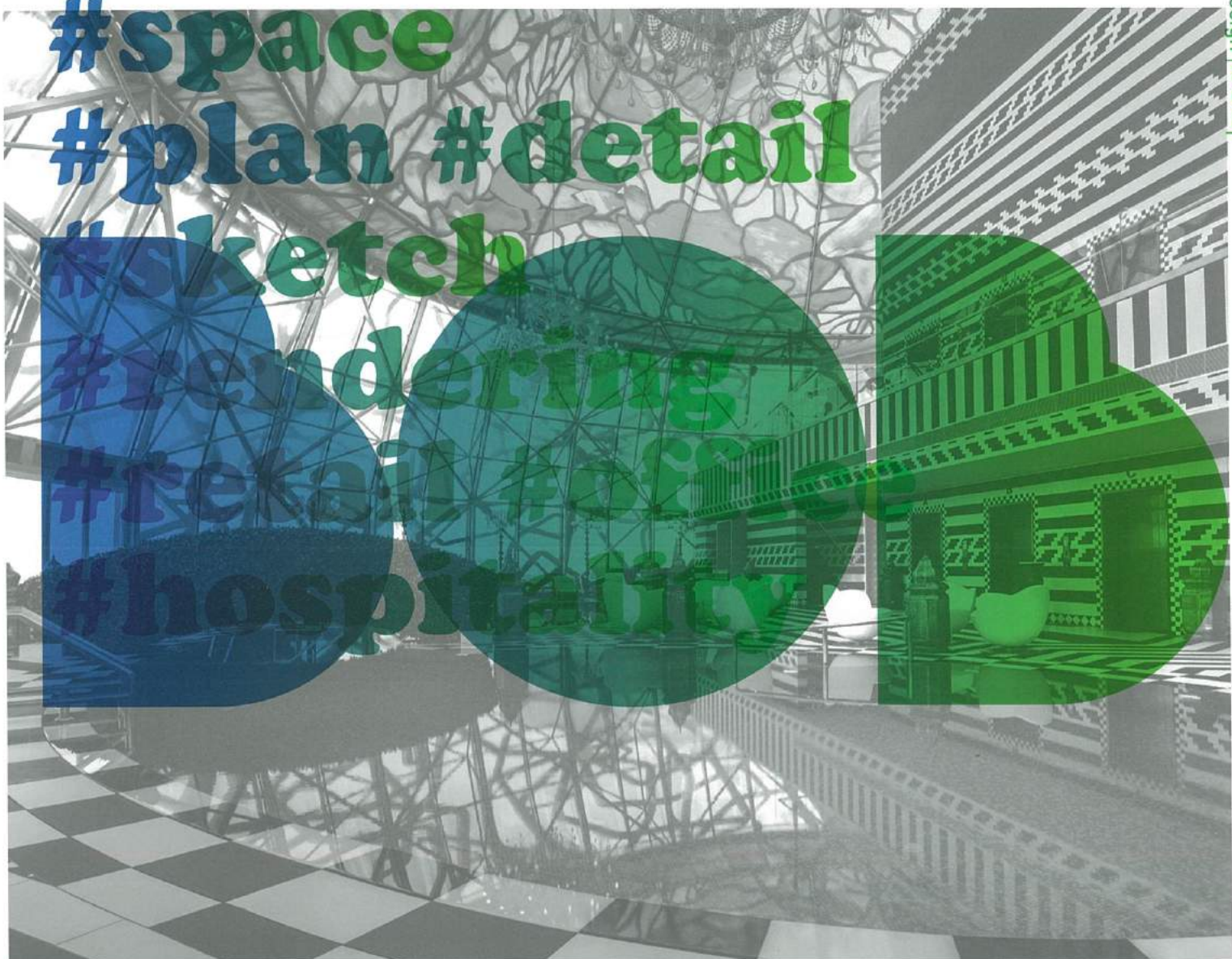
# #space #plan #detail

# #sketch

# #rendering

# #retail

# #hospitality



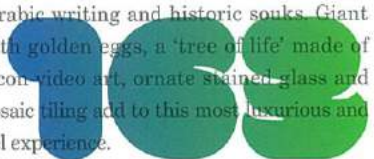
Wanders and operated by the global hospitality company SBE, drawing on local knowledge and

**A WORK OF SUBSTANCE | VUE HOTEL | COMET-MEETINGS | MONDRIAN DOHA | NEXAR OFFICE**  
**BOB Project MONDRIAN DOHA**  
**BOB Coordination ARTURO ÁLVAREZ**

BOB Collection:  
**MONOCHROME STYLE**

exhibiting innovative materials and techniques. Each space possesses its own identity, allowing guests to find a collection of stories woven with a main theme that runs throughout. Marcel Wanders' signature style spans from the hotel's lobby and restaurants to its royal penthouses, VIP units, suites, premium

and standard rooms. Bespoke designs reflect local patterns, Arabic writing and historic souks. Giant columns with golden eggs, a 'tree of life' made of flowers, falcon video art, ornate stained glass and intricate mosaic tiles add to this most luxurious and holistic hotel experience.





