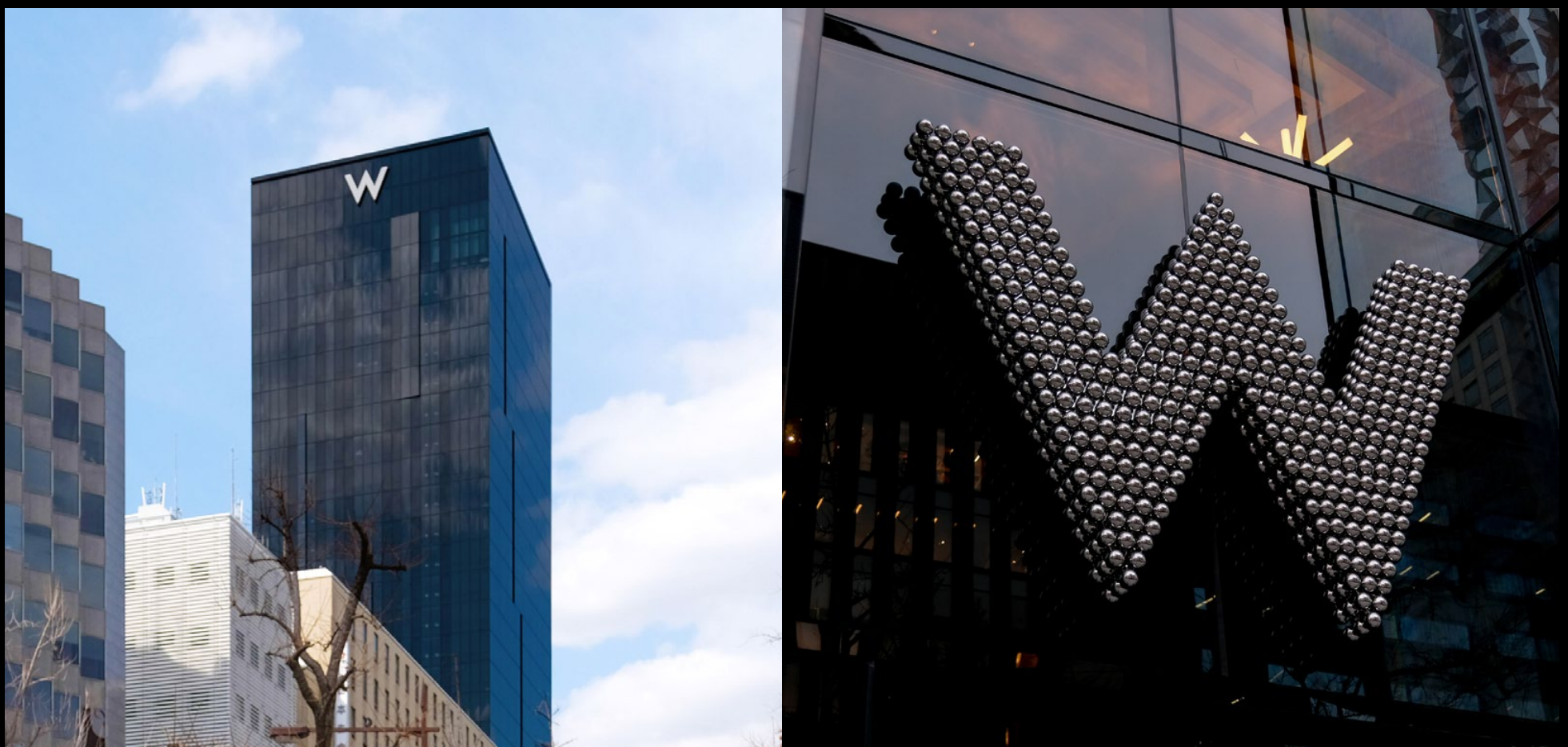


Bring out of Osaka essence through W lens.



W Hotels, a part of Marriott International Inc., is a luxury lifestyle brand born from the bold attitude and 24/7 culture of New York City. Opening as the first-ever in Japan, W Osaka features such unique contrast between Japanese minimalism and urban extravaganza, specific to a city as vibrant and energetic as Osaka. Behind the glass façade, you will find breathtakingly vivid colors, neon, provocative and bold design with a wit and attention to every last detail.

Project Name

W Osaka

Open

March, 2021

Owner

Sekisui House, Ltd.

Operation

Marriott International Inc.

Interior Designer

concrete architectural associates

Our Team

Shusuke Nakajima, Ikue Yoshitani



Interior Design: concrete architectural associates

The hotel interior was designed by the Dutch design firm concrete architectural associates. The design theme, "true spirit of Osaka - extravagant simplicity", was inspired by elements that are simple and traditional, as well as modern and extravagant, that capture the essence of the city.

