

GENERATOR

PRESS COVERAGE



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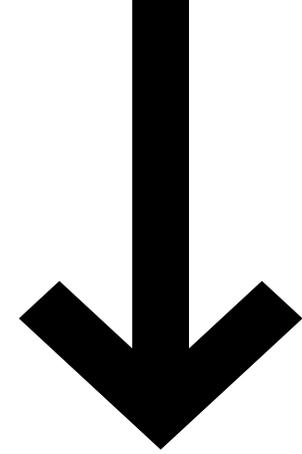
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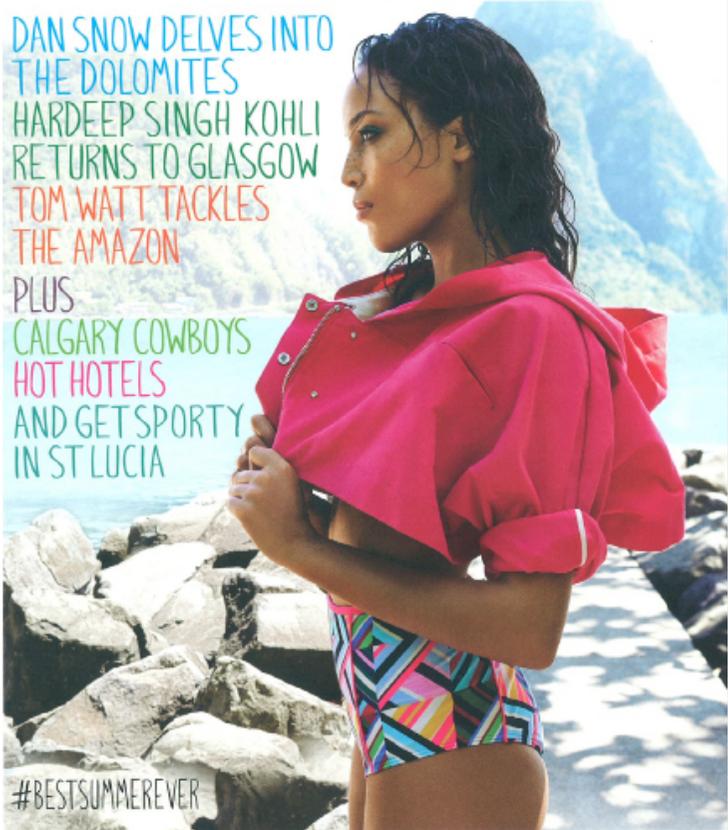


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entertainment
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 HUNDREDS OF REVIEWS,
 WELCOME TO THE ALL NEW
 ENTERTAINMENT GUIDE! PAGE 115

DAN SNOW DELVES INTO
 THE DOLOMITES
 HARDEEP SINGH KOHLI
 RETURNS TO GLASGOW
 TOM WATT TACKLES
 THE AMAZON
 PLUS
 CALGARY COWBOYS
 HOT HOTELS
 AND GET SPORTY
 IN ST LUCIA



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BEST FOR FASHIONISTAS

PRINCE DE GALLES PARIS

Why now? Back in to see French designer Pierre-Yves Rochon's renovation.
What? Since the 1920s, the Prince de Galles has drawn an impressive crowd, from politicians (Churchill) to singers (Elvis Presley). The superb renovation pays homage to the hotel's Art Deco features with geometrical designs, a mosaic in the courtyard and a lobby decked out with black stone and ebony.

Staying in There are 115 rooms, 44 suites and, for a real treat, the two-story Apartment Patisier with roof-terrace, kitchen, dining-room and Butler.
Going out Minutes from Avenue Montaigne, home to Saint Laurent, Ralph Lauren and Gucci, so you can shop until you're dressed as stylish as your surrounds.
Book it British Airways offers two nights at the Luxury Collection hotel from £680* including flights from London Heathrow. ba.com

BEST LUXURY ESCAPE

COCO PRIVE KUDA HITHI THE MALDIVES

Why now? The first individual private island destination of its kind in the Maldives and one of only a handful around the world.
What? The most luxurious villa-cum-hotel nestled in that exists only in ads. Kuda Hithi has levels of privacy and seclusion suitable for rock stars, a personal chef (of Mr Benn-style versatility), Poleski guns, library, diving instructor, beauty therapist...

all together on your very own island in the remote Indian Ocean.
Staying in The six suites are housed in separate pavilions, each with sliding glass walls opening on to sea and pool views. Twenty-two provides you and up to 11 friends with everything under the Maldivian sun.
Going out Relax with a massage between meals or snorkel the psychodelic reef.
Book it From £5,040 (for two) to £20,600 (for 12) a night. coco.prive.com



BEST HOTELS OF THE MONTH
 On our radar is a hostel with an edge, an old haunt of Charlie Chaplin's and an enticing escape in the middle of nowhere.