# H O T E L VUE HOTEL

Design: Ministry of Design Project management: Yanyan Wei, Be Jing  
Client: Wu Hai / Vue Hotel Houhai Location: No.9, Yanfang Hutong,  
Xicheng District, Beijing, China Built area: 10,000m<sup>2</sup> Completion: July  
2017 Photographer: Edward Hendricks / C&A Photography Editorial  
designer: Choi Seung Editor: Kim Eunji

The VUE Hotel brand exemplifies the new wave of locally-rooted boutique hospitality experiences, a global cultural phenomenon now finding roots in China. 'VUE' in French means 'view' or 'a way to see' and <VUE Hotel> aspire to present a fresh way of 'seeing' hospitality design and experiences. The hotel compound comprises a series of quasi-historic buildings from the 1950s, with a variety of architectural styles and approaches. Although they were designed primarily in the Chinese vernacular, the different buildings span a range of ornamentation

from highly decorative roof eaves, characterful gargoyles, sculptured balconies and latticed window frames, to pared-back jack roofs and plain brick work wall finishes. The designers' design approach has been to unify this diverse collection through color and landscaping. When conceptualizing the essence of its hotel rooms, the brand decided to celebrate innovative spatial design but pair it with a level of creature comforts that would rival the best design hotels in the market. The resulting rooms are whimsically surprising but yet familiar. Spaces are

