



A TIMELESS DIALOGUE

NOBU HOTEL HAMBURG

IPPOLITO FLEITZ GROUP

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The Context

A NEW HORIZON

- » Sitting on 157 hectares, **Europe's largest inner-city urban development project** is underway.
- » With an anticipated 80,000 visitors per day, HafenCity's once **vibrant identity will be reignited**.
- » Complementing its maritime feel is an emphasis on **quality, sustainability, and social mixing**.
- » A collaboration between David Chipperfield Architects and Studio Other Spaces reveals **a new landmark** for the city of Hamburg.
- » 245 meters into the skyline, the Elbtower will stand as a dynamic **light sculpture**.
- » Germany's third largest building will combine **hotel, gastronomy, and workplace** to become a hotbed for social and economic exchange.



The Opportunity

NEW STEPS OF CHANGE

» Nobu Hotels blend **modern-cool luxury** and **minimal Japanese tradition** into the concept of a **lifestyle hotel**.

» Each hotel provides a **local experience** with contemporary designs that draw from the local context.

» The concepts are curated to ensure that **every property is unique**.



Our Vision

CONNECTION & EXCHANGE

Nestled between the city and the sea, Nobu Hamburg will maintain a strong cosmopolitan focus, providing the perfect platform for **cultural, commercial and experiential exchange**.

A composition of thresholds and anticipatory transitions will bring the layers of the exterior inwards. Through this façade, one will take in the **diversity of activity, topography, and history** unique to HafenCity.



ACTIVATION OF PUBLIC SPACE

The concept of a lifestyle hotel comes together in a harmonious exchange of form, function, and materiality - inspired by the history and physical context of HafenCity, adapted to the asian cosmopolitan aesthetic of the Nobu brand. By connecting these themes with art, technology, and commerce, **all public spaces will be commercially activated to ensure the best possible ROI for both, Signa & Nobu Hotels.**

From the ground level up, the Nobu hotel will be a portal to yet another exciting chapter in the city's history.





Facts

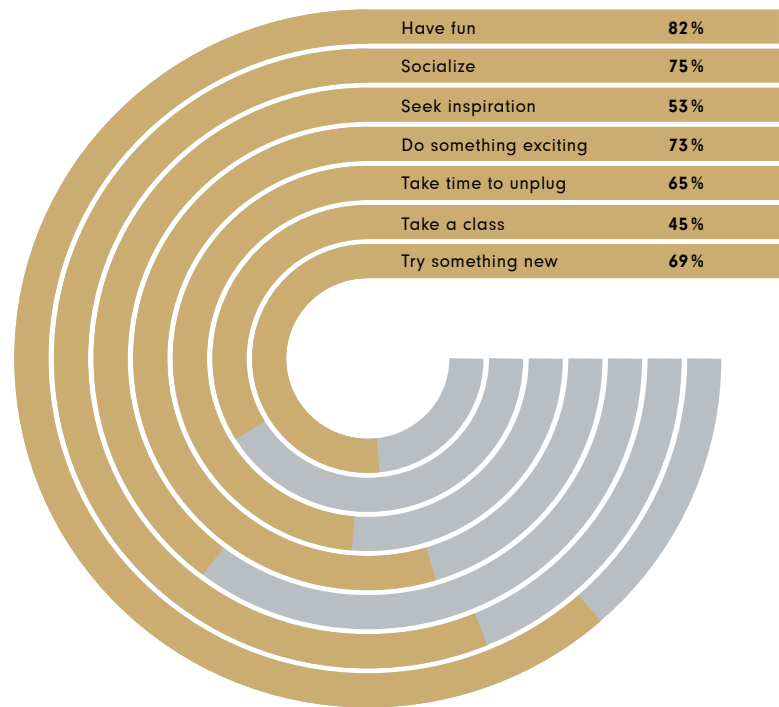
TODAY'S HOTELS ARE THE EMBODIMENT OF OUR EVERYTHING/EVERYWHERE LIFESTYLES

» Hotels and hospitality spaces **have long been at the vanguard of design and lifestyle trends**, inspiring aesthetics that permeate our homes and workplaces.

» **The challenge for hoteliers: accommodating this increasingly wide range of intentions and activities** while maintaining individuality and authenticity in a market permeated by choice.

» The best hotels know that designing for today's everything/ everywhere customer doesn't mean being everything to everyone, however, **it does require a new approach to understanding what guests wants.**

HOW PEOPLE USE HOTELS —
Percentage of survey respondents who report doing each activity in hotels recently.



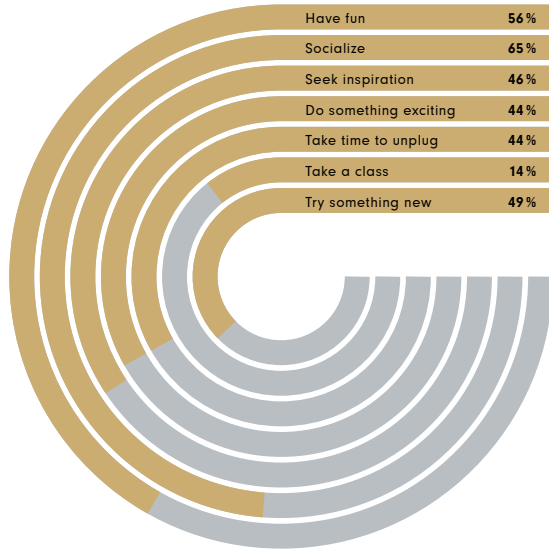


Facts

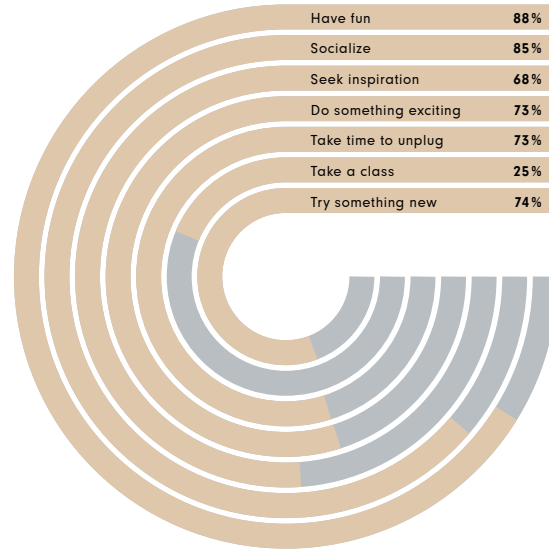
HOW OTHER SPACES COMPARE —

Percentage of survey respondents in each space type who report doing each activity in that space recently.

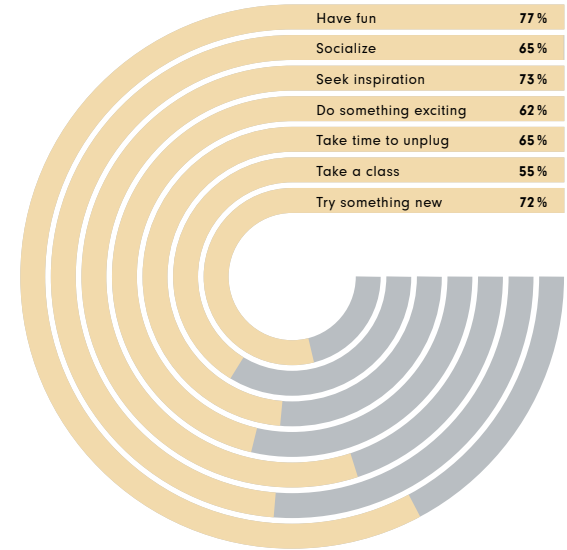
RETAIL



PUBLIC SPACE



WORKPLACE





Facts

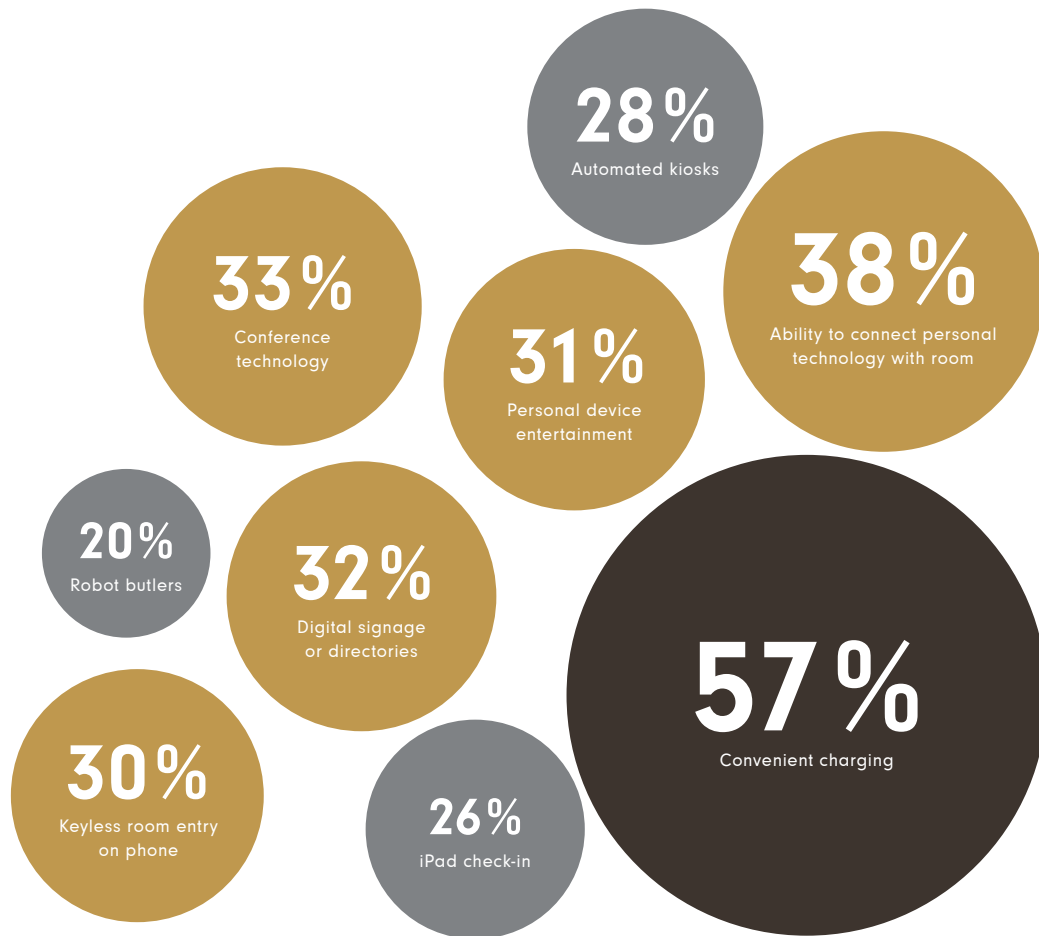
TECHNOLOGY IN HOTELS TODAY

As Wi-Fi becomes nearly ubiquitous, hoteliers have began experimenting with more interesting technologies, ranging from digital signage/directories to automated check-in and robot butlers. This diagram indicates the percent of respondents who noted the availability of each technology in their hotel.

