

AW²

PARIS
ARCHITECTURE
& INTERIORS

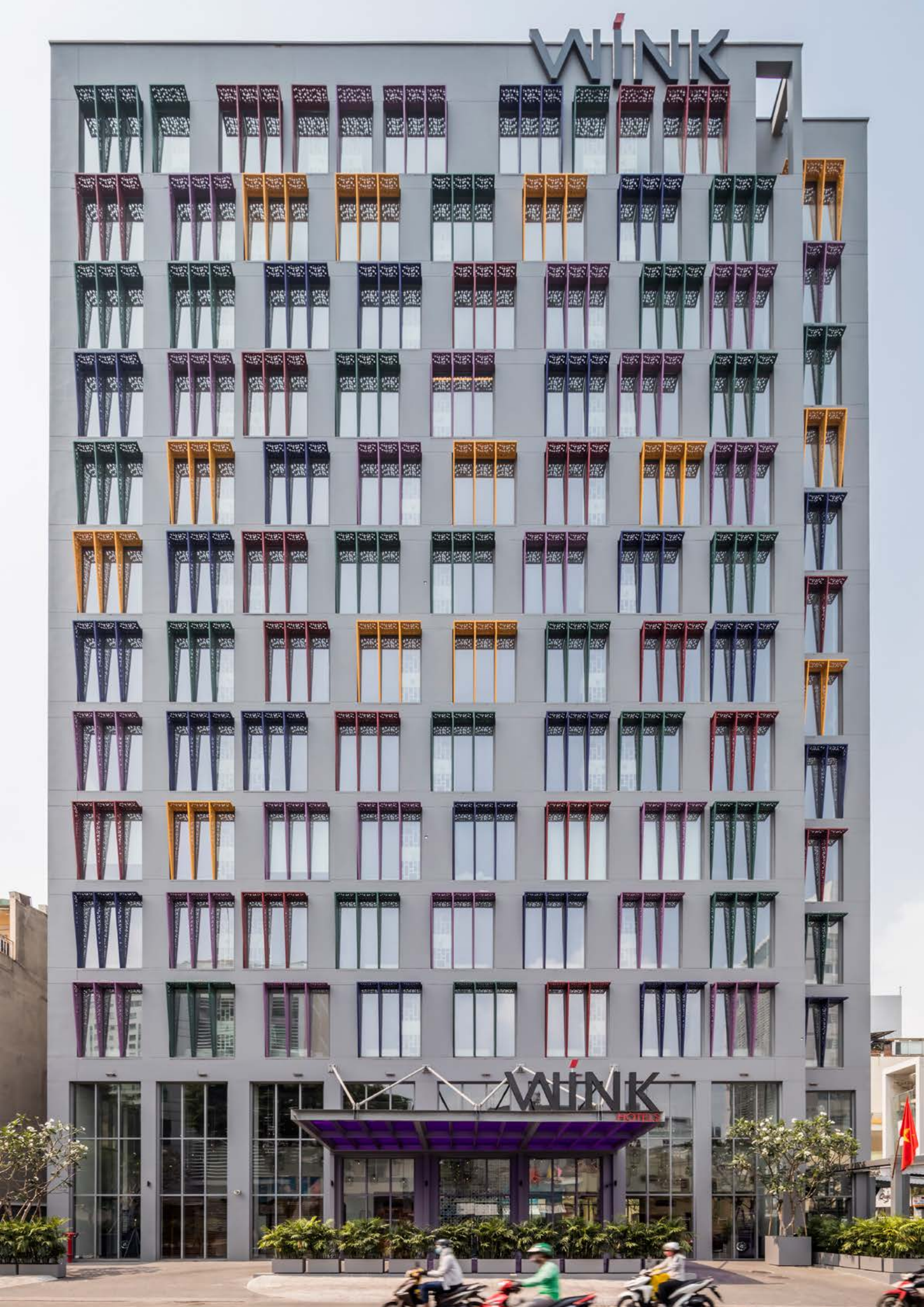


WINK HOTEL SAIGON CENTRE

PRESS RELEASE

The architecture and interior design studio AW², run by Reda Amalou and Stéphanie Ledoux, presents Vietnam's first Wink-branded hotel situated in the heart of Ho Chi Minh City.





WINK HOTEL SAIGON CENTRE

HO CHI MINH CITY, VIETNAM

The construction of Wink Hotel Saigon Centre, a medium-rise urban hotel in Ho Chi Minh City, Vietnam, comprising 237 hotel rooms has been completed.

The hotel is part of the new Wink brand, which is rolling out a series of hotels across the country. Located in District 1's Dakao Ward, a hip and upcoming neighbourhood, the twelve-floor, 10,500 m² hotel has been designed as an extension of Vietnamese street life, bringing local flavour from the outside in.

