

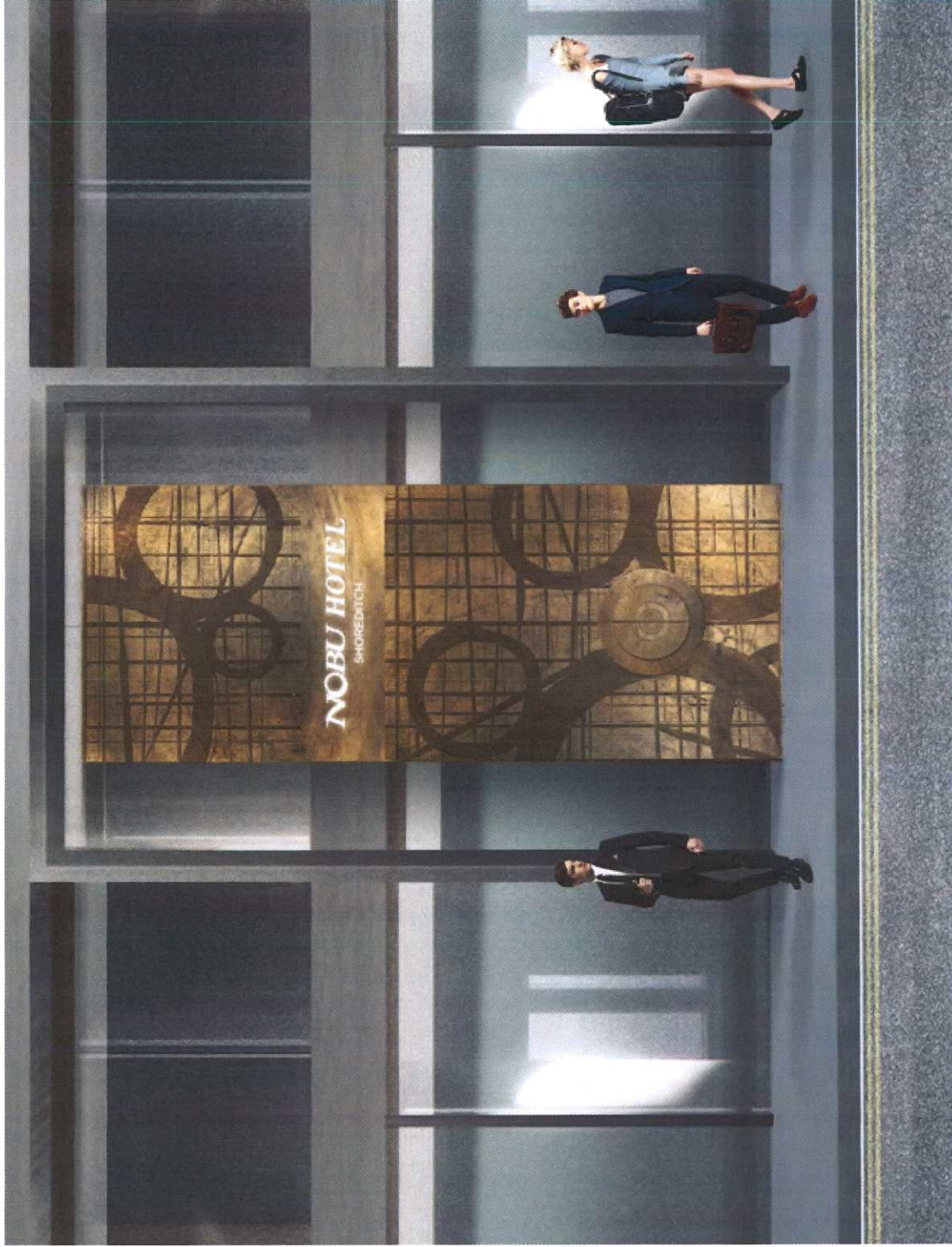
DOOR CONCEPT

Taking inspiration from both historical and contemporary references, the door concept sets out to create a subtle visual feature signifying the ritual of welcome hospitality.

