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INDIA

W Paris Opéra Hotel
Rockwell Group Europe

F Lounge, Diner, Bar
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Special feature:
Kitchens

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Creative COCOON

.....>
Rockwell Group Europe lends the W hotel in Paris a fusion of historical charm and contemporary class.

.....> Art and design come together beautifully in the design of this hotel.





↑ The design is like a story that unveils gradually. The moulding that breaks into different pieces in this room is a consequence of the explosive energy that is depicted in the metal wrap in the corridors outside.

↓ Paris's status as the fashion capital of the world is emphasised in each room.

When in Rome, do as the Romans do. And, when in Paris, 'design with the energy emanating from Paris' seems to be the guiding principle of designer **Diego Gronda, Creative Director, Rockwell Group Europe**, who teamed up with **Starwood Hotels & Resorts Worldwide** to design the **W Paris-Opéra**, which marked **W Hotels'** debut in France. Housed in an elegant 1870s building originally

designed by Baron Haussman and located across the street from the famous Opéra Garnier in the 9th Arrondissement, the hotel's design recreates the historic beauty of Paris and radiates its energetic vibe through colour and illumination.

The striking contrast of the original neo-classical interior of the 19th century building and a contemporary design style is sure to leave any visitor spellbound. "Our design feeds off the elegance, history, richness and radiance of the city, while layering in the contemporary cool and light-hearted approach of the W brand," says Gronda, as he speaks about the design. The 91-room hotel subtly showcases the luminosity and brilliant energy in the quintessential Parisian neighbourhood through historical elements such as ornamented columns, vaulted ceilings, mosaic floors, stained glass windows and restored ornamented doors, which are subtly contrasted with swish contemporary elements.

The Spark

"Since the hotel is in Paris, the city of lights, the element of light is very important in our design. In this project, light represents the



energy of New York, which was then combined with the sophistication of Paris,” says Gronda. Thus, the highlight of the hotel’s design is an oversized undulating wall of light – The Spark, a kind of backlit perforated metal sculpture that wraps the central volumes and creates a heart or hearth for the hotel. The lights twinkling inside the core of the building counterbalance the old façade, creating a dynamic movement of light and energy.

The Spark was developed in collaboration with **Frandsen Project Lighting** and constructed from enameled steel and Plexiglass with LED backlighting. This makes up the central design feature and defines the W Paris-Opéra from the inside and the street. It weaves through the public spaces, secret corners of DJ booths and martini bars, energising the spaces with an illuminated digital design formed by a pattern of dots that glow with abstract pulsing clouds of light. These lights

transform based on the season, event or time of day to create a festive and celebratory atmosphere, bringing the building to life with sophistication and a glowing vibrancy.

