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Press Release: English.

Project Name:

TAILOR{H}OTEL
by estudi{H}ac – jmferrero
FIMMA MADERALIA



Description of the project:

TAILOR{H}OTEL is an all-new contractor's project that has become one of the major attractions at FIMMA MADERALIA 2022. Recreating different areas of a hotel, it was designed and developed by **estudi{H}ac - jmferrero**.

It is a visually powerful set-up with textures, colours and materials supplied by the most relevant exhibitors present used with a new approach to create a minimalist design language reflecting the spirit of each brand and providing a simple yet visually attractive background for



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each material with a new forward-looking vision. The result is an elegant, enigmatic, colourful and communicative hotel experience.

TAILOR{H}OTEL is an example of a conceptual hotel divided into four important atmospheres. By playing and working with textile patterns, inspiration was found to create an entire flexible system with horizontal and vertical surfaces to represent the materials in a whole new way. Playing with patterns and using transparency and opacity in the architectural juxtaposition, a major exhibit piece will be created with dynamic compositions of materials with a unique perspective.

This electrifying visual concept will surprise architects, designers, opinion leaders... And it's all complemented with a selection of design products best representing the professional history of **estudi{H}ac**.

Trade show location:

N3_Pab 2
Valencia. Spain

Surface area:

450 m2

Photography:

German Cabo

Social Media:

#fimmamaderalia2022
#tailorhotelmaderalia
#estudihac
#jmferrero
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WEBSITE:

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