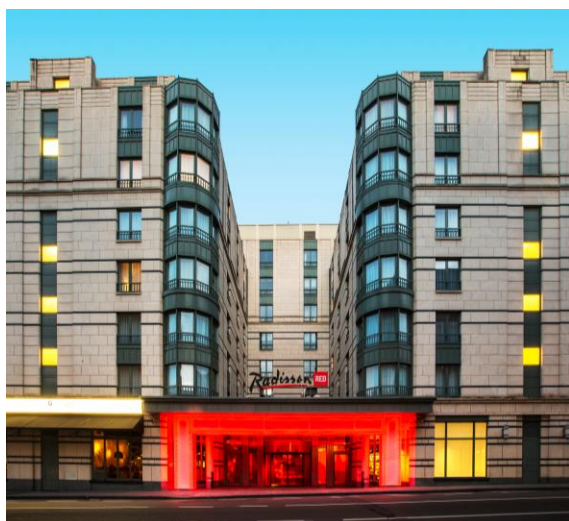


REFERENCE PROJECTS THE RADISSON RED BRUSSEL



HOTEL & RESTAURANT

Artful Creativity of Radisson RED Brussels Sets a New Industry Standard

Opened in the Spring of 2016 in Brussels as the world's first Radisson RED – the new hotel line of Carlson Rezidor Hotel Group – this hotel concept does away with traditional standards.

Designed by the Carlson Rezidor Hotel Group and Edinburgh based design studio Graven, conventional spaces and divisions are replaced with multi-purpose floating spaces and plentiful opportunities for digital interaction.

Located in the city's European Quarter, the hotel is only a 13 minute walk away from the Royal Palace of Brussels and 12 km from the airport. Upon arrival, a boldly framed red entrance draws visitors into an open lobby that immediately sets the tone of the space. Loosely organized with modular furniture and screens, the hotel's multifunctional ground floor can be easily rearranged for any occasion.

BUILDING BLOCK:

Project name:	Radisson RED Brussels (https://www.radissonred.com/brussels)
Location:	Brussels, Belgium
Completion:	Spring 2016
Client:	Carlson Rezidor Hotel Group
Architects:	Graven (www.graven.co.uk)
Interior Architect:	Interiors International (http://interiors.com.ua)
Products:	Architectura MetalRim shower tray, Metric Art washbasins, Subway 2.0 DirectFlush WC, Architectura Bathtubs

REFERENCE PROJECTS The Radisson RED Brussel

The modern and bold design creates a lively and informal atmosphere where combining business and pleasure is more than welcome. The open space is surrounded with Events & Games Studios where daytime meeting and conference facilities turn into entertainment rooms for table tennis, pool, shuffleboard or cinema screenings at night.

To add a unique and fresh edge, Carlson Rezidor and Graven invited local comic book illustrators Wauter Mannaert and Max De Radigues to decorate the walls and the furniture with large-scale drawings. This reference to Belgium's rich history of comic book illustration is a great fit with its vibrant surroundings.

The hotel offers 149 spacious, bright and flexible studios in three different types: Studio, Corner Studio with generous bay windows and Studio Suite. Within these studio rooms, customization and an arty style are the main design principles.

These principles are expressed through customizable furnishings, the graphical look of illustrated walls and wardrobes, as well as fantastic 8-bit graphics made of mosaic bathroom tiles that pay a tribute to the famous Belgian surrealist René Magritte. Modern flat rimless shower trays from Villeroy & Boch's Architectura MetalRim series ensures the feature walk-in shower fits in beautifully with the seamless flow of space that surrounds it.

Furthermore, Villeroy & Boch's Subway 2.0 WCs with rimless DirectFlush technology as well as the Metric Art washbasins with dirt-resistant CeramicPlus surface provide innovative hygienic features with contemporary design.

Redefining the concept of the standard hotel from furniture to fittings, the Radisson RED creatively and artfully establishes a new standard for the industry.