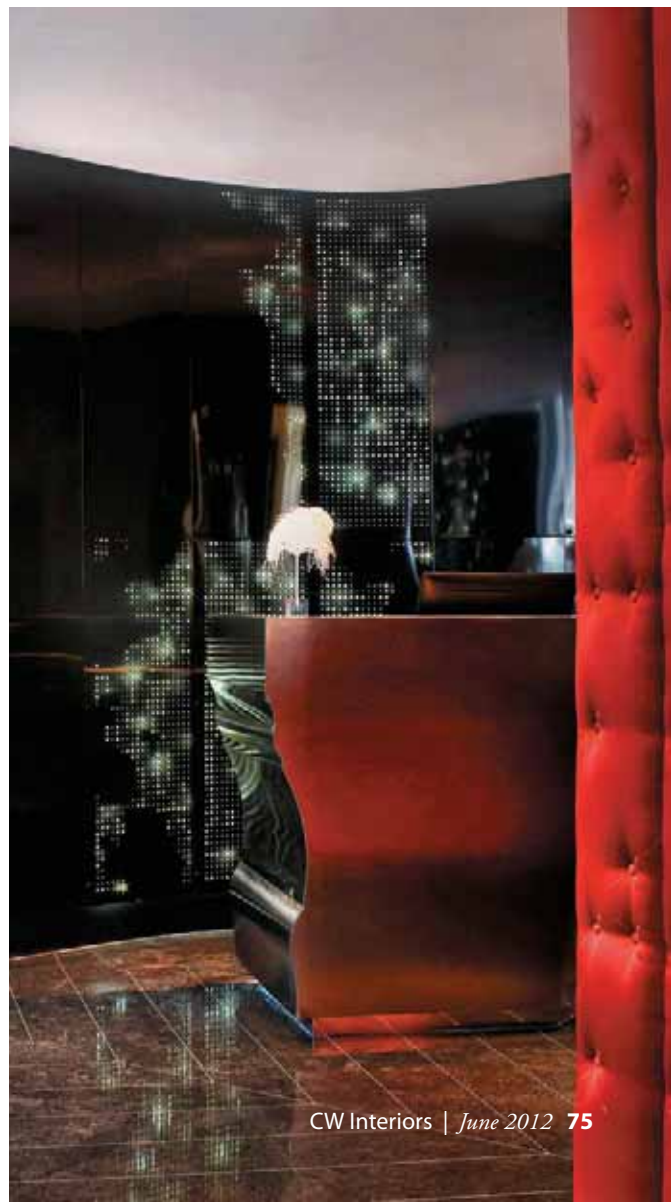
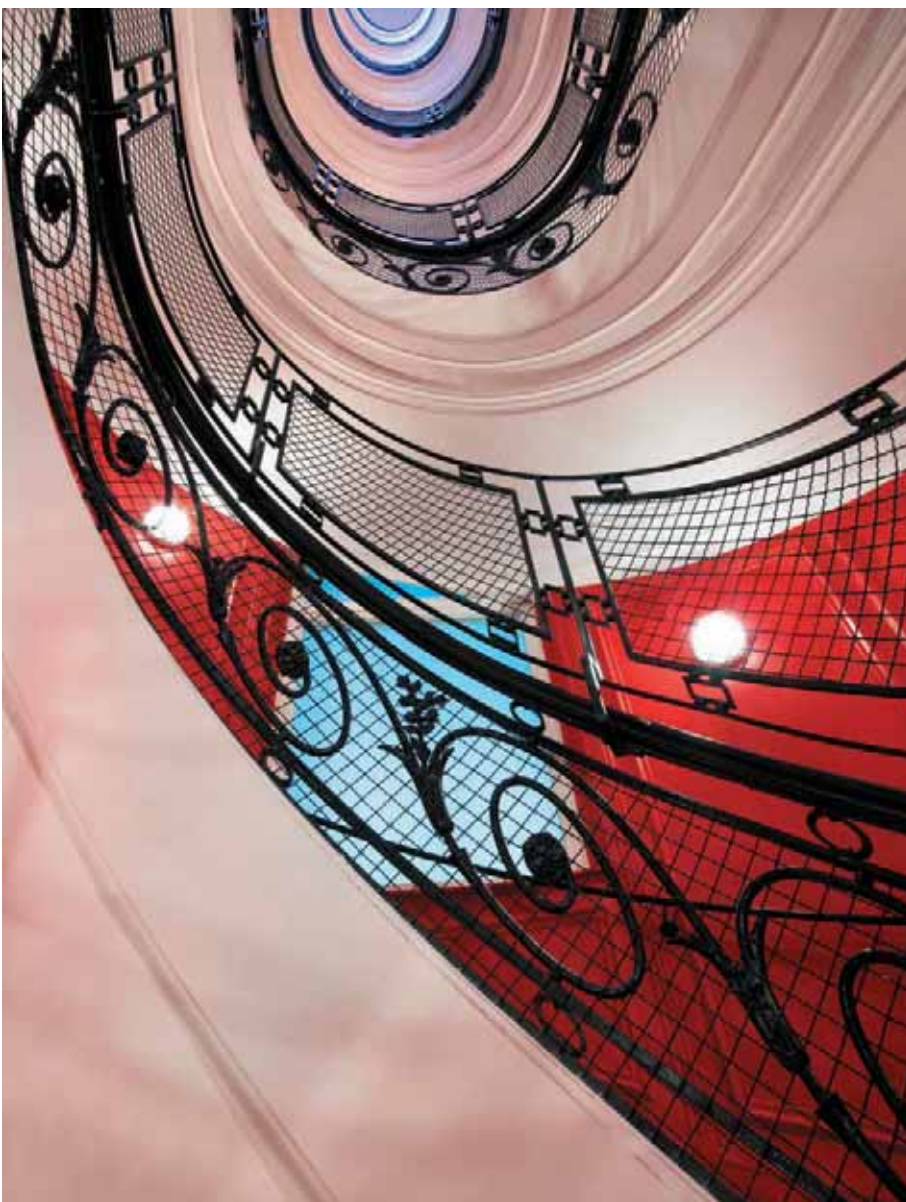
The elevators and staircases are all upholstered or painted red to give the guests a feeling of walking inside the core of The Spark. “All of the areas are designed to create a dynamic dialogue between the building’s historic façade and the energy of The Spark,” says Gronda. Many of the features throughout the hotel appear as if they have been melted or electrified by this illuminated wall of light. These include conventional tufting on the upholstery that has disappeared to form irregular patterns on the sofas, benches along the window and panelling on the walls. The chevron pattern on the black terrazzo floor, crown moulding and column panelling fade as they approach this installation. The shape of the bar counter also appears to be transformed and molten due to the ‘effect’ of its light.

Below left

↓ The elevators and staircases are all upholstered or painted red to give the guests a feeling of walking within the core of The Spark.

Below

↓ The illuminated digital design on The Spark is a pattern of dots that form abstract pulsing clouds of light, seen here in the lobby.





↑ The shape of the bar counter also appears to be transformed and molten due to the 'effect' of the light emitted by The Spark.

↓ The central design feature, The Spark finds itself in the Opera Lounge.

Each area features old and new world elements. The restaurant features an original marble fireplace juxtaposed with modern elements. The bar introduces reinterpreted mirrors from traditional French shapes and the custom seating emulates traditional seating.

Opera view

Named after the Opéra Garnier, it's no surprise that the ground level and mezzanine floors of the hotel have spectacular views of the grand structure. The signature W Living Room has been designed to offer this view to guests and local visitors who can relax in a stylish social atmosphere.

The guest rooms and suites feature a three-meter ceiling height and also look out onto the Opera. All W suites boast of a fireplace, white marble bathrooms and oversized walk-in closets and dressing rooms – the perfect setting for guests to prepare for a night out in Europe's fashion capital. The Rockwell Group has taken the light and





Diego Gronda

↑ Historical elements such as ornamented columns and vaulted ceilings fuse beautifully with the contemporary design.

↓ The hotel is housed in an elegant 1870s Haussman era building located across the street from the famous Opéra Garnier.

energy that pervades all the public spaces in Paris and infused it into many unexpected elements in the guest rooms.

The infusion begins at the entrance where a black metal bridge wraps around the corridor, with a backlit pattern of white sparks. This same motif of vibrant light and explosive energy affects every element in the rooms, from the moulding that breaks into different pieces, to sculptural faucets, faceted headboards, and pillows and blankets with embroidered customised spark logos. Paris' status as the fashion capital of the world is emphasised in each room.

For the design of the W Hotel Paris, Gronda says that "The goal was to transform the historic building into a W Hotel that literally shines with innovative and unexpected details, materials and technology." Indeed, it is a mission well accomplished! **i**



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