CUSTOM BRAND PATTERN

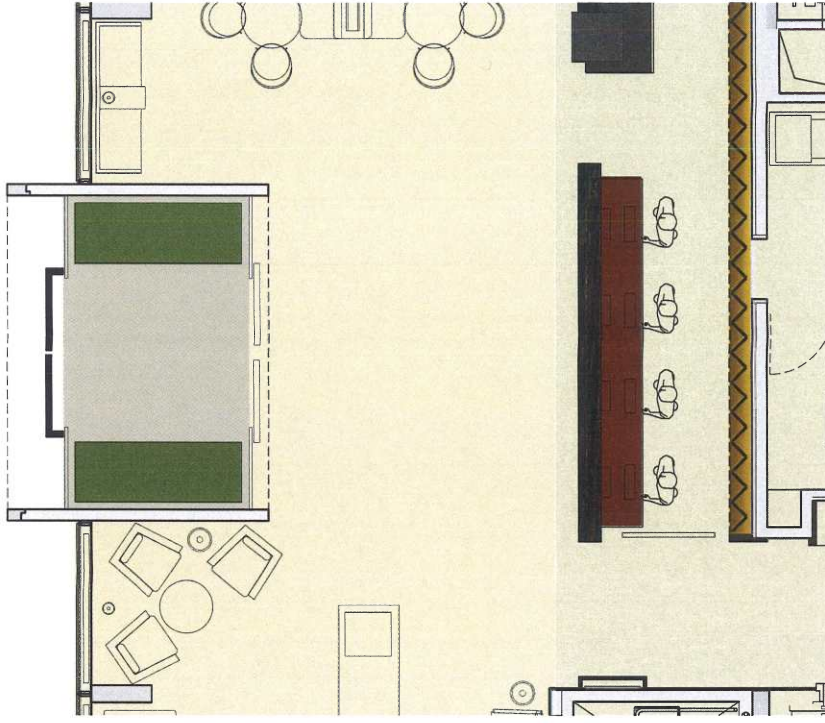
The bespoke NOBU Hotel Shoreditch brand pattern is constructed through a collection of deconstructed geometric forms. They appear as unique arrangements which, in turn, can be used in isolation or sequentially rearranged into any variation.

The design will be applied to all of NOBU Hotel Shoreditch's brand materials to give cohesion to the guest experience and create an enduring memory for guests and visitors alike.



NOBU HOTEL SHOREDITCH	P1508 / D010		NOBU HOTEL INTERIORS
studiomica © 2016	FIRST ISSUE	17 / 11 / 2016	2 OF 31

ARRIVAL: VESTIBULE



VESTIBULE GARDEN

The threshold to the hotel is defined by a refined sculptural garden that the guests walk through to enter the reception. Glimpses of the garden can be seen from outside to either side of the fortified doors.

The vestibule defines the transition between the inside and outside and commences the bespoke welcome of NOBU Hotel Shoreditch.



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FRONT OF HOUSE GUEST AREAS

The front of house ground floor area is the point of entry and primary welcome to the hotel. The theme of the hotel is immediately apparent. There is an ambience of refined luxury. The contemporary urban interiors reference the skill and craftsmanship of both Shoreditch and Japan. The decorative references allude to the familiarity of a serene Japanese style whilst embracing the demands of the contemporary international traveller.

The FOH areas are:

Vestibule - an enclosed garden

Reception - clearly distinguishable as the primary guest welcome

Bar - Quiet & discrete support for the reception during the day. Destination cocktail bar in the evening

Bar seating - a variety of seating ensembles create the structure for guests comfort from day to night

Lobby lounge - the fireplace hearth invites relaxed and comfortable lounge seating

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studiomica	FIRST ISSUE	17 / 11 / 2016
© 2016		5 OF 31



