

Kameha Grand Zurich Launches Space Suite Designed by Michael Najjar

01 October 2015.../The [Kameha Grand Zurich Hotel](#) is thrilled to launch an innovative Space Suite designed by German artist Michael Najjar, who hopes to be the first contemporary artist in space in the near future. Immersed in an out of world experience, guests will be exhilarated by features such as Universe motifs, a zero gravity bed and steam bath with artistic views across space. With this new suite, Kameha Grand Zurich continues to transcend standard approaches to travel, going above and beyond the needs of business or leisure travellers visiting Zurich by offering them a glimmer of life in outer space. The Space Suite also finds perfect alignment with the sensory experience flowing throughout the hotel, creating a place where fantasy and reality converge, full of innovation and freedom of thought. Combined with eleven other awe-inducing themed suites and Swiss design from world-renowned creative Marcel Wanders, guests are sure to be delighted at every turn.

Michael Najjar

The creative flair behind the Space Suite stems from no ordinary designer. Michael Najjar is not only a visual artist but also an adventurer and future astronaut who has undergone intensive cosmonaut training in Russia, including jet fighter flights in the stratosphere, Zero G and centrifuge training, spacewalk simulation and computer simulations on the Soyuz spacecraft. Najjar will also be the first contemporary artist in space as one of Richard Branson's Virgin Galactic Pioneer Astronauts.

Inspired by the mystique of cosmology and a lifetime dedicated to space travel, Najjar's renowned art is showcased in museums, galleries and biennials worldwide, interpreting science, history and philosophy into visions and utopias of future social structures.

The Space Suite

With his unique experience and artistic talent, Najjar has been exclusively commissioned to design the Space Suite for Kameha Grand Zurich. The idea behind this is to immerse guests or 'crew members' in the atmosphere of a space station, tapping into various elements of perception to enliven the experience. Najjar's personal touch is also reflected in three original artworks from his most recent project '*outer space*' as well as the Universe motif, which follows through from the carpet to the bath, rocket engine inspired spot lights, as well as exclusive novels, films and audiobooks about space travel.

Interiors

Upon entering the Space Suite, an automated **female voice** inspired by John Carpenter's science fiction film '*Dark Star*' welcomes the crew member in 8 different variations, confirms their login and offers handling instructions for the Suite. Guests are then fully immersed in space with a **Universe motif** printed on the carpet featuring high-res images from the Hubble Space Telescope which have been stitched together to create a new, fictive Universe. Bringing in Najjar's abstract flair, the image is then inverted – space is white, stars are black. Other quirky features include spot lights inspired by rocket engines and a **space glove** where crew members can place their phones or key cards.

The bedroom or '**sleeping module**' is covered by a semi-transparent foil which blocks visibility to the outside but allows light to enter, reflecting text from the famous HAL 9000 computer in Stanley Kubrick's film "*2001: A Space Odyssey*". The **bed** is designed in a way to look like it is floating, while the mattress is shaped as a black rectangle to reflect the monolith

from “*2001: A Space Odyssey*”. Crew members can then relax using an iPod next to the bed filled with selected audio books in German and English all related to the topic of space. The sleeping module also features a **book shelf** holding exclusive novels handpicked by Najjar himself, complete with non-fiction and science fiction publications about space travel, technology and adventures as well as Najjar’s recent publication ‘*outer space.*’

Founder & CEO of Kameha Grand Zurich, Carsten K. Rath, commented: “Moving between fiction and reality is a key feature of the Kameha brand, the Space Suite epitomises the ability of Kameha Grand Zurich to blur the lines between the two, creating an incredible design destination.”

Meanwhile, the window in the ‘**living module**’ has been covered entirely by mirror - a simulation which interferes with real space. This tests the crew member’s perception, making them question the room they are really standing in. The **steam bath** follows through with the Universe motif and features a small window which presents a view into space and down on Earth. The light above the bath tub displays the surface of Saturn’s moon *Enceladus*, which scientists assume hides a gigantic ocean under its ice surface. Four small square pictures are installed in the **dressing room** to show the famous Lunar Rover and Astronauts from Apollo 15, 16 and 17 on the moon’s surface.

The living module also features **Apple TV** with more than 20 selected movies; classics and some rare and unknown movies, all related to space. Four acrylic platforms hold mock ups of **historic rockets and space ships**. From left to right can be seen the famous V2,

developed by Wernher von Braun, followed by the Russian Soyuz and the American Space Shuttle and lastly, the futuristic SpaceshipTwo by Virgin Galactic on which Najjar will fly into space.

