

A photograph of a hotel room. In the foreground, a bed with white linens has an open book lying on it. The background shows a wooden headboard, two bedside lamps, and three framed pictures on the wall.

WESTWING BUSINESS

Project Case Study: Westwing Business X Hotel Lux

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FROM VISION TO REALITY: The Hotel Lux Project

Immerse yourself in the world of our exclusive interior design project with the Hotel Lux in Munich! In this project case study, we take you on an inspiring journey - from the initial drafts and concept ideas, through captivating behind-the-scenes insights, to the final masterpiece that brings the vision to life.

01 PROJECT OVERVIEW

City *Hotel Lux* in Munich

Project period: January - April 2024

The assignment

Planning and furnishing of a total of 16 hotel rooms spread over four floors

Individual request of the customer

Development of a furnishing concept that particularly appeals to younger city travellers and professionals.

Desired outcome

Stylish look while simultaneously ensuring practicality in everyday operation. The creation of an individual look was desired by playing with different colours.



02 WESTWING PROJECT TEAM



Rouwen Hofmann

Westwing Business
Expert Lead B2B Sales
Development

Account Manager



Pia Häuslein

Westwing Business
Junior B2B Customer
Success Manager

Project Manager



Sarah Scheitinger

Zweiraumbüro
Dipl. Ing.
Innenarchitektin

Interior Architect

03 PROJECT TIMELINE

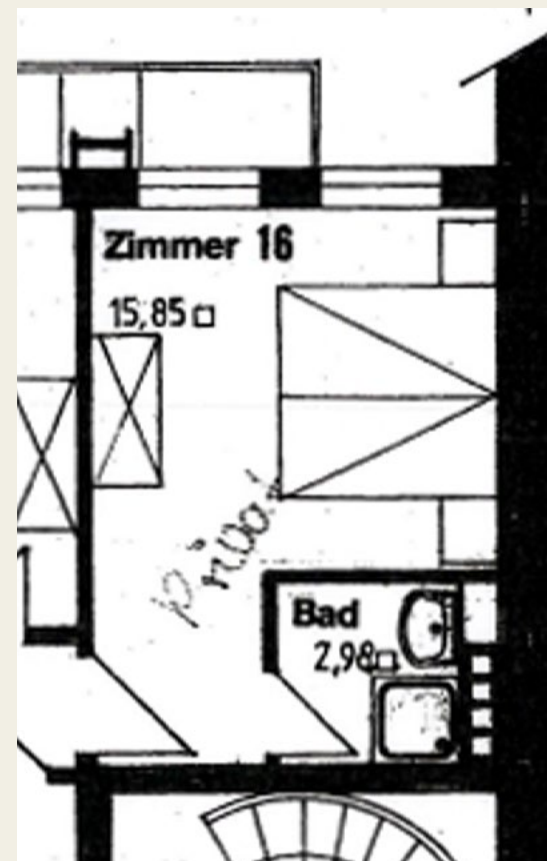
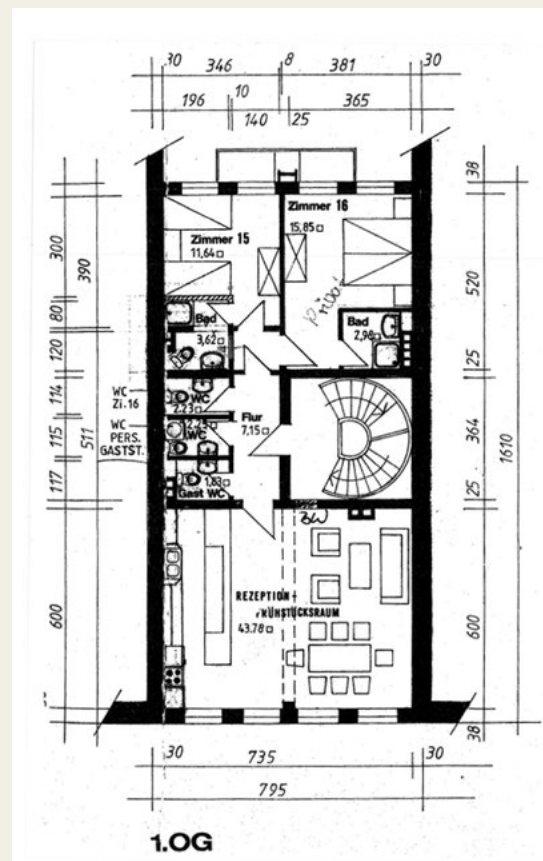
The execution of our hotel project took place from January until April 2024