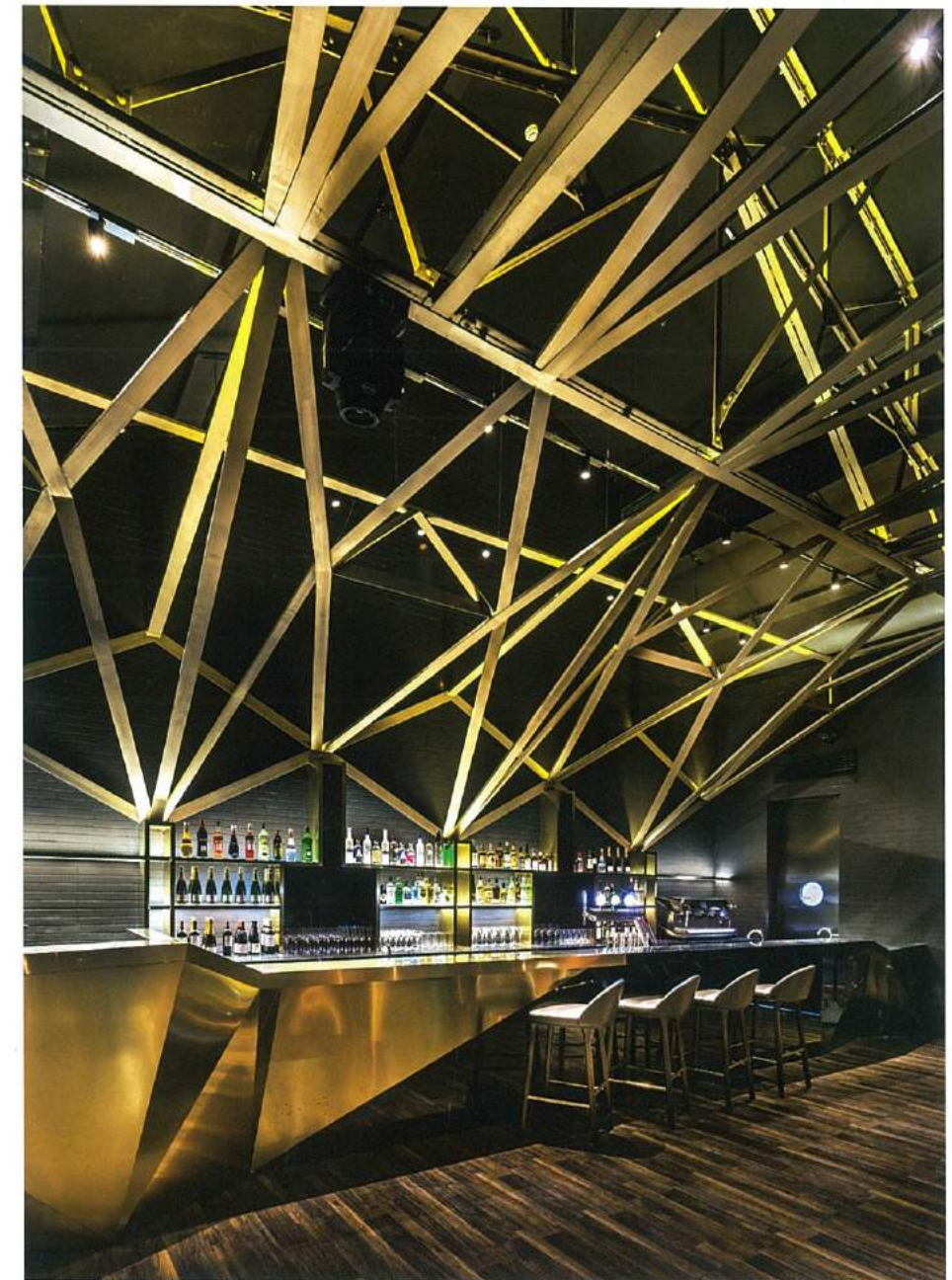
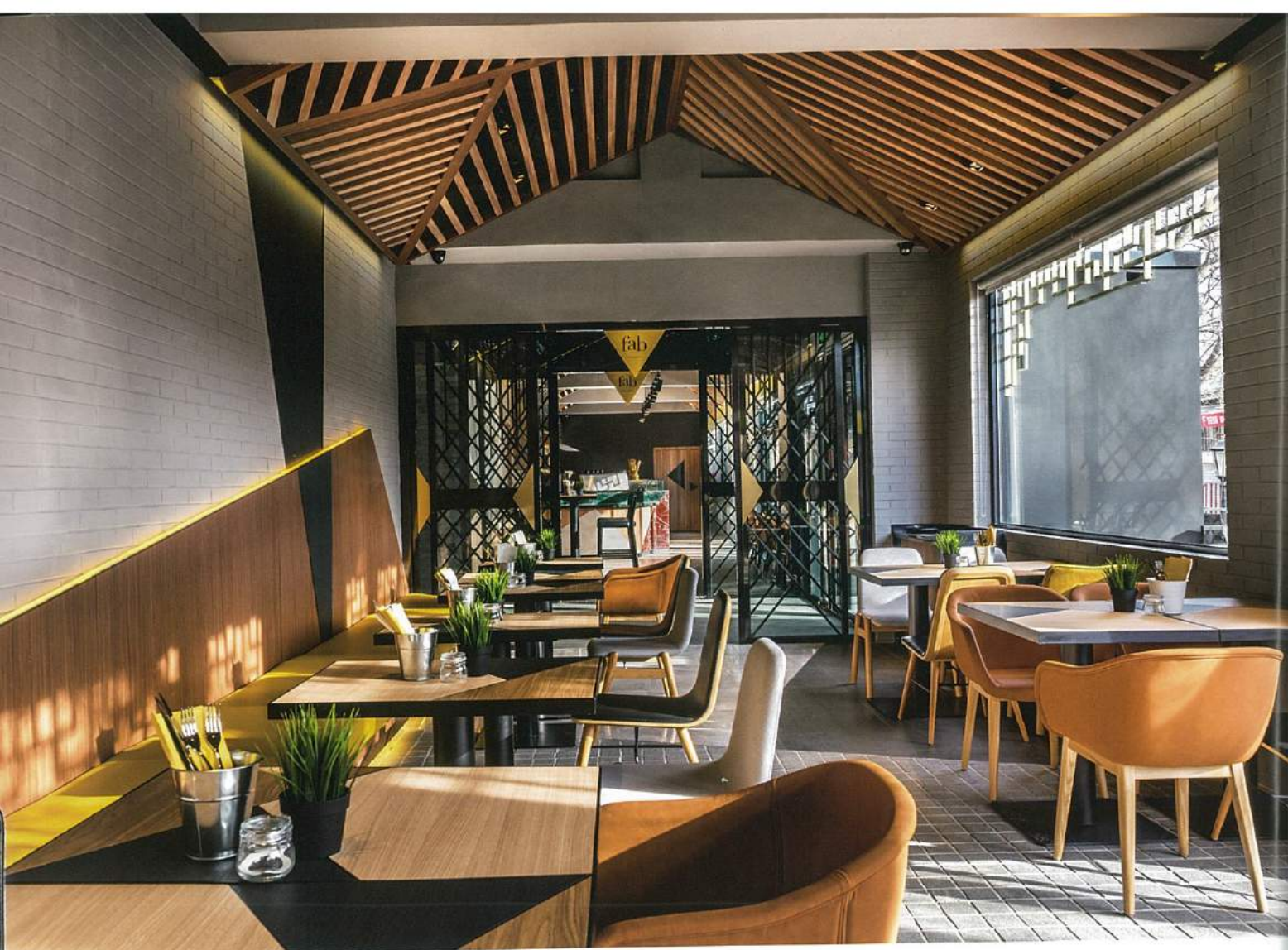
unexpectedly divided with the use of colors, tones and materials, whilst installation art in every room continue the hotel's overarching narrative. VUE property is designed around a central narrative inspired by its locale or culture. For Houhai Beijing, the narrative drew inspiration from the lake and its animal inhabitants. In the designers' imaginings, the presence of VUE in the Houhai neighborhood has a magical and whimsical transformative effect on the animal inhabitants. These friendly animals (foxes, rabbits, deer) are transformed anthropomorphically from

