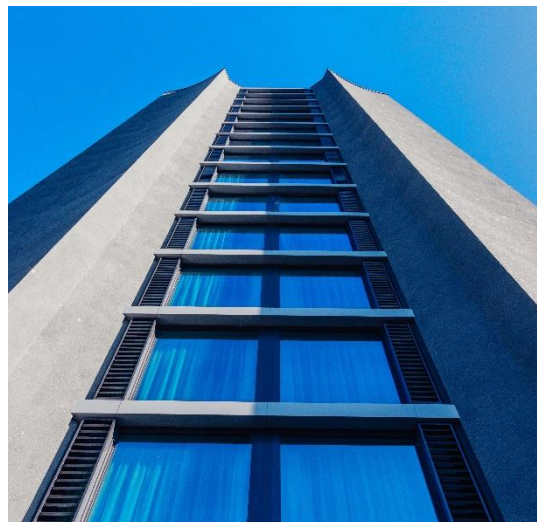


## REFERENCE PROJECTS NEW CENTURY HOTEL, FRANKFURT/OFFENBACH



### HOTEL & RESTAURANT

#### Chinese culture and history meet modern interior design

Traditional Chinese hospitality in a modern interior: the New Century Hotel in Frankfurt/Offenbach welcomes its guests with the relaxed and elegant style of a country with a thousand-year-old culture and history. The completely modernised 4-star Plus establishment is the first German and European hotel project by the Chinese New Century Hotel Group which, with 197 hotels and over 50,000 bedrooms, is the largest privately operated hotel group in the upper star category in China. As part of a general modernisation of the 1970s hotel building, some fundamental structural and functional renovations were carried out, including the installation of Villeroy & Boch bathroom collections and tile series in guest bathrooms, public toilets and wellness areas.

The Chinese New Century Hotel Group purchased the hotel premises of the former Golden Tulip Hotel in Offenbach-Kaiserlei in 2013 and commissioned the Hamburg-based architectural practice ANSSP with design, approval, implementation and detailed planning as well as coordination during construction.

#### CONSTRUCTION SITE BOARD:

<b>Project name:</b>	New Century Hotel
<b>Location:</b>	Frankfurt-Offenbach, Deutschland
<b>Completion:</b>	2016
<b>Client:</b>	New Century Investment SARL <a href="http://www.newcenturyhotelseurope.com">www.newcenturyhotelseurope.com</a>
<b>Architects:</b>	Architekten Naeve Schroff Schäfer Partnerschaft mbB <a href="http://www.anssp.de">www.anssp.de</a>
<b>Products:</b>	<p> <a href="#">Architectura WCs</a>  <a href="#">Architectura Urinal</a>  <a href="#">Architectura Washbasins</a>  <a href="#">Loop &amp; Friends Washbasins</a>  <a href="#">Loop &amp; Friends Baths</a>  <a href="#">O.novo WCs</a>  <a href="#">O.novo Washbasins</a> </p> <p> <b>Tiles:</b>  <a href="#">TRIBUTE (Unit One, Two, Three)</a> </p>

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### Complete renovation of the existing building

The project scope encompassed a comprehensive update and extension of equipment and appliances, energy improvements and cosmetic work on the facade, a redesign of the entire entrance area both inside and outside, restructuring of the three lower floors and modernisation of the bedrooms.

Taking into account the existing basic supporting structure, visual orientation and the 4-star Plus quality standard, the ANSSP team worked out a multi-step concept to enhance the entire hotel structure and streamline internal processes while maintaining the highest possible number of bedrooms and suites. Extensions to public areas such as the lobby, gallery, conference and restaurant areas also resulted in the creation of a 2-storey entrance hall. The execution plan needed to link the existing building with the new constructions. The design also needed to be planned in cooperation with the Chinese interior designer.

### Sanitary ceramics and tiles from Villeroy & Boch

The result is an elegant and comfortable atmosphere in which the Villeroy & Boch products are seamlessly integrated. To reflect the individual interior design in the rooms and suites, the planners selected items from different bathroom collections. The selection included accessible Vita washbasins and toilets as well as urinals from the Architectura professional series, combining an impressively puristic and timelessly modern design with innovative functionality to set new standards for hygiene, efficiency and maintenance.



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The comprehensive product portfolio offers country-specific solutions in compliance with national standards for projects of all sizes and opened up great design scope for the planners. Design highlights were also provided in the form of the Loop & Friends undercounter washbasins and washbasins from the O.novo series.

Villeroy & Boch tiles also feature on the walls and floors of all the guest bathrooms in the 223 generous and stylishly furnished bedrooms and suites, as well as in the public toilets and wellness areas.



The TRIBUTE stoneware concept was selected, in a size of 30 x 60 cm and in the colour beige, for its authentic natural stone look. The wall tiles are unpolished and the floor tiles have an anti-slip class of R10 to ensure safe grip. A special version with an anti-slip class of R10/B was installed in the shower areas to meet all requirements for wet and barefoot areas.

The back-up and staff areas also feature Villeroy & Boch tiles from the UNIT ONE, UNIT TWO and UNIT THREE series. An ideal choice for professional applications, with modular sizes of 5 x 5 cm to 30 x 30 cm and different shapes for wall and floor connections.