



SOURCES

OWNER: Gaw Capital Partners, Hong Kong; **OPERATOR:** GCP Hospitality, Bangkok; **DESIGN FIRM:** GCP Hospitality, Bangkok; LYCS Architecture, Hong Kong; Lilly Jiang, architect; **ARCHITECT:** LYCS Architecture, Hong Kong; **PURCHASING COMPANY:** GCP Hospitality, Bangkok; **GENERAL CONTRACTOR:** Dicky Decoration And Engineering (H.K.) Co. Ltd.

FINALIST

CAMPUS HONG KONG

DESIGN FIRMS GCP Hospitality, Bangkok; LYCS Architecture, Hong Kong

THE SCRIPT Take the functional chic of edgy budget hotels and hostels and translate that into a 48-room student housing property. Maximize a tight footprint.

THE SHOOT Everything here is working—often doing two jobs. Building the tables against a wall saves space and provides flexible work/study/dine surfacing. Bright colors in common space The Link obviate the need for extensive art.

THE HIGHLIGHT REEL Forget about the dorm mentality. The design here is anything but anonymous. Vivid patterns and unexpected accents (art on the ceiling, a bright red refrigerator) make an in-your-face statement that's as much a protest against typical student living as it is a celebration of the best of a dorm's turnkey convenience and cost-effectiveness.

THE TRAILER Play with the space. "Each room has four beds and an en suite bathroom," says LYCS architect Lilly Jiang. So, playing with symmetry and asymmetry in the design—from table lamps to tables—adds visual interest.

FINALIST

EXPERIENCE FLOOR AT HOTEL BLOOM!

BRUSSELS

DESIGN FIRM Virserius Studio, New York/Paris

THE SCRIPT Transform two large underground floors in a 10-year-old hotel into a new-school meeting and event space that fosters creativity with art- and game-driven design.

THE SHOOT Making the subterranean space warm, playful and inviting was key—but not easy on a tight deadline, says Therese Virserius, founder of the studio bearing her name and that of her sister, creative director Regina. "The hotel was able to sell space for events before the project formally began. Because of this, there were very tight deadlines to be met, so that the hotel did not lose sales that were particularly important during this uncertain time (the space opened in November 2016, just months after the terror attacks in Brussels)." So, the concrete floors had to stay. Classic furniture, bright colors and fun touches like a hopscotch board painted on the floor change the vibe from "basement" to "aspirational."

THE DIRECTOR'S CUT Take a fresh view on what's local. "Belgium has a long and storied history with comics, as the country responsible for such classics as The Adventures of TinTin and The Smurfs. Together with lifestyle firm Imago Productions, (a consulting firm recently launched by Regina Virserius) we created a new set of cartoons which can be found throughout The Experience Floor, playfully engaging in activities relevant to the space—competing in ping



pong, scaling new heights of creativity, relaxing, connecting with one another, planting the seeds of new ideas, jumping over hurdles to get from one place to another (here, the hurdles lead to the ballrooms)," says Virserius.

THE TRAILER Interactive design isn't going anywhere, no matter how many devices guests are using. Ping-pong, anyone?

SOURCES

OWNER/OPERATOR: Pandox Hotels, Stockholm; **DESIGN FIRM:** Virserius Studio, New York/Paris: Therese Virserius, founder; Regina Virserius, creative director; Jihee Youn, senior interior designer; Shishu Zhang, interior designer; **ARCHITECT:** Virserius Studio New York/Paris; **PURCHASING COMPANY:** Othello Hotel Projects, La Hulpe, Belgium; **GENERAL CONTRACTOR:** Othello Hotel Projects, La Hulpe, Belgium; **DESIGN CONSULTANTS:** Kate & Sam (lighting); **ART & ACCESSORIES:** Imago Productions; **FABRICS:** Baumann Dekor GmbH; Fil Doux Textiles; Kvadrat; Pugging; **FLOORCOVERINGS:** EGGER; GC Concrete LLC; **FURNITURE:** Ambient Lounge; Chair Concepts; Comfory; Horm Group; Kristalia; Miniforms; Moodlii; RS Barcelona; Saba Italia; Objektagentur van Laar; Pedrali; **LIGHTING:** Axo Light; Deco Lighting; Helvar; Miniforms; Universal Fiber Optic Lighting LLC; **SURFACING MATERIALS:** Dulux; Loley

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