THE DESIGN FACTORS THAT MATTER MOST —

The six most important design variables among the factors most predictive of a great experience:

BEAUTY
COMFORT
AUTHENTICITY
INTIMACY
INSPIRATION
LATEST TECHNOLOGY





Facts

THE BEST HOTELS SUPPORT BUSINESS, LEISURE, AND THE BLURRING LINE BETWEEN THEM

- » Business travellers are, however, more critical of the overall hotel and more likely to see their rooms as cluttered. Leisure travellers, by contrast, place importance on spaciousness, comfort, and the ability to host guests or other activities in their room.
- » **Business travellers are also more likely to use hotel amenities.** In fact, the pool was the only amenity leisure travellers used more.
- » For amenity usage, generational differences also prove significant – **Millennials use nearly every hotel amenity** at the highest frequency, and report doing a wider range of activities in hotels more often.
- » **This follows broader trends that show this age group as using all types of spaces for a wide range of activities – behaviour that our research also links to a higher overall quality of experience.**

BUSINESS VS. LEISURE

38%

of **business travelers** shared their experience on social media during their hotel/resort stay

25%

of **leisure travelers** shared their experience on social media during their hotel/resort stay

69%

of **business travelers** also did leisure-related activities during their hotel/resort stay

20%

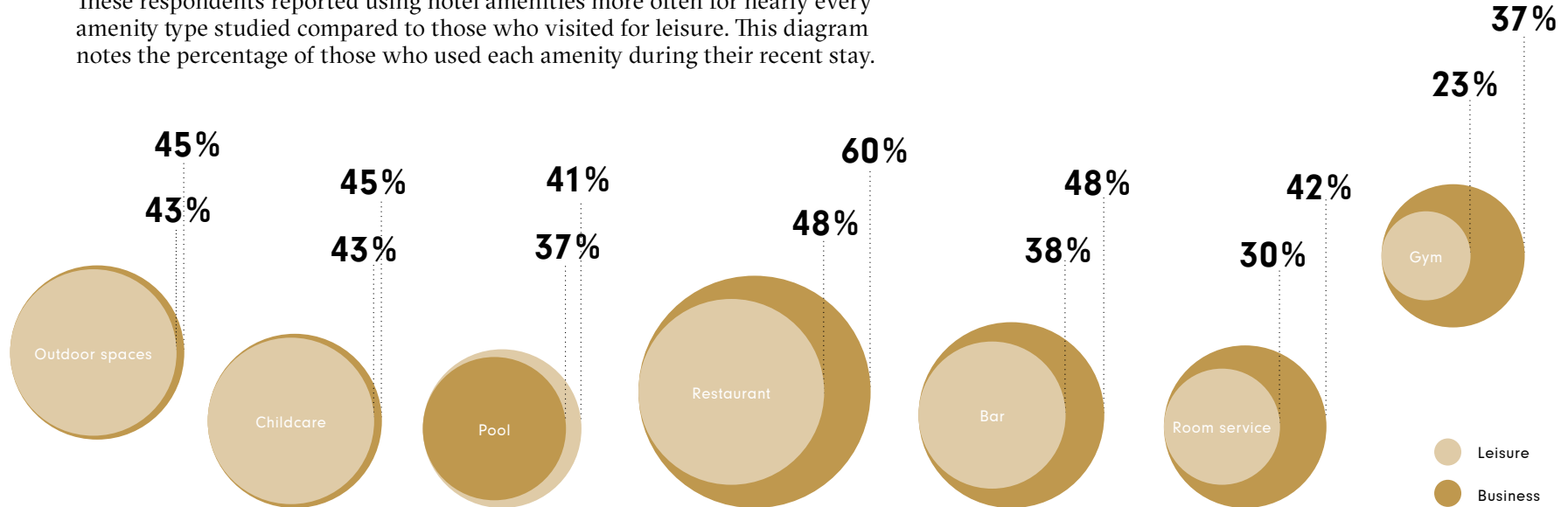
of **leisure travelers** also did business-related activities during their hotel/resort stay



Facts

BUSINESS TRAVELLERS ARE THE PRIME AUDIENCE FOR AMENITIES

Business travellers are using hotels for much more than a place to sleep. These respondents reported using hotel amenities more often for nearly every amenity type studied compared to those who visited for leisure. This diagram notes the percentage of those who used each amenity during their recent stay.





A DESIGN NARRATIVE IS NEVER A SINGULAR IDEA

The basis of a successful narrative is a combination of social, historical, and physical insights.

These findings are used to describe each hotel's unique context - stories which are brought to life in all guest touchpoints throughout the hotel.

A tailored design narrative is dimensionalized through the lens of the brand's specific DNA. Serving as a creative and experiential brief, it drives the hotel's architecture, planning, zoning, interior design, installations, materials, finishes, FF&E, programming, PR, and marketing.



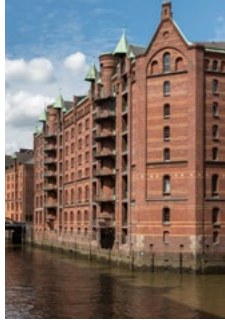
A high-angle, top-down photograph of a double helix spiral staircase. The staircase is composed of grey stone steps and is enclosed by a railing made of reddish-brown metal bars. The staircase winds downwards in a circular pattern, creating a series of concentric, overlapping loops. The walls of the staircase are made of large, square, light-colored tiles. At the top of the frame, there are several windows with white frames and yellow light fixtures. The overall lighting is warm and dramatic, highlighting the geometric patterns of the architecture.

HISTORICAL

From the Beginning



Trade —



Speicherstadt —

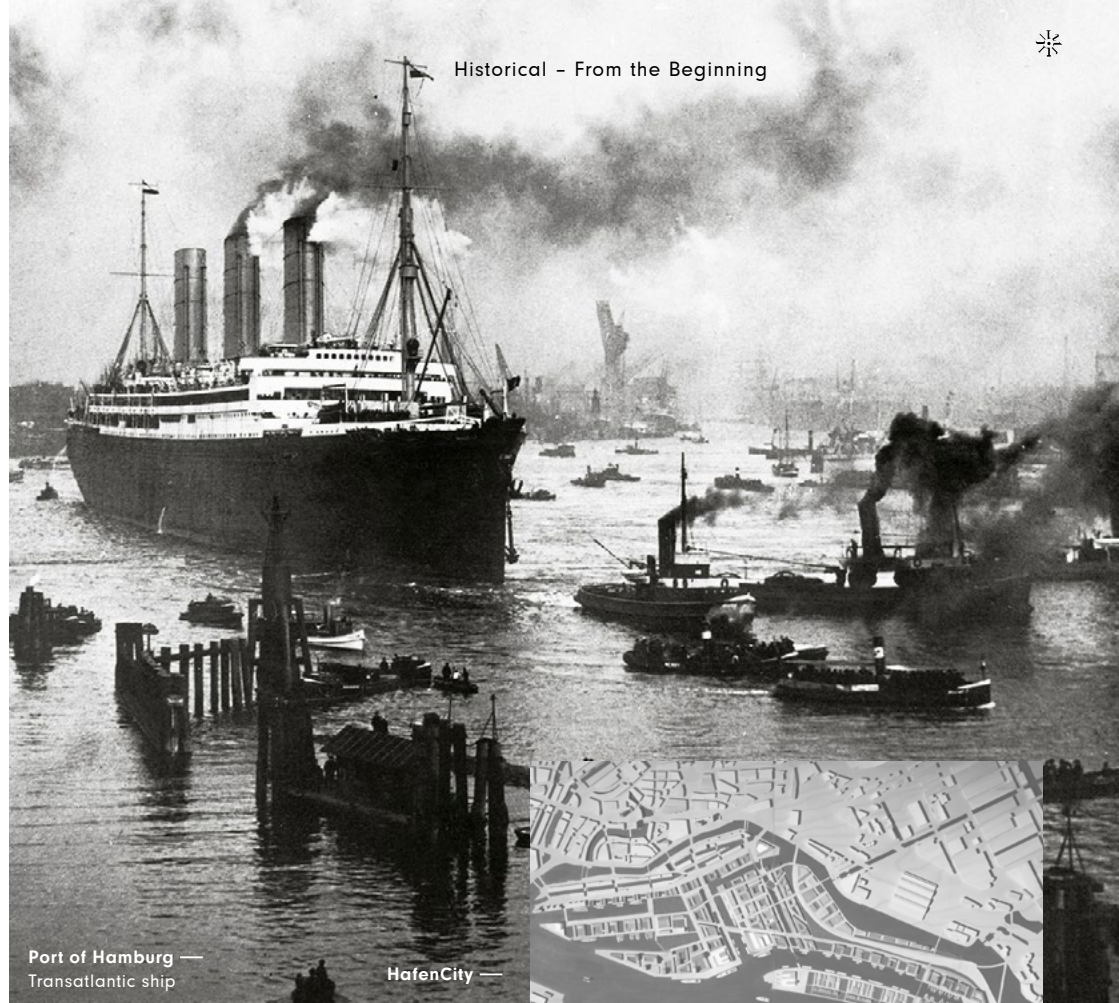
» Throughout history, the Port of Hamburg has been a significant place for **connection, exchange, and transition**.

» As a point of departure to the Americas, it was also a **gateway to the world** for many people.

» Established as a **free trading zone**, its **Speicherstadt** became the largest warehouse district in the world.

» The new **HafenCity** is located on the “Grosser Grasbrook” area of the former free port, which includes the contrasting Speicherstadt - now a UNESCO World Heritage Site.

» Carrying history forward will maintain a strong sense of **social identity** amidst transition into an exciting new chapter.



Historical – From the Beginning

Port of Hamburg —
Transatlantic ship

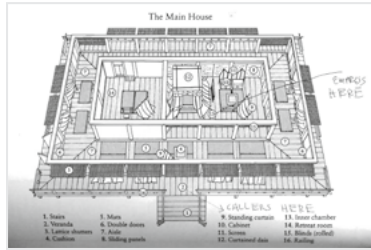
HafenCity —



The background is a detailed illustration in a traditional Japanese style. It features a central boat with three tiers of striped sails on a body of water with a repeating wave pattern. To the left, there are traditional buildings with tiled roofs and pine trees. The entire scene is rendered in a monochromatic purple and grey color palette.