The many facets and experiences of the city - sites, sounds, flavors, and thrills - are abstracted into extravagant colors, bold designs, and humor through the eyes of concrete. Working together with their one-of-kind point of view, ICA took charge of the art in guest rooms, suites, and the sushi bar. We took on the challenge to bring about the uniqueness of the city through comparison and contrast between extravaganza and Japanese minimalism, and wittiness and Japanese authenticity, in sync with the interior design aesthetics.



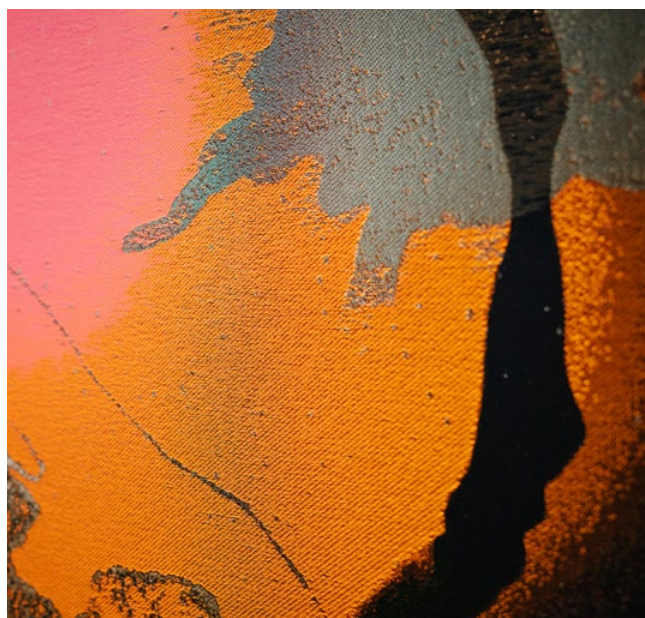
The Secret Sushi Bar: Lok Jansen

The mural installed in W's first secret sushi bar was designed by the Kobe-based Dutch artist, Lok Jansen. The interior, designed by concrete, carries out the theme of UKIYO, the floating world, as a metaphor for Osaka as the city of waterways.

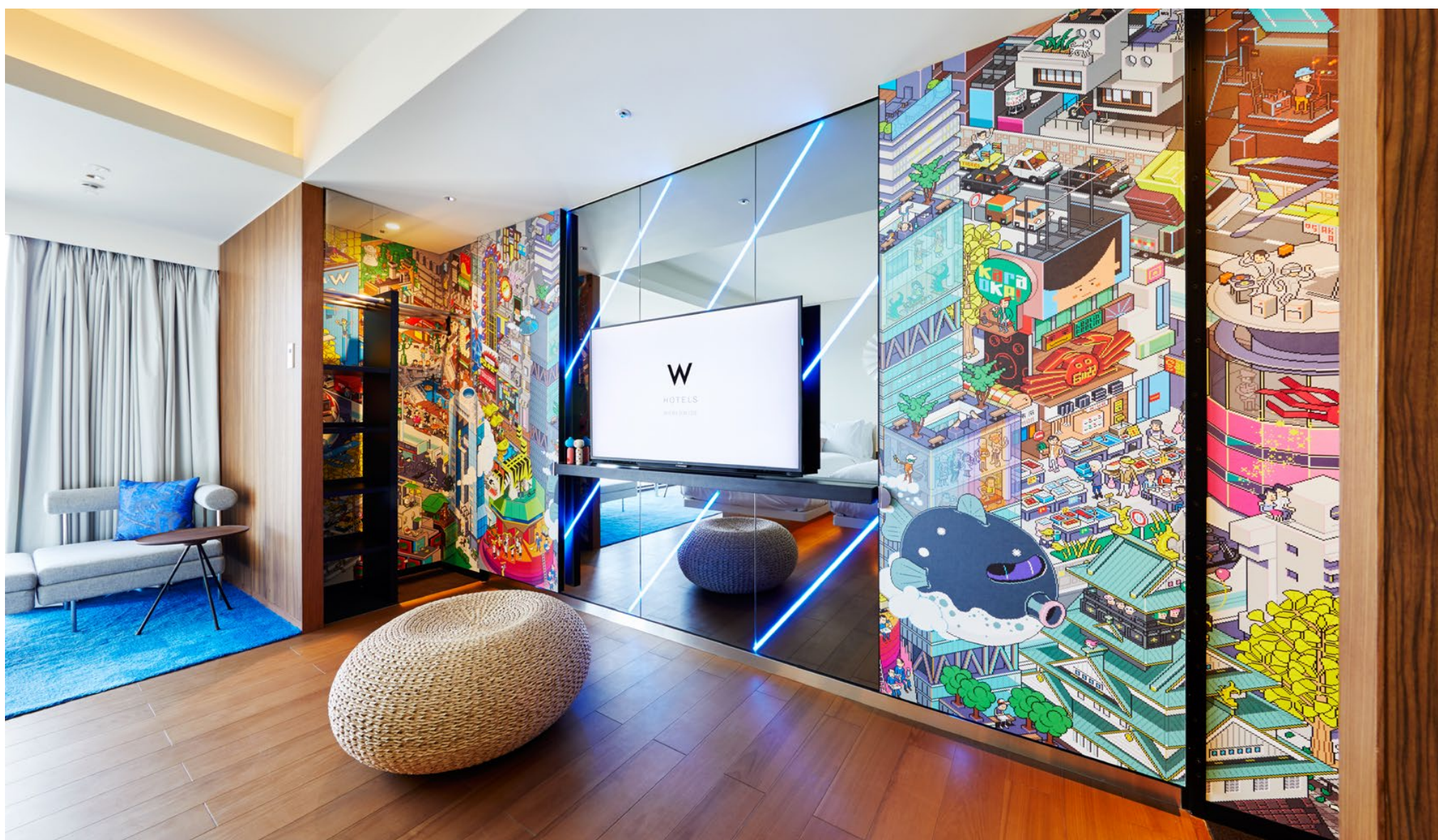
Osaka is known as the Kuidaore city, a place where you eat until you drop. Open casual interactions at markets, food stalls, and even kappo-style restaurants are the backbone of this culture. Striking up a conversation sitting in front of chefs and squeezed between others is a typical Osakan scene. The pleasure of eating local produce cooked with Japanese broth called dashi rests at the core of Osaka's history and identity. But here, it is not just about the cuisine. It is about the communication that transpires on top of cooking. This exact essence is what makes Osaka unique.



