

HOTEL BARCELÓ

BY GABRIEL SANTOS PLANUNG + DESIGN

NORDIC IDENTITY - INTERVIEW WITH SNØHETTA

A LOOK AT THE FAMOUS GRAND
HOTEL EUROPE IN ST. PETERSBURG

AS SPECTACULAR AS POSSIBLE - TRAVEL ARCHITECTURE

SPAIN IN THE NORTH

“Modern Spain meets elegant Hamburg” was to be the motto for the house of exclusive Spanish hotel chain Barceló in Hamburg. And indeed the fusion between Northern understatement and Southern lightness of touch works very well. Many details of the interior design concept reflect the fusion, from coloured ceiling patterns through to lampshades printed with motifs of Hamburg.

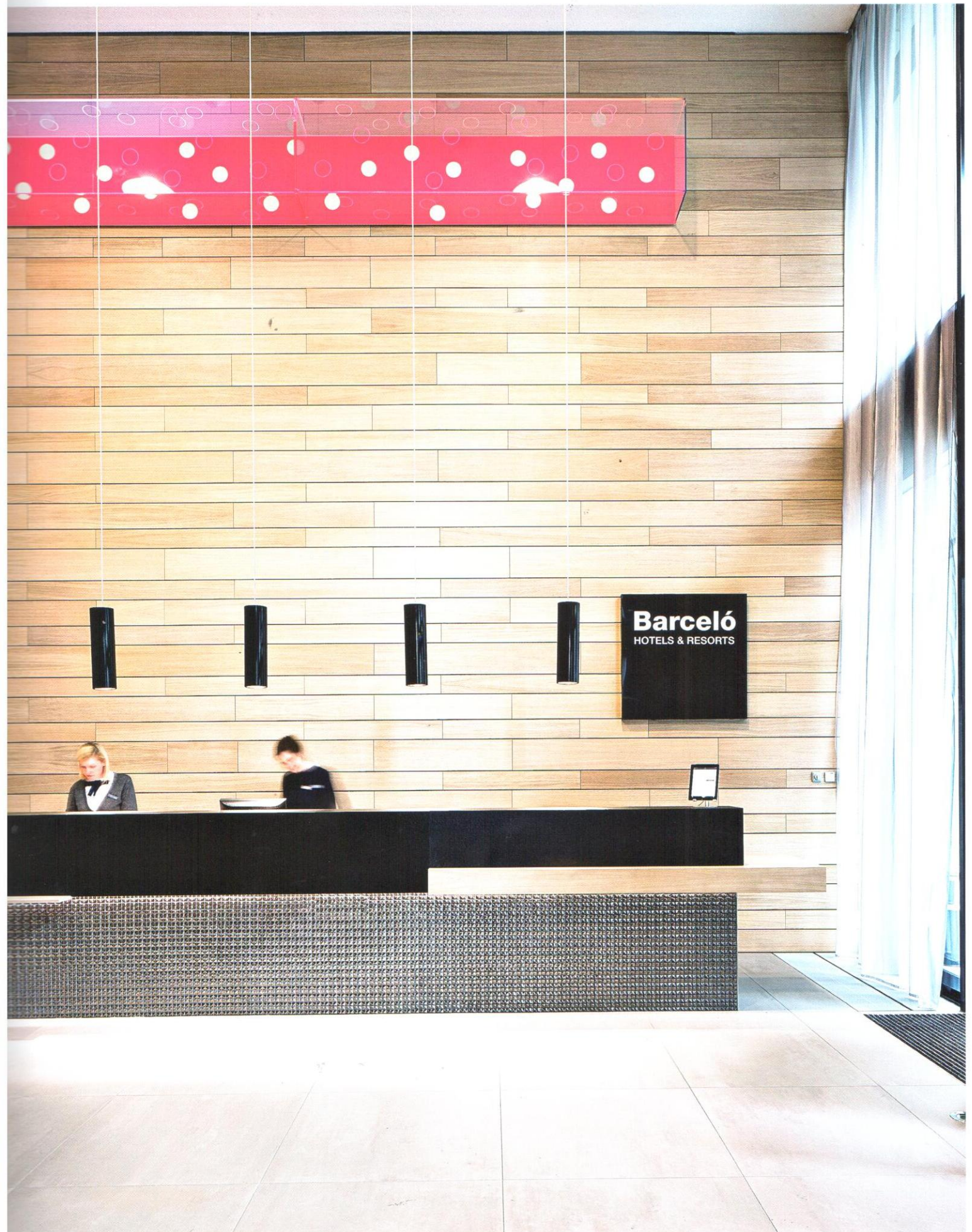
Text: Cornelia Krause • Photos: Marco Floris, Berlin; Barceló Hotel Group

Location, location, location ... this estate agent’s mantra also holds true for hoteliers. Especially in those cities the tourists love there is increasing rivalry to fill beds. However, the focus is less on rucksack travellers and more on well-heeled clients. Spanish hotel chain Barceló, which owns houses the world over, also wanted to be present in Hamburg. For its first hotel project in Germany the company succeeded in garnering one of the prime sites in the booming Hanseatic city. Before the surge in demand for housing, areas in the vicinity of railway stations were deemed more as dingy. This was also true of Ferdinandstrasse and the parallel streets Raboisen and Rosenstrasse, north-west of the main station. Parking spaces and office buildings but also narrow streets defined this quarter that has since undergone a facelift, especially as the boulevard Jungfernstieg and the River Alster are just a few hundred metres away.