SOCIAL

Drawing from Japan



OKU —

» The Port's long and rich history has embedded a culture of **connection, exchange, and transition** into the social fabric of Hamburg.

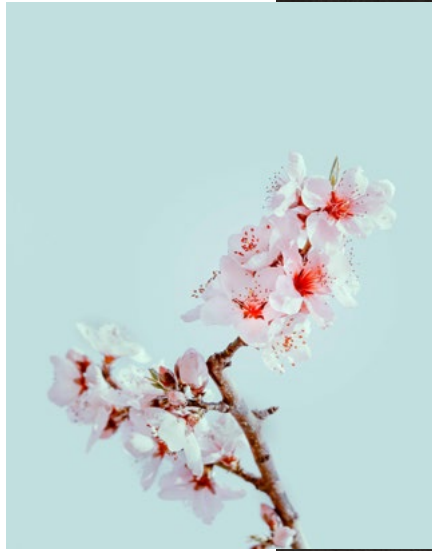
» Complementing the local identity are ideologies drawn from Nobu's roots in Japan, such as **Kokoro, Kintsugi, Oku, and Wabi-Sabi**.

» Kokoro - referring to **unification of the heart, mind, and spirit**, will define a point of touch down for locals and visitors alike.

» Kintsugi - referring to the **history and lifespan** of objects as something to be celebrated, will link the then and now.

» Oku - referring to the **increasing intimacy and layering of space**, will carry through the energy of transition which continues to drive this city.

» Wabi-Sabi - referring to the **beauty of age, imperfection, and change**, will celebrate the history and context of the Port through juxtaposed materiality.



Kokoro —



Kintsugi —



Wabi Sabi —



PHYSICAL

The Port lives On



Port —



Stone — “Der Alter Schwede”

Roofs —
green copper roofs

» Among the Japanese ideologies which will reinforce the local identity is the **beauty of age and imperfection**.

» Deriving from this concept, only such beauty could be found in Hamburg's **port-side elements**...

» the wearing of **copper roofs**, the forms unique to historical **Kontorhaus** buildings...

» the swaying **wooden ships**, the uneven textures of river-side **minerals**.

» A harmonious **composition between old and new - raw and finished**, celebrates the passage of time, and encompasses all that is the Port of Hamburg: **historically, socially, and physically**.

Reflections —
The horizon and the waterKontorhaus (1886-1938) —
Staircase


 CONTEXUAL
INSIGHTS/RESEARCH

HISTORICAL

Throughout history, the Port of Hamburg has been a significant place for connection, exchange, and transition. As a point of departure to the Americas, it was also a gateway to the world for many people. Established as a free trading zone, its Speicherstadt became the largest warehouse district in the world. The new Hafencity is located on the "Grosser Grasbrook" area of the former free port, which includes the contrasting Speicherstadt - now a UNESCO World Heritage Site. Carrying history forward will maintain a strong sense of social identity amidst transition into an exciting new chapter.

SOCIAL

The Port's long and rich history has embedded a culture of connection, exchange, and transition into the social fabric of Hamburg. Complementing the local identity are ideologies drawn from Nobu's roots in Japan, such as Kokoro, Kintsugi, Oku, and Wabi-Sabi.

- » Oku: increasing intimacy and layering of space
- » Kokoro: unification of the heart, mind, and spirit.
- » Wabi-Sabi: the beauty of age, imperfection, and change
- » Kintsugi: celebrating the history and lifespan of objects

PHYSICAL

Among the Japanese ideologies which will reinforce the local identity is the beauty of age and imperfection. Deriving from this concept, only such beauty could be found in Hamburg's port-side elements. A harmonious composition between old and new - raw and finished, celebrates the passage of time, and encompasses all that is the Port of Hamburg: historically, socially, and physically.

DESIGN NARRATIVE

A TIMELESS DIALOGUE

 CONTEXUAL
INSIGHTS/RESEARCH

 Port of Hamburg
Transatlantic ship


Speicherstadt



Trade



Hafencity



OKU



Kokoro



Wabi Sabi



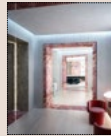
Kintsugi

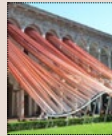
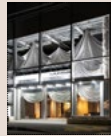
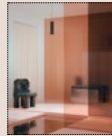


Port

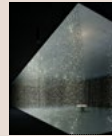

 Stone „Der Alter
Schwede“

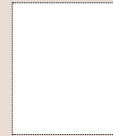
 Reflections in
water

 Kontorhaus -
Staircase & tiling

 Portals
connecting
interior spaces

 Warehouse
inspired retail
& bar shelves

 Pulling strings
& connecting

 Theatrical
touches of a
symphony


Layered Spaces


 Ephemeral light-
ing reflecting the
spirit of Kokoro

 Material Contrast
in transitional
Spaces


Boat seat


 Stone inspired
counters

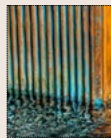
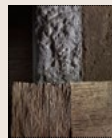
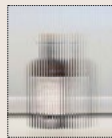
 Edge-lit glass
windows &
partitions


DIMENSIONALIZATION OF DESIGN

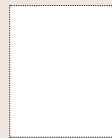
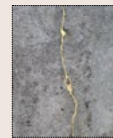
FORM & SPACE

2D DESIGN

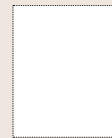
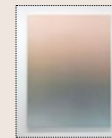
 EXPERIENTIAL &
PROGRAMMING

 Rugs inspired
by historic
tapestry

 Textures of
Time

 Exchange of
Craft, Style &
Material


Textured Glass


 Contrasting
Textures


Flooring Accent


 Rough wall
textures

 Fading Color
Textures

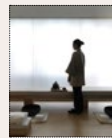
 Iconic blue
tiles

 Hotel Entrance:
Gateway and
thresholds

 Lobby: Aluminium
surfaces with
iridescent
gradients

 Restaurant:
Contrast of
Material

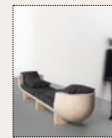
 Club: Sheers
are activated by
lighting

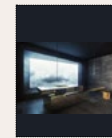
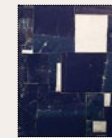
 Private spaces
in club house

 Spa: space for the
mind, body, &
soul to unite


Organic Texture



Reception Desk


 Ship inspired
design

 Rock inspired
sculpture in
public spaces

 Projections - bar
and lobby


Intricate tiling



LOBBY

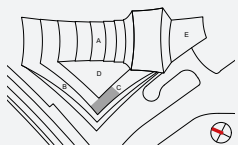
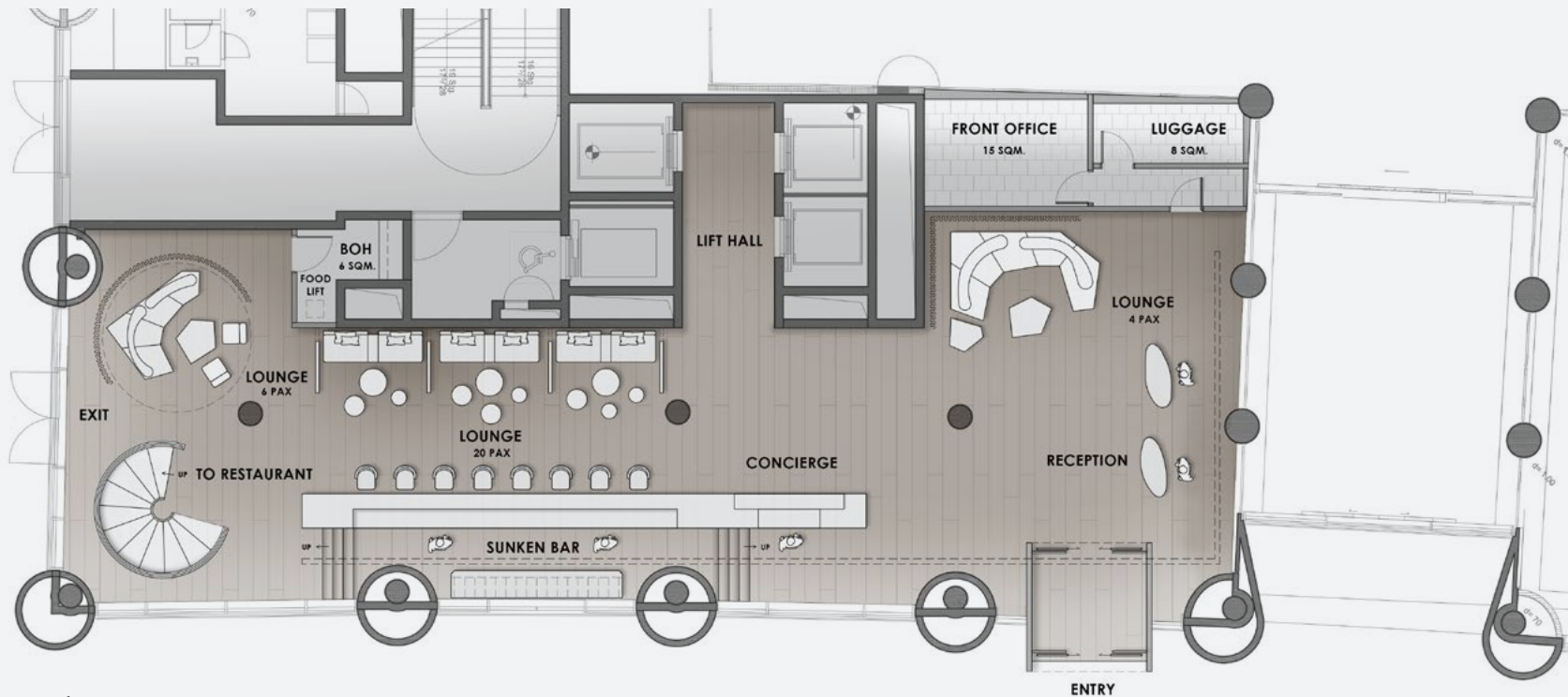
A Portal to the New





A GATEWAY TO NEW EXPERIENCES, CONNECTIONS, AND OPPORTUNITIES.

Social + Physical insights carry over Nobu's roots in Japan. Ideologies such as Kokoro, Kintsugi, and Wabi-sabi establish harmony in a composition of form and materials inspired by the local context.



The Entrance Portal —

Referring to the Japanese idea of Oku - the layering of spaces to create privacy - this threshold leads the guest into a new realm and offers a moment of discovery.

