



HI

HI is an urban hotel located in Nice designed by matali crasset

HI is a upmarket hotel concept that marks a new departure from traditional luxury standards.

200 metres from the Mediterranean beachfront and the Promenade des Anglais, HI invites you to experience the latest in contemporary living.

HI was launched and is managed by Patrick Elouarghi and Philippe Chapelet.

HI was designed and invented by matali crasset. She produces here her first global environment.

HI

Story

Philippe Chapelet and Patrick Elouarghi have been working together for ten years. After opening in Paris, the first world food concept store, "L'Épicerie du Monde", they decided to move to the countryside. They refurbished the Château de la Tremblaye in the Loire Valley, which became a Châteaux & Hôtels de France member in only its first year.

In 2001, they set themselves a new challenge : to invent a hotel with new standards, transcending the conventions and clichés of luxury hotels.

They came up with HI.

HI will be urban, innovative and daring.

They chose the city of Nice, an international tourism hub with a wonderful climate.

They quickly singled out matali crasset's work.

"So different and offbeat, she designs non decorative furniture that is both functional and experimental."

They find her to be someone receptive and keen on their idea of creating an alternative upmarket hotel. matali is driven by similar ambitions.

Patrick and Philippe find the ideal site, a 1930s former boarding house. The purity of the façade is ideal for a very contemporary project.

The plans take shape over several months. matali shows them some sketches. Ideas bounce back and forth, nourished by discussion, evolving into real concepts.

Thus HI was invented.

matali was trained as an industrial designer, graduating from ENSCI in 1991. She began working with Denis Santachiara and then with Philippe Starck. She set up her own studio in 1998.

Her work was recognised in the nineties as a refusal of purely formal design. She questions our environment and transforms it into a mobile and experimental space. She focuses her attention on domestic habits and the use of household technology.

All her projects follow a singular approach enabling her to work in a large variety of areas such as stage design, industrial design, furniture, interior architecture, graphic design, exhibitions and art direction...

She produces with HI a global design project, from graphic design to furniture design, from architecture to the hotel's cultural programmes.

matali's work is now internationally renowned. The Victoria & Albert Museum of London dedicated an exhibition on her work, as did the mu.dac of Lausanne and the Grand Hornu in Belgium.

<http://www.matalicrasset.com>

HI

concept

Philippe Chapelet & Patrick Elouarghi: "HI is an urban hotel, innovative and friendly. It is a different approach to most existing urban hotels, unburdened by the codes and shackles of traditional luxury hotels."

matali crasset: "Some hotels want you feel as though you were at home, others want you to feel like a guest at someone's place. HI offers the chance to live an experience, the experience of contemporary. The hotel is an ideal space to transmit and discover contemporary culture. The short term stay is an ideal length for experimentation."

Hi is the setting for this discovery, providing the opportunity for everyone to appropriate the different universes they come across. It is a space for inter-action.

P&P : "We have revised the notion of service. The welcoming and the comfort are not restricted to the sole dimension of service but by the way each one can feel autonomous and free to explore."

m : "Yes, everyone is an actor. Far from spaces dominated by decoration where each component has only one place and role, space and objects in HI find their legitimacy in their capacity to provide services and assistance that allow us to feel free to move with new game rules."

p&p: "one has to feel comfortable to taste, to relax. Hi allows this in a new spirit."

m: "by not being prisoner of a decor, and therefore of a status, the guest is able to go beyond the usual role one plays in a luxury hotel.

HI is a structure that produces a large variety of stimulation, intended to be as many different experiences. The hotel has nine different concepts which don't follow an aesthetic theme but instead are based on different ideas of spatial organization: nine ways to live a space."

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p&p : "The idea is not so much to impose a universe but to invite. We want to bring together in a contemporary environment, the friendly spirit of a guest house but also taking advantage of the latest technologies. In the rooms, for example, the flat screens free up additional space while the totem techno-columns are a centralised control panel."

m: "It's an empathic space based on activity and modularity. It is not an introverted place that holds people back, rather it is a space intended to stimulate curiosity, towards the interior as well as the exterior. The hotel is in fact a platform. Inside, the structure is flexible and changes according to the time of the day and is enriched by the exterior with partners offering insights into their own world: music, images, literature..."

p&p : "HI targets an international leisure and business clientele, while being a platform interacting with its city and its contemporary culture."

