



Modern furniture in the reception area sit alongside the original 1940s marble staircase.

NEW HOTEL BY ESTUDIO CAMPANA

Historic Athenian elements,
contemporary art and urban
Brazilian inspiration.

Photos courtesy of Yes! Hotels

Where [Athens, Greece](#)
Opening [July 2011](#)
Client [Yes! Hotels](#)
Designer [Estudio Campana](#) → p.090
Floor space [3674 m²](#)
Capacity [79 rooms](#)

Opposite The imposing golden
lampshade is made of shiny sheets of



The jagged-edged mirror doubles as a wall divider between the bathroom and bedroom.

New Hotel in central Athens is part of the Yes! Hotels group, whose philosophy is 'young, enthusiastic and seductive'. Owner Dakis Joannou, an avid collector of modern art, lured sibling designers Fernando and Humberto Campana away from their native Brazil when he commissioned them to redesign the hotel. The brief called for a blend of the old with the new, creating a contrast between historical Athenian elements and astounding contemporary touches.

This was the design duo's first architectural refurbishment project and, given their love of restoring, recycling and sharing, the brothers decided to work with 20 young architects from the local university on the project. Using insights into the local culture gained through the students, the designers worked three traditional Greek themes into the hotel's décor. The themes – old Athens, folklore and superstitions – are portrayed in the rooms with historic postcards, fictional characters and an 'evil eye' guarding against bad omens. New interpretations and hybrid approaches to the pre-

existing spaces gave new lustre to items of furniture and objects found in this old modernist building, originally the Olympic Palace Hotel, dating back to 1958.

Striking interiors greet guests at every turn, with quirky bespoke furniture and handmade fixtures throughout. The team worked around some of the original features, including the 1940s black marble staircase with its solid wood balustrade. The art installation that covers the ground floor reception area and restaurant – with its tree-like structures climbing around the supporting columns – is made of reclaimed wood as a tribute to the hotel's history. In keeping with the hotel's new name, the designs and works of art in the interior encapsulate a new vision for surfaces and a new way of handling materials. Wood features highly on many surfaces within the interior, even in the Peruvian carpet lining the upper corridor walls and room doors, which was made of processed bark from the Moraceae plant family.

All the guest rooms showcase striking solid brass washbasins in

the shape of fragmented rocks. This fragmented shape, inspired by the jagged contours around Brazil's favelas, is also used in the shapes and layout of various other items within the rooms, including the large wall mirrors, the wooden panels on the console tables and even in the arrangements of the historic postcard collages on the wall above. ●



'Karagiozis' is a mysterious character from Greek folklore, often depicted as a shadow figure or puppet.



In the rooms with an 'evil eye' theme, a wave of handmade glass eyes on one wall watches over guests as they sleep.

The console tables have a hinged mirror incorporated into them.



