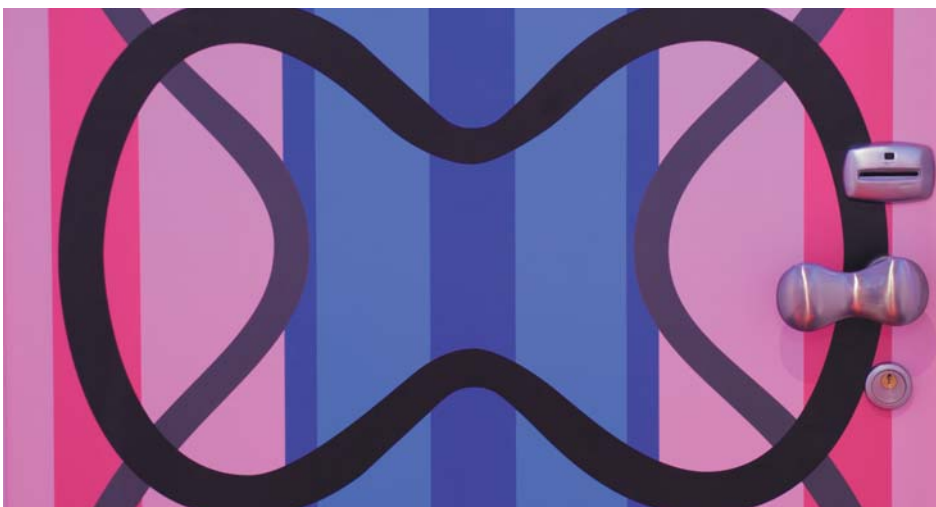
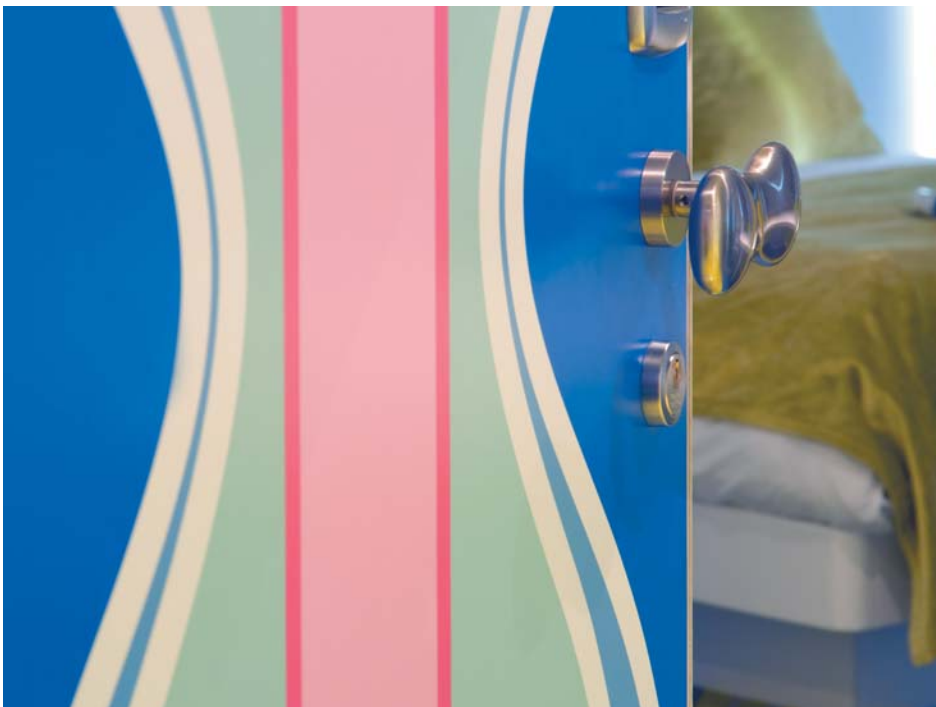




case study

BOUTIQUE HOTEL, 'MYHOTEL BRIGHTON' USES FORMICA® BESPOKE LAMINATE ARTWORK TO DRAMATIC EFFECT



The stylish hotel, myhotel Brighton, part of the boutique myhotels group, opened in Spring 2008 and features Formica® Bespoke laminate on doors to create exciting interior schemes on three of its four floors.

The 80 guestroom hotel showcases smooth, curved, white walls, a contemporary design feature, which is in stark contrast to the highly patterned Formica laminate. The design is themed on a multi-coloured butterfly with four colours screen printed onto a base colour. Each floor showcases a different design which is strikingly varied in style due to the bold decorative patterns on the doors, dramatically positioned against the swirls and geometric lines of the vibrant carpets.

The impressive first floor invokes excitement with warm and bright colourways formed into curves of purples and pinks on each door which greets guests as they exit the lift. Moving to the next floor, static shapes of clashing orange, grey and pale pink excite the senses.

Fact file	
Client	myhotels group
Location	Brighton





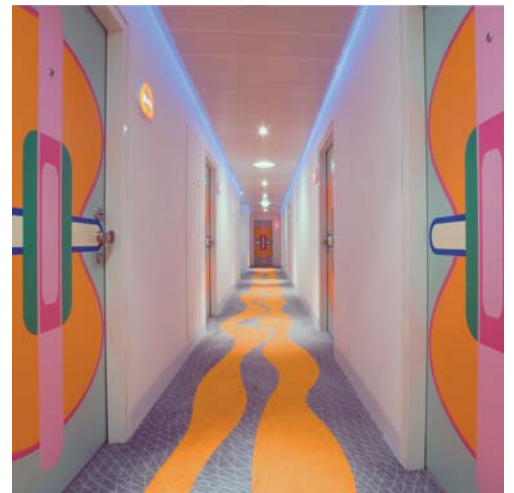
case study

In contrast, tranquillity serenades visitors on arrival to the third floor as the smooth curved lines of tones of blues and greens create the grand finale.

Imran Hussain, Director of Communications at myhotels comments: "The design concept behind myhotel Brighton has been described as a hotel where Freddie Mercury might have met the Maharishi. We believe myhotel Brighton is a celebration of the digital and spiritual age we live in – addressing the international global society. The doors Formica Limited has produced helped in creating the unique design finish. Each floor of the exclusive hotel has a different theme, juxtaposing cutting-edge design and state-of-the-art technology with serene spirituality and the principles of feng shui."

In 1999 the very first myhotel, opened its doors in Bloomsbury. myhotels' second property, myhotel Chelsea, opened in 2002 in London's Brompton Cross. As a testament to myhotels' dedication to the aesthetic, myhotel Brighton was shortlisted for five categories in The European Hotel Design Awards 2008 – a celebration of the best-designed new hotels that have opened in Europe in the last year.

The Formica® Bespoke service offers a unique artwork service that can produce images on Formica laminate using digital or screen printing techniques. Customised images and graphics in vivid colours can be created for feature wall coverings, doorways and long lasting signage to name just a small selection.



Images courtesy of Johnny Tucker