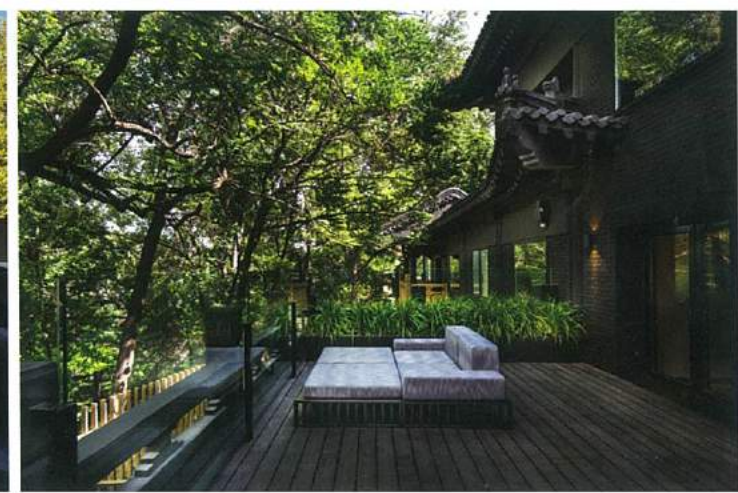
mere animals to become more human-like, in the same way animals in cartoons often adopt human personas. These art installations are dotted throughout the compound and are also found in each room. Other art installations, which parallel this narrative but focus more keenly on the theme of the 'transcendence of Chinese culture' can be found in other public spaces such as lift lobbies and corridors. Text offer: Ministry of Design

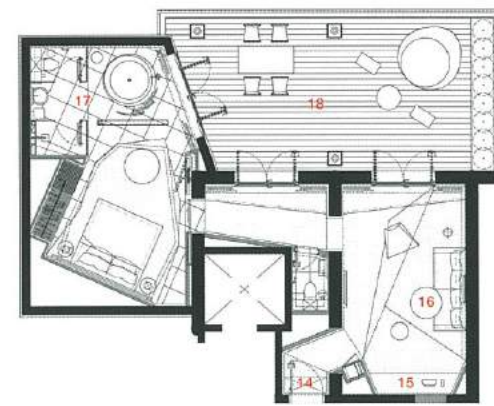


뷰 호텔 브랜드는 현재 중국에 자리 잡고 있는 세계적 문화 현상이 놓은 지역 기반 고급 숙박 서비스 개념의 좋은 예를 보여준다. '뷰'는 프랑스어로 '모다' 또는 '보는 방식, 견해'를 뜻하기에, 〈뷰 호텔〉은 숙박 시설 디자인과 경험에 관한 새로운 '시선'을 제시한다. 호텔 시설은 다채로운 건축 양식과 접근 방식을 보여주는 1950년대 역사적인 건물과 유사하게 구성되어 있다. 기본적으로 중국 전통건축 양식을 따르고 있지만, 각각의 건물은 화려한 처마와 인상적인 석수, 조각 같은 발코니, 격자형 창틀, 경제적으로 설계된 지붕, 단조로운 벽돌 마감 등 갖가지 장식 요소로 꾸며졌다. 이로 인해 디자이너의 설계 전략은 색상과 조경을 활용해 다양한 요소를 하나로 통합하는 것이었다. 또한, 객실 디자인 개발 단계에서 호텔이 업계 최고의 디자인 호텔과 경쟁할 수 있는 혁신적인 공간 디자인과 창의적 안락함에 무게를 둔 결과 색다르고

