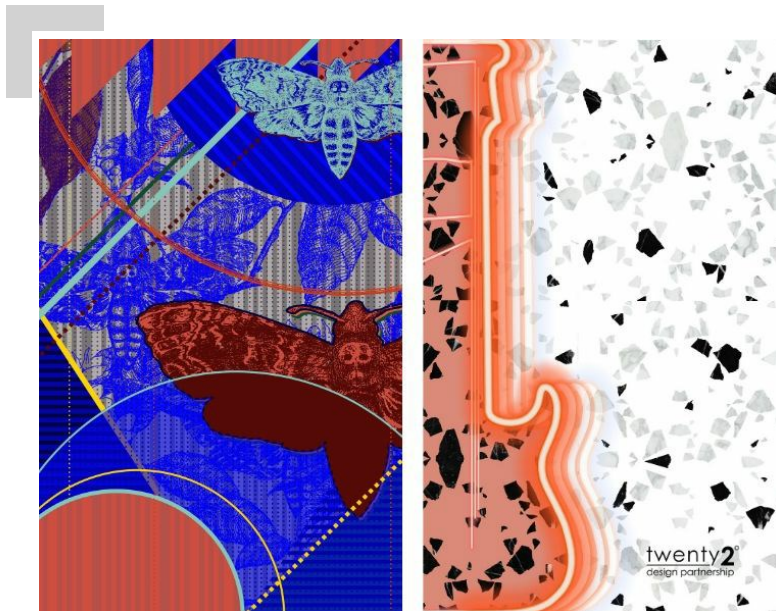


Design studio twenty2degrees creates social flexible pop-up for Sleep & Eat 2019

twenty2degrees is one of six studios creating a concept guestroom pop-up 'Sleep Set' for this year's Sleep & Eat 2019...

London-based hotel design practice [twenty2degrees](#) has designed a concept guestroom in a response to [Sleep & Eat 2019's](#) theme of "Social FlexAbility", which explores hospitality's power to stimulate human interaction in our age of digital dislocation.



"We are not suggesting that human beings should return to a world without digital devices – far from it – but it's a question of balance and making non-digital elements more fun so they can compete with smart phone obsession," says Nick Stoupas, Founder and Partner of twenty2degrees. "We'll be incorporating a music playlist and dynamic lighting as well as using a lot of bold colour, and materiality will be important. Then we are shaking it all up. Think neon illumination and timber, an industrial style black floor with a richly designed rug depicting fantastical flying creatures."

"We followed certain paths of thought, then found new sources of inspiration and were able to flip the aesthetic." – Joe Stella, Creative Director and Partner of twenty2degrees

twenty2degrees has worked closely with Ulster Carpets in the creation of the rug. Other supplier partners are: Hansgrohe (Brassware), Contardi Lighting, Tarkett (flooring), Solus Ceramics (stone marble), Hamilton (sockets & switches) and Altrack Surfaces (vanity unit). Peter Millard and Partners is supplying artwork, Bang & Olufsen the sound system and the build partner is Viriato Hotel Concept.

"The process of designing the concept guestroom has been fascinating," says Joe Stella, Creative Director and Partner of twenty2degrees. "Essentially, we were our own client freed from the usual constraints of commercial hotel design. We followed certain paths of thought, then found new sources of inspiration and were able to flip the aesthetic. We hope that the result of this creative license will be ideas that operators, owners and other visitors to our pop-up will want to take away with them and adapt for real-life projects."

twenty2degrees' concept room, one of six Sleep & Eat Sets, will be located on the gallery level of Olympia London's Main Hall.

Main image credit: twenty2degrees/Sleep & Eat 2019

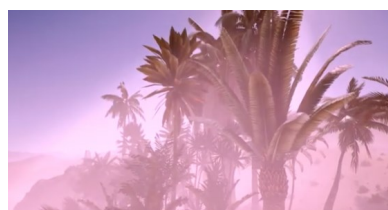
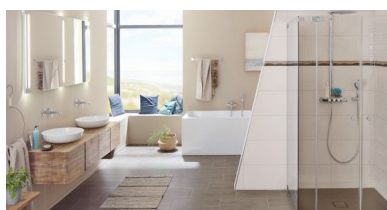
Hamish Kilburn / 11.11.2019

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