

# JAIME BERIESTAIN STUDIO

Press Release

## JAIME BERIESTAIN SIGNS ON AS INTERIOR DESIGNER OF NEW HOTEL HILTON TANGIER

*"I have designed this hotel as a riad where discretion and intimacy prevail"*

Jaime Beriestain



**Lobby, Hilton Tangier Hotel**

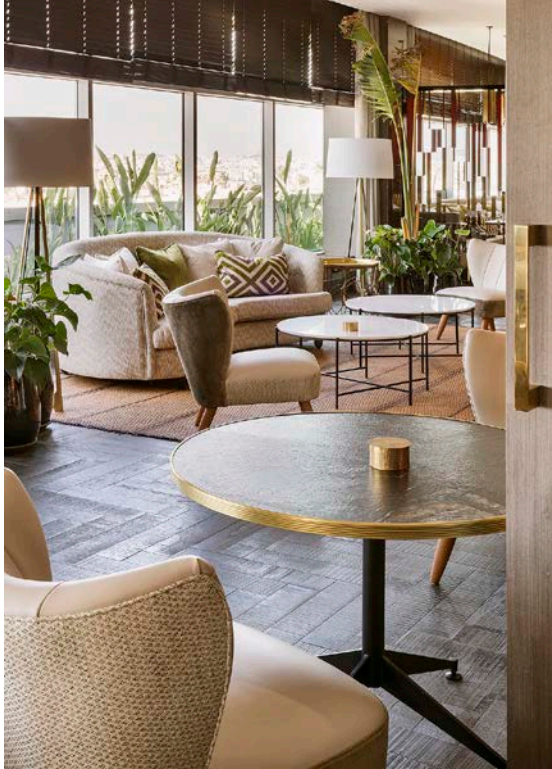
Located in the exclusive district of Malabata baie, the Hilton Tangier has double views: a panoramic one of the Mediterranean, while also boasting charming views of the Acharf neighborhood, reminiscent of a traditional Moroccan village.

In order to create a haven of tranquility in an emerging and busy city, Jaime Beriestain has designed the Hotel Hilton Tangier with a mixture of European and ethnic style.

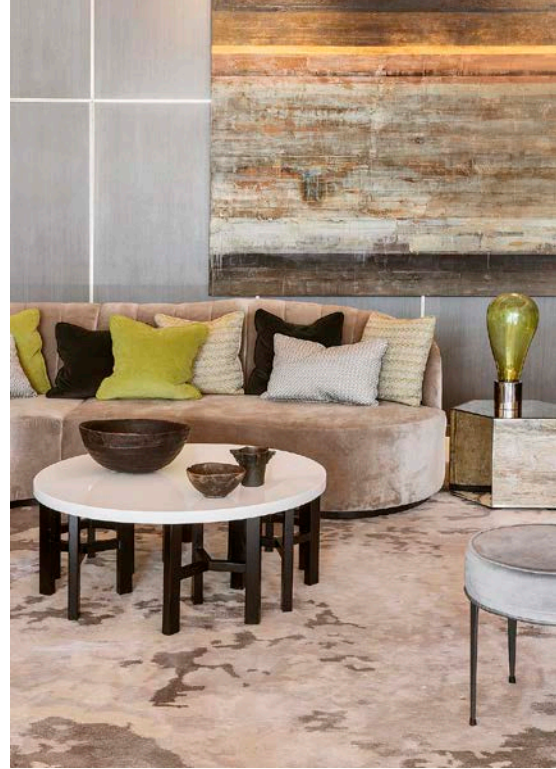
Thanks to this dual combination, the result is a refined, sophisticated, timeless and tasteful hotel in a contemporary Morocco thanks to the Ethnic Chic touches introduced by Beriestain. The local craftsmanship has been a major influence for the designer in this project as is reflected in Beriestain's personal reinterpretation of traditional Zellige pottery, along with traditional Moroccan textiles with geometric motifs and various contributions of local craftsmen such as brass and the use of Tadelakt coating. All are part of the hotel's identity.