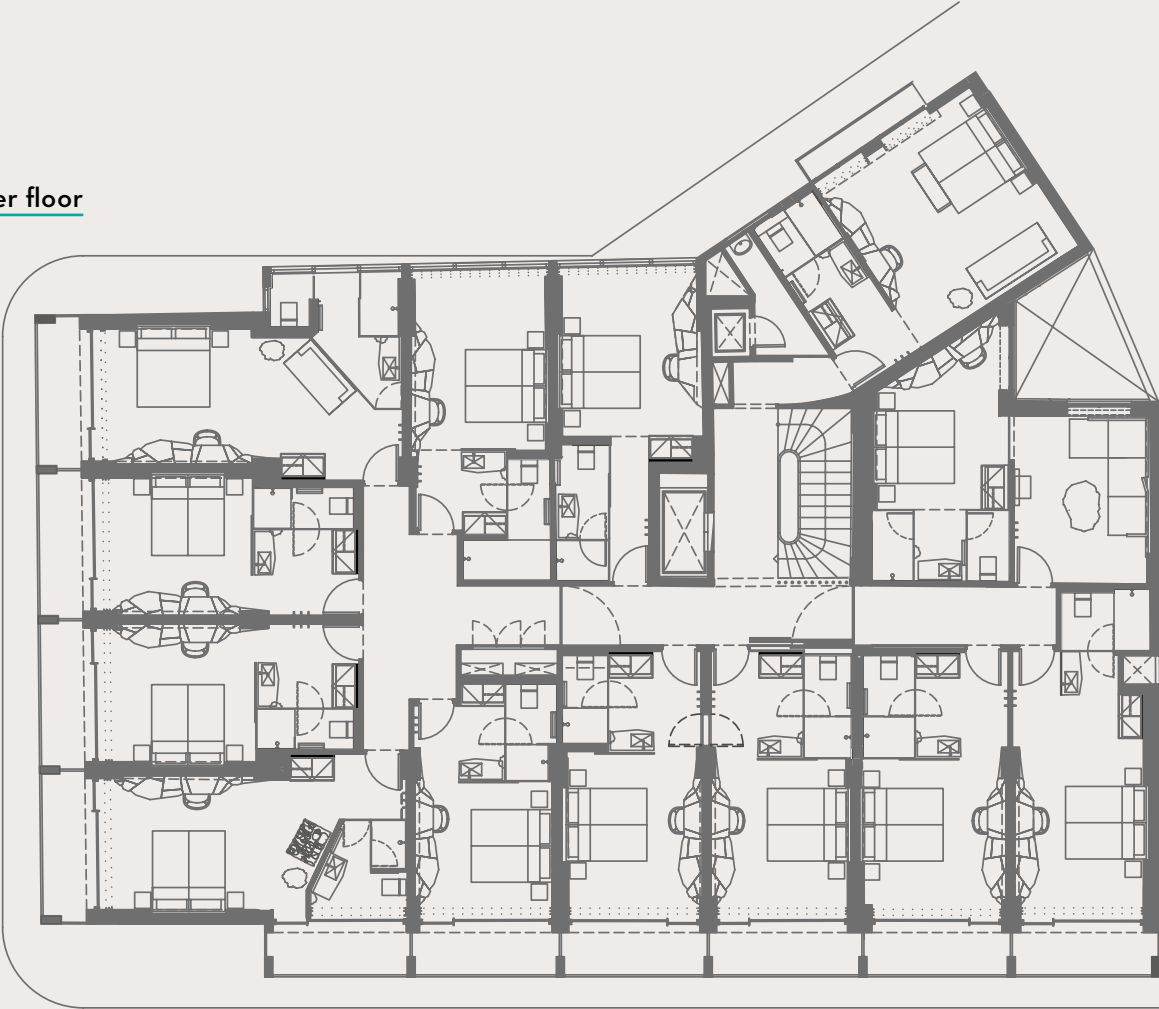
GUESTS ARE GREETED BY QUIRKY BESPOKE FURNITURE AND HANDMADE FIXTURES

Opposite the headboard padded in grey velvet is a vibrant pink wall adorned with golden folklore characters.

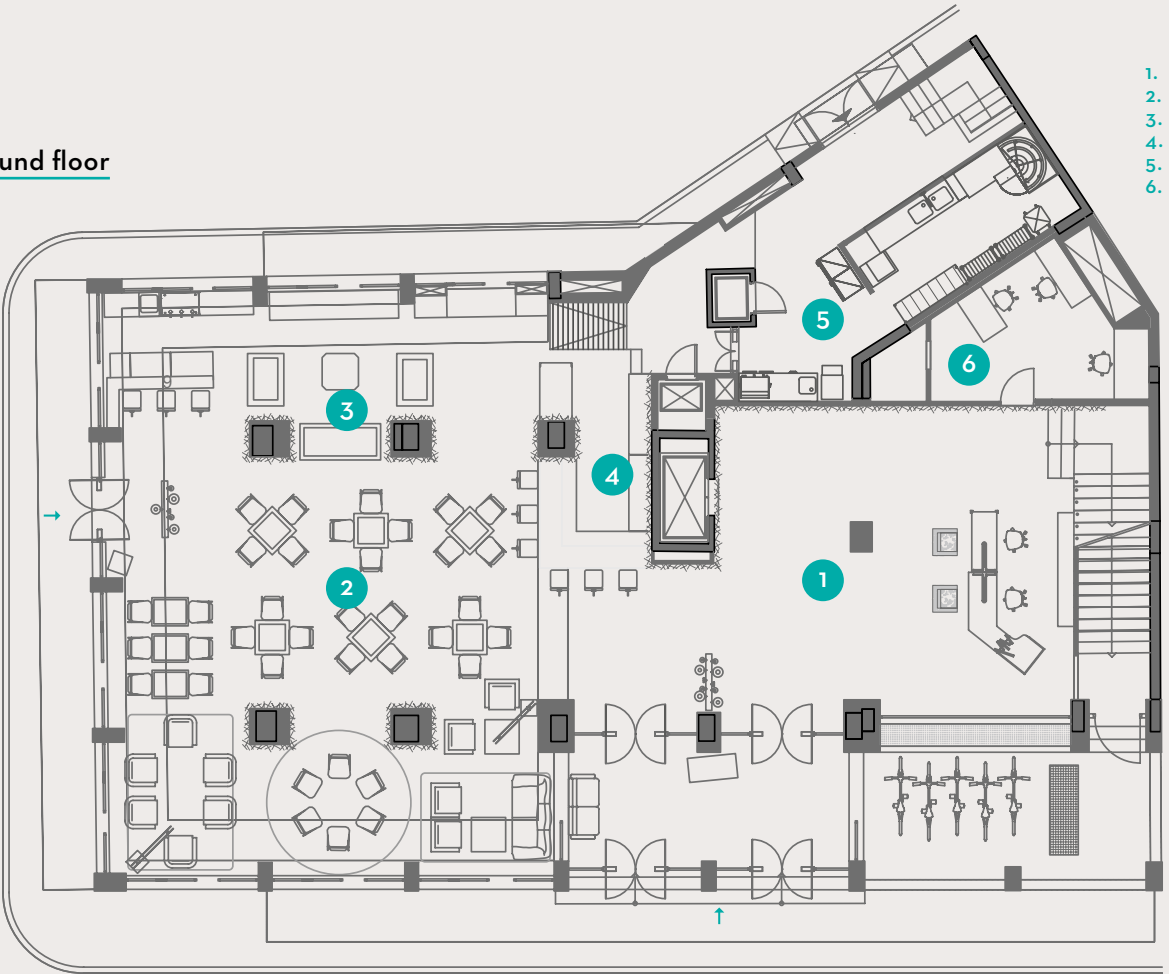




Upper floor



Ground floor



- 1. Reception area
- 2. Restaurant
- 3. Bar
- 4. Brasserie
- 5. Kitchen
- 6. Office



The Campanas brothers included a range of the studio's chairs in the furnishings of the hotel.