The interior as well as the furniture and most of the objects and graphics were designed by matali crasset. matali has also invited other designers, artists who share her values.

The entrance, the lobby and e-shop

On entering the hotel lobby, the guest can hear a murmur perceptible through two concrete walls, symbolizing two speakers.

A virtual turnstile leads you to slightly rotate and slow down your rhythm. The receptionist stands behind a discreet desk, free to move back and forth to welcome guests with simplicity.

Nearby the reception, the lobby has several "interface" modular armchairs, which can be arranged in different ways: face to face, side by side ... for two or three persons. Space can be made and unmade to suite the situation. Some of these chairs can accommodate laptop computers. Close by is a library with a selection of books given by friends of the hotel.

The reception and lobby are designed with concrete tiles, as though the exterior were extending inside. These tiles can hold trays to display objects, books, cds: the e-shop.

HI offers nine concepts for 38 rooms.

Each concept offers a specific spatial arrangement to be lived and explored. They are not decorative themes but more typologies that give alternatives to what are usually extremely codified spaces. The room becomes a setting for micro-events in relation to the spatial arrangements.

That way, comfort goes beyond the simply physical and visual.

It is comfort in motion, conferred by the generosity and simplicity of the structures that, like a guidebook, invite you to enjoy the moment. The space relies on the flexibility of every component, the non-specialization of the structures. The result is a seamless transition from one activity to another and allows the sharing of one's experience.

Monospace

The room is an open space, with three sections, each one associated with a colour or a function: comfort, relaxation and breathing.

Up& Down

A braided chestnut shelf laid high on the wall, runs across the room dividing it into two zones : the upper zone is for services, the lower zone, for relaxing.

The bathing zone is located behind a chestnut rack, as if it were the threshold of a garden.

Indoor Terrace

All the furniture is at the centre of the room. The furniture becomes a like a deck on an indoor terrace. At the far end of the terrace, an organic curtain provides some privacy while showering. The toilets are like a hut and when lighted, glow like a lantern.

Happy Day

This room emphasizes the passing from day to night through a metamorphosis. During the day, the room is a lounge with a couch with clear wood and acid green tones. At night, two wooden panels behind the couch open to reveal a pink alcove and the other half the bed. The niche has all the comforts needed for the night : water, slippers ...

Strates

This room should be lived in layers: from bottom to top, store, rest, hydrate, energize, decompress, dream. The different functions are not distributed horizontally but vertically to change our view of daily life.

Digital

A room with a graphic design theme inspired by cyber-culture. The walls are giant pixels, the furniture components are like the windows of a computer. One of these windows is a light-box, combining animated and still images, inciting once again new invitations and discoveries.

Technocorner

A room devoted to image and sound like a private auditorium. The widescreen can be viewed from the comfort of the bed or the bath, with the television acting as a folding screen between the room and the bathroom.

The "sofablaster" is a couch with integrated speakers and headphones, and, in its arm-rests, a music collection from the F Communications label.

White & White

This room is in immaculate white where the traditional codes of furniture have been disrupted. The table becomes a bed. The baldaquin bed becomes a bathtub (designed exclusively for HI), draped in white skaï with a fuchsia coloured Plexiglas ceiling. The room is dedicated to wellbeing with fresh and organic products.

Rendez-vous

A modular area, it can be a bath lounge or a working space. On entering, you discover a vast bathing area with a lava stone bathtub. This room has a private terrace, a complete living space with shower and adjustable seating.

Fittings

In each room the interfaces are centralised in two points :

from the bedside are the controls for the lights and electric blinds.

from the totem you control :

- the LCD flat screen, satellite and music centre
- the heating or air conditioning
- the phone - each room has a cordless phone with a direct line
- high speed internet access

HI has drink dispensers on every other floor to satisfy a thirst for water, juice, beer or champagne.

HI

Happy Bar

The bar is at the heart of the hotel. Its centrepiece is a suspended nacelle, impressive yet light, like a modern alcove. It structures the whole space, filtering the light coming in from both the street and the atrium garden.