## JAIME BERIESTAIN STUDIO

*"I like to incorporate the atmosphere and culture of the country into the design of the hotel. Since the beginning, I considered it essential to introduce the work of the local artisans"* explains Jaime Beriestain, a passionate and fervent defender of artisan work.

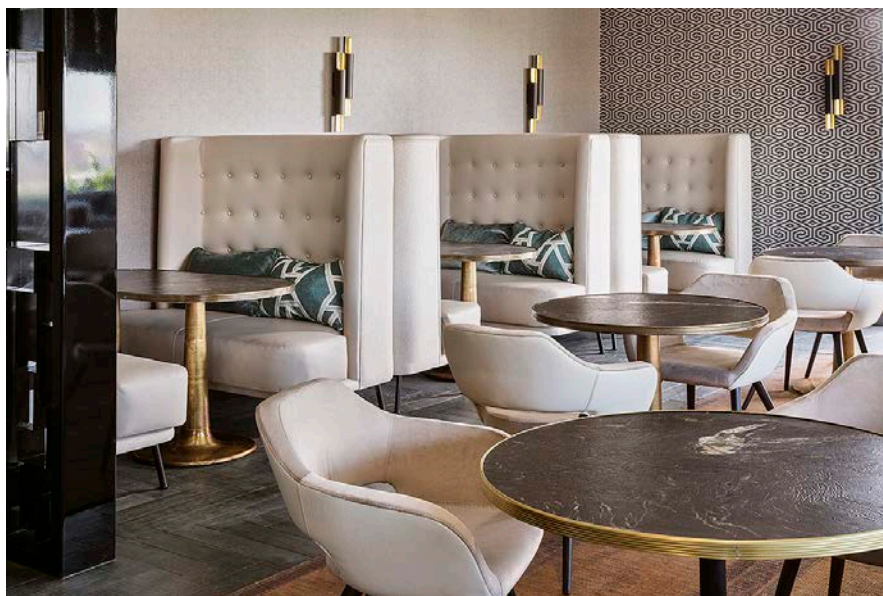


**Executive Club, Hilton Tangier Hotel**



**Lobby, Hilton Tangier Hotel**

It is a hotel with volume and space, but in turn, with intimate touches. In keeping with the high standards of the Hilton hotel chain, Beriestain has been very rigorous and demanding in the design of each piece of furniture and object, as well as lighting. Most elements of attrezzo, carpets, mirrors and lamps have been purchased in different Moroccan souks.



**Coffee, Hilton Tanger Hotel**

The color palette is inspired by the chromatic range of the desert, with hues of bone and sand, which help bring light and warmth to the space.

## JAIME BERIESTAIN STUDIO

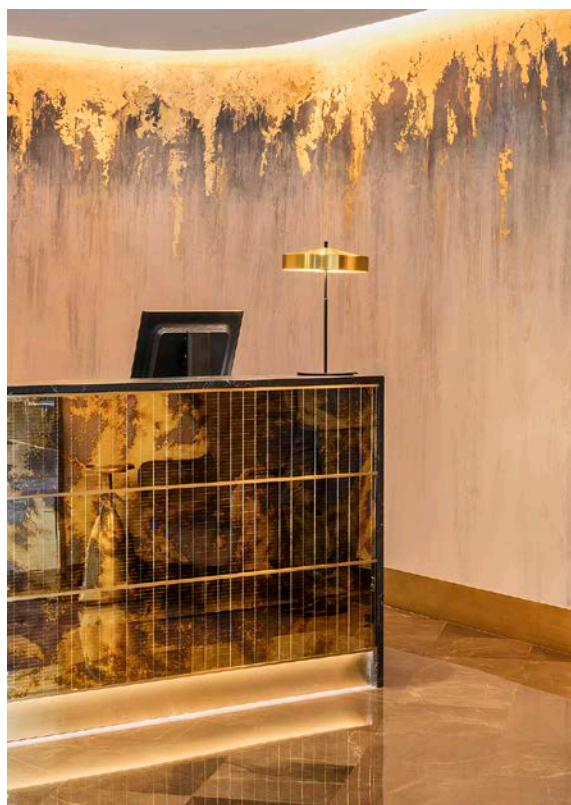
### Details of the project:



#### Screens:

Inspired by the typical Moucharabieh screens that allude to privacy, Jaime Beriestain has seen created screens in the form of shelves that crate an intimate atmosphere, allowing one to discover the different spaces such as the lobby or restaurant.

