

into the groove

firm: **karim rashid** site: **berlin**

With three opera houses, an equal number of major concert halls, and countless underground techno clubs, Berlin has long been a destination for music lovers and music makers alike. Now they have a place to rest their heads. *Interior Design* Hall of Fame member Karim Rashid's Nhow Berlin hotel caters to a rocker's every whim. There are two recording studios ▶

For the Nhow Berlin hotel's lounge, Karim Rashid specified his own stools and created a sculpture for the bar by rotating his profile 360 degrees, casting it in fiberglass, and coating the result in automotive paint.





PATRICIA PARINEJAO

FROM TOP: CEM CUENES (2); PATRICIA PARINEJAO

on-site, and a grand piano, a guitar, or a drum set can be provided at any time.

Occupying a riverside building by NPS Tchoban Voss, Nhow is the largest hotel interior completed to date by Rashid's namesake firm. Decor encapsulates his prolific career in industrial design, showcasing production pieces from stools to desks. In addition, he included a wide variety of custom items in splashy colors and shapes. Slightly psychedelic patterns, digitally printed on the flooring and curtain fabric in the 304 guest rooms and suites, make each one of them unique.

Fiberglass forms, coated in automotive paint in his signature bubble-gum pink, are a recurring motif starting with the N that welcomes guests at the front entrance. Defining the lobby is what he calls a "huge blob," an amorphous pink structure cast in one piece to house a desk for the receptionists and computers for all. The café features pink buffet stations. In the lounge, he switched to gold paint for the fiberglass sculpture ➤

Opposite, from top: Custom vinyl film, applied to glass panels, punches up the ceramic-floored lobby. To house both reception and guest computer stations, Rashid built another painted fiberglass structure.

From top: In the suites, wall-mounted TVs can rotate for viewing on either side. NPS Tchoban Voss designed the brick building, topped by a volume in polished aluminum and glass. Rashid's chairs and stools surround Corian tabletops and counters in the restaurant.

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rising from inside the circular bar. An enormous magic mushroom? Actually, it's Rashid's own profile rotated 360 degrees.

A dedicated DJ when not designing, he has already selected tracks for the playlist at the Nhow lounge. And he's definitely on the hotel's rock-star wavelength. Once guests complete a demo tape, they can simply stroll next door to the German headquarters of Universal Music.

—Mairi Beautyman

Clockwise from top: Two buffet stations dominate the café. NPS Tchoban Voss clad the front canopy in polished-aluminum panels. From reception, a corridor leads to four conference rooms. Gradient glass encloses the shower in a standard guest room.

FROM FRONT CASAMANIA: STOOLS (LOUNGE). **MARTÍNEZ OTERO:** CUSTOM BANQUETTES. **ARCHITEX INTERNATIONAL:** BANQUETTE FABRIC. **MALTZAHN:** CUSTOM CARPET. **BARRISOL:** STRETCHED CEILING SYSTEM (LOUNGE, RESTAURANT). **HASENKOPF:** CUSTOM TABLES (LOUNGE, RESTAURANT, CAFÉ). **DUPONT:** TABLETOP MATERIAL (LOUNGE, RESTAURANT, CAFÉ), COUNTER MATERIAL (RESTAURANT). **DELLA ROVERE:** DESK (SUITE). **ARTEMIDE:** LAMP. **TONELLI DESIGN:** TABLE. **FIORETE:** CURTAIN FABRIC. **FRIGHETTO:** CHAIRS (SUITE, RESTAURANT). **PARADOR:** CUSTOM FLOORING (SUITE, GUEST ROOM). **BONALDO:** STOOLS (RESTAURANT), CHAIRS (CAFÉ). **THROUGHOUT VESCOM THROUGH WOLF-GORDON:** CUSTOM WALL COVERING. **TAU CERAMICA:** FLOOR TILE. **TEKNICA CONSULTORES DE ILUMINACIÓN:** LIGHTING CONSULTANT. **IPEC GROUP:** CONSTRUCTION CONSULTANT. **BAYER GLASBAU:** GLASSWORK. **KAISER:** FIBERGLASS CONTRACTOR. **BAM DEUTSCHLAND:** GENERAL CONTRACTOR.



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