	JAN	FEB	MAR	APR
INTRODUCTORY CALL				
PRESENTATION DESIGN CONCEPT				
PROJECT KICK-OFF				
FINAL CONCEPT AFTER INSPECTION WITH ALL TRADES				
PROPERTY INSPECTION WITH ALL TRADES; SAMPLING OF KEY PIECES				
FINALISATION OF PRODUCT SELECTION				
FURNISHING AND FINALISATION OF PROJECT				

04 SNEAK PEEK: FLOOR PLANS

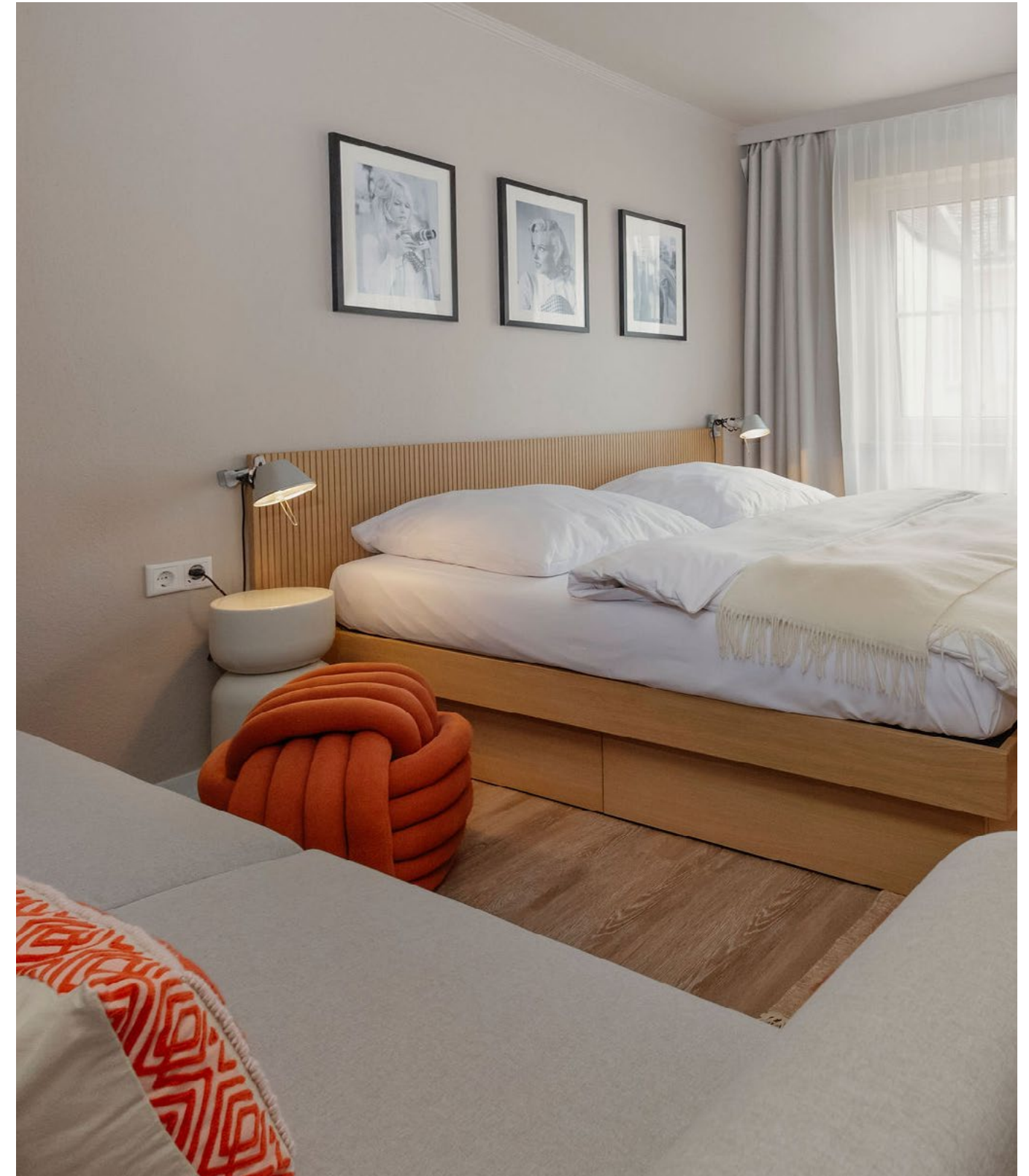
Initial situation

Hotel room 1st floor:
Floor plan and before picture



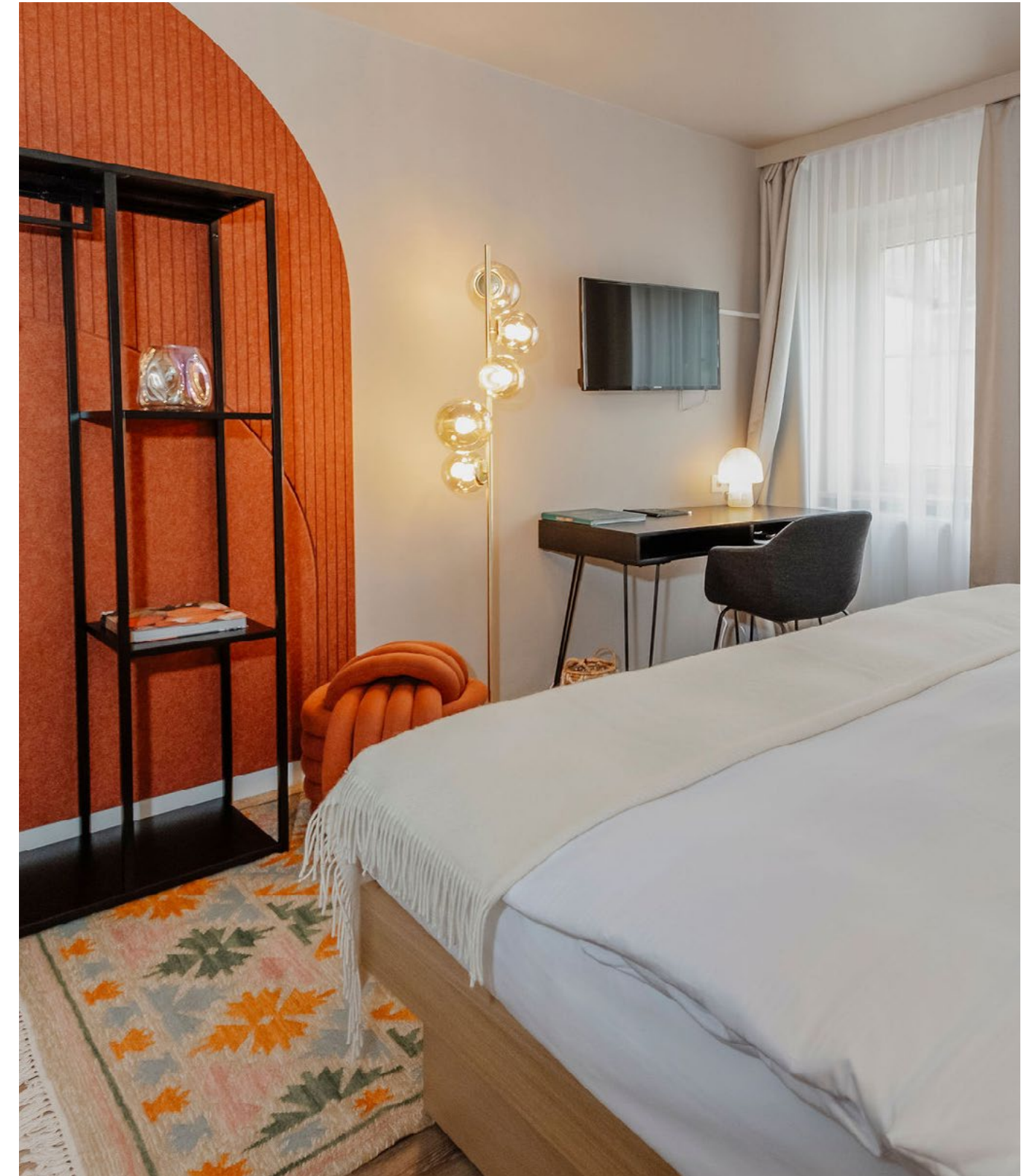
05 MOODBOARD & DESIGN CONCEPT

Bed, side table, sofa



05 MOODBOARD & DESIGN CONCEPT

Work station, shelf, lamp



06 KEY PIECES

Wooden bed Sato with drawers and oak headboard

