

## Case Study – **Nobu Hotel Shoreditch**

### THE BEAUTY OF BESPOKE: LAUFEN CREATES IMPACT WITH LUXURIOUS BATHROOMS AT NEW NOBU HOTEL SHOREDITCH



The world renowned Nobu brand has opened the doors to its eagerly awaited new hotel in Shoreditch, London, offering guests a unique experience with the perfect balance of luxury, craftsmanship and theatre. Laufen designed bespoke gold basins as part of this exceptional project, to deliver a stunning 'East meets West' luxury design aesthetic.

Featuring 150 thoughtfully designed guestrooms, the internationally renowned hospitality business, co-founded by Robert De Niro, has created its first hotel in London with Nobu Hotel Shoreditch. Having opened in July 2017, the hotel oozes with the creative energy of East London, balanced with the understated luxury of Nobu, in the centre of one of the capital's most captivating cultural hotspots.

#### The Brief

The journey began almost three years ago, with an approach by an interior design team from Studio Mica, to the Laufen International Hotel Specification team at Salone, the international design event in Milan. The exacting requirements for this prestigious project were clear from the offset, with no room for compromise. A bespoke approach was the only solution for this special collaboration and Laufen was able to meet the needs of this very specific brief, which called for a subtle, yet luxurious finish.



#### Media contact

Jenny Parker or Lauren Goward

Wildwood PR 01293 851115

[jenny.parker@wildwoodpr.com](mailto:jenny.parker@wildwoodpr.com) / [lauren.goward@wildwoodpr.com](mailto:lauren.goward@wildwoodpr.com)

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“A gentle sophistication is our interpretation of Japanese,” says Studio Mica director Carolynne Shenton, “crossing the threshold, being welcomed into somewhere and creating a calm environment – all of which works really well in an inner-city urban location.”

### The Specification

Each bathroom was to include several key pieces:

The shower tray. Chosen for its stylish and contemporary look with a gel coat surface and made entirely from Marbond. Cast as one piece, each flat tray was custom built to fit perfectly in each of the 150 bathrooms. Made from a mineral composite, it is a robust material which is anti-bacterial, easy-to-clean, resistant to chemicals and UV-resistant.

Laufen Pro WC. Carefully selected for its stylish design, comfort and functionality for every spatial situation, it continues the sleek and luxurious theme.

Stunning freestanding baths are included in the suites, creating a striking focal point. Created in a stylish, bespoke curved design, the bath tubs take residence at the foot of the bed. Made from Sentec solid surface, the deep baths provide a spa-like sense of wellbeing and exude luxury.

Lastly a truly signature piece, offering a luxurious touch of gold. The stunning bespoke gold basins provide the exquisite final touch to the perfectly designed space of both the standard bedrooms, as well as the suites. The basin itself effortlessly creates a sense of subtle luxury, with its contemporary design and shimmering gold finish, contrasting with the minimalist and sleek white of the other bathroom pieces.

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[jenny.parker@wildwoodpr.com](mailto:jenny.parker@wildwoodpr.com) / [lauren.goward@wildwoodpr.com](mailto:lauren.goward@wildwoodpr.com)



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Using Laufen's 'Living' basin design, gold metallic foil was used to customise the sinks to give them their unique finish. With soft slim corners and elegant lines, the design language of the 'Living' range creates an environment with refined awareness and sensitivity to materials, ideal for this exceptional project.

The basins are made from Laufen's innovative SaphirKeramik, a revolutionary new material from Laufen. SaphirKeramik is a super-strong ceramic material that is used in creating ceramic bathroom products with incredibly slim and slender profiles as well as minimal, architectural lines. It is space-saving, lightweight and environmentally friendly, making it an ideal material for hospitality projects.

### **A Luxurious Retreat**

The bathrooms at the Nobu Hotel Shoreditch provide a luxurious and unique retreat that guests will want to take their time in and are a perfect complement to the living/sleeping space.

"We wanted to create a striking result, with a holistic and harmonized approach between the bathroom and bedroom – helping to create one space" explains Lee Breeds, Manager, Global Projects for Laufen. "Our main goal with this project was to continue the perfect balance of luxury and craft seen throughout the hotel, which we're delighted to have been able to achieve with our bespoke approach. It saw us being able to utilise both a decorative as well as an architectural perspective to complete this exciting project."

### **Escape to the Spa**

The luxurious spa and wellness centre at Nobu Hotel Shoreditch also features Laufen products, with similar specifications to the

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guestrooms, including Laufen Pro wall-hung WCs, Living Square sinks and bespoke grey marbond shower trays. The products blend seamlessly with the zen-like tranquillity of the spa, helping to create a relaxing and luxurious retreat.

The successful collaboration on this project is summed up by Studio Mica director Carolynne Shenton: “It was a joy to work with a manufacturer that was sensitive to our design aspirations. Laufen enthusiastically embraced our ideas and tried things out on our behalf to the benefit of the whole project. It was reassuring to know the product was being extensively prototyped and tested in their factories to achieve a product we are all really proud of.”

### Ends

For more information on Laufen products and solutions for hotels visit:

[www.laufen.co.uk/en](http://www.laufen.co.uk/en)

[www.nobuhotelshoreditch.com](http://www.nobuhotelshoreditch.com)

*Laufen Bathrooms AG is a Swiss company specialising in high end complete bathroom solutions. Laufen's head offices are located just outside Basel. Established in 1892, it operates internationally manufacturing bathroom ceramics and faucets and distributes furniture, accessories for the bathroom and bathtubs. Laufen employs a workforce of 1,800 with eight factories located in Switzerland, Austria, Poland and the Czech Republic and produces 3 million ceramic items per year. It boasts collaborations with important partners like the design companies Kartell and Alessi and internationally well-known designers such as ps+a/Ludovica and Roberto Palomba (Palomba Collection, Kartell by Laufen), Stefano Giovannoni (ILBAGNOALESSI One),*


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*Wiel Arets (ILBAGNOALESSI dOt), Platinum Design, Phoenix Design and Vetica Design.*

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[jenny.parker@wildwoodpr.com](mailto:jenny.parker@wildwoodpr.com) / [lauren.goward@wildwoodpr.com](mailto:lauren.goward@wildwoodpr.com)