Up close, the seven-meter mural appears very abstract to guests, perhaps reminiscent of their experience in Japan: standing in front of something beautiful that cannot be fully explained and exploring ways to find that answer. As you walk past the mural, X-rayed fishes, plankton, and ripples appear and disappear, depending on the angle. Inciting curiosity of what it looks like in its totality, the art makes a unique contribution to a shared experience, conversation, and time: brilliantly embodying the nature of Osaka's culture.



This fade-in/out visual effect was developed by applying the technique for KINRAN, a woven pattern of gold or silver wool used by a Kyoto-based textile manufacturer with 150 years of history in Nishijin-ori fabric production. Inspired by lenticular printing, the fabric is the first-ever Kinran-fabric where the image changes according to view angles. This challenging spirit of adding a new twist to traditional crafts is symbolic of what makes W, W.



Wardrobe: eBoy

The upholstery inside the wardrobe is designed by eBoy, a group of artists known as the godfathers of pixel art. Here, their iconic work Pixorama, a pixelated axonometric urban landscape, meets W. Literally, intimately.

"A minimalist exterior belies the exuberance of its interior." When you open this ordinary closet door, you will surely be amazed by what you will find: a vividly pixelated cityscape that captures the unique mix of chaos, energy, and striking boldness that is fundamentally Osaka.

This one-of-a-kind mural, consisting of more than 1,000,000 pixels, embraces the OMORO! spirit, soul-entertaining in local dialect, of Osaka's pop culture, commercial icons, and colorful street life. Push aside your hunged belongings and enjoy spotting the landmarks you visited. Please don't forget to salute OBACHAN, the legendary Osaka ladies you most likely have passed by. She, too, is in your closet.