LOBBY: RECEPTION DESK AND BAR COUNTER

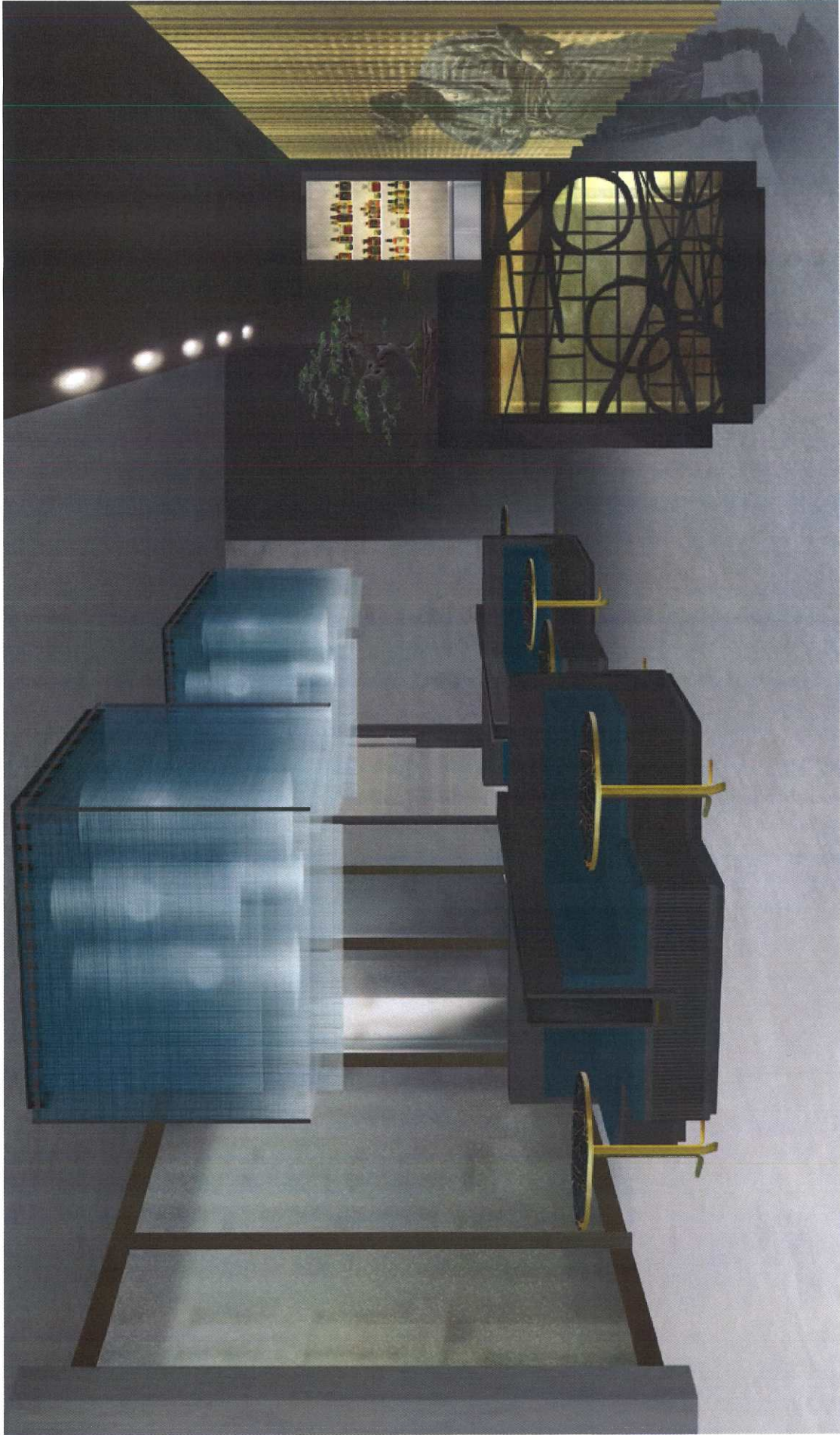


Upon their arrival, guests of NOBU Hotel Shoreditch are greeted by a warm visual environment. The entire reception and bar area are defined by a large oily black patinated steel architrave that presents and contrasts with the reception counter of portoro marble, softly polished, understated luxury. The adjacent long bar presents a visual divide between guests checking in by supporting an elevated block of solid stone for presenting a sculptural floral display. The block appears to float from its golden mirrored base with its lattice patterned frame. The change in materials and levels defines the end of the bar.

The imposing anthracite architrave in turn frames the backdrop of the bar as a continuous illuminated pleated, perforated and diaphanous screen of brass panels. The panel decoration is created as a continuing interpretation of the NOBU brand pattern. The feature wall subtly illuminates the perforations and reflective surfaces throughout the evening and into the night to give the room a sense of changing atmosphere. The environmental transition here creates ambience and mood that occurs intuitively with natural daylight hours throughout the year.

