

Asia Hotel News

December 2012

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W Hotel Bangkok

Project Overview

The highly anticipated opening of the W Bangkok took place on December 7. Located in the bustling commercial district of North Sathorn Road, the new hotel features 407 guestrooms. W Bangkok is Thailand's second W Hotel following the 2010 opening of W Retreat & Spa Koh Samui.

W Bangkok is part of a large Sathorn Square mixed-use development, comprising a 40-storey office tower and a 31-storey hotel tower on the grounds of the former Russian Embassy. Rather than knock down this century-old, European-inspired heritage building, the original embassy has been retained and is now dwarfed by its two modern, high-rise neighbors. The interiors are being restored to their former glory and once completed (spring 2013), guests can also enjoy their stay at the W Hotel colonial-style.

Project Details

1. **Type of Business:** Design hotel
2. **Open Date:** December 2012
3. **Concept:** Cutting-edge design
4. **Location:** Sathorn Road, Bangkok
5. **Target:** Upscale and design-conscious travelers
6. **Number of Rooms:** 407 rooms
7. **Room Rate:** Opening promotional rate starting from US\$ 170 per night
8. **Developer:** Golden Land Development PLC; www.goldenlandplc.com
9. **Project Owner:** North Sathorn Realty Co., Ltd.;
<http://sathorn-square.com/development-team.html>
10. **Main Contractor:** Ritta Co., Ltd.; www.ritta.co.th
11. **Facade Consultant:** Aurecon (Thailand) Co., Ltd.; www.aurecongroup.com
12. **Hotel Group:** Starwood Hotels & Resorts; www.starwoodhotels.com
13. **Architect:** Palmer & Turner; www.p-t-group.com
14. **Interior Designer:** SODA Thailand; www.soda-thai.com
15. **Styling:** AvroKO; www.avroko.com
16. **Website:** www.whelbangkok.com

Location Map



W Hotel is located in Sathorn, a commercial district in Bangkok where a lot of the new development is taking place, such as the MahaNakhon complex. BTS skytrain station Chong Nongsi is next to Sathorn Square.



W Hotel is part of a Sathorn Square mixed-use development.



Artist's rendering of the façade.



The base of the new, modern hotel tower has been designed as a theatrical backdrop to the historic building, including vibrant illumination that changes from day to night.



The towers share a common architecture language.



W Hotel is part of a large mixed-use development, comprising of a 40-storey office tower (pictured here) and a 30-storey hotel tower.



The W Hotel is located on the grounds of the former Russian Embassy. The old embassy is being restored to its former glory and from March 2013 hotel guests can also stay at this building.



The hotel combines a modern glass tower with a century-old, European-inspired heritage building.



The hotel soft-opened on December 7 but not all parts are finished yet such as the fountain in front of the hotel and the old Russian embassy (yellow building) next door.



Entrance to the W Hotel with its imposing silver-colored sliding doors.





Signature "W" in the lobby area.



Reception



Concierge desk next to the entrance.



Lobby





The interiors of the hotel evoke the colorful, sparkling glass tiles commonly found in Thai temples and palaces.









Corridor between lobby and elevator area.



Elevator area.



Rooms feature custom-designed chrome furniture.



W Guangzhou Hotel & Residences

Project Overview

The dark-color and uniquely designed building that houses W Guangzhou is located in the booming commercial district of Zhujiang. Featuring 285 rooms, 27 W Suites, 4 WOW Suites and an Extreme WOW Suite, the property also includes a business center and 1,370 sq m of event space and studios for meetings and conferences.

Slated to open in early 2013, the first W Hotel in mainland China will introduce Guangzhou to a new style of modern luxury, featuring cutting-edge architectural and interior designs by an eclectic assemblage of international designers. With a striking exterior by renowned architect Rocco Yim, W Guangzhou will feature dynamic interiors by New York's Yabu Pushelberg, Glyph of Toronto, Hong Kong's AFSO, A.N.D. of Tokyo, and Kuala Lumpur's DesignWilkes.

Project Details

1. **Type of Business:** Design hotel
2. **Open Date:** January 2013
3. **Concept:** Cutting-edge design
4. **Location:** Zhujiang district, Guangzhou, China
5. **Target:** Upscale and design-conscious travelers
6. **Number of Rooms:** 285 rooms, 27 W Suites, 4 WOW Suites and an Extreme WOW Suite
7. **Floor Area (W Hotel):** 46,000 sq m
8. **Floor Area (Residences):** 33,000 sq m
9. **Project Owner:** KWG Property Holdings; www.kwgproperty.com
10. **Hotel Group:** Starwood Hotels & Resorts; www.starwoodhotels.com
11. **Architect (Exterior):** Rocco Yim from Rocco Design Architects Limited; www.rocco.hk
12. **Interior Designers:** Yabu Pushelberg (New York), Glyph (Toronto), AFSO (Hong Kong), A.N.D. (Tokyo) and DesignWilkes (Kuala Lumpur)
13. **Website:** www.starwoodhotels.com/whotels

Location Map

W Hotel is located in the booming commercial district of Zhujiang in Guangzhou, China.





