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Dual-Branded Hilton Complex Debuts

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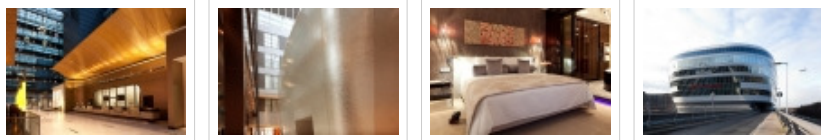
German hotels part of futuristic transit complex

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Hilton Worldwide has opened its first dual-branded property in Europe, at a futuristic transit hub adjacent to the airport in Frankfurt, Germany. Housed in The Squire, an oblong-shaped horizontal skyscraper, are a Hilton and a Hilton Garden Inn.

"The Squire is one of the most architecturally impressive buildings in Europe, and we are delighted to welcome these two spectacular properties to our portfolio in this iconic, design-led development," said Simon Vincent, area president, Europe, Hilton Worldwide.

The interiors of the adjoining Hiltons were created by JOI-Design of Hamburg, Germany. The firm said its original brief was to address mobility in its proposed concepts, while at the same time creating places of escape and relaxation for guests.

Two major ways JOI-Design sought to fulfill those goals was through the installation of the large "golden wings" that extend over the reception, dining and retail areas, effectively reducing the volume of those spaces while allowing natural light to flow through from the atrium; and a silver mirrored globe that creates a building-within-the-building in the ballroom and function spaces.

JOI-Design also was responsible for the interiors of almost 600 bedrooms spread between the two hotels, and because the building's curved façade meant the footprint of those spaces is different on each level, the design project involved some 200 room types. In a building with so many hard surfaces, JOI-Design said it placed particular emphasis on bringing a tactile and comfortable experience into the bedrooms, through such means as leather-clad wardrobes and stylized wingback chairs.

Peter Joehnk, JOI's joint managing director, said the commission was "complex due to the building form, challenging because of the logistics on-site and exciting since we were being asked to set a new benchmark for Hilton. I am proud that we have managed to keep our original design through such a long program and feel that the result is an experience that will touch guests at an emotional level. Design is an important factor in brand communication and The Squire is an international milestone for Hilton."

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