

marcel wanders[®]

As a central international meeting place, the Kameha Grand Zürich hotel designed by Marcel Wanders presents its luxurious lobby to welcome valued guests. The area is adorned with elements that express the heritage of Zurich, including the tradition of high quality clock making and successful banking history. It serves as an introduction to the unifying aspects seen throughout the wide variety of styles and themes of its suites, versatile meeting spaces, and multi-cultural restaurants and lounges.

The red carpet is laid out to lend an air of distinction to entering an environment that is particularly reminiscent of the surrounding area of the hotel, complete with a sweeping grand staircase that leads to the magnificent Kameha Dome. Carpet designs in the lobby are inspired by Swiss banknotes, and motifs used are a result of studying Guilloche Rosettes and Metamorphosis patterns. Walls and ceilings are primarily white, enriched by padded walls lined with oversized golden keys. Most notable is the clockwork art piece, a dynamic display of bank safe parts, rotating dials, coils, springs and wheels, on a lenticular background, meaning the image changes as guests walk by and view the print at different angles.

As a finishing touch, the Kameha Grand Zurich logo, with its pattern of local flowers and tulips interlaced through branches, is visible in the lobby in manifold ways. It can be seen on the imposing column shaped like a vase, and a flower vase is featured as a Marcel Wanders signature piece. Evoking a recognizable feature of the designer's hospitality interiors, large golden cow bells crown the reception desk, embellished with detailed floral ornamentation. The lobby sets an inviting scene for guests to enjoy the unique and extraordinary ambience and service of the Kameha Grand Zurich hotel.

Please credit:

Lobby of the Kameha Grand Zurich, 2014, an iconic interior by Marcel Wanders,
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