**inspiration**

DAS TOR ZUR WELT

Hamburg as a global point of exchange and transition





inspiration

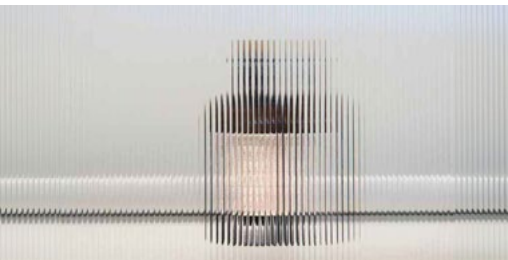
RAKU WARE
decorative gestures



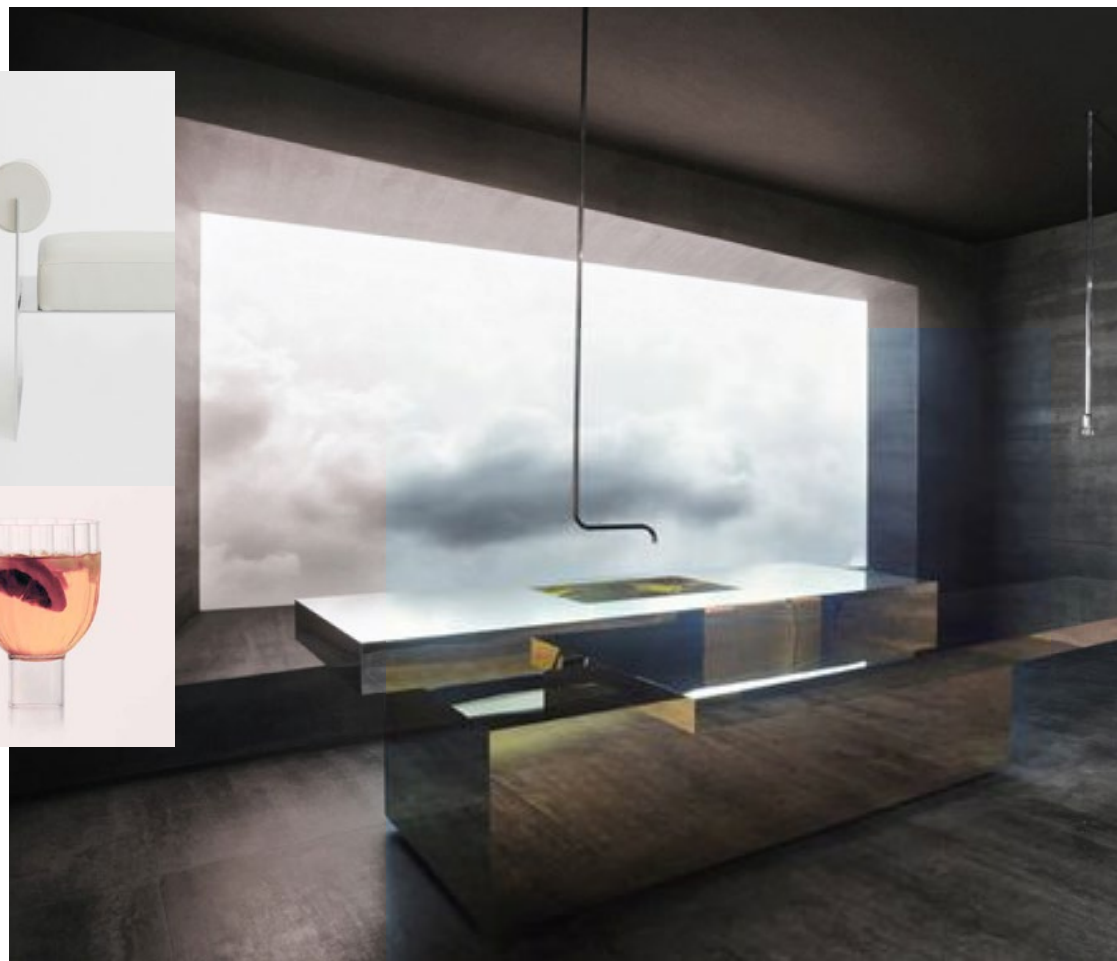
Set in scene —
a light sofa, subdued
lighting, drapery and
metallic patinas creating
a sense of cool drama

Metallic Geology





Layering & Translucencies —
lenticular layers create movement
in still objects

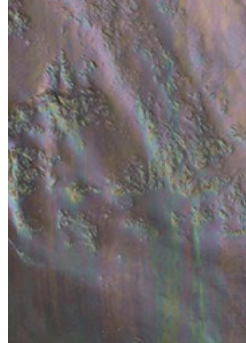


inspiration

HAMBURG'S EVERCHANGING SKY
Reflections and projections activate the bar area



Textures of time —
natural tones & metallic patinas reminiscent of Hamburg's historic layers, such as its iconic copper roofs. Sakura flowers to drive the emotional experience of celebration and communion



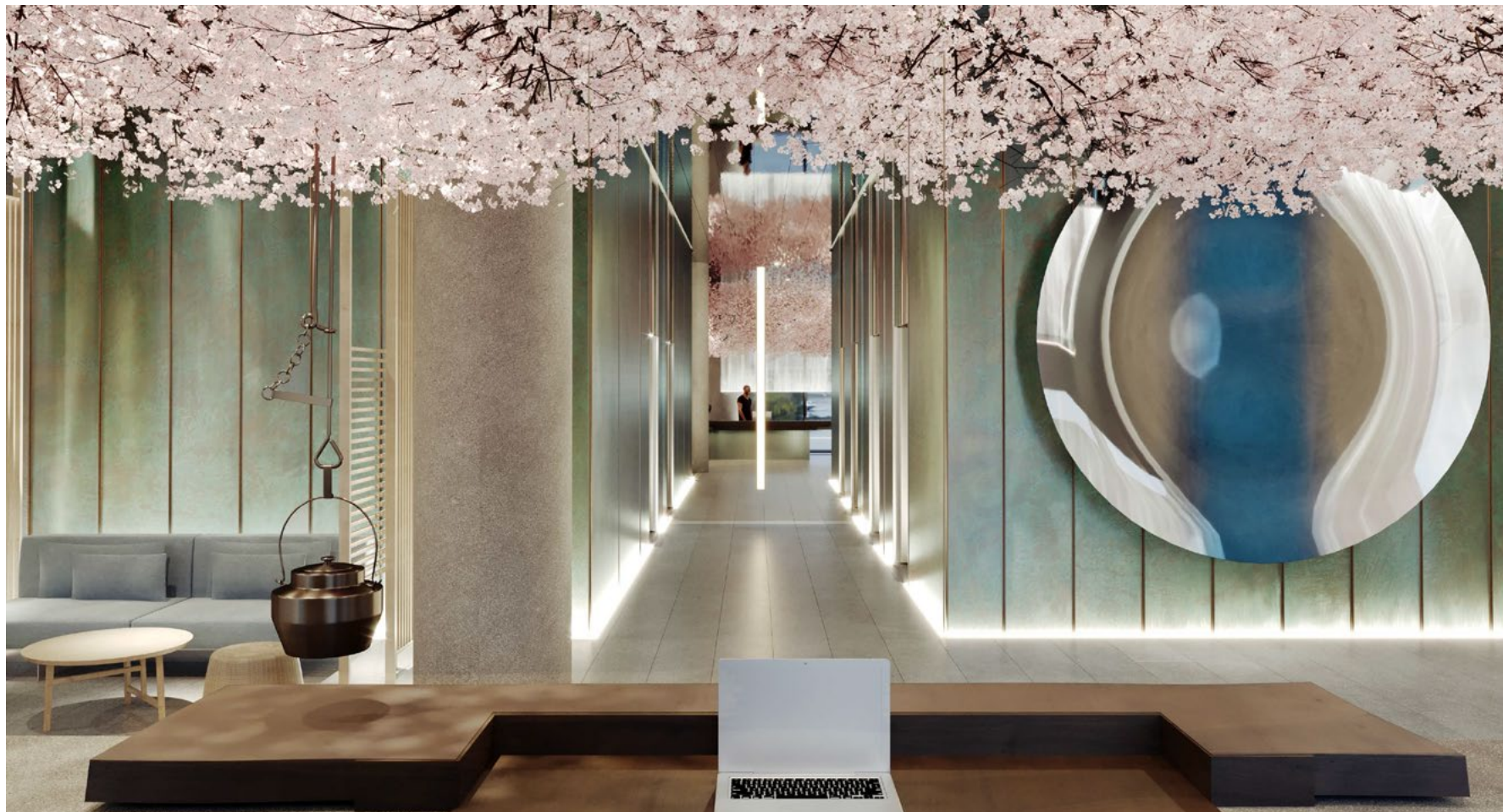
















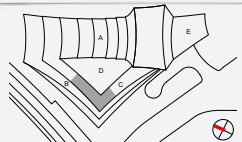
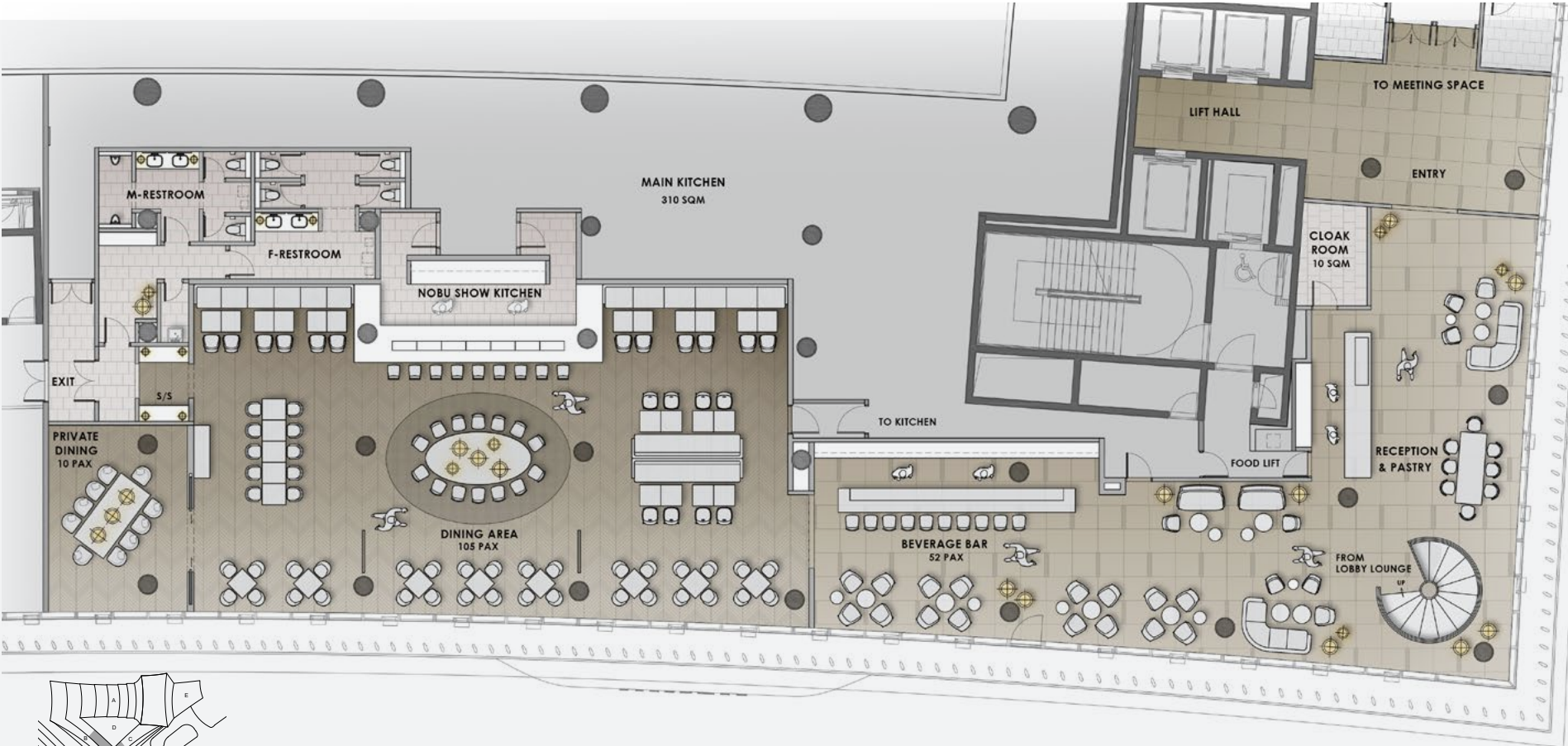
RESTAURANT