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		FIRST ISSUE	17 / 11 / 2016
			6 OF 31

BAR SEATING

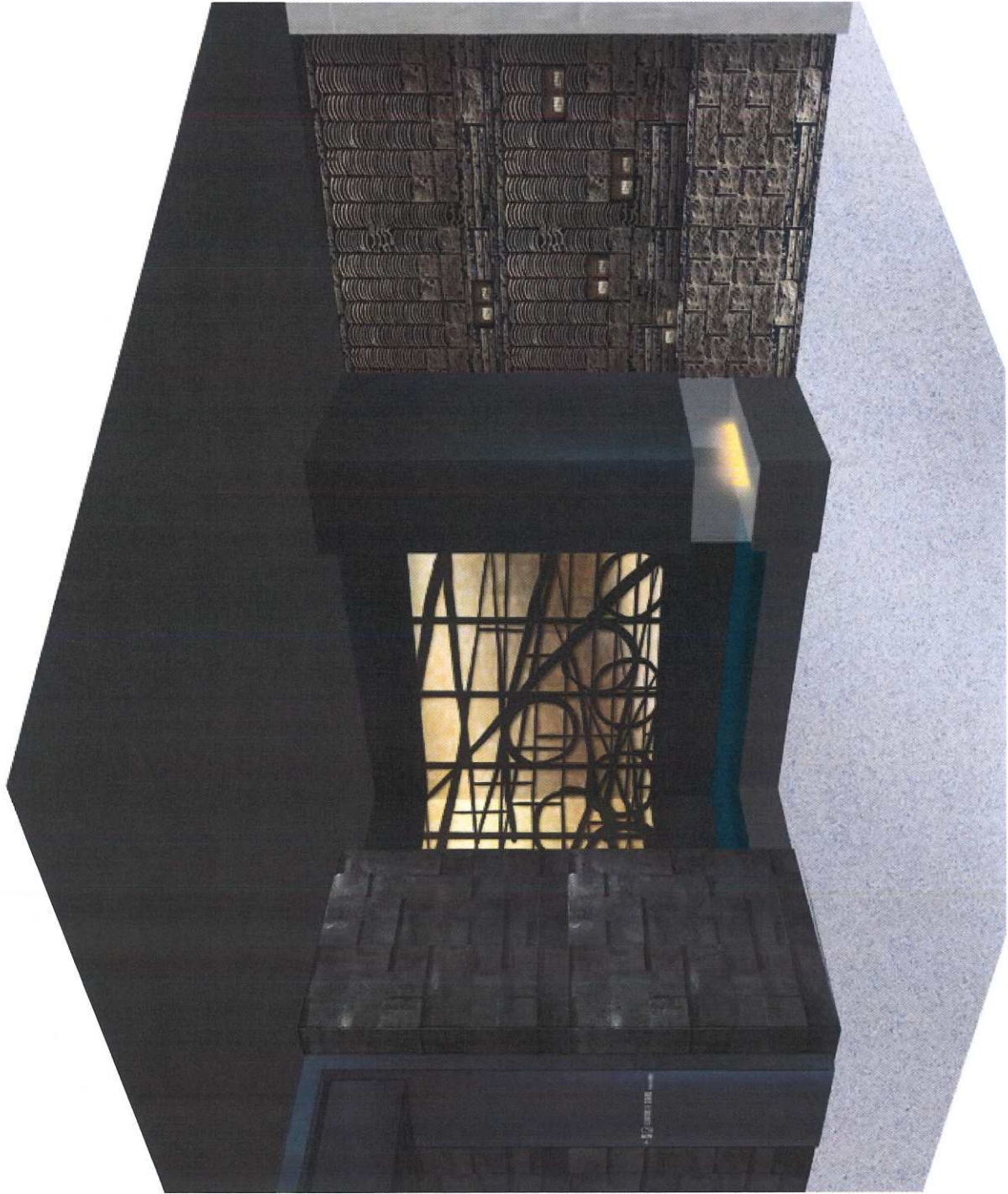


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P1508 / D010
FIRST ISSUE

NOBU HOTEL INTERIORS
17 / 11 / 2016 7 OF 31

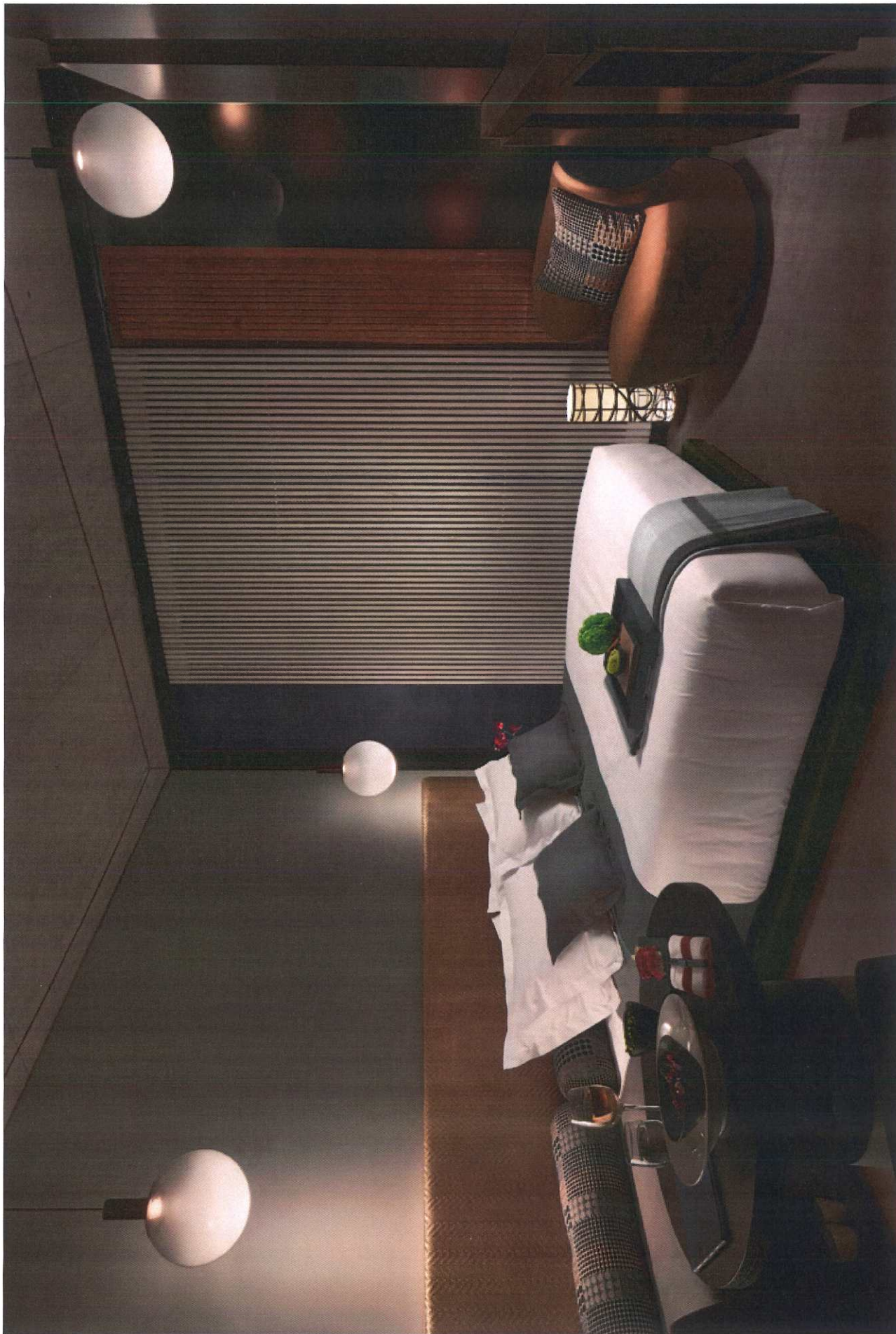
FIREPLACE



LOBBY: LOUNGE FIREPLACE CONCEPT

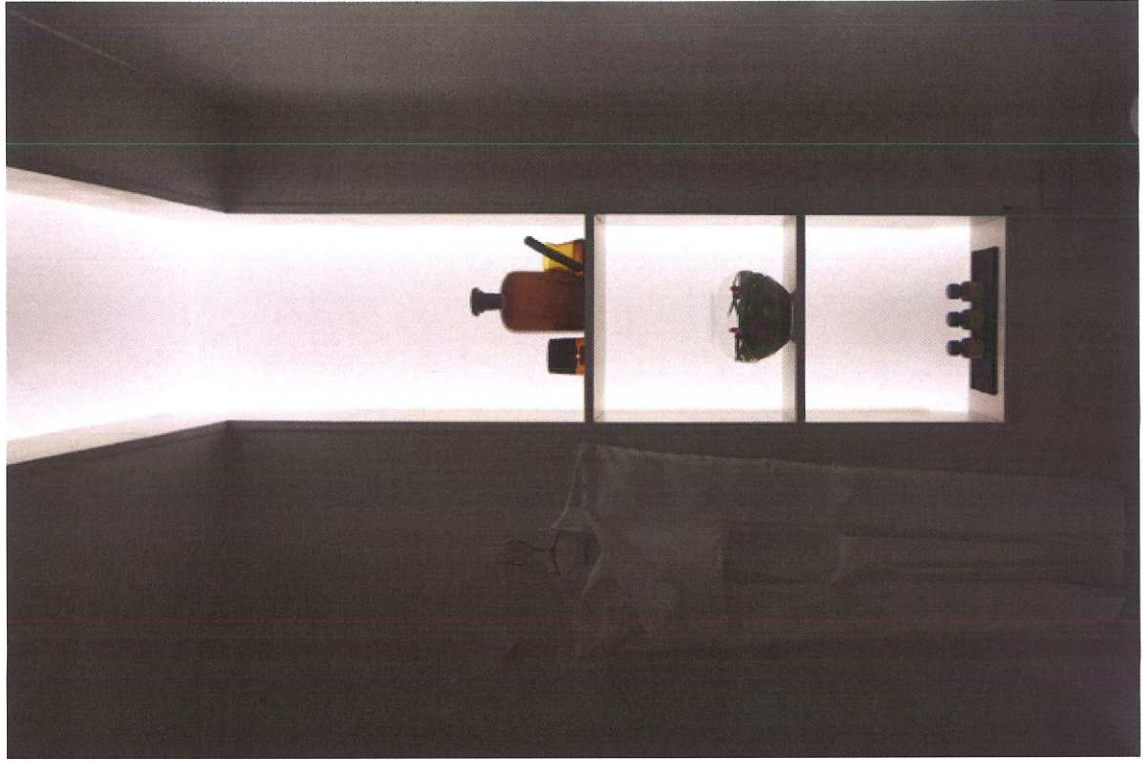
The focal point to the lobby lounge is the fireplace and hearth. A variety of lounge seating will fill this space which is themed around comfort, relaxation and a space to soak up the atmosphere of NOBU Hotel Shoreditch. The materiality of the lobby flows through the lounge, where the addition of tactile wall covering wraps around the fireplace, creating a unique chimney breast as the main focal point.

NOBU HOTEL SHOREDITCH	P1508 / D010	NOBU HOTEL INTERIORS
studiomica	FIRST ISSUE	17 / 11 / 2016
© 2016		10 OF 31



NOBU HOTEL SHOREDITCH studiomica	GUEST ROOM TYPE A	P1508 / D010 FIRST ISSUE	NOBU HOTEL INTERIORS 17 / 11 / 2016	15 OF 31
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GUEST BATHROOM





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GUEST ROOM TYPE B

P1508 / D010
FIRST ISSUE

NOBU HOTEL INTERIORS
17 / 11 / 2016 19 OF 31

Nobu Hotel Shoreditch commissioned a series of 22 paintings that will become a surface material used as part of the guest room interior design scheme. 14 of these will feature in the guest rooms on the sliding screen. The other 8 paintings are for exclusive exhibition in the Suites.

