



The rebel

What: Naumi, 41 Seah Street

The new Naumi hotel embraces the spirit of a rebel. The 73-room hotel, which was closed for a year and reopened in November last year after a facelift costing several million dollars, is designed to be non-conformist, says a hotel spokesman.

For instance, its four suites are modelled after two famous rebels, whose spirit the hotel wishes to evoke - French fashion designer Coco Chanel and American pop artist Andy Warhol. Rates start from \$350 a night for a room in the lowest category and suites start from \$500 a night.

The Coco Chanel suites are black and white, reminiscent of the style of the founder of the Chanel fashion house, with artistic interpretations of her favourite flower - the camellia - on walls. The Warhol suites resemble New York penthouses, with dramatic pops of colour that the artist was famous for.

These pop culture icons were chosen because they were "trendsetting non-conformists who never went out of style", says the spokesman. Home-grown interior design firm White Jacket is responsible for the hotel's new look, which is 90 per cent different from the original, adds the spokesman.

The hotel is aligning itself with the rebels of the world in other ways too. Sassy statements are sprinkled across its walls, with lines such as "I say, go for it", encouraging guests to take on the hotel's attitude.

The building's exterior has a graffiti wall commissioned from street artist TR853-1. After observing the area for a few days and noticing that it was patrolled by traffic wardens, he created a mural of a policeman pulling up a wheel-clamped sports car by rope.



A sleek and curvy counter (above) injects a bold statement to the lobby of Naumi, whose Warhol suites (top) feature dramatic pops of colour. The facade of the building features a commissioned mural (left) of a policeman pulling up a sports car.

PHOTOS:
NAUMI HOTEL