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HBA Designs Hotel Indigo Shanghai on the Bund

Leading Design Firm Creates a Personality of its Own for the Boutique Hotel Brand’s Flagship Location in Asia

New York , NY – HBA / Hirsch Bedner, the largest global hospitality design firm of the world’s most anticipated hotels, resorts and spas, has completed the design of the first Hotel Indigo property in Asia Pacific at Shiliupu at the Southern end of the Bund in Shanghai. Opening November 1, 2010, Hotel Indigo Shanghai offers spectacular views of the historic Bund and the dramatic Pudong skylines with an individual design that reflects the local neighborhood. The boutique hotel provides an authentic taste of today’s Shanghai while creating a destination where old and new converge.

Developing the first Hotel Indigo in Asia, HBA created a design that transforms the boutique brand name into a vantage point of the most interesting areas within the storied and dynamic city of Shanghai. Throughout the 180-room hotel, the design is about connecting the hotel to the neighborhood – one that is anchored by the river and its influence on commerce and connection. The result is a youthful, contemporary, inspired space that understands where it has come from but also leads the way into Shanghai’s design future.

To fulfill Hotel Indigo’s vision, HBA developed a design that is eclectic and harmonious, tied together by the Huangpu River. The element that ties the hotel to the neighborhood is the Shiliupu Dock, now known as Pier 16. This dock was the gateway through which Shanghai grew, initially as a shipping and trade center, and later as the entry point for thousands of European expatriates who led Shanghai’s development as a global city.

HBA’s design of the Hotel Indigo respects history without being overwhelmed by it, achieving a balance between traditional details and contemporary lines. The design does not look back to the Deco period that is already represented on the Bund, but focuses instead on the ancient Walled City and the modern city of today.

“The energy and flow of this diverse and dynamic neighborhood called for a decidedly youthful design,” said Andrew Moore, HBA’s lead designer on the project. “Giving travelers a clear alternative between staid and restrained elegance and a fresh and playful stylishness.”

**LOBBY**

The lobby entrance is one of the most striking and dramatic in Shanghai. Brightly illuminated sculpture installations and sculptural walls seem to float between the dark Chinese marble floor and the high ceiling. An eclectic collection of sophisticated designer pieces draw attention to the furniture, art and accessories creating a very youthful statement.

Reflecting Hotel Indigo’s position on the river and the brand’s commitment to nature, recyclables and ecologically sensitive design; HBA chose strong elemental materials to render the lobby: raw steel, concrete, exposed brick, and polished plaster. Taken together, the materials produce the subtle suggestion that this gallery space has been repurposed from a wharf-side waterfront loft.

In the center of the lobby stands a distressed raw steel ellipse, patinaed with rust, and studded with LED lighting. Shaped like a ship’s funnel, it serves as an introduction to the nautical art and accessory theme. Historic streetlamps taken from the docks prior to their refurbishment lend authentic personality as an installation.

In another “found art” installation, HBA commissioned the deconstruction of a retired Shanghai riverboat. Once cut and cross-sectioned, pieces of the boat were installed as wall sculpture. The interesting and unexpected forms from the boats’ structure and many colorful layers of paint create a striking and appealing installation that makes recycling materials a means to keep local history alive as art.

**GUESTROOMS**

Custom designed silk print wallpaper influenced by those that decorated grand old Shanghai houses, bring a sparkle of vibrant blues and pinks to the guestrooms. The sense of an older Shanghai is found in eclectic and whimsical collections of artifacts and furniture: A spray of Chinese lanterns, authentic furniture, ceramic pieces and antique accessories season the modern feel of the overall design. The canopy bed, an original design, was inspired by traditional Chinese wedding beds, but reinterpreted though a contemporary lens.

“The idea behind the guestrooms was to use locally produced building material that might have been reclaimed from demolished old homes,” explained Moore. “Thus wide paneling, with characteristic Shanghai woodworking details and Shanghai gray brick were used.”

**FOOD & BEVERAGE**

On the 29th and 30th floors is Char – one of Shanghai’s top dining and social spots.

Quay functions as a lounge and sanctuary for guests. The whole space is framed in soft white lacquered beams that replicate the construction of old houses within the ancient Walled City.

**POETIC IMAGES**

The Hotel Indigo Shanghai on the Bund has a personality all its own—one that could not be replicated anywhere else in Shanghai. To stamp each space as part of this neighborhood, one of Shanghai’s leading photographers, Chen Rui Yuan, was commissioned to photograph the neighborhood, using Ming and Qing Dynasty poems as inspiration.

These photographs, rendered in black and white, with rooftops and certain other features called out in red, became murals on the bed wall of each guestroom. The photos differ widely in scale, some covering the entire wall, while others are scaled to the bed head. Each room’s view onto the city influences the image on the bed wall, delivering a highly personalized send of place.

For more information, please visit [www.shanghai.hotelindigo.com](http://www.shanghai.hotelindigo.com)

**About Hotel Indigo**

Hotel Indigo**®** was launched in North America in 2004 and in Asia Pacific in 2008.  Hotel Indigo is quickly expanding across the globe, with 25 hotels now open and more than 58 in the pipeline. Hotel Indigo offers guests a boutique hotel experience, paired with the peace of mind and Priority Club® Reward benefits they get from staying at an IHG property. The brand pioneers a new concept targeting upscale travelers who seek a more individual and authentic experience that incorporates great historic, cultural and natural elements.

For more information on Hotel Indigo, please visit [www.hotelindigo.com](http://www.hotelindigo.com/).

**About HBA**

World-renowned as the “Number 1 Hospitality Design Firm” (Interior Design) and winner of six record-breaking awards (2010 Hospitality Design Awards), HBA/Hirsch Bedner Associates, unveils the world’s most anticipated hotels, resorts, and spas. Leading the hospitality interior design industry since 1964, HBA remains keenly attuned to the pulse of changing industry trends governed by today's sophisticated traveler. The company’s international presence, depth of experience, and detailed industry knowledge enables them to identify interior design trends at their source, make definitive predictions about new directions and innovations, and influence design standards at a global level. HBA’s ultimate objective is to add value, raise standards and enhance the brand of a project's owner and operator.

HBA creates the signature look of traditional luxury brands, independent contemporary boutiques, urban resort spas, world-class residences, restaurants, casinos, and cruise ships. From continent to continent, each HBA interior is the result of a unique and sensitive response to location, architecture, and client vision. With 500 designers around the globe in 13 offices and a recent expansion in Asia, HBA is a true global company with more than 75% of its employees now outside the United States. HBA’s international presence, combined with its extensive knowledge of the interior design industry, has facilitated the ability to rewrite the language of design with each new project.

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