

NOMAD HOTEL BAR EATERY BASEL – PRESS RELEASE INTERIOR DESIGN

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NOMAD HOTEL BAR EATERY

Operator	KRAFFT AG Basel
Architecture	Buchner Bründler AG Basel
Interior Design	GREGO Jasmin Grego & Stephanie Kühnle Architektur GmbH Project Management Nadine Tschudi
Furniture Design	This Weber (Concept: GREGO)
Furniture Production	VERY WOOD
Carpet Design	GREGO
Carpet Production	KINNASAND (Isa Glink)
Naming Graphic Signage	Studio Roth & Märchy Zürich

Carpet Concept – woven interior for a sculptural architecture

In the project for the Hotel Nomad, the striking architecture of the team Buchner Bründler, makes for a structurally and atmospherically powerful basis: The 50s apartment house on Brunngässlein has been carefully renovated in connection with the historic preservation of the building, with the room structures adjusted to meet the needs of the hotel. In the courtyard, a contemporary architectural concrete new build (with loft-like open floorplans and a minimalist conceptual shell design) forms an antithesis to the playful small sections of the front building. Roughly formed, and from the functionality of the construction process, the static, divided components of the original stone material show all its structural strength and physical sensuality.

The interior designs of the completely different room types in the two parts of the house respond to their particular architecture, strengthening and connecting them to create its unmistakable uniqueness. To bring the fascinating sculptural radicalism of massive in-situ concrete on an equal footing, it requires resources of similar sensuous identity, strength and directness to create a thread throughout the entire project, while also being able to generate the comforts of a 4 star hotel with soft textured, homelike elements.

The supporter of this homely atmosphere in the design concept of GREGO, is the woven fabric made of wool - the KILIM. The weaving of textiles plays a crucial role in the centuries-old efforts of people to create cosiness in their private abodes. As long as over 400 years ago,

kilims were woven as curtains, floors, ceilings or transport and storage bags on simple looms. Woven, woollen textiles are also highly valued as cold protection and heat insulation on floors and walls. Patterns and motifs are images from the natural and everyday surroundings of the artisans (e.g. animals or plants), reflect emotions (satisfaction, happiness, etc.) or show the icons of their own tribes. Through the kilims embellishments, the time and place of their creation is clearly identifiable. For generations, women of numerous tribes have produced their own designs and handed them down.

Flexible in its structure, and depending on the various spaces, the kilim in Nomad has some surprising applications, from carpeting in the front building, on the upholstery of furniture, to the acoustically absorbent panels on the ceiling of the restaurant. Due to the non-industrial processing of the natural wool, created by hand on large looms, and their irregularities in texture and colour, the kilim becomes an independent building material, displaying similar strengths and character to the concrete that was cast on site. Without curtailing its qualities, the woven carpet complements the whole picture, adding a second layer of spatial effects, with new aspects of colour and flattering haptics and is consistent with its picturesque texture emblematic of cosiness and suppleness. Thus, two very different elements celebrate their interplay in the "beauty of imperfection". Each area of the hotel is created from craftsmanship of unique identity - a new, stand-alone definition of luxury in the standardised international hotel market, characterised by uniformity.

The kilims at the hotel were designed for an exclusive Nomad project collection by GREGO and were produced in limited numbers in India. Neither "Ethno Design" or "Vintage Chic" were the guiding principles; rather, the designs of the Nomad collection are, both in their motives, graphic proportions and colour, a contemporary interpretation of the ancient handcraft tradition, which finds its inspiration, not in the middle or far east, but in our own local culture.

With their extensive know-how in textile design and extensive experience with production in the traditional Indian handcraft workshops, Kinnasand / Kvadrat came on board as a partner for the production of the 1,500 square metres of carpets. Their valuable support as business to business partners of the Krafft Gruppe has made a significant contribution to the realisation of the project.

Furniture and lighting

The furniture, and several lamps for the Nomad have been designed in close collaboration with various specialists and tailor-made for the hotel. The Swiss designer This Weber worked closely with the Italian manufacturer, and contract specialists, Very Wood (part of the Gervasoni Group). Taking in ideas from GREGO and in joint development, a complete, varied collection of Nomad furniture, consisting of seats, wooden chairs, upholstered chairs and even outdoor seating for the boulevard lounge, were created. The other wooden furniture (tables,

benches, cabinets, serving trolleys) are designs from the pen of GREGO and in turn react to the idiosyncrasies of the different hotel room characters found across the two houses.

With their extensive experience and skill in the processing of different materials, ranging from wood to leather, through to metal and ceramic, the joiners of Very Wood proved to be an ideal partner for the implementation of the complex furniture series, supporting the project with great enthusiasm and openness.

This functional aspects of the high demands brought about by hotel use have been as well considered and thought through as the creative guiding principle "Carpet Concept" was: in the outfitting of the rear building the kilim carpet is three-dimensional and dresses the upholstered furniture and the bed headboards, while in the front building the pieces of furniture use casters instead of feet to protect the kilim to flooring.

The family of pendant and wall lights for Eatery have been specifically developed by GREGO with the active support of lighting designer Tobias Gsell.

Eatery

The sculptural concrete space of Eatery on the Brunngässlein, with its floor to ceiling glazing, appears urban, open and generous, offering its guests the choice of many different furnishing typologies for every occasion and mood. On request, classic bistro tables for 2 persons can be combined together to form long communal tables for groups. Informal seats are available at the bar and at high tables, while a spacious cushion landscape under the large skylight in the back room exudes a living room atmosphere. Oak and monochrome turquoise leather contrasts the exposed concrete.

The colour turquoise was chosen because of its light bearing properties and its own colour depth, which is particularly well expressed on the oil painted surface of bar's back wall. The kilim makes an eye-catching appearance in the Eatery as acoustic absorbers on the ceiling.

The hotel Nomad is one of a kind - populated with unique pieces.