

가 (Martir's Lane Hotel) (Ian Schrager, 53) 가

가 (Covent Garden) (Philippe Starck)

(St. Moritz Hotel)

가 ?

5

1960 7 가 300~420 가

가45 1970 54(Studio 54)

(Royalton)(1985 (1990

), (Delano)(1995

(Mondrian)(1996

“ 가 가

가 ?” “ 가

가 (fun) 가

”

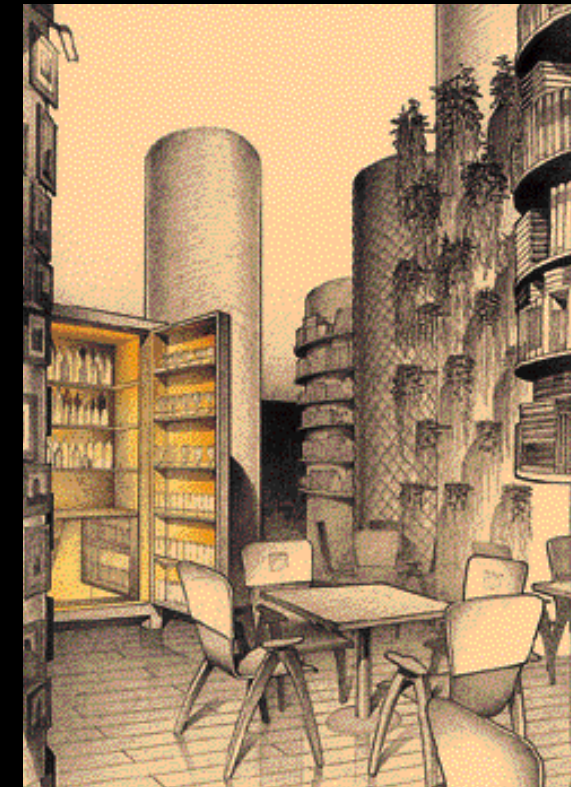
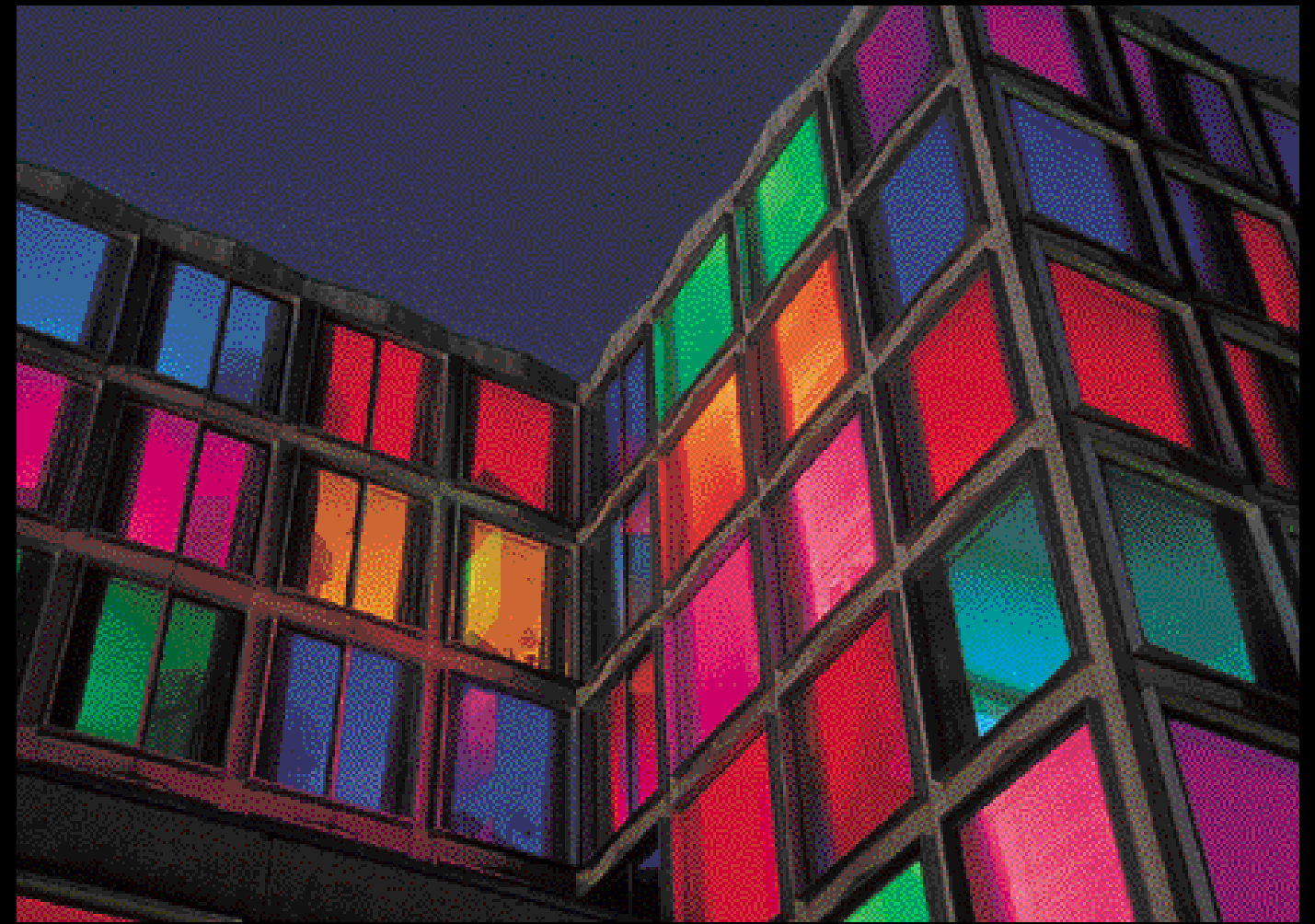
가