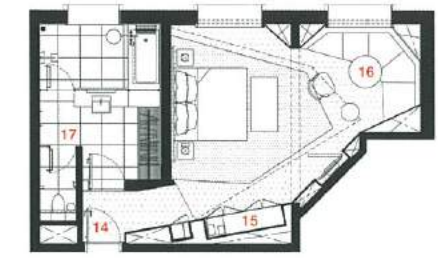
놀라우면서도 친숙한 객실이 탄생했다. 공간은 색상, 색조, 소재 등을 이용하여 예상치 못한 방식으로 나뉘었고, 모든 객실의 설치 작품은 호텔의 핵심 주제를 계속 드러낸다. 특히, 호텔은 해당 지역의 특징과 문화에서 얻은 영감을 바탕으로 디자인됐다. 베이징 후하이의 경우 호수와 주변 서식 동물에서 영감을 받았는데, 디자이너의 상상 속에서 후하이 지역에 지리한 호텔의 존재는 동물에게 환상적이고 독특한 변화를 준다. 즉, 친근한 동물(여우, 토끼, 사슴)은 평범한 동물이라기보다 만화에서 동물이 인간의 모습을 취하는 것처럼 사람에 가까운 형태로 의인화된 것이다. 이와 같은 설치 작품은 각 객실뿐만 아니라 호텔 곳곳에서도 발견할 수 있으며, '중국 문화의 탁월성'이란 주제에 초점을 맞춘 다른 설치물은 엘리베이터 홀, 복도 등 여러 공용 공간에 비치됐다. 글 제공: 마니스트라 오브 디자인