The first W Hotel in mainland China features cutting-edge architectural and interior designs by an eclectic assemblage of international designers. Renowned architect Rocco Yim designed the striking exterior.



Architect and designer Kosaka of A.N.D. has created a four-story lit glass loft suspended from the side of the hotel with optical fiber strings of light cascading down the inside of the glass, creating a pulsating effect of light and energy that can be seen from both the inside and outside the hotel.





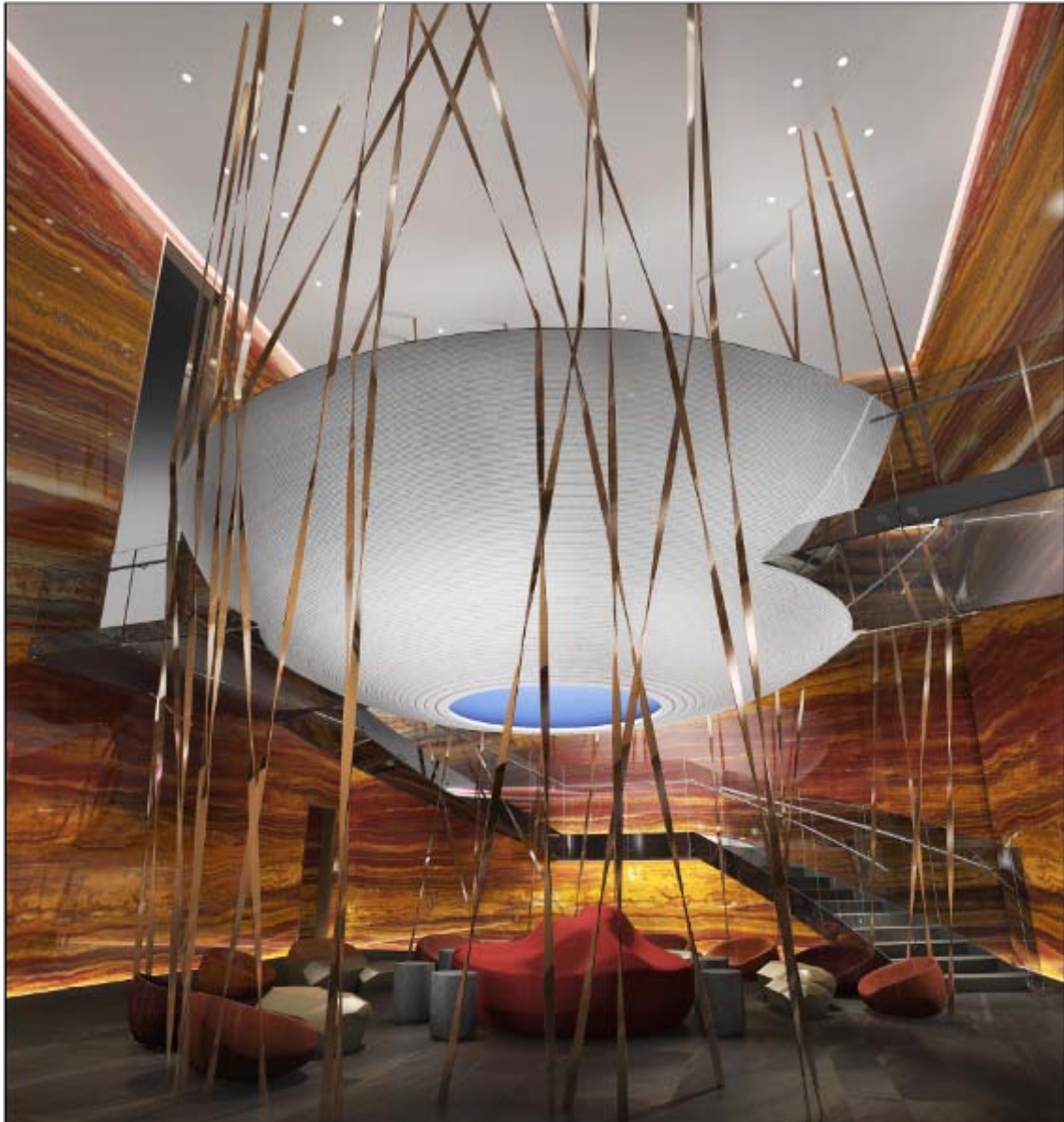
Innovative installations will be found throughout W Guangzhou, including the stunning three-story “Luminous WaterWall” in the entrance of the hotel. Developed by WETDesign, the piece has been inspired by impressionist paintings and is a liquid mosaic of light, lines and color that evolve, entwine and collide to create a vibrant, dynamic entry.



Rendering of lounge area



Installation in the lobby by Yabu Pushelberg. It frames WOOBAR's lounge area, a suspended modern nest, supported by an elevated walkway and tethered above and below by thin metal strips to create an intimate and provocative space with views of the hotel's Living Room (the W brand's twist on the traditional hotel lobby).



Cigar Lounge.



Rendering of Yan Yu Chinese restaurant

