

# HEIMTEXTIL

□ The search for the new is a significant driving force for industry meetings like Heimtextil Frankfurt. Who wanted to get to the bottom of new trends, once again met at the AIT Forum. In addition to trend scouts and international awards, especially the tradition-rich "Let's talk about..." lecture series offered opportunities to enlarge upon the subject of innovation in architecture, design and interior design. Right at the start, a high-profile discussion group dedicated itself to issues of the relationship of innovation and daily routines in hotel architecture. There was a general consensus that hotel guests are not searching for futuristic highlights. Most of them experience more than enough acceleration in their life and prefer to first of all settle down in their hotel room. "The guest doesn't want to have bad dreams for all the innovation", Vienna-based architect **Christian Heiss** said. This includes that technology is there for the people and not vice versa, Emanuel Steck from Grohe Deutschland emphasised. **Bettina Getto** also advocated an atmosphere of consistency and genuineness that is conveyed by a high level of quality. **Cord Glantz** from Geplan Design in Stuttgart designed the rooms of the Steigenberger Airport Hotel in Frankfurt as green calm anchors for business travellers - small oases in the hustle and bustle of the city. Actual innovation demand existed on the structural level of project development, **Klaus Fidlschuster** from HOTOUR Hotel Consulting GmbH explained. Much too often, the architects would be sent into the fire without a conclusive concept of investors and operators having been presented. **Ingbert Schilz** from Atelier d'Architecture et de Design Jim Clemes, Luxembourg located the most interesting new ideas on an urban planning level. In his concept of the "Unhotel", rooms and apartments are decentralised over the town. The small-scale usage of abandoned properties creates a distinctive experience for the guest and saves the environment another box in the countryside. The subsequent lecture series was opened by Zurich-based architect **Pia Maria Schmid** with a strong plea for local references in hotel architecture and design. Whilst most of the

speakers closely tie the hotel typology to individual housing experiences, **Bruno Asa**, managing director of Ron Arad Architects in London, understands the hotel as a transitory place, which in its temporary experience can absolutely tolerate exaggeration. **Inès Lamunière** from designlab-architecture in Geneva sees the future of hotel design in the strengthening of a local climate, thereby including aspects ranging from weather to comfort and cultural mentality. Her project study on the re-use of abandoned alpine settlements as hotel villages completed the circle to the "Unhotel" considerations of the discussion panel. The second day of the AIT Forum led from hotel to housing construction. **Marianthi Tatarsi** from UNStudio directed the focus at new forms of urban housing using the example of current projects in Singapore. Especially in residential tower blocks, the combination of cosiness and openness is decisive. For **Gus Wüstemann**, who operates offices in Zurich and Barcelona, real luxury starts where housing needs no longer bow to restraints. His projects combine generous room sequences with intelligent multiple uses by means of adding or separating spatial functions. **David Trottin**, co-founder of the think tank Périphériques architectes in Paris, impressed with the "Roller Coaster" housing estate in Nantes, which adds a shimmering colourfulness to social housing. With his question for the current definition of luxury, Luxus **Günter Katherl** from the Austrian office caramel architekten, introduced the third part of the AIT Forum at Heimtextil. Luxury has got to do with surprising diversification. In the concluding discussion panel, **Alexander Brenner**, **Simeon Heinzl** and **Thomas Steimle** supported this argument. Luxury had to do with crossing of borders, be it economic borders, functional specifications or aesthetic conventions. On the other hand, they also reminded that the greatest luxury was quiet, time and consistency. Innovations suitable for daily use need no race, but won time.

Glückliche Gewinner des „AIT International Hotel Application Award“



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