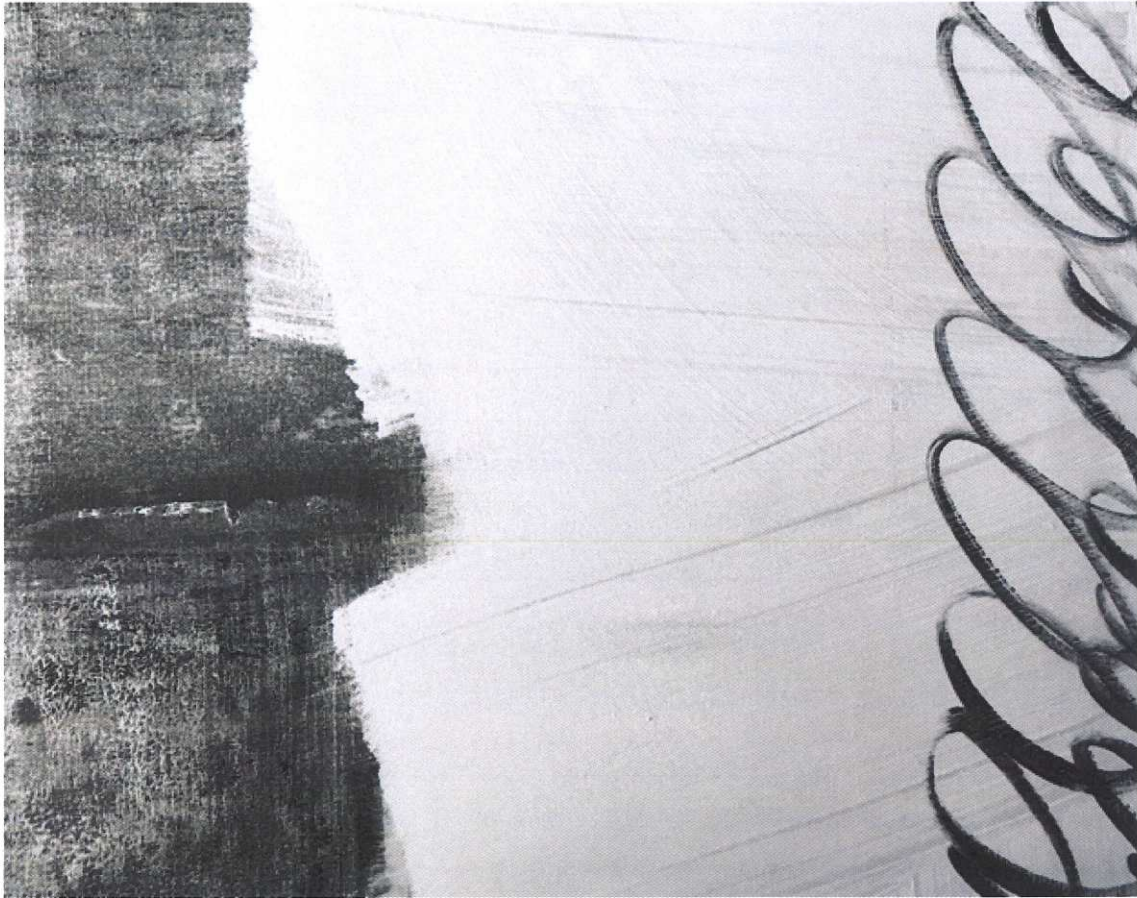
The series of paintings is titled 'Taizu', which translates from the Japanese expression meaning to 'stay'. This directly relates to the residing in a hotel room, beckoning the guest to take time to reflect on the work presented to them and, in essence, created for them.

The works have been created to be textural interventions into each of the hotel's 150 guest rooms. Immediately influenced by both London and Japan, the paintings are formed of expressive brush strokes, layered paint effects and bold graphical ink lines.

Once completed, the paintings are photographed and then reproduced at an oversized scale. This process enlarges each brush stroke, forcing the works to exaggerate their natural expressive detail.

The oversized prints are then fixed to a sliding screen in the guest room, which forms the curtain over the room's glazed window. An intervention then takes place on each of the artworks, a layer of abstract gold leaf adds uniqueness and integrity to each installed artwork.

The art is created by London based artist Sichi and the project is managed by Visible Art Curated: www.visibleartcurated.com





NOBU HOTEL SHOREDITCH studiomica	NOBU HOTEL INTERIORS 17 / 11 / 2016	P1508 / D010 FIRST ISSUE	22 OF 31
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