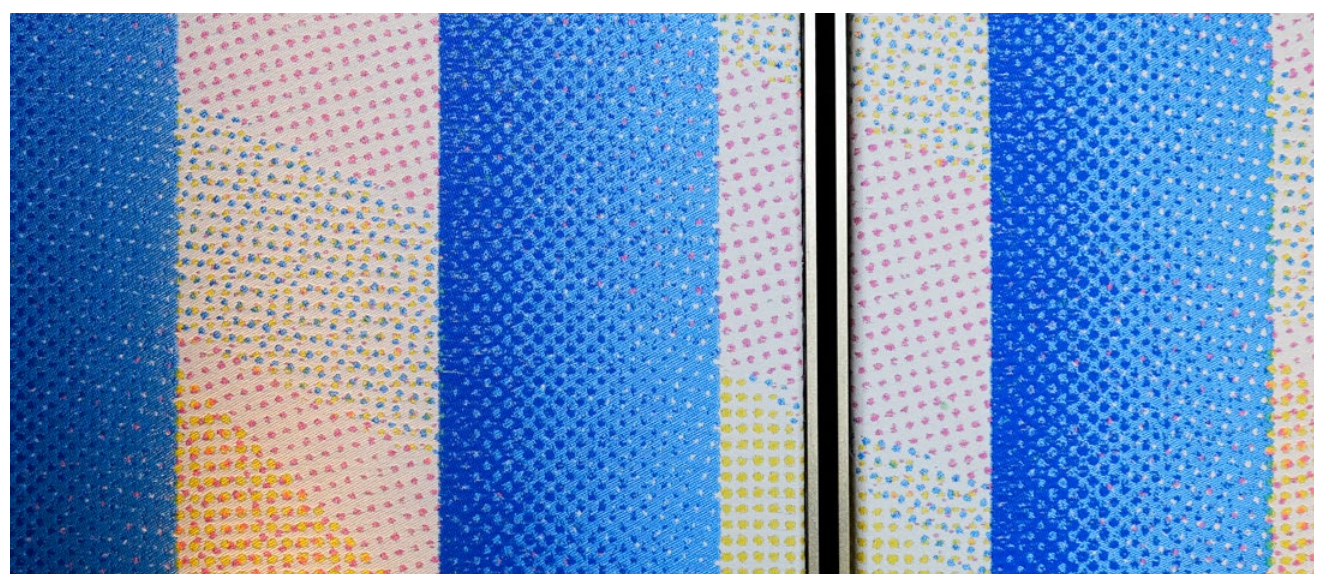
Extreme WOW Penthouse Suite / WOW Suite: **Sigrid Calon**

Extreme WOW Penthouse Suite and WOW Suite enjoy the colorful dots and lines created by the Dutch textile artist Sigrid Calon.

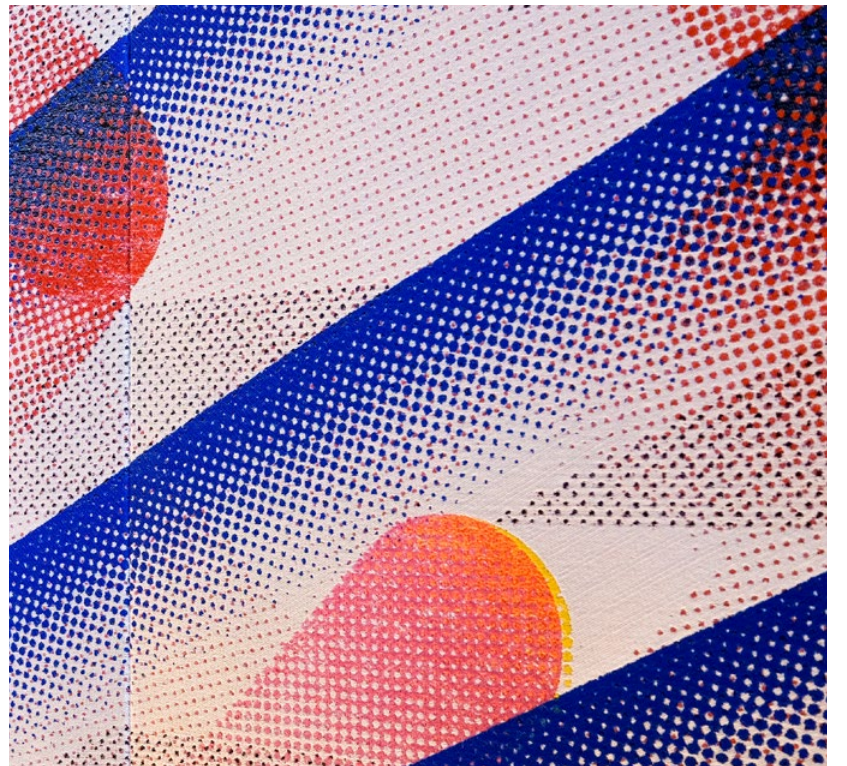
Calon describes Osaka as a city that is “not really about specific attractions. Rather a place that you experience in its entirety.” The same can be said about the artwork. Art is not defined by one specific factor but by the totality of its elements that are in itself incomplete. What the artist pursues through design is the optimum relationship between one and the whole.



The abstract motif that characterizes this artwork gives the audience an understanding, not through language but forms and colors created by the power to abstract. Her work is not illustrative nor figurative. Even emotions undergo the process of abstraction. Calon intentionally leaves the interpretation open to prompt a conversation with the artwork. Feel free to zoom in and zoom out with your senses and experience your private dialog at W.



ICA



Dutch jacquard fabric, the principal material, is made with the most precise and color-reproducible weaving machine in Europe. Unlike CMYK printing, with Dutch jacquard, the design is woven directly into the fabric. The unique texture emphasizes the playfulness of the shape and neon color within the grid.

ICA

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