



Enjoy the Hublot experience in the new Hotel Atlantis by Giardino, Zürich

Zürich, 9th December 2015 – Nestled at the foot of the Üetliberg, the Giardino Hotel Group opened its new five-star superior hotel in Zürich at the beginning of December. This juxtaposition of urban luxury against the breathtaking natural backdrop of Zürich's neighbouring mountain caught Hublot's attention too. The Swiss luxury watch brand, always full of surprises, was given free rein to create a suite to their own designs. Guests are now able to fully immerse themselves in Hublot's world in the eponymous suite, "Hublot 107".

"Luxury is also about unique experiences. When Mr Frutiger, Head of this project to develop a new luxury hotel, Hotel Atlantis, contacted us and asked us if we wanted to create a HUBLOT suite, we said yes! Interpreting the HUBLOT 'Art of Fusion' concept in a hotel suite by using a mix of materials is completely new to us. The customer will enjoy a unique luxury experience, where brand design meets hotel design."

Ricardo Guadalupe, CEO of Hublot

There is symmetry in the use of space – the positioning and choice of furnishings in the 68 m² suite, along with the configuration of the suite itself, embody the overarching concept of balance. Lavish fittings and textures transpose the luxurious, hedonistic style typical of Hublot's boutiques to the hotel suite. The modern composition of light, mirror effects and colours conveys an impression of pure sensuality and elegance. A refined combination of grey and black tones, the use of polished aluminium and black smoked mirror panels, alongside walls hung with grey velvet, all work together to perfectly encapsulate the chic, seductive lifestyle characterised by the Hublot brand.

Guaranteed to catch the eye is the contemporary Big Bang pop art in striking neon colours splashed across a number of decorative screens. Inspired by an exploded view of Hublot's Unico Chronograph, the unusual installation of a chronograph chandelier, 1.20 metres in diameter, makes for an extraordinary lighting feature in the living room.

In addition to custom Molteni sofas, which feature a similar design – including the characteristic grey – to the furnishings found in Hublot boutiques, the room concept boasts other items of furniture from Molteni.

This collaboration with the Giardino Group is Hublot's first ever with a hotelier, and for Hublot, this is cause to celebrate: *"For a long time, we have wanted to offer Hublot's friends the opportunity to fully immerse themselves in the Hublot lifestyle. As an urban retreat, the Atlantis by Giardino was the perfect place to indulge this desire by designing our first hotel suite,"* says Hublot's CEO Ricardo Guadalupe. *"The design of the suite, with its understated luxury coupled with state-of-the-art functionality, is the quintessence of Hublot's 'Art of Fusion' concept."*

Philippe Frutiger, CEO of the Giardino Group, is also looking forward to enjoying the fruits of the collaboration: *"We are incredibly proud of our partnership with this exceptional watchmaking manufacture. Hublot and Giardino combine innovation, quality and low-key luxury."*