



## PRESS RELEASE

### **Motel One opens its first hotel in Spain: New Motel One in Barcelona boasts first-class location and colourful design**

Munich/Berlin, 31 January 2018. Motel One is expanding to Spain and opening a hotel that combines unusual design with the perfect location: Motel One Barcelona-Ciudadella. The old town, the popular La Rambla pedestrian boulevard, Plaça de Catalunya and the beach are all just a short walk away. The first Motel One in Spain takes its name and design inspiration from the neighbouring Parc de la Ciutadella. Flora, fauna and architectural features from the park are reflected in the colourful design of the reception and lounge. Special highlights were developed in collaboration with two young artists from Barcelona: Anaïs Senli and illustrator Lara Costafreda skilfully create the perfect design accents. These are set off by the high-quality interior furnishings and furniture, including armchairs by Spanish design icon Patricia Urquiola. Rooms in the first Motel One in Barcelona can be booked now from EUR 79 per night.



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“Barcelona is one of the most popular destinations for city breaks in Europe. So the city was right at the top of our wish list. I am delighted that we are opening our first Spanish hotel at this first-class location,” says Dieter Müller, CEO and founder of the Motel One Group.

#### **Nature as inspiration for exceptional hotel design**

Standing right by Parc de la Ciutadella, the new Motel One Barcelona-Ciudadella takes both its name and its design inspiration from the park. In a way, the park has spread into the hotel, both through the visual design elements and in the form of real plants. Illustrator Lara Costafreda, who was born in Barcelona, designed the wall behind the reception desk using watercolour techniques. Her illustrations include a wide range of plants, but also animals from the zoo situated in the park. Architectural elements, such as details from fountains, fences, lanterns and the roof of the Botanical Garden with column details, complete the work of art. The painted ‘park jungle’ invites guests to go out and explore.

The atmosphere, rich colours and shapes of the natural surroundings can be found all over the hotel. Once again, Motel One is collaborating with local and prestigious international designers, using fine carpets from Nanimarquina (a local firm), and unusual seats from Italian design labels Moroso and B&B Italia. Pendant lights from Bocci with around 100 colourful glass globes are reminiscent of bouquets of flowers and continue the nature theme. In addition, the natural stone floor, the typical handmade decorative tiles and the spacious inner courtyard with its olive tree, fountain and



comfortable lounge furniture from Kettal, a Barcelona-based company, give the hotel its own unique character.

#### **Market hall architecture and floral art at the bar**

The bar itself was inspired by the industrial style of the market halls, with black and white decorative tiles. The impressive, towering installation by well-known artist Anaïs Senli creates the perfect connection to the park. It consists of a number of different materials, including paper and various metallic tissues and foils, and was designed exclusively for the budget design hotel group. Here too, the designer has used only organic forms that are reminiscent of leaves, flowers and fine branches. The artwork continues as shadows on the walls and as a reflection in the high glass facade, appearing to dissolve the physical boundaries of the space it stands in.

In the summer, another highlight awaits guests in the form of a roof terrace with a rooftop bar. Enjoy the view over the city rooftops as you relax with a drink. You can even see the sea, which is close by.

#### **An oasis of calm in the heart of the vibrant city**

The 301 light and comfortably furnished rooms are inviting spaces to relax. Illustrator Lara Costafreda has continued the design themes of plants, nature and jungle in the rooms as well. She has produced exclusive designs for the wall behind the bed, with lively forms and motifs that bring the neighbouring park into the bedroom. Guests can also look forward to box-spring beds and 100% Egyptian cotton bedding. The Freifrau leather armchair, the Artemide floor lamp and the green marble table from B&B Italia create the perfect setting for work or relaxation. In line with its 'Like the Price. Love the Design' brand promise, Motel One has now added Barcelona to its list of hotels offering high service standards, high-quality materials and modern design at first-class city-centre locations and attractive prices.

**Bilderlink (Credits: Motel One):** <https://cloud.biss-pr.de/s/k5mS0tyCL6dlPog>

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