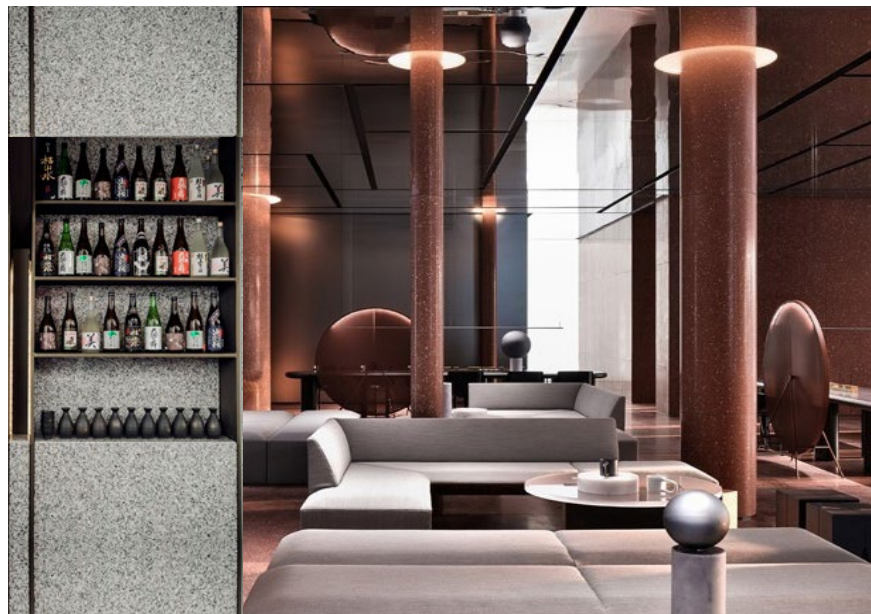
Drawing from Japan



PAYING HOMAGE TO THE BRAND'S ROOTS AND THE FOOD AT ITS HEART.

Social + historical insights are especially present in the restaurant - the heart of the Nobu brand. Drawing from the concept of Oku, screens and partitions establish a sense of depth as one moves through the space. Amidst them, elements from the former Kontorhaus district nod to the history of the Port of Hamburg.





Framing the view — a peak through the Oku-inspired portal reveals a contemporary lounge setting as the first section of the Signature restaurant.



Craftsmanship —
simple yet refined details.
Tatami inspired flooring pattern

TEXTURES OF TIME
a palette of natural textures accentuated with earthy tones and hints of blue



Chefs table —
a sculptural gesture



inspiration — KOKORO
the show kitchen taking centre stage as the heart of the restaurant



Glowing backdrops —
backlit panels





CONTRASTS
an interplay of natural finishes and Manga inspired wall art



hide & reveal —
layering the space with timber fins



inspiration

OKU

the Japanese art of layering











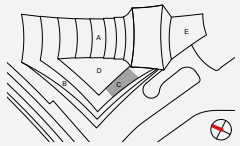
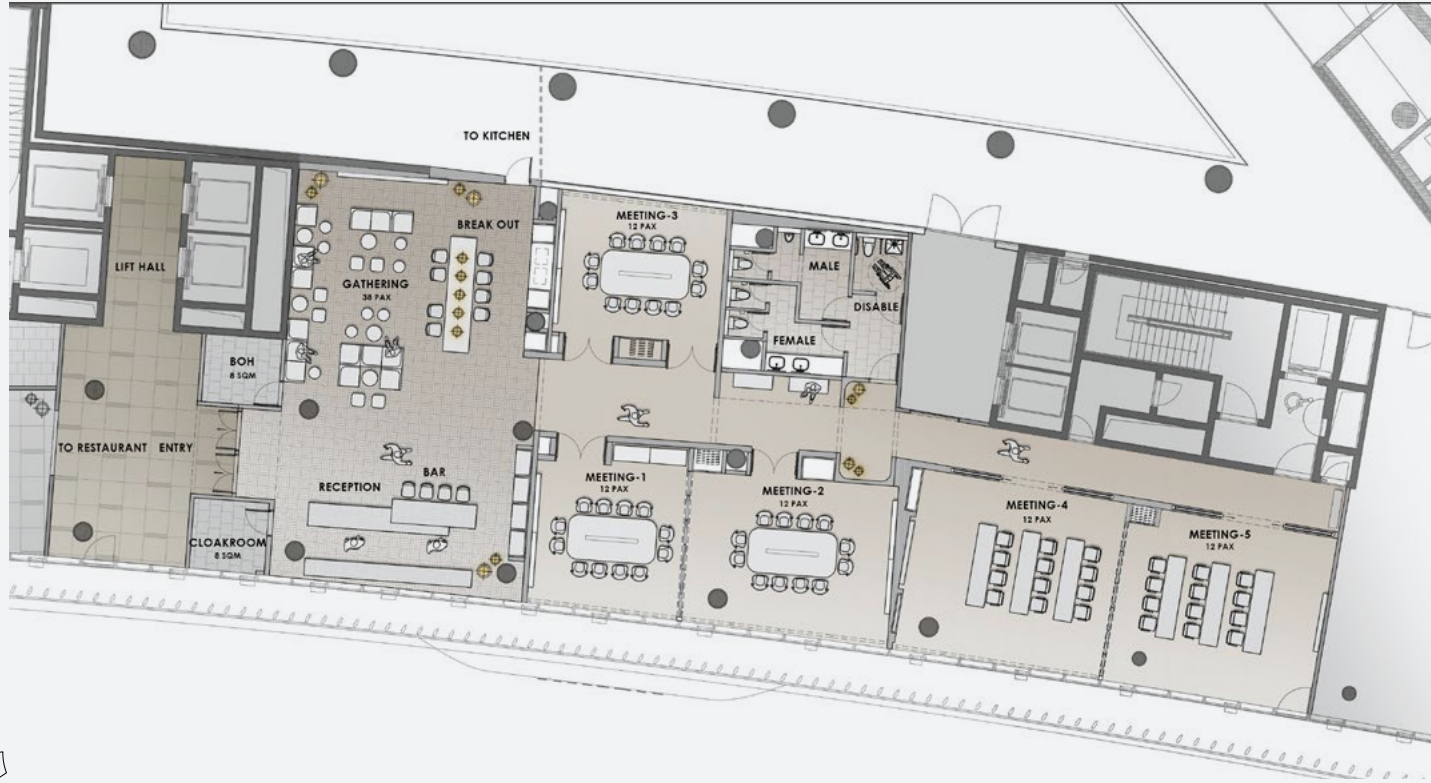
MEETING VENUES

Where East Meets West



BEAUTY FOUND WHERE DIFFERENCES MEET.

Physical + historical insights establish the meeting rooms as places of exchange - exchange of knowledge, ideas, and the best of ourselves. To reinforce this concept, Eastern aesthetics meet locally inspired materials in a juxtaposition true to the nature of these spaces, where differences should meet in harmony.





inspiration

TEA PAVILION

Light structures allow for brainstorming sessions and
breakout



Reminiscent of the harbour —
Reception counter



The elements —
rock pebble inspired sofa shape on watery blue rug



Clean lines —
warm timber seating niches contrast the
corridor's metal wall

inspiration ————— TRANSITION
connect and exchange

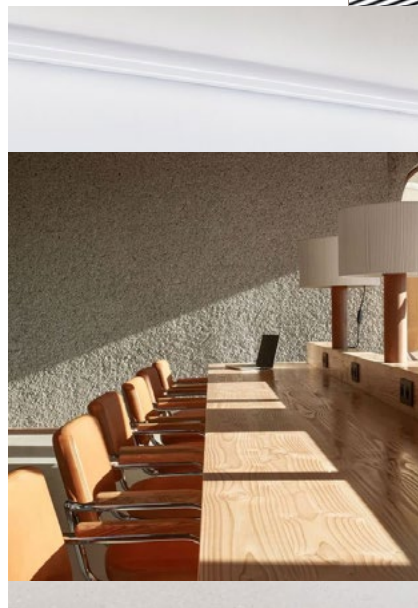


the rising sun —
meeting rooms with a focal point



SHARE AND EXCHANGE
sculptural table

brainstorm



VARIETY OF ZONES —
Hot desking, meetings to breakout



Japanese simplicity —
Clean lines and natural materials



GUEST ROOMS

The Port lives On



Drawing from Nobu's spirit of minimalism and simplicity, the guestroom acts as canvas on which **humble materials** can be celebrated in contrast to **Hafencity's industrial nature**.

Only a handful of pieces adorn the space.