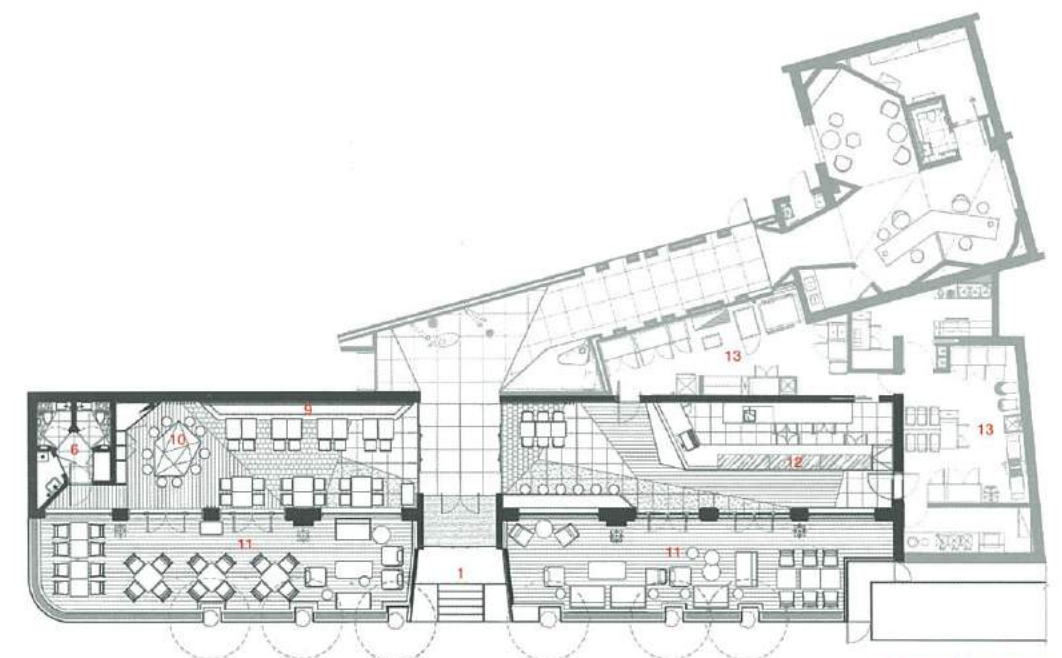


FLOOR PLAN\_SUITE

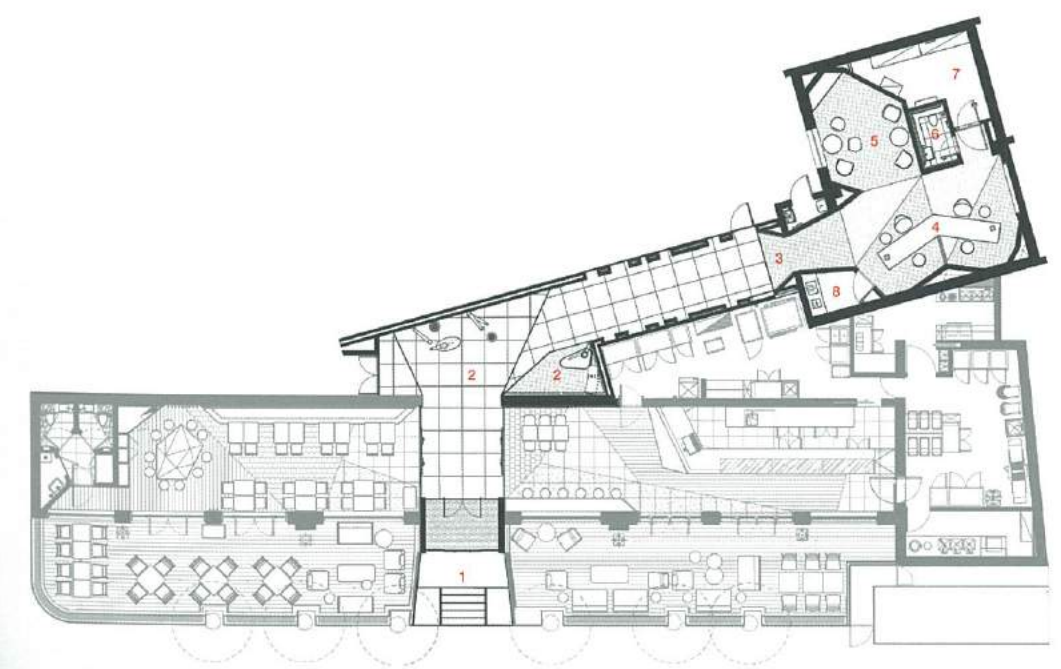
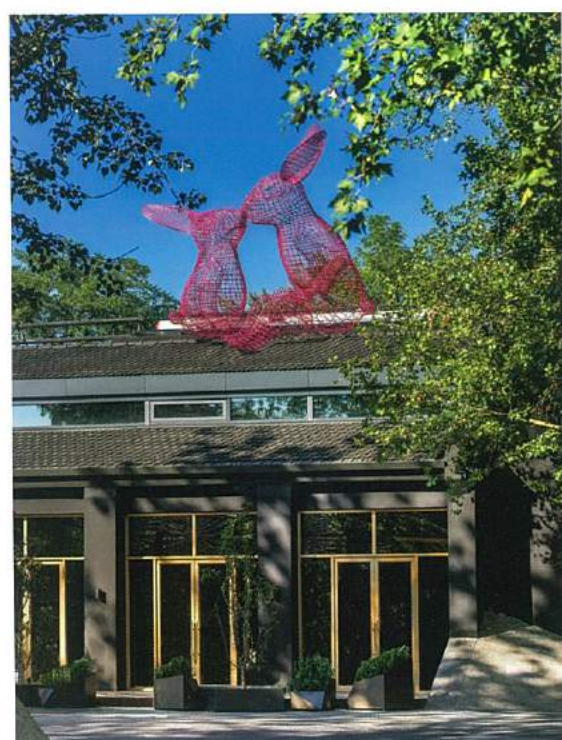


FLOOR PLAN\_CORNER SUITE

- 1 MAIN ENTRANCE
- 2 CONCIERGE
- 3 ENTRANCE TO RECEPTION
- 4 CHECK-IN COUNTER
- 5 LOUNGE
- 6 TOILET
- 7 LUGGAGE STORE
- 8 FRONT OFFICE
- 9 BANQUETTE SEATING
- 10 COMMUNAL TABLE
- 11 ALFRESCO CAFE SEATING
- 12 BAR COUNTER
- 13 BACK OF HOUSE KITCHEN
- 14 ENTRY PORTAL
- 15 MINIBAR
- 16 LOUNGE AREA
- 17 BATHROOM
- 18 OUTDOOR DECK



FLOOR PLAN\_FAB CAFE



FLOOR PLAN\_RECEPTION & CONCIERGE