The delicate selection of local objects recreates the vibrant atmosphere of the Moroccan souks. The restaurant "Kasbah" of the lobby reflects the Moroccan culture with an endless number of embossed lamps that filter and in turn expand the light, creating an astute game of mirrors.

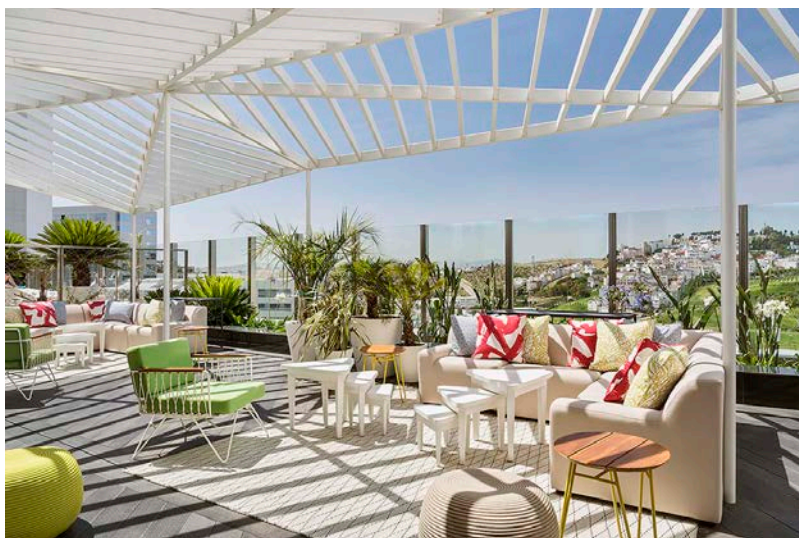


#### Reception:

At the top of the reception wall, broken gold leaf has been applied in the form of a waterfall, from which emerges a combination of colors and contrasts ranging from dark blue to light gray. This "unfinished work" technique makes it possible to create different textures that enrich the space.

#### Skybar:

The skybar pergola is coated with a composition of triangular mirrors with points of light that retreat a starry desert sky.



## JAIME BERIESTAIN STUDIO



### **Materials:**

Types of marble utilized: Marquina, Pulpis and Ibiza. White.

Titanium granite for tables and bars.

Solid wood for the floor.

Traditional Tadelakt cladding, manufactured by ancient, traditional methods.

Wood paneling.

Brass finished with Moroccan style textures such as hammering or brushing.

**The Five-Star Hilton Tangier City Center Hotel & Residences** has 180 rooms (161 standard and 19 Suites). It has two restaurants, a gym, an executive lounge, a café and a lounge with terrace and pool, as well as meeting rooms.

Total area: 14.500m<sup>2</sup>.

Adress: Place du Maghreb Arabe, Tangier 90000, Marruecos.

### **About Jaime Beriestain:**

**Beriestain** is a fervent admirer of the work of architects such as Oscar Niemeyer and David Chipperfield, distinguished artists such as Peter Halley, Josef Albers, James Turrell, Olafur Eliasson and the designer Piero Lissoni.

Beriestain can best be described as: curious, restless, demanding and disciplined. The result of his work stems from observation, accuracy and integrity in all that he does. His tastes are eclectic and their imprint timeless. Beriestain creates warm and welcoming atmospheres, where people feel at ease.

[www.jaime-beriestain.com](http://www.jaime-beriestain.com)

For more information:

### **Comunikare**

Isa Rendé – [isa.rende@comunikare.es](mailto:isa.rende@comunikare.es) / 675.741.897

María Galán – [maria.galan@comunikare.es](mailto:maria.galan@comunikare.es) / 636.121.711

[www.comunikare.es](http://www.comunikare.es)