Architecture Workshop (AW²), led by partner architects Reda Amalou and Stéphanie Ledoux, designed every element of this affordable lifestyle hotel, from the architectural concept through to interior design and furniture, as well as collaborating with the client to create the brand identity across its hotels.

The brand focuses on establishing a balance between design forwardness, financial return and construction feasibility while being a fashionable urban destination. AW²'s previous work in Vietnam (FV International Hospital, Four Seasons The Nam Hai and Six Senses Con Dao) with Indochina Capital, who created the development team, placed them in a strong position to respond to the client's brief requirements.

For the Wink brand, AW² created a specific locally-inspired colour palette deployed throughout the hotel, from the bespoke sunshades on the façade down to the cushion fabrics. The bold and vibrant exterior design attracts attention from the outside, acting as a beacon for the wider neighbourhood.

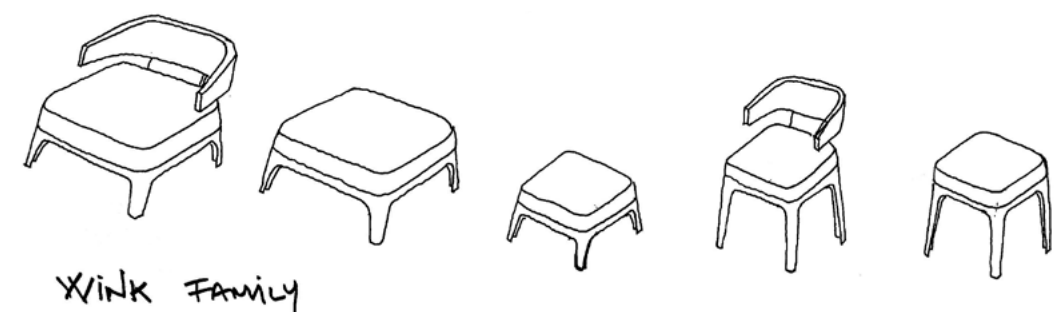


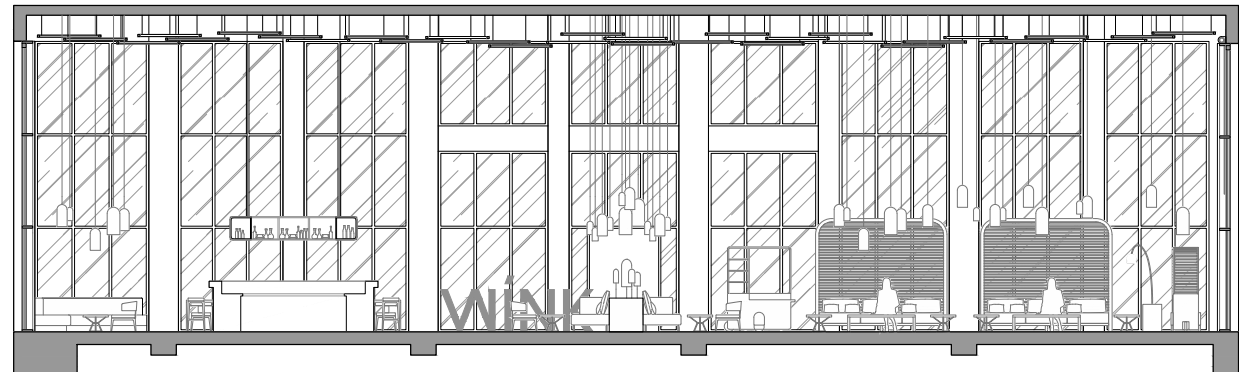
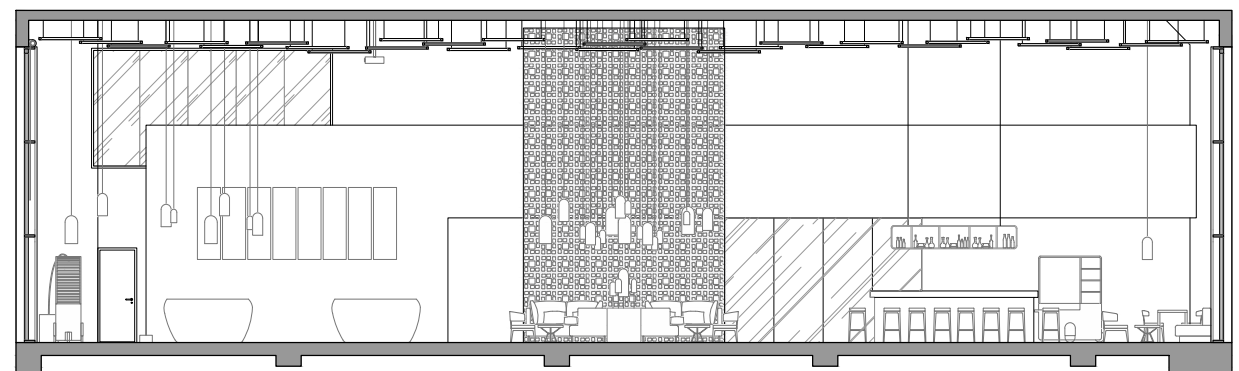


