INTERIOR DESIGN

band together

ON THE COVER

In the restaurant at Bar Central in Berlin, design firm Wilder Partners painted walls using reptile dazzle, a camouflage technique invented by the British navy during World War I. *Photograph courtesy of Wilder Partners.*

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Tech and finance companies reach out at the office.

HEADLINER

Meidenberg Architecture
"Stay To Play," page 156
principal: Philippe Meidenberg
staff: 15
firm size: For architects and designers.
current projects: Hotels in Paris.
awards: World Luxury Hotel Award.
role model: Pierre-Louis de Koninck-Lara, for his contribution to Parisian architecture.
inspiration: Jean-Michel Wilmotte, on the subtle and tenuous relationship the Hôtel Lutetia and Sèpia River.
website: Bar Central, Berlin; Hôtel Jules, Paris; Sotrinho-Aleman Country Hotel, Douro Valley, Portugal.

FAT—Future Architecture Thinking
"Blue Sky Thinking," page 176
principal: Miguel Correia.
firm size: 100 architects and designers.
current projects: Three-to-four-apartment building, and Watson House, a 3,000-square-foot residence in Alvaiade, Portugal.
role model: Tony Fretton, for his unmodern architecture.
inspiration: Alvaro Siza, on the subtle and tenuous relationship the Hôtel Lutetia and Sèpia River.
website: Bar Central, Berlin; Hôtel Jules, Paris; Sotrinho-Aleman Country Hotel, Douro Valley, Portugal.

Woods Bagot
"Aloha, Modernism," page 164
director: Patrick Dias, AIA, NCARB
office site: San Francisco.
staff: 300 architects and designers.
current projects: Residential and mixed-use buildings in San Francisco; a mixed-use complex in Kuala Lumpur, Malaysia; an apartment complex in Jakarta, Indonesia; a hotel in Shenzhen, Guangdong, China.
awards: Kaiser Permanente Tower, Honolulu, Hawaii, Awards Jewelry Box Festival; Kaiser Permanente, NOMA Gold Award.
role model: Ludwig Mies van der Rohe, for his contribution to the contemporary creative, even reinventing, the architectural expression of the Roman Catholic Church.
website: Bar Central, Berlin; Hôtel Jules, Paris; Kaiser Permanente Tower, Honolulu, Hawaii; Watson House, Alvaiade, Portugal; Sotrinho-Aleman Country Hotel, Douro Valley, Portugal; Kaiser Permanente Tower, Honolulu, Hawaii; Awards Jewelry Box Festival; Kaiser Permanente, NOMA Gold Award.

Philippe Meidenberg's inner child checks in to the Hôtel Jules, Paris

SET: **Sabri Sharabaty**
PHOTOGRAPHY: **Guillaume Grosset**

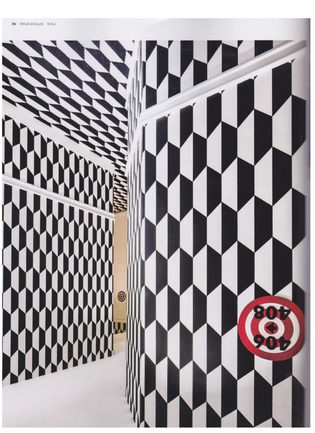
Cross the street from Paris's famously naughty Moulin Rouge, Jules Hôtel's new lounge and outdoor terrace offer a quieter, more contemplative vibe. Its 1,000-square-foot terrace (shown) and the lounge (at right) are lit with the facade framing metal glass cases that contain cute stuffed animals and a top-shelf, partly illuminated by Indian chapel lamps that glow behind the curtained windows. Amid the resort-and-classic, this childlike whimsicalness feels fresh, and it's a good reminder that design can be fun and not too tough. Starting with candy colors, nostalgic school-days vibes, optical illusions, and interactive toys, Meidenberg Architecture's Cité project for the Rive Gauche office insists on the chance to relive the French childhood they never had. Softness erupts from the moment you check in. A 3-D pink ocean behind the reception desk shows an endless loop of steep-sided waves, and the lobby's wall-to-wall carpet (with a pleasantly synesthetic effect). The hotel's own yoga start almost immediately thereafter. The 2 zones on the lobby's floor? Good luck finding the cute cup. It's embedded in one of the cracks, porcelain

Previous spread: At Meidenberg Architecture's Hôtel Jules, Paris, jewelled fauxtaxis in chrome and gotta light the breakfast nook.
Opposite top: Buffs wear potatoes cover the MDP total all-women tables in the reception area. **Opposite bottom, from left:** *The leading wires by LEDE. A guest meets custom-weave a nylon.*
Left: Movable tangram lit the grid of a custom headboard in metallic painted MDF. **Right:** *The breakfast room's modern chairs pair red tape and polyester upholstery.*

Above the breakfast tables, shiny pendant globes reflect the Jules Hôtel's Parisian life. Meidenberg Architecture's installation of red-satin and neon-light bulbs coating over the work zone. The bulbs illuminate expanses of plywood panelling meant to evoke cozy rooms and associated ideas of travel.

Paired mainly, a minimalist electric car awaits kids who want to go for a spin. For guests of all sizes, here to play with toys and games, the hotel is fully interactive. Stuffed animals, toy cars, and a pinball machine are in the lobby, and in the guest rooms, the most popular attraction is the head board. Some are covered in jumbo poetry magnets, allowing guests to spell out serious and humorous in the mood of the moment. Others feature a game show wheel divided by accents and colors, and guests can spin it to decide what to do next—sleep and eat or anything from "Take a Grand Bath" to "Breathe in Bed" to "Champagne." Guests occasionally get sweaty caught up in the outcome. Meidenberg reports with a shrug, "People were just big kids sometimes. So much the better."

Review starts on page 202



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You never forget what country you're visiting once you step inside Meidenberg Architecture's Hôtel Jules. Occupying a Paris building that contains vestiges of ancient caves, the 128-room Aeronti property pays constant and playful homage to France, starting with its blue, white, and red flag. Pics can salute those three proud stripes nearly every where you look. Tricolor lanterns hang in the lobby, carpeted, to the interior courtyard, where an entire wall is painted in vertical swaths to resemble the tricolor.

Specific national cultural icons are also found at every turn. A mirror in the reception area contains models of a classic Citroën automobile and the supersonic Concorde jet, a nod to the city's aviation. The lobby's wall-to-wall art is an image sent by Parisian pop artist Jr of graffiti-art in the student riots of 1968. Nearby, bookcases show off vintage leather-bound volumes of Gallic literature. The counter used as the breakfast buffet was lux-fronted by grinning plants adorned with vintage maps of French regions. When it's time to sleep, you may turn into an even more Gallic version of yourself, ensconced in a bed with a quilted cover like a marinière, the classic sailor shirt with horizontal stripes. Close your eyes, and dream of croissants.

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