

Hospitality

Be a good host!

Vitra has always remained true to the motto 'Be a good host!' once expressed by the designer Charles Eames – likewise interpreting its interaction with customers as a host-guest relationship. Eames' admonition to approach every design task with the attitude of a good host, who fully anticipates the wishes of his or her guests, remains the guiding principle of the Swiss furniture manufacturer. When working with clients in the hotel and culinary industries, it is Vitra's aim to help them be good hosts – who offer only the very best to their guests.

For over fifty years, Vitra has created functional and inspiring concepts and furniture for living spaces, offices and public areas. Furnishings and other products by the Swiss manufacturer give interiors an authentic ambience and a distinctive identity. Vitra develops innovative solutions for the hospitality sector which are based on the idea that guests should feel at home in hotels and restaurants. Concepts by Vitra offer added value not only for guests but for hotels and restaurants as well.

In the hospitality industry, Vitra's quest to arrive at an optimal solution always takes certain parameters into account: the requirements of the client, the architectural situation, regulatory standards and the needs of guests. In addition to the layout, furnishings and technical features of hotel and restaurant interiors, sociological and psychological aspects also play an important role in creating spaces that all guests will enjoy.

Vitra possesses the experience and know-how garnered from countless projects around the world, making it a competent partner from the planning stage to after-sales service. The high quality of Vitra products guarantees their longevity, along with an aesthetic that is not influenced by transitory trends, ensuring that hotel and restaurant interiors maintain a contemporary look even as the years go by.

At home in hotels

With Vitra's broad product portfolio, which combines legendary classics with innovative pieces by contemporary designers in a diverse array of options, spaces can be created that have little resemblance to a stereotypical hotel atmosphere. The

principle here, as in private living spaces, is that only an individual collage of furnishings, objects and accessories can bring rooms to life, enabling them to reflect the personality of the owner – in this case, the hotel or restaurant – and exuding a special character.

At work in hotels

Hotels have long responded to workplace digitisation by providing office functions. Consequently, they also require areas for undisturbed work as well as meeting zones. Vitra offers highly refined and flexible solutions for such needs.

Temporary installations

Temporary installations at events, conferences and trade fairs not only call for functional tables and chairs that can be stacked, joined or numbered. Sheltered areas for discussions or phone conversations are also useful, and Vitra offers flexible products that facilitate the creation of acoustically and visually shielded spaces.

citizenM

The hotels in the citizenM Group pursue the aim of offering their guests affordable luxury. While individual rooms provide the amenities expected by today's visitors, the heart of each citizenM hotel is the communal area. This is conceived as a space for guests to relax, work, conduct meetings, chat or watch television. To achieve this, the furnishings must have an inviting appeal and give guests the feeling of a home away from home. At the same time, citizenM demands the highest quality and longevity from its furnishings. For this reason, all citizenM hotels are outfitted with a large number of Vitra products. These include classics like the Aluminium Chairs by Charles and Ray Eames or the Fauteuil de Salon by Jean Prouvé, but also pieces by contemporary designers, such as Hella Jongerius's Polder Sofa or the Metal Side Tables by Ronan and Erwan Bouroullec. In addition, the C1 lounge chair created by the Danish designer Verner Panton in 1959 has been reissued especially for the furnishing of citizenM hotel rooms. With this concept, the citizenM Group is targeting today's peripatetic, urbane and cost-conscious guests, who reject superfluous status symbols and outmoded conventions in favour of modern and stylish lodgings. Numerous accolades – for example, TripAdvisor's 2010 Travellers' Choice Award as the 'Trendiest Hotel in the World' – offer proof that citizenM hotels have their finger on the pulse of the times with this new hospitality concept.