BLEND ED SPACES

The Wink Hotel incorporates blended spaces where accommodation, work and leisure co-exist. The interior design is centred around creating a fun and dynamic environment, using furniture styles based on the street food culture such as food carts for the self-service food and beverage facilities and bicycles repurposed as table legs for the breakfast bars.

Collaborative spaces are made to encourage visitors and the public to use the public areas at their leisure. The shared spaces are composed into different flexible zones consisting of an entrance 'Wink Space' lobby, a lounge with integrated library and games area and food & beverage facilities. The food & beverage facilities cater to all needs including the Wink Bar, 'grab and go' self-service, breakfast bar and dining areas.

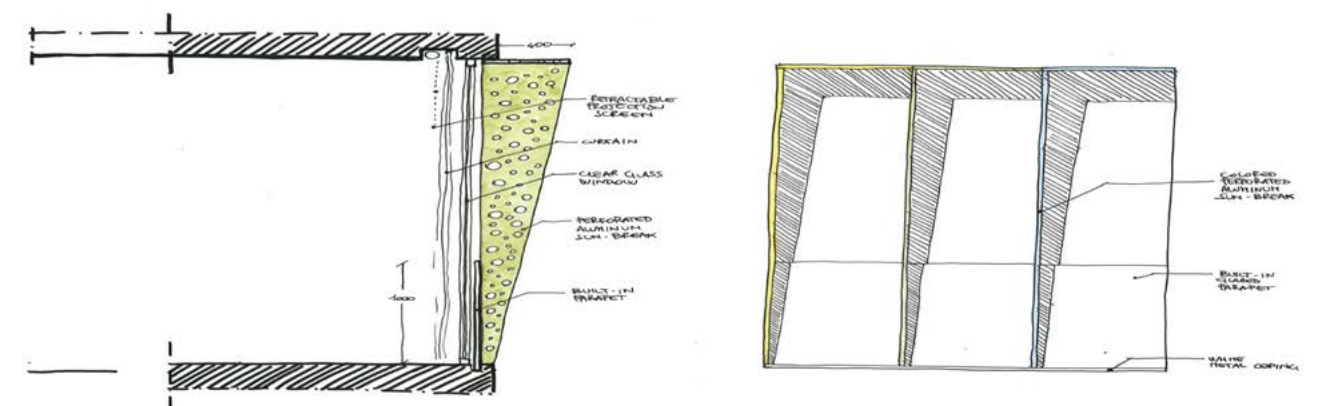






BEDROOMS CONCEPT

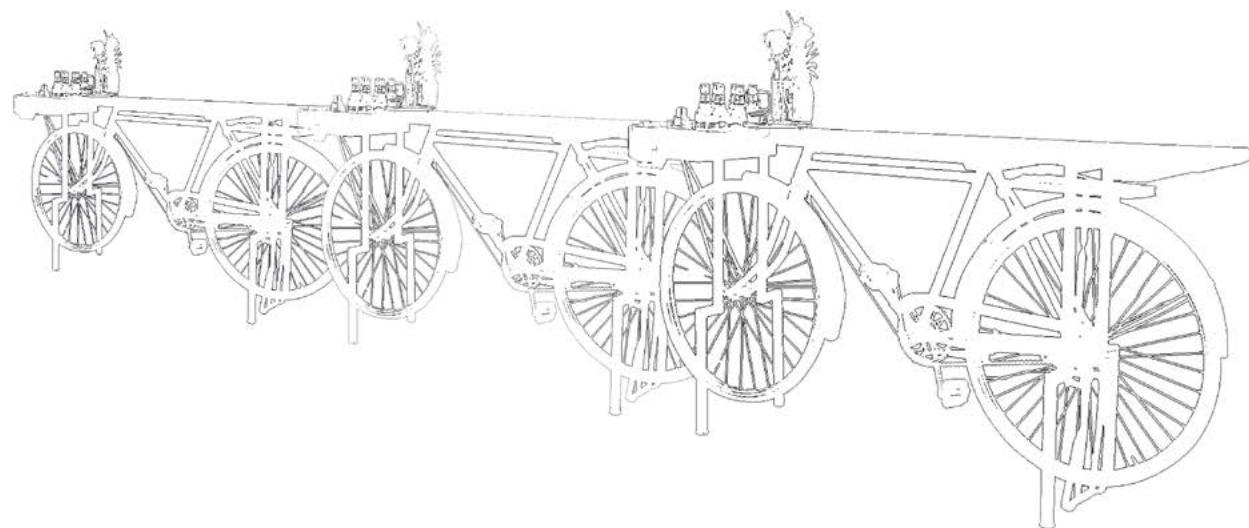
For the hotel guests, the bedrooms have been efficiently designed to be compact, with bespoke furniture that maximises space usage and with a strong brand identity throughout. With three different colour spectrum schemes (each made up of three key Wink-branded colours), the external sunshades act as an extension to the hotel interiors and reflect the colour themes found in each hotel bedroom.



