

PREMIUM

DESIGN

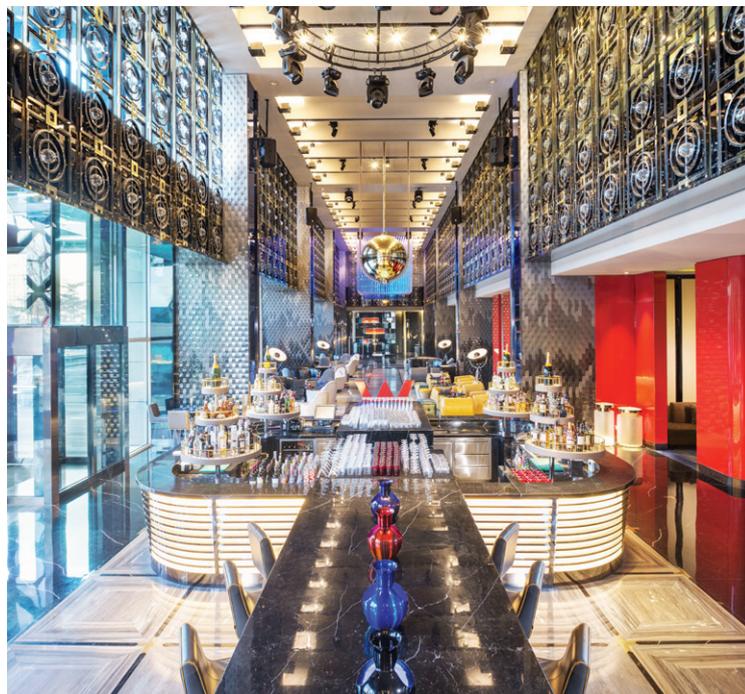
PLUS

START

Villeroy & Boch
1748

PROJECTS

REFERENCE PROJECT W Beijing Chang'an, Beijing



HOTEL & RESTAURANT

Innovative design hotel for a trendy target group

The W Beijing Chang'an Hotel in Beijing is hip, loud, colourful, modern and furnished to an exceptionally high standard. The designer hotel with its 349 rooms was designed by international architectural firm RTKL, while its original and eye-catching interior design is the work of AB Concept of Hong Kong. Together they form a dynamic overall concept that combines design, art and music for the hotel's fashionable guests. Even the public toilet facilities are eccentrically and creatively equipped with high-quality finishes, polychrome marble, refined mirror effects and modern sanitary ware from Villeroy & Boch's Architectura, Subway and Loop&Friends collections.

Bautafel

Project name:	W Beijing Chang'an www.starwoodhotels.com
Location:	Beijing, China
Year of completion:	2014
Client:	COFCO Land Holdings Limited, renamed Joy City Property Limited www.en.joy-cityproperty.com
Architects:	RTKL Architectural Design Consulting, Beijing, www.rtkl.com
Interior designers:	AB CONCEPT, Hong-Kong www.abconcept.net
Building task:	Fitting out the public toilet facilities
Products:	ARCHITECTURA WC + Washbasin + Accessories SUBWAY Urinal LOOP&FRIENDS Washbasin

Pictorial material: W Beijing Chang'an

REFERENCE PROJECT W Beijing Chang'an, Beijing

All the W Hotels in Starwood's international hotel chain have a strong design orientation, futuristic architecture, and stylishly combine art and lifestyle, comfort and luxury. This is also true for the five-star hotel W Beijing Chang'an, which with its colourful media facade - which can display an oversized „W“ - draws attention to itself from afar in Beijing's downtown area. The international chain's hotel is centrally located in China's capital city - close to world-famous landmarks such as the Forbidden City and Tiananmen Square. The inner-city diplomatic and business district Chaoyang is characterised by a very urban mix of glass skyscrapers and ancient attractions, modern shopping centres and traditional markets, and vibrant city life and quiet temples. The district, just like the city of Beijing itself, is enormously multi-layered. Here tradition meets modernity, luxury meets simplicity, locals meet tourists, and modern culture meets ancient rites. All these contrasts and tensions seem to enrich each other and give the city its special charm.

Various materials and colors set highlights

The same applies to the architecture and design of the W Beijing Chang'an hotel complex. While the hotel's architecture, designed by the international architectural firm RTKL, which also has an office in Beijing, consists of a relatively simple volume, a striking backlit media facade and the scenic embedding of the volume immediately make it stand out. Amidst the urban density of the city, the entrance and access zone is preceded by an open atrium that is one storey lower and which has been designed as a sheltered open space and gardens. Striking three-dimensional glass facades are combined with wooden terraces and mosaic tile compositions, silver and gold room installations, artistic brick facades and plants. Everything is additionally enhanced by a powerful lighting concept.

Design at its best

The interior, too, seems to follow this credo of diversity and opulence. The entire hotel is shown off to marvellous effect by AB Concept from Hong Kong with spectacular installations, vivid colours, unusual materials and a dynamic lighting concept. All the public areas, including the lobby and restaurant, business centre, fitness and spa areas and naturally the panoramic lounge on the top floor, surprise with their superlative design. This also applies to the 349 exclusive rooms, whose design, while being somewhat more subtle, is no less avant-garde. The all-glass facade and floor-to-ceiling windows mean that all rooms enjoy a spectacular view of the city. In addition to being fitted with high-quality materials, all rooms are equipped with smart-home functions and automatic control technology as well as luxurious marble bathrooms.

The W Beijing Chang'an focuses on absolute luxury, and therefore it is no surprise that the service areas, too, such as the public toilet facilities have unexpected designs and premium-quality products right down

to the finest detail. The areas have been clad with marble, including polychrome marble in some cases. Additional mirrors in combination with the reflective surfaces and a clever use of light together create spectacular effects, and Villeroy & Boch's sanitary ware from its Architectura, Subway and Loop&Friends collections is embedded into these.

The W Beijing Chang'an - just like the clientèle it is aimed at - is young, colourful, noisy and modern, technology- and media-savvy - and just a little bit different to other hotels.



Pictorial material: Villeroy & Boch