Wash stands and shower cubicles as room dividers

Where once a demolished car park stood in Ferdinandstrasse an eight-storey building with two glazed staggered uppermost storeys now towers up. Light sandstone panels and windows of varying widths with black frames structure the facade. The glazed base means that passers-by can see deep into the hotel’s interior. As for the hotel concept it appears as clear as its outer shell. It aims to cater largely to business people but also to tourists who set a

premium on quiet and comfort rather than dazzling interiors. S family-owned, the firm appreciates the Hamburg understatement and coined the slogan “modern Spain meets elegant Hamburg”. Gabriel Santos Planung + Design, an interior design firm based in Sóller, Mallorca, does justice to this statement: For the rooms (just under 200) and public area the architects chose muted colours white, beige and brown tones, which are now and then contrasted with orange-coloured (wall) elements. The owner emphasised the planning, which is seen in the direct connection between the room and bathroom. Carpets or white parquet flooring merge seamlessly with the large and small tiles of the bathrooms. The superior shower cubicle with glass walls acts as a visual partition but preserves the room’s open-plan feel. Creating this fluid transition between bedroom and bathroom is an ingenious way of exploiting available space and conveys an impression of spaciousness and openness. Apart from the two rooms for persons with mobility restrictions all other rooms heed the same design principle. Hotelier experience says that the comfort of the bed and bathroom are decisive for a guest recommending or choosing a hotel again. Everyone is happy to return to the luxury suites in the glazed stacked storey. It is not just that you can gaze at Hamburg’s starry sky when falling asleep; the roof terrace also invites guests to linger there. From here it is even possible to watch sailboats on the Alster.



Barceló
HOTELS & RESORTS



The canopy of flat, round luminaires presents the bar and restaurant in the right light

Hamburg motifs on the lampshades

All the public functions a hotel needs are housed in the two-storey podium. In the spacious lobby the fluorescent art by Regine Schumann is an eye catcher. High above reception hovers a pink-coloured body that begins to glow at dusk with the help of black light transforming the daytime business atmosphere into a nightlife mood. From the long reception counter on a black vitreous mosaic base, guests can walk directly to the restaurant, where breakfast is also served every morning. The canopy of flat, round luminaires makes for a cosy atmosphere. On closer inspection, one can discern themes of Hamburg on the shades – an homage to the location. By contrast, the wine lounge adjoining the bar underscores the hotel group's Spanish identity. With its characteristic wall and ceiling panels it has become a popular meeting place. Floral motifs were carved into the metal tiles manufactured on Mallorca. While for the floor tiles the pattern is lasered as a broken line to prevent guests tripping, the wall panels are backlit in alternating colours. They immerse the room in a pleasant light making for a particularly agreeable mood in the evening.

In Barceló the first floor with a total of 280 square metres accommodates six conference rooms. Fitted with the very latest technical equipment they can be used singly or in combination to suit any group size. Another aspect that distinguishes the hotel is the way it caters for those with special needs. Indeed, the Barceló has already received several prizes for this.

Doubtless the hotel's restrained and timeless elegance will outlast the one or other stylish hotel. With their concept the interior designers not only reflect the trend to merge bathroom and sleeping area. "Guests should experience the hotel as a place where they can try out seemingly unusual spatial experiences", emphasizes the GabrielSantos office. "In principle, we are not only seeing a greater desire to travel, but guests also want to be forever discovering new things."



The interior designers fulfilled one of the owner's wishes by installing high-quality open plan shower cubicles

HOTEL BARCELÓ, HAMBURG

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Project partners

INVESTOR & OPERATOR

Barceló Hotels & Resorts

GENERAL PLANNING

GFB Alvarez & Schepers mbH

ARCHITECTS

Manuel Alvarez Fiedler, Berlin

INTERIOR DESIGNERS

Gabriel Santos, planung + design,
Sóller, Mallorca

Planning phase and site supervision:
Gabriel Santos and Susanna Thomas



GabrielSantos planung + design

The office offers high-class planning services and places great emphasis on site supervision. This allows the architects to ensure the smooth coordination of interior design and architectural planning and the local procedures in the permission phase. In the past the architects have successfully represented the interests of German and Spanish owners in private buildings, store projects and hotel projects.

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