



STUDIOFORMA ARCHITECTS
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A HUBLLOT SUITE DESIGNED BY STUDIOFORMA ARCHITECTS

Zurich, Switzerland – Swiss Luxury Watchmaker **Hublot** inaugurates his first hotel suite inside Zurich's newly opened five star **Hotel Atlantis by Giardino Group**. Both companies share a commitment to impeccable quality and characteristic elegance, and the result is a beautiful collaboration.

Architectural Concept

The exclusive 68m² suite is composed of one spacious living room, a bedroom with bathroom, two wardrobes and two private terraces.

The architectural layout of the suite embodies a concept of balance and features the signature look and lavish feel of Hublot watch boutiques. The suite is furnished with a sublime elegance reflected in the smallest detail. A finest selection of rich fabrics like velvet-covered walls or grey blended silk carpets form a nice contrast to the black smoked mirror panels and polished aluminium elements. The tasteful combination of grey and black shades promotes the seductive yet sophisticated tonality of the interior concept.

Interior Design Highlight

The suite hosts a gem of technology - an installation of a chronograph chandelier designed with a diameter of 1.20 m and a rainbow-coloured LED lighting system. The chandelier resembles an exploded view of the Hublot in-house Unico chronograph. Its interactive technology empowers the guest to vary the colour and temperature of the light for setting the preferred mood and atmosphere in the suite.

Art of Fusion

Another highlight: Contemporary Big Bang pop-art canvas screens in striking neon colours distributed across a number of walls.

Refined, stylish and utterly original, the Hublot 107 suite at the Atlantis Hotel in Zurich offers an innovative holistic brand involvement with an utmost hedonistic lifestyle experience.

"This high-level partnership of Hublot with the Atlantis Hotel by Giardino catapults the demand for innovative brand experiences in the luxury watch industry to a supreme level. The design of Hublot's first hotel suite enchants with pure sensuality and an immersive brand experience for a broad audience - From watch aficionado to curious, influential travellers and art loving lifestyle connoisseurs." **says Alex Leuzinger, CEO of STUDIOFORMA.**

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ABOUT STUDIOFORMA ARCHITECTS

STUDIOFORMA is a premium architecture company specialised in designing high-end solutions for residential and commercial projects.

Since founding in 2002, the company is assigned to create the corporate interior design for global fashion, jewellery and watch brands and is furthermore responsible for the design of private houses in some of the most prestigious residential areas in Switzerland.

STUDIOFORMA has been named "Best in Europe 2015/16" in the Interior Design Apartment category in the finals of the International Property Awards Summit held December 2015 in London. The International Property Award is the largest and most prestigious property competition in the world.

STUDIOFORMA develops and implements the interior design concept for Hublot boutiques worldwide.

www.studioforma.ch

ABOUT HUBLOT

"Hublot—a different way to move ahead," say the connoisseurs of this unique Swiss watchmaking house, where every moment flows into the next at lightning speed. A dream, growth that was initiated and developed by Jean-Claude Biver, Chairman of Hublot with Ricardo Guadalupe, CEO, that have made this brand a real success story—including Big Bang, King Power and Classic Fusion that symbolize a forward looking tradition. From great watchmaking complications, via research and the manufacture of new materials, to collaborations at a global level such as the FIFA World Cup™ and Ferrari, Hublot represents the "Art of Fusion", between traditional watchmaking and avant-garde techniques, between the past and the future.

On a commercial level, Hublot has more than 70 exclusive stores in 39 countries at the most prestigious addresses (Geneva, Cannes, Saint-Tropez, Paris, London, Berlin, Moscow, New York, Miami, Beverly Hills, Las Vegas, Singapore, Shanghai, Beijing, Hong Kong, Dubai, Abu Dhabi, Kuala Lumpur, Ginza, Frankfurt, Zermatt, etc.).

www.hublot.com

ABOUT HOTEL ATLANTIS BY GIARDINO GROUP

Steve McQueen and boxing legend Muhammad Ali were guests. Freddie Mercury gave a private performance on the bar's grand piano. The Atlantis hotel once radiated an atmosphere of splendour in the 1970's, its architectural shape and interior were an icon of post-war modernism. Certain parts of the Y-shaped and listed building remained. Other things now cheerfully sparkle after the 60 Million Swiss Franc renovation by the Giardino Group.

Atlantis by Giardino strikes the perfect balance between Zurich's urban vibe and it's rhythm of the nature. As an urban retreat, it seamlessly unites the luxury of a five-star superior city hotel with the natural surroundings of its green and peaceful location at the foot of the Üetliberg.

The freshly renovated Atlantis by Giardino whisks you back to its glamorous age as a stage for international guests and as a meeting, dining and relaxing place for Zurich locals.

www.atlantisbygiardino.ch

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