

Amsterdam 22nd October 2014

Iconic Interiors: the Kameha Grand Zurich experience!

The Kameha Grand Zurich carries Marcel Wanders' stylistic signature.

Majestic, festive and unpredictable decors act as backdrop for a series of Swiss-inspired elements such as chocolate-patterned wall panelling, mini-bars modeled after a safe, lamps that resemble oversized cow bells, Toblerone shaped sofas, among others.

Marcel Wanders embraces key local elements and combines them in his distinctive fun, bold and visionary style.

Intelligent dazzling and all-encompassing color, texture and print voice a different chocolate assortment in every room. Each space is carefully orchestrated featuring warming woods, a mix of custom-made furniture, tactile upholstery, iconic lamps and stylish sofas.

The passion for detail plays an important role in the overall concept and every piece tells a story.

Conceived as a safe, the lobby exhibits two over proportioned bell lamps, which take after the national cow bells, and exquisite rugs with symbols related to the history of Swiss banks.

Adjacent, the bar displays a remarkable wall covered in coin-shaped elements gently oscillating in the wind, these can also be found throughout different surfaces.

Intimate comforting areas are juxtaposed with ample breathtaking spaces. Impressive, the Kameha Dome is a 701m² multi-use space, which recalls the grandeur of the ballroom tradition.

The smoker's bar offers connoisseurs a wide variety of whiskeys and cigars in a setting brimming with ash oak furniture. Filigree laser-cut wooden panels lit the shisha lounge in a dark burgundy atmosphere.

A sense of respect for the past paired with theatricality and emotion characterize Marcel's interiors for the Kameha Grand Zurich.

Conceived as a most seductive form of experience, Marcel says about the project: "Others deliver an interior design, but we offer a reason for a visit, we create a destination".

Please credit: Kameha Grand Zurich, Marcel Wanders, www.marcelwanders.com

At the end of publication/ feature please mention:

marcel wanders · p.o. box 11332 · 1001 gh amsterdam

westerstraat 187 · 3rd floor · 1015 ma · amsterdam · the netherlands

ph: +31 20 2620184

E-mail: pr@marcelwanders.com