



## THE KEY APARTHOTEL BEIRUT A NEW PROJECT DESIGNED BY GM ARCHITECTS



The Key Aparthotel © Guy de Laubier

PRESS RELEASE

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## The Key Apart Hotel Beirut

*GM Architects infuses artistic and cosmopolitan to create a serene urban oasis*

The Key ApartHotel's distinctive interior designed by GM Architects offers a new take on luxury accommodation in the heart of one of Beirut's most fashionable neighborhoods in the cultural sector of the city. It provides guests with a sophisticated place to call home during their stay for weekend breaks or longer business visits. The two-year project is now in full use after its completion in June 2016.

The brief of the project detailed the need to attract both national and international guests making them feel at ease while also infusing a twist of creativity and fun into the design.

The aparthotel is located in a new residential and corporate location surrounded by high-end art galleries and artistic workshops. The design process GM Architects implemented reflects the neighborhood's feel by creating a relaxing and vibrant metropolitan retreat in-line with its cultural and urban context.

The Key Aparthotel was designed to cater for both family and business long stay travel all year round. The ambiance offers a relaxing environment that creates a dialogue within the lively environment. The owners want guests to feel connected to the city while also feeling serene in their immediate surroundings.

The furnishings of the Key Aparthotel were sourced, designed and conceived specifically for the project by GM Architects. The guest room furniture was produced in Lebanon. The signature designs found in the lobby and restaurant furnishings were created by partnering with B&B Italia, represented by Le Cercle Hitti. All of these elements combined create a four-star deluxe property styled in cosmopolitan design and unabashed comfort.

The hotel offers guests a variety of amenities such as its on-site restaurant, a market-style store with local products, a fully-equipped gym and a conference center. The interior design of the hotel is sleek but comfortable, thanks to its warm colors and contemporary bespoke furnishings. Texture makes up a large quantity of the hidden design elements found throughout the hotel from the walls reminiscent of crinkled paper to the large spheres of twinkling white hanging lamps.



The Key Aparthotel © Guy de Laubier



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The main lobby features marble zig-zagging across the floor to where plush grey sofas await guests ready to check in for their stay. It extends into the restaurant where a cut-out dividing wall gives the hotel its boutique charm. The restaurant's waiting area features curved red leather sofas and metallic grey modular low tables that reflect the modern aesthetic of the hotel.

The Cellar, the hotel's on-site restaurant, is discrete in its charm and proudly shows off its collection of hand-picked sommelier reserves giving substance to its namesake. Guests will enjoy fine dining while relaxing in an intimate ambiance set off by abstract art and Bordeaux-red carpet.

The upstairs terrace bar is designed with comfortable white mold chairs fitted with plump grey cushions, an ideal location where guests can enjoy an evening aperitif overlooking downtown Beirut.

The 87-room aparthotel features spacious double bedrooms as well as luxurious penthouse suites. Guests have the convenience of hotel services while enjoying a pleasant extended stay in suites complete with the comforts of home such as kitchens and separate living spaces.

Regular studios are warm with cherry-stained wood accenting and grey abstract maps of the surrounding Beirut neighborhood hang above the navy and slate bedecked beds. These are ideal for couples and small families who want to relax while exploring the heart of Beirut.

The two bedrooms, 75m2 suites feature a simple yet modern Cerulean sofa with contrasting pillows tying into the tones of the plush printed carpet and inter-galactic inspired paintings. Overall, the rooms offer guests an inviting escape that allows them to feel simultaneously at home and in luxury.



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## 'LIVING OUT THE GOOD LIFE' BY GM ARCHITECT'S A CONTEMPORARY AND MULTICULTURAL APPROACH



Galal Mahmoud © GM Architects

Born to Egyptian parents and having an English grandmother and Lebanese citizenship, architect Galal Mahmoud lived in France for several years, after fleeing the civil war in Lebanon with his family in 1976. He graduated from the Ecole d'Architecture de Versailles in 1986, opening his first architects' practice in Paris the following year. In 1996 he founded GM Architects in Beirut, specializing in the luxury hotel and upscale seaside resort markets.

During his many trips to Asia, Galal Mahmoud experienced true well-being and witnessed at first-hand Asian societies' approach to living in the shape of lifestyles that are equally comfortable in an outside environment as inside a house. Galal Mahmoud takes this approach and fuses it seamlessly with the architecture 'for living out the good life' that is so characteristic of the Mediterranean region.

These experiences are at the root of Galal Mahmoud's philosophy and approach to architecture, where the concepts of 'well-being' and multiculturalism are key.

### CONTEXTUAL IMMERSION

Galal Mahmoud's culturally diverse background has naturally led him to adopt a multicultural approach to all his projects. His ability to apprehend the essence of a place, to be alive to the diverse influences that shape it, imbues all his projects with a unity of vision, one that is genuinely informed by its immediate context.

'Contextual immersion' therefore lies at the heart of GM Architects' way of thinking. Galal Mahmoud steepes himself in the geographical, historical and cultural environment of each project. He makes these contextual components his own, reworking them in a way that is relevant to and easily comprehensible by contemporary society, but also respectful of the identity and culture of the location in question.

### AN INTERNATIONALLY-RENOWNED ARCHITECTURE AND DESIGN FIRM

GM Architects architecture and design firm specializes in the field of high-end tourism, notably in the creation of luxury hotels and resorts. It is one of the largest such firms in Lebanon. The company employs 40 professionals including architects and interior designers and is managed by Galal Mahmoud in partnership with Randa Chahine, Anwar Hajj and Elie Waked.

The firm has bases in Beirut and Abu Dhabi and is active worldwide. Its completed projects may be seen in France, Africa, the Middle East and throughout the Mediterranean region.

GM Architects initially specialized in interiors for the luxury and residential markets. It has since branched out and its expertise now encompasses interior design, landscape architecture and site evaluation and analysis in seafront locations. The practice is currently working on a Sofitel in Morocco, a Sheraton Resort in Dakar and three hotels in Mykonos.

GM Architects is the only architecture and design company in the Middle East to work regularly with Accor, Rotana, Starwood, Jumeirah and Rezidor.

This is due to the high standards of service it delivers, the painstaking care it takes both in the development of a wider vision for each individual project and in the execution of its finer details and its ability to deliver projects that meet the standards of the international hospitality sector and the requirements of the major hotel chains. The firm's creative approach to projects embodies the distinctive philosophy of French-Lebanese architect Galal Mahmoud.

The 'Museum of Civilizations' project designed by GM Architects and presented at the 2014 Venice Biennale was selected for the 'Future project of the year' category at the World Architecture Festival, Singapore in 2014. In March 2015, it scooped the 'Cultural Regeneration' category at the 26th MIPIM Architectural Review Future Projects awards, before winning an 'International Architecture Award' in 2015. The museum also received an award at the 2016 International Architecture Awards presented by the Chicago Athenaeum.

## PRACTICAL INFORMATION

### THE KEY APARTHOTEL

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