Transparencies & Layering —
Lenticular, fluted glass to bathroom



details — **INDUSTRIAL WABI - SABI**
natural versus industrial



26 sqm Standard Room ————— GUESTROOM LAYOUT
Scale 1:50





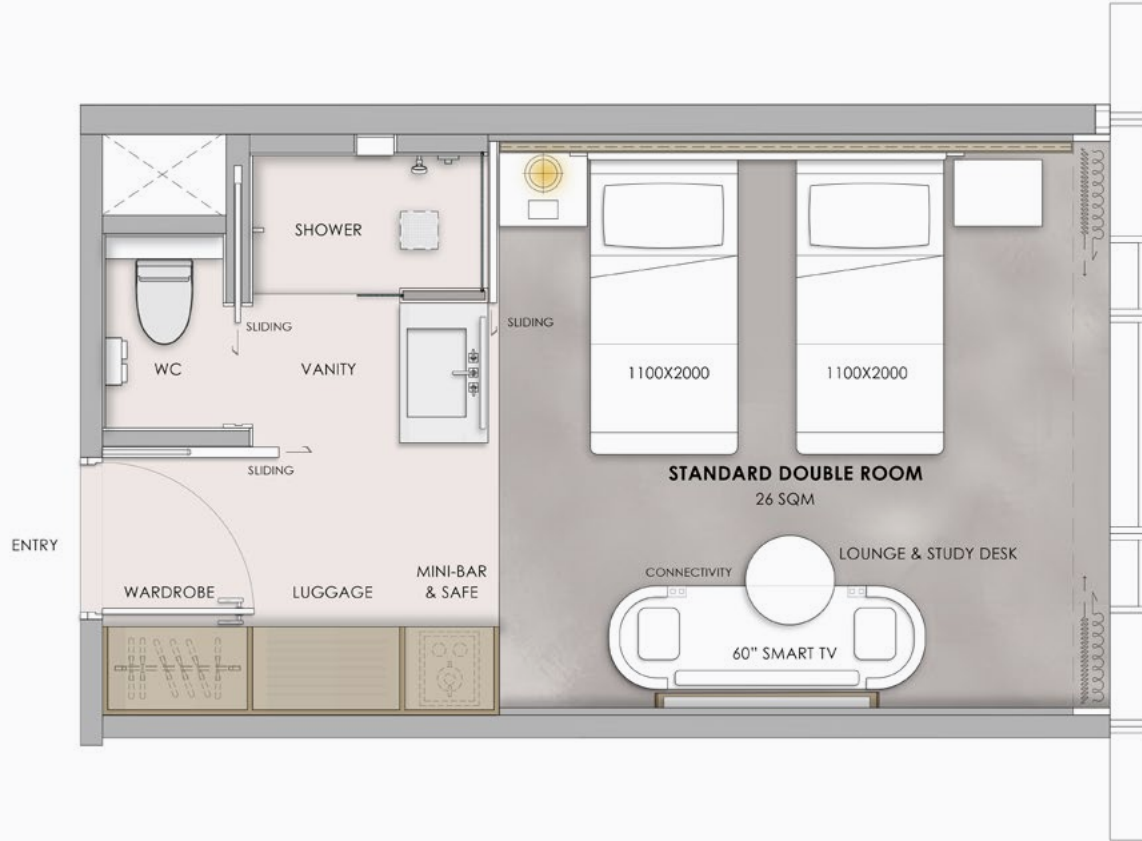
26 sqm Standard Room ————— GUESTROOM LAYOUT
Scale 1:50





GUESTROOM LAYOUT
Scale 1:50

26 sqm Standard Double Room





30 sqm Deluxe Room — DELUXE GUESTROOM LAYOUT
Scale 1:50





details — GUEST ROOMS
japanese timberwork



Gradient sheer —
creates warm & poetic shades in
the room.



Clean lines combined with organic textures —
a combination that evokes the philosophy of Wabi-sabi
celebrating transience and imperfection.





GUESTROOMS
timber panelling

details



Sumi-e art —
Inspired by the traditional art of Japanese ink painting.



Simplicity & comfort —
Bedhead detail inspiration



Everchanging sky —
a freestanding metal lamp
with gradient patina.

inspiration

HAFEN CITY

Ship building techniques & shapes inspire FF&E elements





inspiration

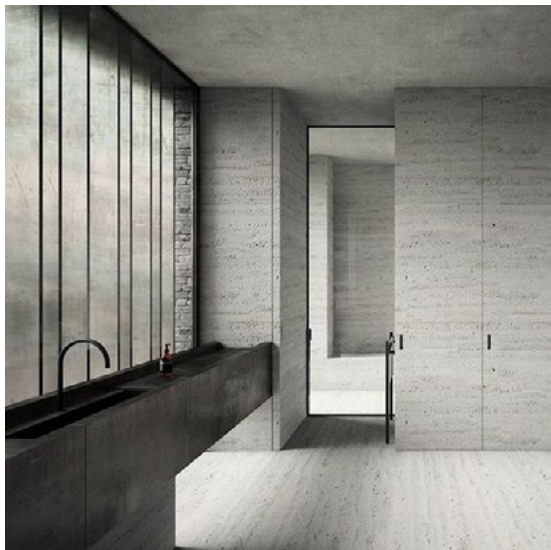
KIMONO LAYERS

Seamless and authentic details



Authenticity

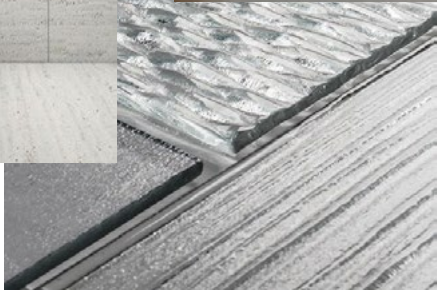




Sculptural element —
freestanding vanity



Structured Glass —
translucent partitions



wabi sabi — BATHROOM
natural materials & textures

Wabi Sabi —
natural materials & textures













WELLNESS CLUB

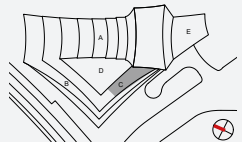
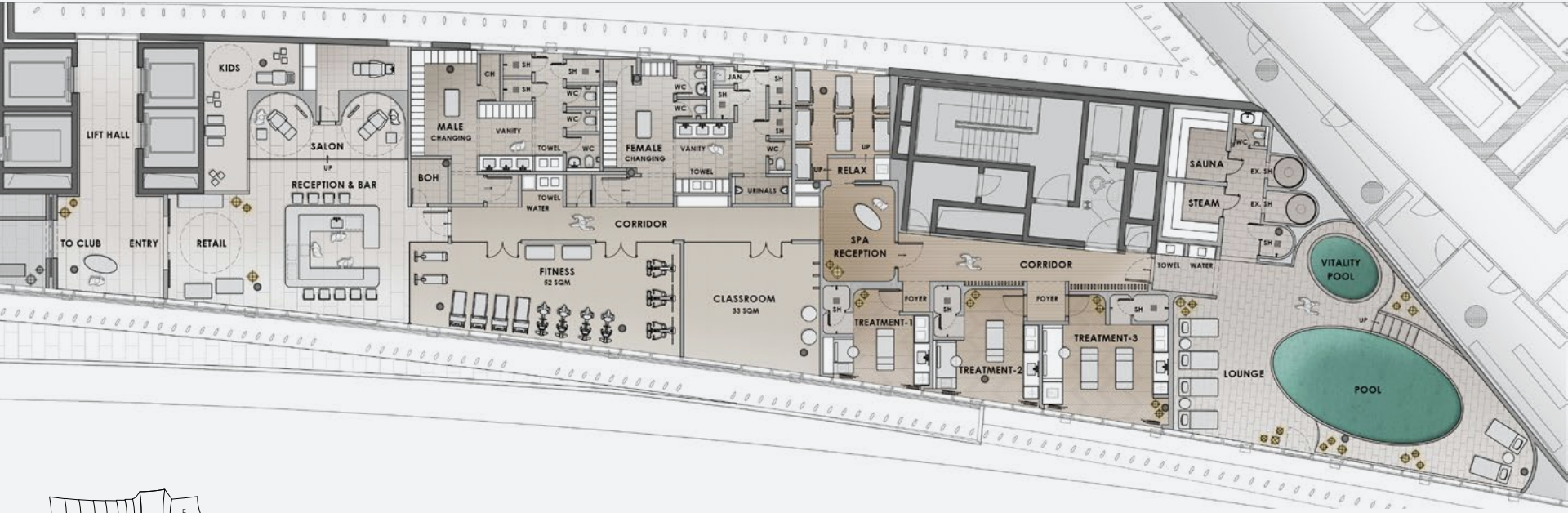
Kokoro





ONE IN THE HEART, MIND, AND SPIRIT.

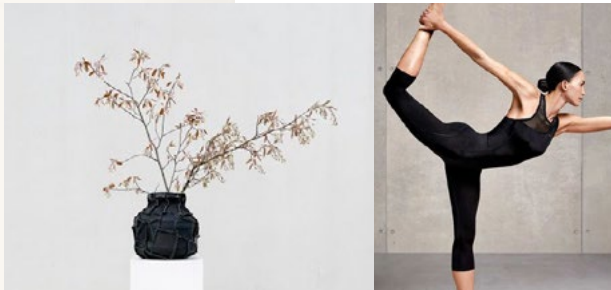
Social insights inspire the natural, aged, and unfinished textures of the spa. Together, they remind us of the beauty in imperfection, creating a space for the heart, mind, and body to become one.





Oku & Wabi Sabi —

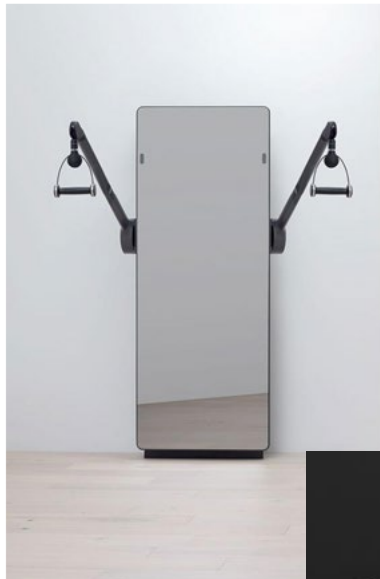
Layering spaces to create a sense of privacy and belonging. Flowy sheers juxtapose plaster walls and rough textures. Design applications are as varied as the array of activities offered in this space.



