

DESIGN deconstructed

BY CHRISTINA GREEN

INDUSTRIAL EDGE

Overhead pipes were spray painted and left visible, creating a relaxed, unpretentious feel in a loft-like setting. "The acoustics are great because this is the only part of the venue that's open and exposed," the designers say.

CONVERSATIONAL COVERINGS

Designers applied blackboard paint directly onto the wall, creating an outlet for guests and hotel employees alike to express their ideas. "It was important to have the full wall, no restrictions," the designers say.

FOOS FOR THOUGHT

Made from wood with a catalyzed lacquer finish, the foosball table was sourced from France to serve as a high-energy social hub.

PROJECT PARTICIPANTS

OWNER

Blackstone Group

OPERATOR

Hyatt Hotels Corp.

DESIGN

Virserius Studio: Therese Virserius, founder and principal; Regina Virserius, creative director

ARCHITECT

Helmut Jahn

GENERAL CONTRACTOR/ PURCHASING COMPANY

Voecker & Co.

FABRICS

Sekers

FIXTURES/LIGHTING

Neuman Lighting

FLOORING

Mannington

FOOSBALL TABLE

Chevillotte

FURNITURE

Chairconcept

Lapalma

PINBALL MACHINE

Electrocoin

POOL TABLE

Biljardai

WALLCOVERINGS/ MATERIALS

Camping Design

ON THE BALL

To encourage interaction, the designers incorporated an undersized, Italian-made pool table, which is finished with catalyzed lacquer to protect it from liquid stains.

STÉPHANE MICHAUX



CRAFTY CURVES
Extending the writing-wall concept, designers applied more chalkboard paint on the column to underscore the space's collaboration-inducing ethos.

RESIDENTIAL VIBE
Evoking the kitchen counters of home, this German-crafted island was built around a column and is topped with marble and wood veneer. The area houses a refrigerator, toaster and coffee machines, along with an assortment of healthy snacks for guests.

A BOLD STEP
Cream and gray chevron tiles make a graphic statement. "Meeting spaces tend to be dulled down, and we wanted to create a foundation for energy and activity," the designers say.

LE CAMPUS
HYATT REGENCY PARIS - CHARLES DE GAULLE
Sisters Therese and Regina Virserius sought to rethink the traditional, hotel-based MICE (meetings incentives, conference and events) space with their design for Le Campus, an 8,600-sq.-ft. collaborative meeting/social venue at the Hyatt Regency Paris - Charles de Gaulle. Blending Therese's expertise in architecture and design with Regina's background in fine art, the duo designed an environment—including La Pic-Nic and the Game Court shown here—that evokes an American university study lounge. The team decked out the mezzanine-level venue with regionally sourced pieces, blackboard-painted surfaces, graffiti art and a bold palette to boost cohesion, collaboration and idea sharing. "Le Campus was always supposed to be a very different working experience," says Therese, Virserius Studio's founder and principal. "It was designed to be something that would pleasantly surprise those with more traditional notions of a work space, but would also fit right into a new generation's ways of meeting and learning." ●