

**RIGHT:** Conrad Smith, BrardersSmith Architects, Pierre-Yves Rochon and Kieran Macdonald, GM of The Sway, on the 'Reinventing an icon' panel  
**BELOW RIGHT:** Peter Joehnk of JOI Design told of the challenges of The Squire development at Frankfurt Airport

► Hypnos and showers by Grohe. Jivrav also revealed expansion plans for the brand lay in having 400 rooms in operation by 2012 having days earlier exchanged contracts for a site in the Liverpool Street area, and currently being in negotiations on a site in Kings Cross.

Jumping to the opposite end of the scale but also crossing from Asia, panelists on 'Beyond Boutique: Swire Properties New Boutique Brand', revealed a new venture from the group behind The Opposite House in Beijing and The Upper House in Hong Kong. Building on its success in Asia Swire unveiled Chapter Hotels, described by the group's Managing Director Brian Williams as a contemporary take on the boutique hotel. The first property, The Montpelier Chapter in Cheltenham, opened its doors a few days after The Sleep Event and is soon to be followed by Chapters in Exeter and Bristol. Architect and interior designer Katy Ghahremani of Make Architects commented: "This project has been particularly challenging as it is the first hotel of the brand. There was no brand book so we had to extract from Brian how he wanted it to be in terms of design." Williams explained the process of appointing a brand consultant to analyse what people like and dislike when travelling and to create a "brand DNA". He also outlined the benefits of using the same firm as architect and interior designer to create a seamless experience from outside to in: "It's not without its challenges," he states, "but the result is astounding."

Neil Worrell of Hilton, Peter Joehnk of JOI Design, and General Manager Charles Muller took part in a panel which looked at the Squire development at Frankfurt Airport,



home to two new hotels, with which Hilton Worldwide plan to redefine the airport hotel concept originally created under the Hilton brand, as well as rolling out their Garden Inn brand. Charles Muller explained that as one of Europe's major transport hubs, having a presence at Frankfurt Airport made perfect sense for Hilton: "Hilton already has airport hotels at Heathrow, Charles de Gaulle, and Schiphol," he explained. Peter Joehnk said one of the biggest challenge had been adapting the European standard room designs for Garden Inn, originally created by Paul Bevis Design, to the curved envelope of the building.

The development would also follow in the tradition of Hilton Hotels occupying iconic buildings, although the guestroom interiors would be softer, offering a contrast with the high-tech building. "The building has to fit its location, but inside it must be comfortable," explained Worrell.

The success of The Sleep Event has prompted organisers UBM to take the concept further afield and as such they have announced The Sleep Conference India set to take place in May 2011 in Mumbai.

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