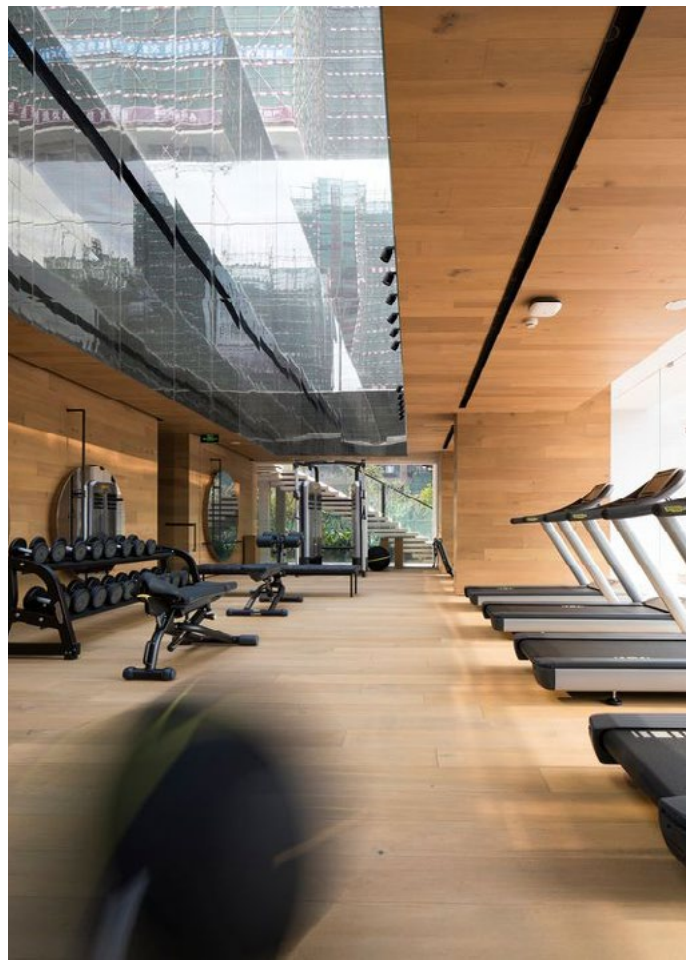
Japanese touches —

Contemporary furniture items with subtle accents





State of the Art —
High tech equipment & a
sculptural refreshment counter



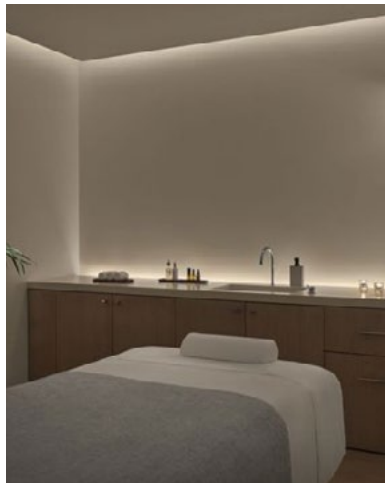
SHOW WHAT YOU GOT
open plan gym with reflective ceiling

high energy



RELAX & REJUVENATE
A holistic approach

look and feel



An Urban Sanctuary —

Drawing from the ideology of Wabi-sabi, the treatment rooms offer calming spaces featuring natural materials and Kintsugi-inspired plasterwalls with golden accents.



Wellness Club

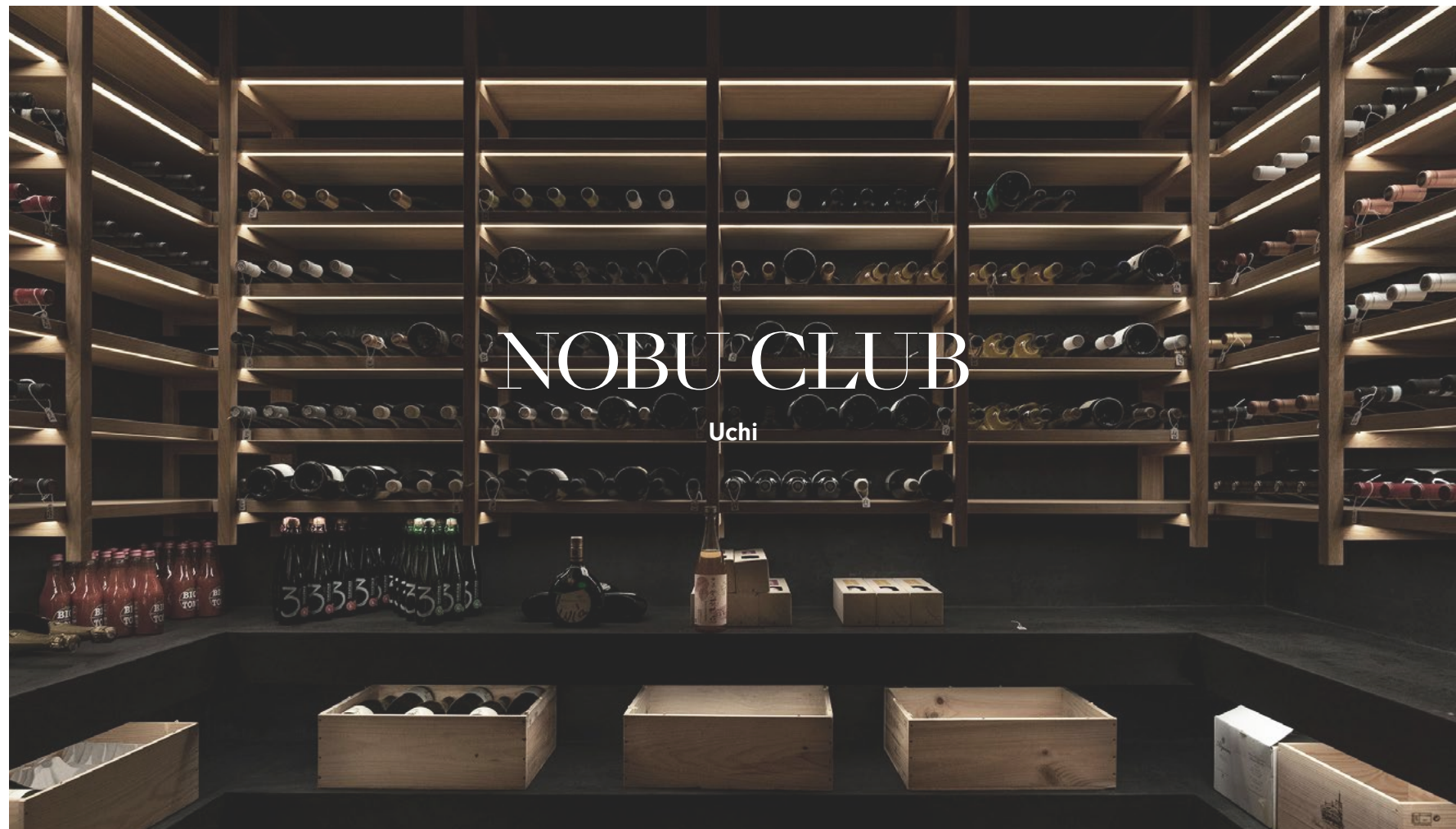


Pools and Relaxation



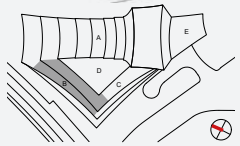
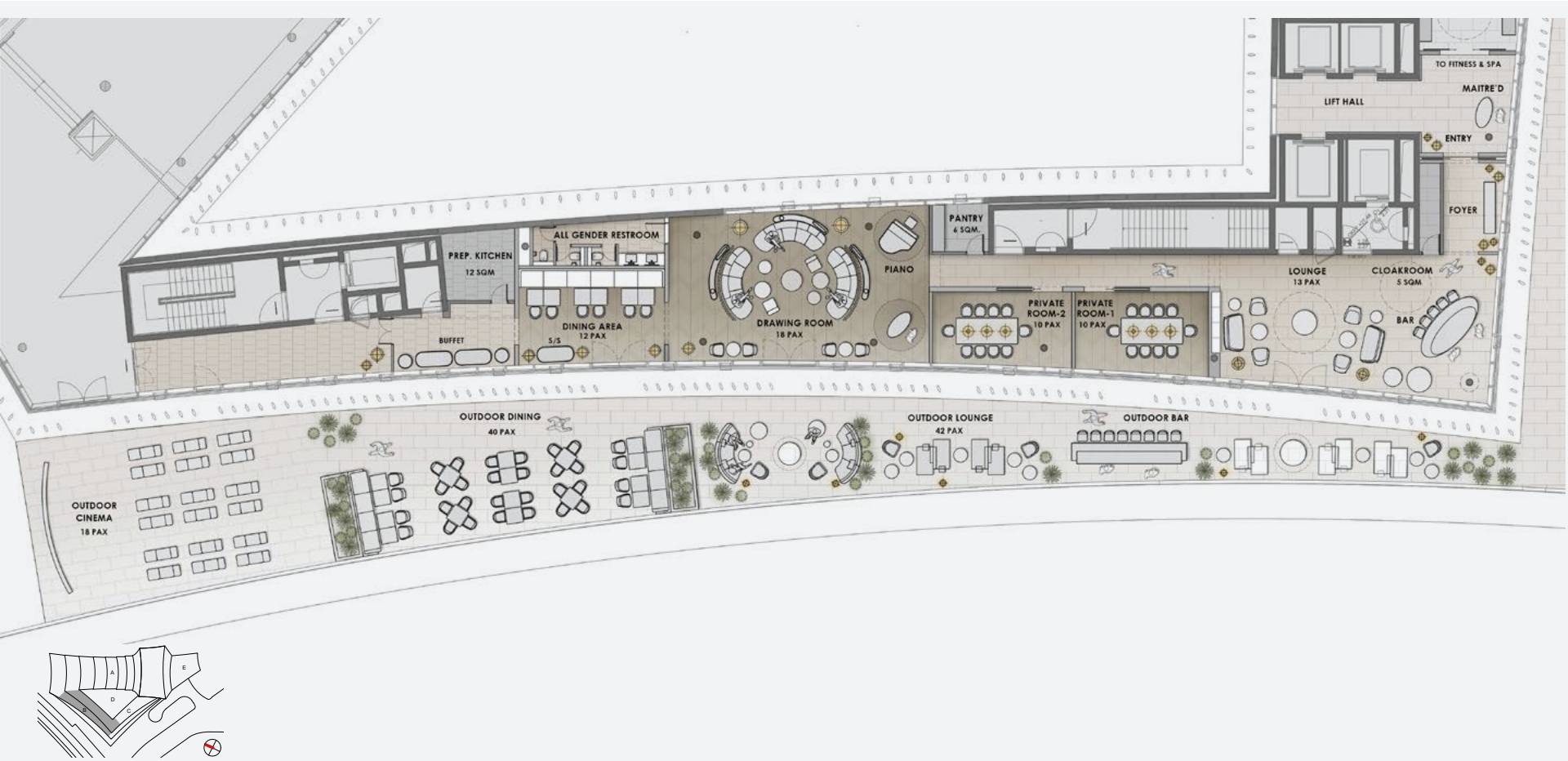
Mineral Kingdom —
natural textures and raw materials
complement the calming nature of water
in a rejuvenating and relaxing space

