



MOXY Athens City

CATERING TO MILLENNIAL GLOBETROTTERS, MARRIOTT INTERNATIONAL'S STYLISH NEW BOUTIQUE HOTEL BRAND, MOXY, HAS OPENED ITS LATEST BRANCH WITH A FLOURISH IN ATHENS.



Drawing on the myth, the bar's scaly cladding and scaled pattern inlaid in the concrete floor, is inspired by the dragon Ladon. Elements of the Hesperides golden apple tree are furthermore hinted at throughout the space. These include the metal structure with encased golden lights branching out above the bar, and a column covered with messages and illustrations inspired by Arborglyph – the art of carving of words and pictures on the bark of a tree.

The hotel's Library is designed as an urban oasis, accessible through a staircase inspired by the morphology of a flower. The petal shaped carpet and curvatures of the furniture reflect a bird's eye view of a lotus flower.

Borrowing from the aesthetic of street art and graffiti in the city, colourful murals adorn the walls of the library and continue further into the lifts and other hotel areas.

For the guest rooms, Divercity Architects & Carole Topin have chosen a soft muted palette of warm grey tones, with vibrant colour accents on the upholstery to create an intimate and soothing atmosphere, conducive to relaxation.

Green credentials are yet another way in which the outstanding Moxy Athens City excels – as the first hotel in Greece to be certified according to the international certification system of sustainable development, LEED, at gold level.

Christina Achtypi concluded: "It was a great pleasure to work on this project with such excellent co-operation from everyone involved - from the client to the contractor, developer, architect and everyone on the contract team. It was also an honour to design the first 'green' hotel in Greece." ■

divercityarchitects.com

Moxy Athens City is housed in 'Saroglion Megaron' on Omonia square – a lively local landmark just a stone's throw away from the historical centre of Plaka and the Acropolis, amid some of the city's best nightlife, including both bars and restaurants.

Slick and chic, with breathtaking views of the city skyline and the Acropolis, the new eight-floor hotel offers a smart and edgy environment designed for modern travellers.

Interior designers for the project were Divercity Architects with Carole Topin, with the architectural design being carried out by Kokkinou Kourkoulas Architects.

Moxy Athens incorporates 200 guest rooms including a stunning penthouse suite with a terrace overlooking the Athenian skyline and the Acropolis; a ground floor bar, a lounge and library along with a downstairs area including fully equipped event spaces and a fitness centre.

Christina Achtypi of Divercity Architects said: "We were invited to carry out this project by our client Dimand and we worked closely with the Marriot Group. Keeping as close as possible to Moxy's guidelines, which are to create a fun-loving hotel appealing to young minded people, we had a lot of room for creativity. The design of the bedroom had to incorporate core elements specific to the Marriot Group

but we were able to adjust it to fit to our storytelling approach."

The concept for the interior design is based on the myth of eternal youth inspired by the 'young Moxy spirit' ethos and visually narrated throughout the hotel. This myth refers to the garden of Hesperides where the goddess Hera had an orchard, which included an apple tree fiercely protected by the Dragon Ladon, because it was believed to produce golden apples capable of granting eternal youth.

Christina Achtypi continued: "The main challenge of the project was to transfer the Hesperides myth into a real space and to respect the restrictions of the existing building, whilst also following Moxy Guidelines. Meeting all of these requirements was achieved through very close co-operation with both the developers, contractors and the client."

Upon arrival, guests are greeted by an arcade and a welcome area, which is designed as a vertical garden where an eclectic array of objects narrate the story of Hera's orchard.

With its relaxed 'underground' atmosphere, the bar portrays the pulse of Moxy Athens. A social lair where soft furnishings meet industrial raw materials, in a chic and sophisticated blend perfectly encapsulating the maverick communal essence of Moxy.

