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# The Vine Hotel – Madeira Atelier Nini Andrade Silva

What's in a name? In the case of this hotel, quite a lot, including the guiding design concept for all the interior spaces. From abstract symbol to literal reference, the 'vine' appears throughout The Vine Hotel, starting with a purple staircase at the entrance. The lobby lounge, called Terra, represents vineyards, with large inviting sofas like baskets filled with purple cushions, reminding of grapes and what they produce. The four seasons, so critical to viniculture, are represented by four different colour palettes – green, purple, grey and brown – one for each of the hotel's floors. Even the restrooms get into the act, with cubicles suggesting the form of grapes.

Found on the sixth floor are the restaurant UVA and the bar '360', the latter an obvious reference to its views over the bay and surrounding hills. The swimming pool is purple, like a huge tank of wine. Super-graphics abstracting the world of the vine appear occasionally in the building, including imaginatively over beds, backlit for effect. The colour purple ties it all together, a constant reference to the name and theme here, but conveniently complementary to the tones of grey, black and greens also used profusely. The Vine Hotel could easily push the grapes and wine idea too far, but it doesn't, and guests may first experience the spaces and rooms as separate aesthetic entities before becoming aware it is all connected. As always, with this approach to design, it is essential that the results survive autonomously from their generating concept, lest it all become trite. The Vine Hotel achieves this, while still offering the lover of grapes a new way to enjoy them.