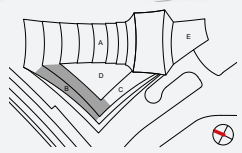
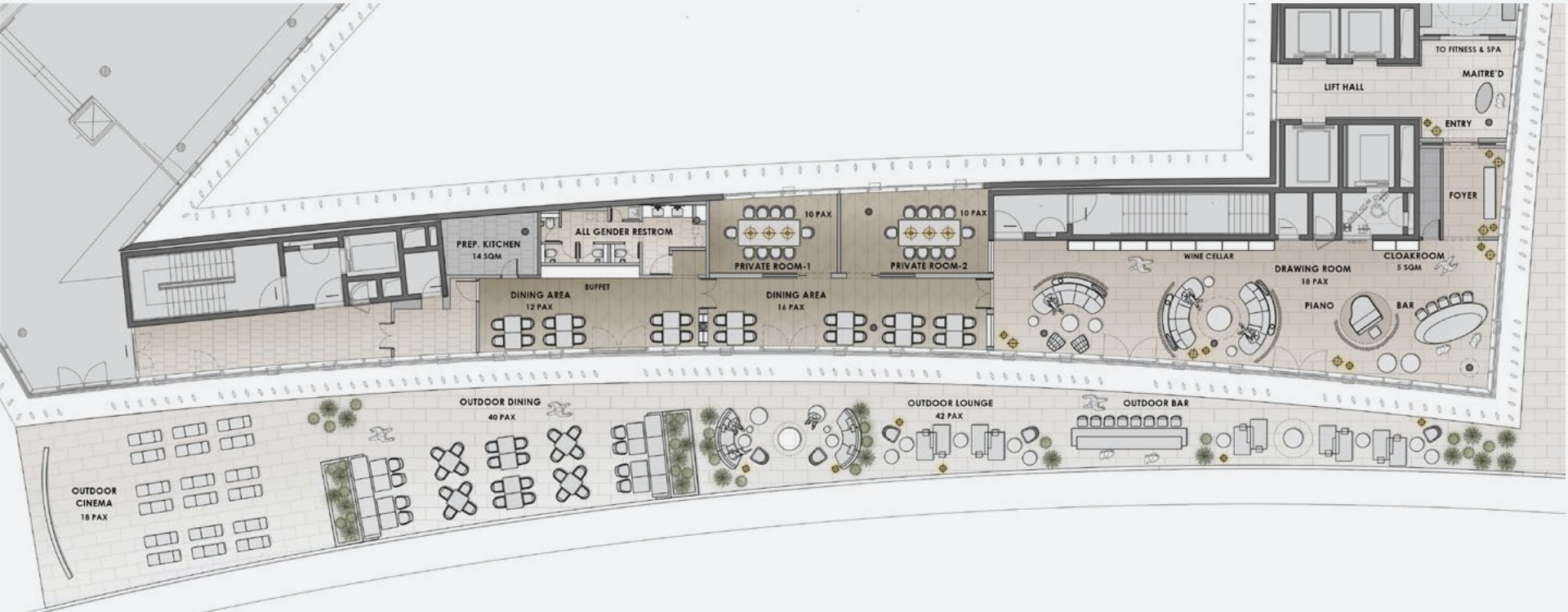




NOBU CLUB

Uchi





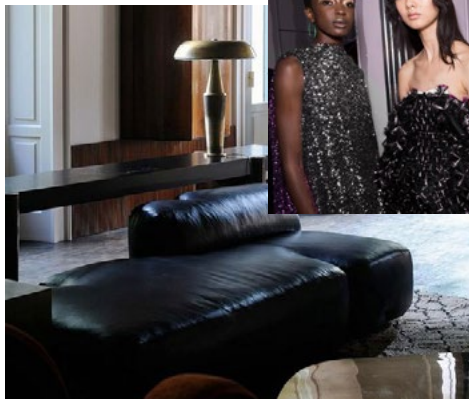


Rock formations —
sculptural pieces



feature — THE BAR
liquor trolleys to hire exclusively





The golden Oyster —
sculptural table

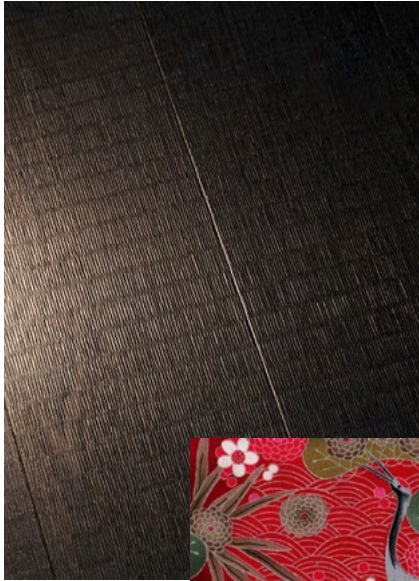
THE FISHMARKET
Fischbrötchen & Oysters

inspiration



WORK & PLAY
relaxed atmosphere during the day, high energy at night

contrasts



Tatami Pattern Parquet—
gives seamless Japanese senses



Hand Crafted Textiles —
well tuned details on signature furniture pieces

The Living Room



Wabi Sabi —
sculptural furniture & translucent sheers

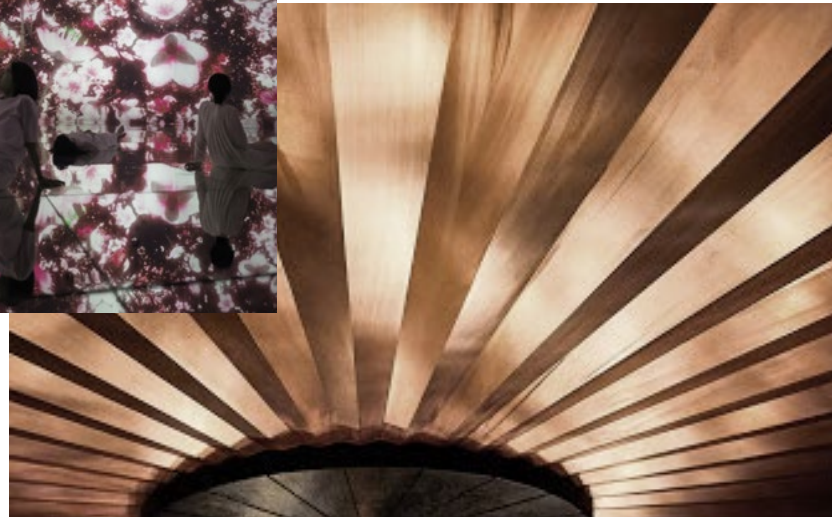


inspiration

FOLDING FANS

Seamless yet authentic details.

Ceiling



Folding Ceiling — becomes a remarkable ceiling feature with potential light projection capability.



PRIVATE TRADING ROOMS
members gathering in the hidden warehouse chambers

experience



Layers of Transparencies —
semi-private pods create a sense
of exclusivity





URBAN OASIS

an ultimate rooftop experience framing views of HafenCity

lush & relaxed



Connecting with the elements —
a place to work, dine, and relax - this is the
perfect spot to share and connect



Outdoor Terrace





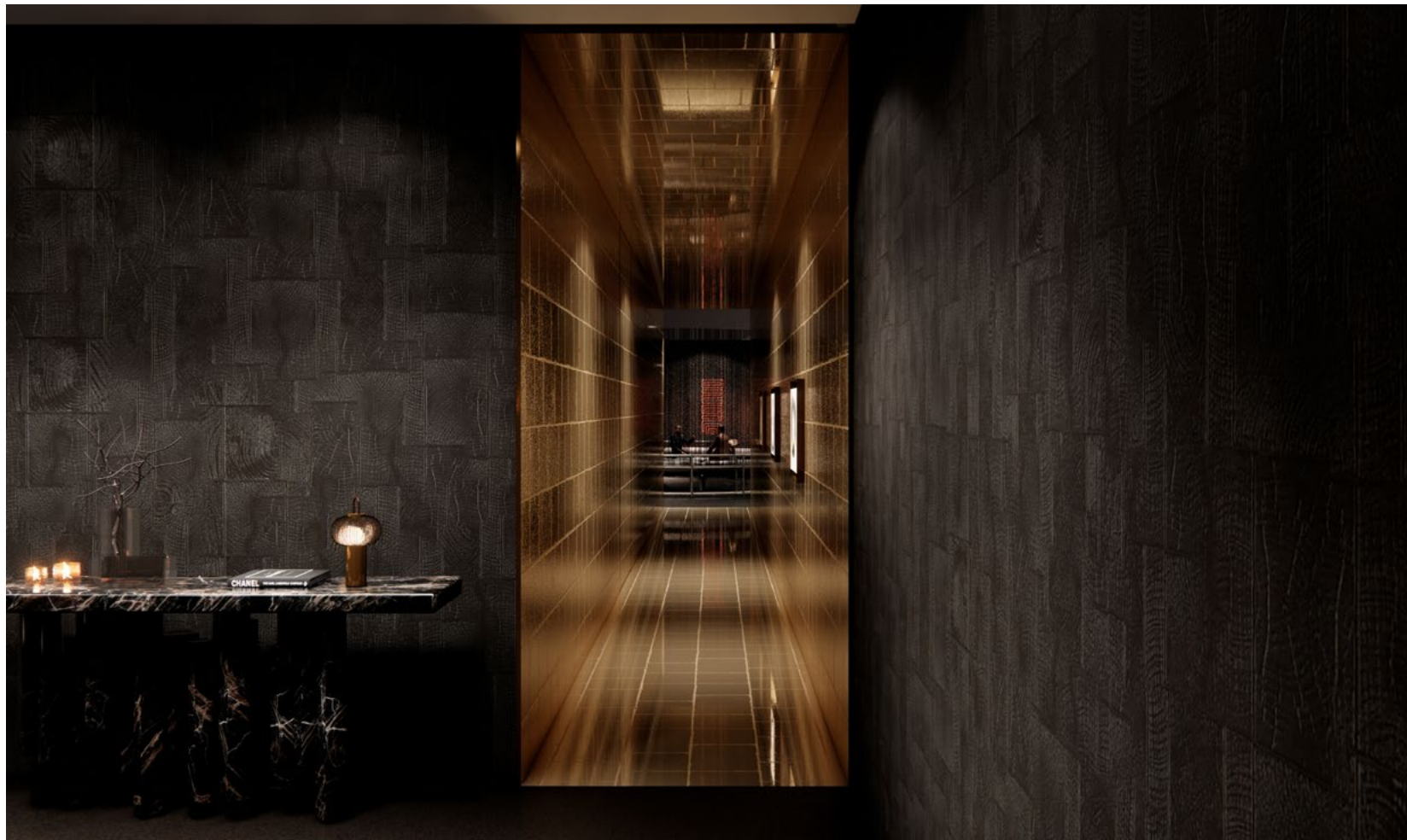
ROOFTOP NIGHTS
the most sought after sun downer bar in town

members club



Japanese touches —
sculptural lounges















VIELEN DANK.
THANK YOU.

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