In the evening, the atmosphere turns festive with lighting effects. The nacelle comes to life with the presence of live DJs (sound designed by Fcommunications, Laurent Garnier's music company) or the Hi.mages video screenings.

Food - cantine bio by Alain Alexanian

Four menus - four seasons.

The four menus designed by Alain Alexanian are served in three courses - hors d'oeuvre, main course and desert - presented in "frigoverres" - glassspots - placed in a refrigerated display cabinet. That way, diners can pick and mix their meal by helping themselves from a variety of dishes.

"I'm proposing to prepare sixty recipes a year, four menus for each of the four seasons because I only use in-season produce, selected from designated producers. And with every dish, I want to try something different in terms of the choice of ingredients, the way I associate them and prepare them. HI guests will discover that eating good can also mean eating healthy. In this way, the organic canteen is a precursor to our eating habits of tomorrow." Alain Alexanian

Alain Alexanian's menu will be served on HI.link, the tableware designed by matali crasset exclusively for HI. Made from white porcelain, HI.link has freed itself from the conventions of table etiquette to invent new rituals. The service is made up of four universal containers : two bols and two plates. The bowl becomes a mug, the soup bowl... By connecting each element with one another, the set implies a sort of gustative itinerary. It is tableware that breaks with the past, showing that eating, having a coffee is a way of coming together.

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A sense of well-being

HI focused its relaxation areas towards wellbeing

hammam

A contemporary steam bath, made out entirely in resin. The hammam has two hot areas and two adjoining rooms, one for musical relaxation and the other one for massages.

Wellbeing also means taking advantage of Nice's wonderful climate, by relaxing in the atrium garden or on the room and spa terraces as well as the roof top pool with its panoramic view of the city.

A pool on the roof

This is HI's culminating point : a terrace on the 8th floor, with an exceptional view of Nice, the Mediterranean and the Alps. The pool is a huge terracotta pot laid on the building, another experience to discover with its bar..

There are many ways to enjoy the sun, on the terrace having a chat around tables, lying down on deck chairs or beach-style on giant waterbeds.

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Ron Orb for Hi

Matali asked Ron Orb if he could design a bathrobe.

Ron Orb, Ronald Pineau, is a designer before being fashion stylist. In 1996 he launched his first collection. He makes his clothes with ergonomics in mind, taking into account body movements.

The shape of the bathrobe, white with purple stitching, is similar to a boxer's robes and is a close-fit.

The staff's uniform – trousers, shirts, t-shirts combine contemporary elegance with functionality.

<http://www.ronorb.com>

HI

Stimuli

Fcommunications, is a famous French label producing electronic music. They produce the musical ambience of HI broadcasted in the hotel through Hi radio that can be listened on the internal television channel.. The company was founded by Eric Morand and Laurent Garnier, they discovered artists such as Llorca, Saint Germain, Frédéric Galliano, Avril, Mr Oizo and Alex Kid. They already released 120 maxi cd's and 30 albums.

Each month we discover one of their artists : Llorca, Ready Made, Alex Kid, Aqua Bassino, Laurent Garnier have already mixed at the Happy Bar.

In the technocorner rooms, we offer a wide selection of CD's that can be borrowed from the reception.

Fcom's cds are also for sale at the e-shop.

www.fcom.fr

HI

.images

He also selects a series of short movies (videos, documentaries, fictions, 3D images, animations) part of the HImages programmes. Every Thursday, a short movie is projected in the Happy Bar. This program is also featured on the internal television channel.

Hi books

Hi.books is an unusual self-service library : novels, essays, art books, architecture and design reviews, children's books, in French, English, German, Italian

HI

HI
3, avenue des fleurs
06000 NICE
France

Manager : Joerg Boehler

Tel +33 (0) 497 07 26 26
Fax +33 (0) 497 07 26 27
e-mail hi@hi-hotel.net
<http://www.hi-hotel.net>

press

2^e bureau / Sylvie Grumbach, Martial Hobeniche
13, Rue d'Aboukir - 75002 PARIS
Tel +33 (0)1 42 33 93 18 - Fax+33 (0)1 40 26 43
53m.hobeniche@2e-bureau.com