The image shows a modern bar and lounge interior. A long, dark wood bar counter runs across the foreground. Behind the bar, a wall is composed of numerous small, illuminated cubbies in various colors (red, blue, green, yellow, pink) containing bottles of alcohol. A purple metal shelving unit stands to the left of the bar, holding various items. In the background, there is a blue upholstered sofa with colorful cushions (yellow, red, green) and several wooden chairs with colorful seats. The ceiling features exposed ductwork and linear lighting fixtures. The overall design is contemporary and vibrant.

"The Wink Hotel Saigon Centre is designed for a fast-growing, fast-changing society that remains connected to local traditions while simultaneously embracing contemporary trends."

Stéphanie Ledoux & Reda Amalou, Partners at AW²



CREATING A NEW BRAND

Wink Hotels has also announced a pipeline of 20 hotels within the next five years, including the AW²-designed Wink Hotel Danang Centre and Wink Hotel Hanoi West Lake which is expected to open in Q3, 2023. This property will also feature Wink Suites (serviced apartments) as well as a stunning rooftop pool with panoramic views of Hanoi City. All rooms will have views of the West Lake.

AW² have over 20 years of experience within the hospitality industry, with projects in 40 different countries, working with leading hotel and resort operators such as Aman, Banyan Tree, Four Seasons, GHM, Hyatt Alila, Six Senses, and The Ritz-Carlton. They have drawn upon their extensive knowledge to create a new brand that speaks to the next generation of global travellers.



THE AW² STUDIO

AW² is an international architectural practice and design studio based in Paris, led by Reda Amalou who founded it in 1997, and Stéphanie Ledoux who joined the practice in 2000, becoming partner in 2003.

With projects in 40 different countries, the practice is a made up of a multidisciplinary design team that takes on all aspects of a project, from a large-scale urban plan and luxury eco-resorts, right the way down to the bespoke furniture and fittings.

AW² have firmly established themselves as the preferred architects and designers for the world's most highly regarded hotel and resort operators, subsequently also earning an international reputation for quality high-end design across education, commercial and residential projects.

AW² has collected accolades such as MIPIM Best Hotel Award for the Six Senses Con Dao resort, the Build Architecture Award for Best International Architecture & Design Studio – Paris, and four nominations for the AFEX Grand Prize in French Overseas Architecture for Six Senses Con Dao in Vietnam, the Lycée Français in Amman, Jordan, Ani Private Resort & Art Academy in Sri Lanka and Kasiya Papagayo eco-lodge in Costa Rica.



OUR DESIGN APPROACH

Initiating a project at AW² is all about questioning. It is about defining the conditions that surround the project and about setting, with our client, the ambitions of the project. We challenge both conditions and ambitions at the early stages of our work in order to avoid preconceptions and give us a deeper understanding of what we are trying to achieve.

Our approach to design is more an open working process rather than a strict theoretical or stylistic framework by which we abide. We bring to the table the experience we have gained from working in 40 different countries, applying relevant techniques and solutions. Our architecture is tailored to its location. It is an architecture of fusion that is the product of a conversation, a dialogue between several parameters:

1. Understanding the site: what sets it apart, what makes it unique
2. Analysing the context: The climate, culture, programme, regulations, economics, construction techniques, local know-how, materials and traditions
3. Incorporating local materials and prioritizing a sustainable design approach
4. Finally, architecture is a response: throughout the design process we elaborate and define our vision of the project to create architecture that truly belongs in its site.

Additional photographs of Wink Hotel Saigon Centre available in the Dropbox folder.



Photos © Oki Hiroyuki
Except bedroom: © Wink Hotels

ing.

PR Contact:
Mariana Yuste
Account Manager
mariana.yuste@ing-media.com / aw2@ing-media.com
T: + 44 (0) 78 9446 2376
M: + 44 (0) 7514 930152
www.ing-media.com

AW²
PARIS

Contacts:
Joanna Delebarre
External Relations Manager
jdelebarre@aw2.com
+33 (0)6 71 35 17 87

Tahra-May Berdai Rheljari
Communications Officer
tberdai@aw2.com
+33 (0)1 45 87 75 75