



image CPH001

## Generator Copenhagen

Generator Copenhagen combines the practicality and stylishness of Denmark with the social energy and youthfulness of the Generator brand. Centrally located just off Copenhagen's Kongens Nytorv Square, the six-storey hostel transforms a Philippe Starck-designed apartment building. Its former social spaces and furnishings presented a great starting point for a lively and playful interior that mixes high design with cheap chic.

At street level, a flexible space is used as a pop-up shop or gallery. A side entrance elevator lobby with illustrations of Copenhagen by local artist Tim Bjorn leads guests to the reception area. There, Generator's signature 'G' sculpture—in this case lit with colour-changing LED lights, mixes with layered textures and materials and a mix of signature furnishings reclaimed from the apartment.

A runway leads guests from reception along the canteen and travel information areas to a small café, opening at the bar and disco. Beyond, large socializing lounges are furnished by local manufacturers such as HAY, Bolia and Muuto. The lounges can be separated as required with custom-designed movable dividers covered in Piet Hein Eek's Scrapwood Wallpaper and punched with antique wooden windows.

**the Design Agency**



GENERATOR COPENHAGEN

PROJECT FACTS

Address: Adelgade 5-7, 1304 Copenhagen, Denmark

Size: 5 floors, ground level pop-up space, 662 beds

Completion: June 2012

Owner: Generator / Patron Capital

Design: The Design Agency

Illustrations: Tim Bjorn

Local Project Architect: N/A

Photo Credit: Nikolas Koenig

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# the Design Agency



## ABOUT THE DESIGN AGENCY

The Design Agency is an award-winning Toronto based design consultancy. Managed by partners and long-time friends Allen Chan, Matt Davis and Anwar Mekhayech, the studio unites architectural, interior design, industrial design, branding and digital design expertise.

With a local and international portfolio of projects working for leading companies, developers, restaurateurs, retailers and hoteliers, each client works directly with one or more of our partners, reflecting our belief that great design requires leadership, focus and commitment. Our success is rooted in our collaborative and consultative approach by which our multidisciplinary team of talented design professionals engage internally with the partners and clients, to craft innovative, custom designed spaces that help elevate the consumer experience.

We embrace the full spectrum of design typologies and remain open to innovative ideas, technologies, and new creative design approaches that will enable us to bring the best solutions forward to our clients.

[www.thedesignagency.ca](http://www.thedesignagency.ca)

## ABOUT GENERATOR

Established in 1995, Generator is Europe's fastest growing hostel brand. With nearly 4,000 beds across six stylish properties, the award-winning group's portfolio will increase to eight and more than 5,200 beds in 2013 with two new hostels opening in Barcelona (May 2013) and Berlin Mitte (Summer 2013).

Generator will achieve a new record for this year when it exceeds 1 million bed nights across its design-led properties located in Berlin, Copenhagen, Dublin, Hamburg, London and Venice.

Characterised by their contemporary design, central locations, vibrant atmosphere, food and beverage menus reflecting the local culture and competitive prices, each Generator hostel offers free Wi-Fi and 24-hour security. Welcoming, knowledgeable staff are on hand around the clock to provide advice on exploring the local area and other tips for a memorable city stay.

[www.generatorhostels.com](http://www.generatorhostels.com)

## ABOUT PATRON

Established in 1999, Patron Capital Partners has evolved into one of the leading opportunistic real estate managers in Europe. Main advisory offices located in the UK and Luxembourg and operations in Germany, Italy, Spain and Poland. Patron represents approx €2.3 billion of capital across several funds and related co-investments, from prominent universities, major institutions, private foundations, and high net worth individuals located throughout North America, Europe and the Middle East.

Its strategy is to back local partners and management teams in growing their respective business, investing in property, corporate operating entities whose value is primarily supported by property assets and distressed debt and credit related businesses. Through its large network of partners and advisors, Patron is unparalleled as an originator or financial and operating investor and partner.

[www.patroncapital.com](http://www.patroncapital.com)





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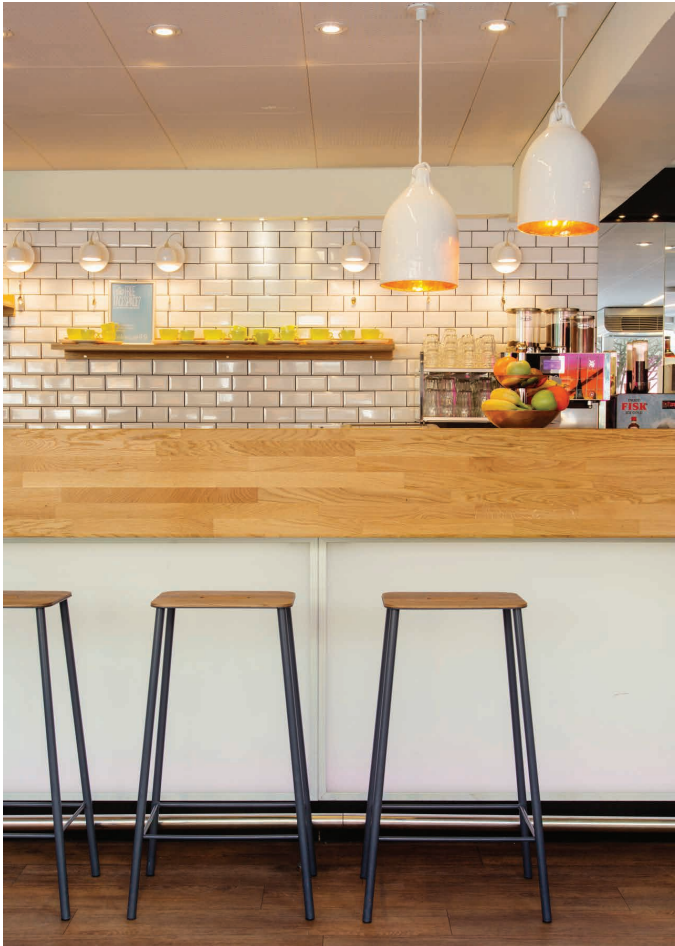


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