Westwing Collection

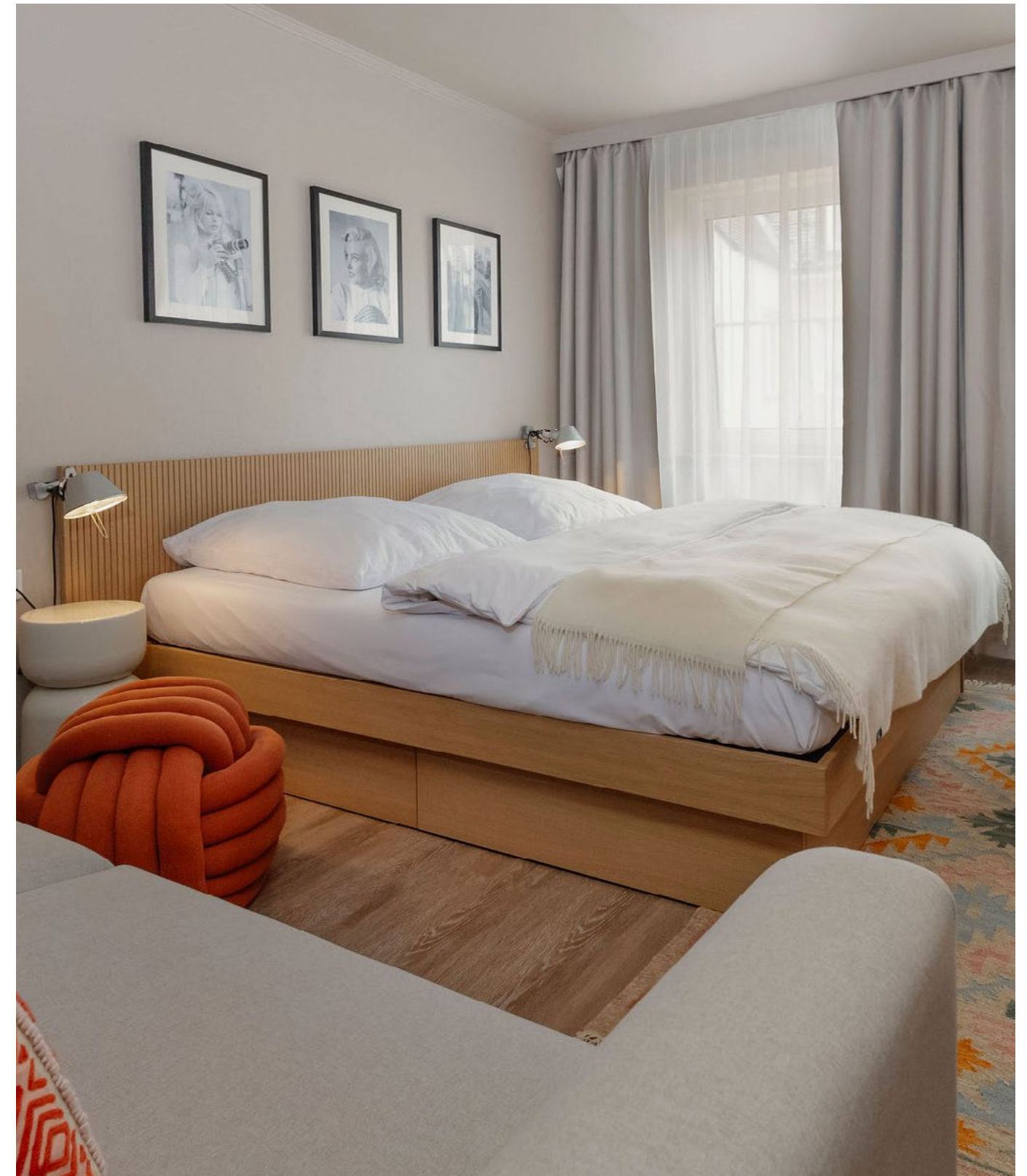
Made from sustainably sourced, FSC®-certified wood

W: 180cm x L: 200cm

Clamp desk lamp Tolomeo Pinza

Artemide

Ø 18cm, H: 23cm



07 FINAL RESULTS



07 FINAL RESULTS



07 FINAL RESULTS







WESTWING

BUSINESS

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