(Light Bar) 가

(Asia de Cuba) ' 가

(Rum bar) 가

(St. Moritz Hotel)



(Asia de Cuba Restaurant) | Todd Eberle



Todd Eberle



(Light Bar) 가
Todd Eberle



(Penthouse) 가
Todd Eberle



Todd Eberle



Todd Eberle

Starck teams up with Ian Schrager in London, St. Martin's Lane Hotel

Having had its grand opening in last fall of 1999, St. Martin's Lane Hotel, located near Covent Garden at the heart of London, became the city's landmark boutique hotel where celebrities and fun-seeking travellers have swiftd through to experience the sake of fun of it. Formerly used as an office space for a well-known advertising agency, this 7 story-building in the modern 60's style starts to glow its lights beaming from the inside guest rooms, where bedside lamps glow with different colors upon the moods and feelings of the guests, the very which designer Starck intended to offer a 'light therapy.'. Hotel is not a place only to sleep but a place to have fun, as it had been the essential concept of the project undertaker Ian Schrager.

The collaboration of the New-York based international hotelier Ian Schrager and spontaneous Parisian design genius Philippe Starck marks its fifth after their previous projects, including Royalton(1985) and Paramount Hotel(1990) in Manhattan, New York, Delano(1995) in Miami, and Mondrian(1996) in West Hollywood, California. The hotel now having its new face of a more or less like an amusement park, according to Schrager and Starck, the individual guest rooms and public spaces such as lobbies, restaurants and bars are filled with playful decorations with lights and unexpected fun.

In the high-ceiling lobby, a series of long long and blue net curtains drape along the large columns with lightings at the foot. The yellow-framed turning door seems to be oversized which creates a instant laugh to look at.

The lobby offers visitors with various shapes of seats from long silk bench to stools shaped like golden molar teeth and chess pieces. The light beam onto the screen in the middle of the lobby, creating the dreamy lands where images of nature such as waves and clouds alternately are projected.

In the lobby are the Asian-Cuban fusion restaurant Asia de Cuba, neighboring the Light Bar and Rum Bar. Spanning through 2 stories, Asia de Cuba is decorated with books scattered around the restaurant space together with a small-sized television and framed photos. The Light Bar, where all the chic crowd like to gather up nowadays, is filled with Starck-designed white stools and a long bar table. Rum Bar can offer a dangerous fun, as it features numerous thin tables packed into the guest space that guests who are standing by the tables and the ones trying to pass between by-standers and tables have to experience a challenge to sneak through without knocking down glasses and shoving other guests. For this part, it may very well be the fun part for the Starck than the guests themselves. 📍