Space Suite Artworks by Najjar

liquid gravity (2013)

liquid gravity explores linkages between space, gravity and the human body. A cosmonaut levitates above the ground in what seems at first sight to be an industrial environment. Yet the view of the Earth through a porthole dislocates the viewer's perspective and questions the relationship between real-world and fabricated reality. The work draws on a cosmonaut training session taken by Michael Najjar in December 2012 at the Yuri Gagarin Cosmonaut Training Centre in Star City, Russia.

space voyagers (2015)

space voyagers portrays the space crew TMA-14M who left earth in a Soyuz Spaceship on 25th of September 2014. After one year of intense training and preparations, this artwork captures the incomparable emotions felt by a Cosmonaut or Astronaut on launch day. Following an official farewell ceremony lead by the head of the Russian space agency and an Orthodox Priest, the artworks aims to illustrate an unparalleled human experience - the moment the Cosmonauts farewell Earth and enter their spaceship for the next 6 months.

orbital cascade_57-46 (2013)

orbital cascade_57-46 visualises the sheer quantity of defunct objects in the Earth's orbit from 1957 to 2046. This includes everything from spent rocket stages and old satellites to fragments

resulting from disintegration, erosion and collisions. Currently there are about 600,000 objects larger than 1 cm in space, orbiting Earth at a velocity of approximately 28,000 kmph and posing a severe threat to satellites, space stations, and manned space flights, known in aeronautics as the '*cascade effect*.' This visualisation was realised in collaboration with the Institute of Aerospace Systems/TU Braunschweig.

Kameha Grand Zurich (www.kamehagrandzuerich.com, +41(0)44 525 5666) offers the galaxy getaway 2 night package from 1845 CHF/£1282 per night. This includes B&B accommodation in the space suite, space amenities on arrival, 1.5 hours bodyflying/1 hour flight simulation in an A320, personally signed 'outer space' book by Michael Najjar, opportunity to visit Michael Najjar's Berlin studio to meet him personally and a designer art gift to take home. Subject to terms and conditions.

-Ends-

For further press information please contact Jonathan Williams, Alexandra Delf & Melissa Dive at Ophir PR on 0207 381 9808 or email Jonathan@ophirpr.co.uk, Alexandra@ophirpr.co.uk or Melissa@ophirpr.co.uk.

Kameha Grand Zürich

On the hotel website www.lieblingsplatz.com you can find insights into the extraordinary overall concept of the Kameha Grand Zurich, where the lifestyle, atmosphere and friendliness places the guest at the centre of everything. Thanks to its unique fusion of technical innovations and cordial service, the Kameha will represent an attractive addition to the Zürich hotel scene. Also, the hotel is only some six minutes away from the airport and eight minutes from the Zürich Central Station and city centre – most favourable conditions for business travellers. You can find further information and images at www.lieblingsplatz.com. News about the Kameha Grand Zurich can also be found at www.facebook.com/kamehahotelsresorts. The Kameha Grand Zurich is nestled in the beautiful recreation area of

the Glattpark surrounded by forests, meadows and ponds covering more than 128,000 sqm, including the “Kameha Lake”, the largest freshwater lake in Zurich.

About the Lifestyle Hospitality & Entertainment Group (LH&E Group):

The LH&E Group is a management company of Kameha Hotels & Resorts. Kameha operates and manages international lifestyle hotels, luxury resorts, private design residences and first-class event gastronomy. The founder and CEO is Carsten K. Rath, the chairman of the board of directors is Peter Mettler. The first hotel of the LH&E Group, the Kameha Grand Bonn, has been awarded numerous national and international prizes, such as the “Best Hotel of the Year Worldwide” (Diners Club Magazine Award), “Hotel of the Year” (Busche publishing company), “Best Event Hotel of the Year” (Location Award), “Germany’s Trend Hotel No. 1” (TripAdvisor) and the “Employer of the Year 2011/2012”. Following the successful positioning of the Kameha Suite in Frankfurt am Main, which won the Location Award 2012 as the “Best Historic Event Location in Germany”, as well as that of the Kameha Grand Bonn, the LH&E Group is now launching further projects such as the Kameha Grand Zürich.

Background Autograph Collection

Autograph Collection Hotels celebrates a collection of independent leaders in film, art, design and literature by curating one-of-a-kind travel experiences at 85 luxury lifestyle hotels found in the world’s most desirable destinations. Exactly like nothing else, each hotel has been hand selected for its distinction as an iconic landmark, for its remarkable design or for its best-in-class resort amenities. For more information please visit www.autographhotels.com, or explore our social media channels to learn more about championing the independent spirit:

Facebook: www.facebook.com/AutographCollection

Twitter: www.twitter.com/Autograph

Tumblr: <http://autographcollectionhotels.tumblr.com/>

Instagram: www.instagram.com/AutographHotels

Marriott International’s luxury and lifestyle brands portfolio currently includes The Ritz-Carlton Hotel Company, EDITION, JW Marriott Hotels & Resorts, the Autograph Collection, Renaissance Hotels, AC Hotels by Marriott and Moxy Hotels. Accounting for approximately 25 percent of the company’s system-wide pipeline, Marriott expects to add more than 200 luxury and lifestyle hotel projects over the next several years, reflecting over \$15 billion of investment by the company’s owners and franchisees

Hotel Press Contact:

Kameha Grand Zürich, Anna Kristina Nücken, Director of Communications

Dufaux-Strasse 1, 8152 Glattpark/Zürich

Tel +41 (0) 44 525 58 12, Fax +41 (0) 44 542 40 47, anna.nuecken@kameha.com,

www.kameha.com