

The Maverick

Naumi Hotel's newly-revamped interiors exude artistic flair and a touch of rebellion

WORDS SUNUJA NAIDU



Naumi Hotel reopened its doors last November after undergoing a multi-million dollar revamp. The interiors feature original furniture design pieces by B&B Italia, Poltona Frau, Zanotta and Artemide among others as well as an impressive collection of specially commissioned art pieces such as a six-foot tall spray painted policeman by graffiti artist Tr853-1, Lenticular by Singapore-based award-winning photographer Olivier Henry and That time of the day, a video installation by Aiman, exhibited throughout the hotel. There are also exclusive Chanel and Warhol-inspired rooms that have been styled with interesting curios and a dramatic pop of colour, imitating the artist's vision.



Clockwise from top: Offering great views of the cityscape; the Andy Warhol room and The exterior of Naumi Hotel.

A MOMENT WITH WHITE JACKET, THE ID FIRM RESPONSIBLE FOR THE HOTEL'S FACELIFT



WHAT WAS YOUR DESIGN BRIEF FOR THE HOTEL?

To redesign Naumi in a way that redefines the guests' hospitality experience. We needed to ensure that Naumi sets itself apart from the norm and provides guests with modern and luxury escapism.

HOW WOULD YOU DESCRIBE THE STYLE OF DÉCOR?

Stylish, democratic and young at heart while at the same time exuding sophistication.

WHERE DID YOU GET YOUR INSPIRATION FROM?

From objects and emotions that stimulate my mind: music, art, fashion, nature, a great conversation, a walk in the park or an exotic holiday getaway. Inspiration is endless and can be found anywhere.

WHAT ARE THE MAIN DESIGN ELEMENTS?

To infuse the spirit, soul and pulse of Naumi into the interior architecture. This process enabled us to customize unique design elements exclusively for Naumi: the reception counter as an art installation piece rather than a traditional counter, the monolith glowing vanity bar counter in the Habitat room which serves as a functional counter as well as a lamp, the integration of art pieces with the architecture...the list goes on.



Clockwise from top left: Patricia Ho, design director and founder of White Jacket; The stylish lobby; the bathtub with a view; complimentary drinks during turndown service; the fully-equipped meeting room; and the cleverly designed guest room.



WHAT WERE THE CHALLENGES YOU FACED AND HOW DID YOU OVERCOME THEM?

The main challenge during the makeover was not to reinvent Naumi, but to encourage guests to reimagine her. We wanted the new design to appeal to fiercely loyal returning guests, as well as a new breed of guest. The other challenge was to provide all of the luxurious amenities but keep within a compact guestroom footprint.

Simultaneously simple and complex, the design philosophy of the guestroom is to unify the various functions typically found in a guestroom. The open bathroom, monolith glowing basin/bar and pull out bar are not just multi-functional, but are also surprising elements that stir the conventional perception of a traditional hotel room.