



FUJI
Speedway
HOTEL

Our latest challenge was to create artwork for the entire Fuji Speedway Hotel, which was built adjacent to Fuji Speedway, one of the world's most famous circuits and a mecca for motorsports in Japan. For this hotel, with a view of the circuit from the guest rooms and Fuji Motorsports Museum inside the hotel, our aim was to create artwork that express and enhance the joy of motorsports.

Name: Fuji Speedway Hotel
Open: October, 2022
Owner: TOYOTA FUDOSAN CO., LTD.
Interior Designer: Hirsch Bedner Associates



3F Reception Lobby

On both sides of the reception counter, we installed sculptures that represent the forms of F1 cars from the 1950s to the present day. The corridor leading from the sculptures to the reception area is designed in the style of the F1 cars of each era. Throughout the corridor, we created an photo gallery with images of F1 cars side-by-side as if racing each other, transcending through time. At the back of the counter, we installed a sculpture made by cutting and reconstructing the body of an actual race car. All the artwork shown here were designed by ICA exclusively for this project.



3F Dining:
Robata OYAMA
/ TROFEO Italian Cuisine

For the dining room where the art concept was 'Pit', a place where race cars refuel, we created artworks using actual tools and auto parts. On the wall of Robata OYAMA (see photo above), collages of tools create unique art panels (the drawn line is an image of the starting grid). The objects on the shelves in the Italian Restaurant are made of car parts used in actual races. At the dining entrance, we designed and installed a sculpture made of exhausting pipes, and in the private room, a wall object inspired by the Fuji circuit.



3F BAR 4563

In the bar where people who enjoy racings spend their nights, we enlightened the wall using a large number of model cars as a playground for adults. All model cars are at the starting line and ready to race. At the entrance of the bar, the engine of an actual race car is displayed as a sculpture. On the wall of the private room in the bar, we combined classic race cars, photos of the circuit, and car parts to create a relaxing space for car enthusiasts.



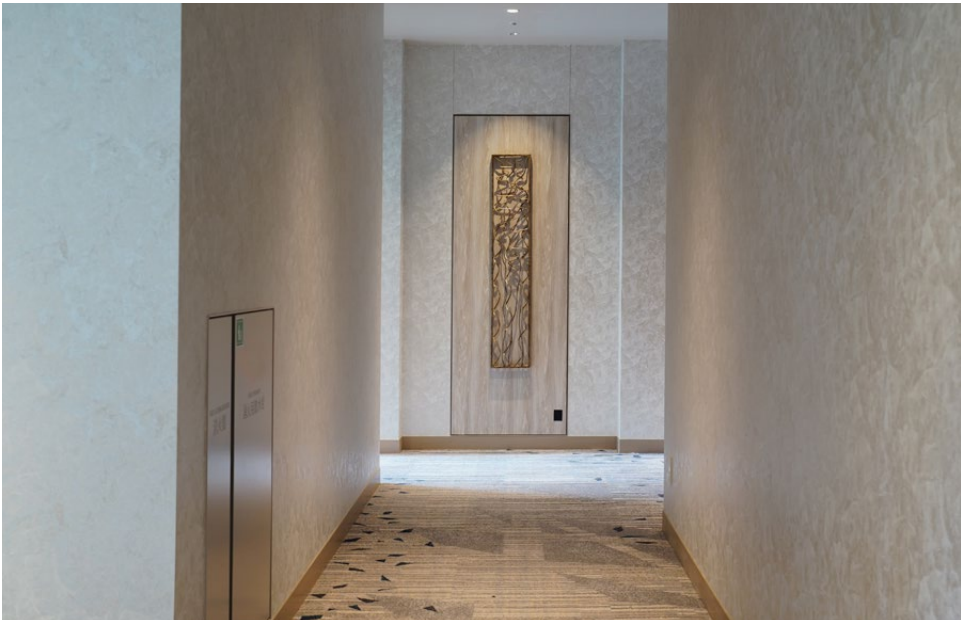
1F Pool / Gym

For the pool wall, together with a graffiti artist, we recreated the feel of air flow following the shape of the car, the flow of water in the pool, and the clouds fluttering over Mt. Fuji. In the stairwell leading to the pool, we worked with a glass artist to create a ceiling artwork inspired by the car's body. The stencil work on the gym wall (bottom left) was painted on the floor parts of an actual race car.



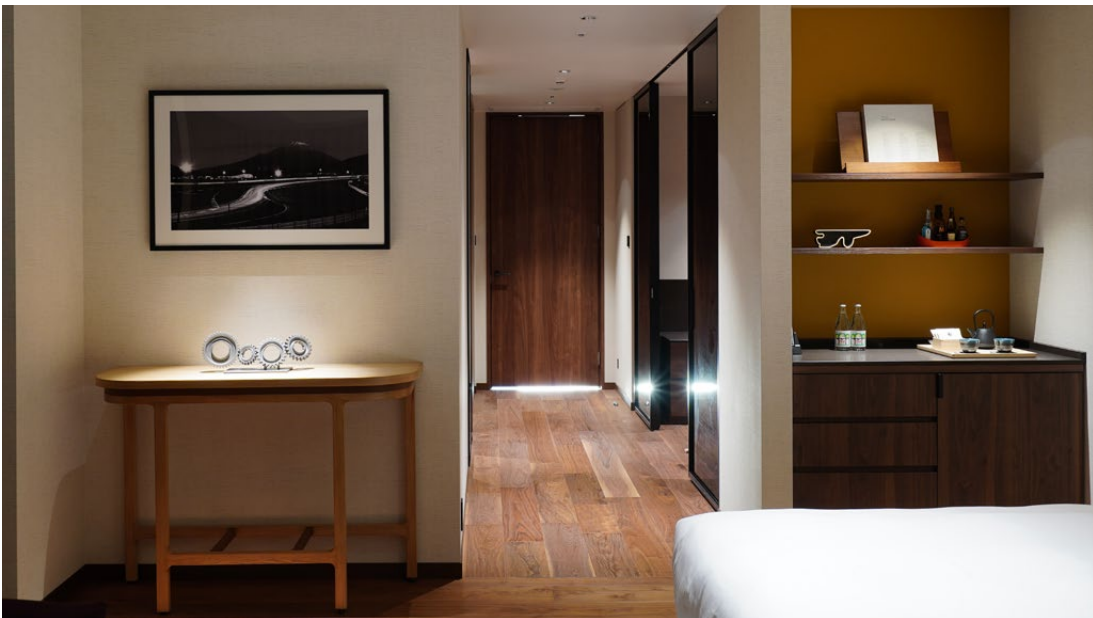
2F Spa

The wall of the reception counter of the spa is also decorated with artwork using race car headlight parts. In addition, curvilinear wall art reminiscent of the curves of the circuit was installed in the private room, intending to create the image of a spa where you can relax and refresh yourself with the light reflections and movement of the art. The entrance of the pathway leading to the spa is painted based on the same motif as the pool mural, creating a sense of unity between the spa, pool, and gym area.



Guest Rooms

Compared to the motorsports-themed public spaces, the guest rooms are designed around art with the theme of “Fun to Drive,” which is more rooted in lifestyles. On the walls of the suite and deluxe rooms, we have placed photographs that evoke images of driving while having fun, and the objects on the shelves are also car-themed with a sense of lifestyle.



Villas

The villa also has an art presentation so that you can feel the enjoyment of car life in the same way as the general guest rooms. Since the villa has its own garage, dog run and pet area, we specially created stencil art with a dog motif and painted different works in each room.



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