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TWENTY2DEGREES INFUSES LOCAL NARRATIVE INTO ITS REDESIGN OF BUDAPEST MARRIOTT HOTEL



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twenty2degrees has completed its two-phase refurbishment of Budapest Marriott Hotel, beginning with Marriott's signature Greatroom concept, which harmonises reception, lobby lounge, bar and restaurant in a single open space, followed by the hotel's function and meeting rooms. The result not only aligns with brand expectations but, thanks to the designers' introduction of local context and artistic provenance, feels at home in this historic and creative city.

Tucked along the banks of the Danube River, the hotel overlooks some of the capital's most iconic landmarks including the Chain Bridge and Buda Castle. The 50-year old building belongs to the Brutalist mid-twentieth style of architecture, and the designers pay homage to the concrete façade with a new stone sculptural relief in the lobby. Beyond this however, the interiors are now modern and tactile with numerous residential-style details to ensure guests feel at their ease from the moment they arrive. twenty2degrees has also introduced Marriott's first 'disruptive bar' – a free-standing island bar in the lounge designed to evolve through the day, from morning coffee and pastry service, to cocktails and snacks in the evening.

The work of Hungary's renowned Bauhaus designer, Marcel Breuer, and artist, Laszlo Moholy-Nagy, was the inspiration for the specially-designed carpets and the refined-yet-elaborate decorative screens throughout the Greatroom. Integrated as an artistic and architectural element, they also serve to zone the space without shutting off any areas. These areas include: The Individual Zone for guests to relax, read, work and enjoy a coffee or a light snack. The Social Zone that is centred on the Liz and Chain Bar, and The Guest Service Zone where customers check in. Zones are defined by varying colour palettes as well as by different seating, tables and lighting options. The multi-functional, open plan scheme is designed to reflect our modern lifestyle where the opposing demands for privacy and human connection, work and socialising need to be met within a flexible space.

Together with cubist shapes and Bauhaus curves, twenty2degrees' celebration of the local is continued through a collaboration with contemporary local artists, Janos Huszti, Petyka, and Stefan Osnowski. Their pieces, as well as a collection of traditional paintings and prints and integrated artworks, compliment the colour scheme and provide an impressive gallery feel to some of the areas.

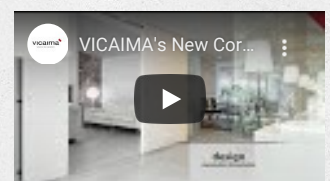
The meeting and banqueting spaces boast stunning views of the city. Together they represent 17,000 square feet of versatile space that includes Grand Budapest Ballroom, Ballroom Terrace, and a number of flexible meeting rooms. The redesigned spaces display similar aesthetic values to the Greatroom, echoing Bauhaus principles, favouring functionality over ornamentation and asymmetry over symmetry. They too are modern and tactile, combining cubist inspired forms with a contemporary design style.

"While addressing all the 'Marriott Modern' touchpoints, we felt it was important to also capture the rich essence of Budapest, a vibrant European city with a tremendous amount of history and a vast number of creative individuals, both past and present, from whom to draw inspiration," says Joe Stella, Creative Director of twenty2degrees. "Whenever we begin a new project, we first look to the brief in order to form the bare bones of the design. Then we explore the locality in order to add layered design elements."

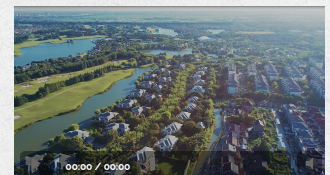
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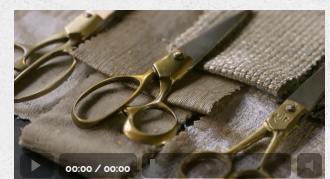
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