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INSPIRATION FOR INTERIOR DESIGN PROFESSIONALS

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# HOTEL PUERTA AMÉRICA

*Jane Price-Stephens believes Madrid's luxury destination showcases the very best contemporary interior design*



## INSIDE STORY

Words ALYN GRIFFITHS

**HOTEL PUERTA AMÉRICA** opened in 2005 and is owned by Spanish hotel group Hoteles Silken, which also operates a number of signature hotels in Spain and one in Belgium. The company aims to use design to add value, offering guests a unique experience through collaborations with leading architects and designers. The designers are asked to consider every detail of the project, from the layout to the fixtures and fitting. Located on the busy Avenida de América, one of the main access routes into the centre of Madrid, Hotel Puerta América has 342 bedrooms, including 308 premium rooms, 22 junior suites and 12 suites. The construction and fitting of the 34,000m<sup>2</sup> hotel cost an estimated €75m. [www.hoteles-silken.com](http://www.hoteles-silken.com)



**JANE PRICE-STEPHENS** is an interior designer based in London. Following a successful career as a strategy consultant, Price-Stephens turned her hand to design. In 2008, she graduated from KLC, where she was named Top Interior Design Student and also received a BIDA award for communication and creativity. She went on to set up her own design studio, working on a diverse range of residential and commercial projects, and was featured in idfx's annual up-and-coming designers feature. Price-Stephens creates bespoke interiors for projects of all scales, working closely with her clients to identify their needs before applying her knowledge of contemporary designers, textiles, fixtures and art. Her weekly blog provides an insight into current ongoing projects and serves as a resource through which Price-Stephens offers interiors inspiration and advice on home improvement. [www.janepricestephens.com](http://www.janepricestephens.com)

**'H**otel Puerta América is a five-star luxury hotel in Madrid that boasts an impressive list of designer collaborators, each of whom designed their own floor of the resort. The hotel represents a who's who of interior design, featuring contributions from the likes of John Pawson, Zaha Hadid, Norman Foster and Jean Nouvel. For someone like me, who is passionate about design, it is fascinating to see how 12 inspirational architects and designers interpret exactly the same space on each of the levels within what is a fairly standard-looking building from the outside. It is an extraordinary showcase of styles that will probably become a shrine to the most influential designers of our time yet, somehow, it all hangs together perfectly as would a collection in a gallery of the finest contemporary art. The unifying themes are luxury, comfort, the embracing of different concepts and, importantly, design without constraint, design without compromise.'

**THE ARCHITECTS AND DESIGNERS** who have created floors in the hotel are a diverse group. Zaha Hadid's furniture is a study in sinuous shapes, Norman Foster created a light scheme with leather and onyx details, David Chipperfield produced a relaxed interior with elegant proportions while Plasma Studio's digitally influenced design features lots of stainless steel. In addition, Victorio & Lucchino added neo-baroque glamour, Marc Newson created an accessible space with luxurious touches, Ron Arad produced a room that features seamless rounded surfaces and Kathryn Findlay collaborated with Jason Bruges on an interactive interior. Furthermore, Richard Gluckman divided his space into functional boxes, Arata Isozaki created a tranquil space with Japanese influences while Javier Mariscal and Fernando Salas produced a versatile concept with playful details. The penthouse floor, with its spectacular views of the city, was created by Jean Nouvel and the welcoming reception is the work of John Pawson.