

BLUEPRINT

THE PRODUCT DESIGN FORGOT

WHY SOON EVERYONE WILL WANT A HEARING AID

ROALD DAHL:
THE MUSEUM AND THE MOVIE

LIGHTS OUT IN
LOS ANGELES' THEATRES

REFINING THE WORKPLACE
AT DESIGN PRIMA



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This month:

Model maker Pipers depicts the changing face of London in acrylic, the V&A gets tactile at the Touch Me exhibition, Diesel's new London showroom, D&AD Awards winners, looking forward to a summer of student work, the Royal Academy Summer Show, 100% Design/Blueprint Awards, BestLite's 75th birthday, landscape art by Reid Architecture, architecture critics at a glance

INTERIORS

CELLAR WITH AN EXCITING NEW CAST

The deep, damp cellar of a brick iron foundry is the location for an extraordinary new boutique hotel and club in the harbourside entertainment district of Hamburg.

Located three blocks from the port of Hamburg, the interior of the East Hotel was inspired by the old foundry forms used to create cast iron objects. Chicago-based designer Jordan Mozer & Associates created a sculpted plaster wall flanking a 250-seat restaurant, to enclose private dining rooms, a lounge at entry level, and a 'skybox' lounge. The restaurant (serving 'Asian fusion' food) has four sets of 8.5m high glass doors that open on to a courtyard.

The foundry accommodates 12 guest

rooms while a new building adjacent has another 65. After the hotel proved to be an immediate success, the owners – a team involving a developer, restaurant entrepreneur and hotel manager – commissioned an additional 26 rooms that are due to be completed in August.

Across the main restaurant, an 18m-long bar continues into the lobby and on to a terrace overlooking the garden.

Jordan Mozer & Associates, which describes itself as an integrated and narrative architectural and product design company, also developed an idiosyncratic range of furniture and interior fittings inspired by cooled molten and cast forms, hot fat raindrops, and 'unexpected shifts of scale and form – elements that are at once familiar and strange'.

Previous projects include the Nectar restaurant at the Bellagio hotel in Las Vegas, the Children's Museum at the Volkswagen Autostadt at Wolfsburg, as well as many themed attractions in the US.