BEST FOR CLUBBERS

GENERATOR HOSTEL MITTE, BERLIN

Why now? Catch this month's Berlin Midsummer Festival starting on 20 June.
What? With designer Anwar Makhyach's exposed fixtures and raw wood, the Generator hostel seamlessly fits into the cultural vibe of the real Berlin. The city's ubiquitous graffiti has worked its way in too, in the form of French artist Thierry Noir's iconic colourful heads – the

some that draw crowds to the Berlin Wall at nearby East Side Gallery.
Staying in Furnishings are basic but comfortable; everything you need from a place to relax between taking in Berlin's round-the-clock attractions.
Going out Berlin's hip Mitte district is your backyard and in the hostel's café, courtyard and lounge, you'll find friends to explore with.
Book it Dorms from £13 a night, singles from £25. generatorhostels.com/en

BEST NEW HOTEL

ACE HOTEL LONDON SHOREDITCH LONDON

Why now? Just opened.
What? Psych rock, goth, pop, progressive electro – just a few music genres you might not have heard of till you stumble in here. Every night DJs and musicians provide aural pleasure to the creative, social crowds who're checking in to Ace's first venture outside the US. The lobby is loosely divided into several slick spaces with steel and glass screens and includes a bar and art

gallery too. The décor of the 250 rooms is monochrome, urban and unfussy.
Staying in Musicians will adore the Rego RP turntable while CF Martin & Co guitars, both available in selected rooms.
Going out The hotel has a theatrical vice and is on the site of the original Shoreditch Empire, where a young Charlie Chaplin performed.
Book it BA offers two nights from £260pp for travel in August including flights from Edinburgh. ba.com

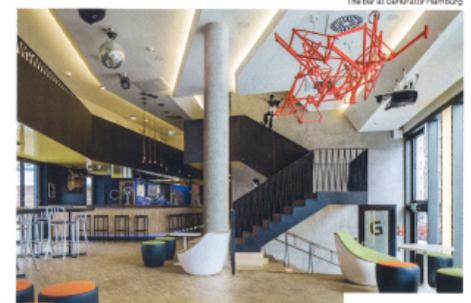
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“WITH INDUSTRIAL-EDGED SURFACES,
EXPOSED FIXTURES AND RAW WOOD,
GENERATOR SEAMLESSLY FITS INTO THE
CULTURAL VIBE OF REAL BERLIN”

BA HIGHLIFE



TRAVEL
DESIGNER HOSTELS



The bar at Generator Hamburg

The new DESIGNER HOSTELS

In search of high design on a low budget, Alison Taylor finds you can get much more than you pay for

PALAZOS FOR PAUPERS

My Venetian home, a 16th-century palazzo, is behind me as I sit on the waterfront, legs dangling above the shimmering surface. A gelato cone in hand, St Mark's Basilica and the Doge's Palace across the canal through the orange-blue haze of the day. I'm daydreaming and, I'll admit it, drinking away my hangover from last night's party – a decadent gathering in the gentleman's club-style lobby, presided over by Klesne DJs and beaming with beautiful people dancing, drinking and debauching.

I should probably mention at this point that the palazzo is actually a youth hostel, and I'm paying for a night. When I first arrived at the Generator hostel on Giudecca, the chic-chill island across the water from Piazza San Marco, on which Elon John owns a home, I was sitting in said lobby (on a velvet chair) sipping prosecco, painting and checking my email (on free Wi-Fi), when a jet-looking girl heaved her backpack through the breeze and glass doors and asked:



Right: The Venetian skyline. Left: A room at U1 Hostel, Vienna



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'Hostels have become so good, you have to check the map to make sure you're in the right place'

HOSTELS REDEFINED

As it takes its bite on the brain without burning a hole in your pokazo-pants pocket (it is possible) Take PTUS Hostel in Florence, one of many so-called 'luxury hostels' (hostelbookers.com). It got an outdoor pool, a restaurant and a panoramic terrace (but, while Mac's style U1 Hostel features a cinema room. As a HostelBookers representative points: "Hostels today offer double rooms with en-suite bathrooms, as well as dorms, and travellers can spend their time amid cool decks, on roofterraces, in lounges and in extravagant lounges."

Roomy pool? Terrace bar? Sky view? When I travel abroad in Europe after my first year at university in 2004, none of the hostels could have been described as stylish (well, unless pizza chic is your thing). But being cheap is not enough any more. "Everyone is more discerning now," says Wyatt. "You might have been able to get away with building something cheap and boring in the past, but you can't now. People are more design savvy – they know what they like and then they go on social media and tell others."

It's true. There's no way I would have taken a photo of myself in the concrete block where I stayed in Prague in the early Noughties. But Generator Venice? With its vintage fireplace (sourced in Verona), hipster wallpaper (from-

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group, which also includes a Haasburg skyscraper where The Beatles recorded one of their first songs, a former Philippe Starck boutique in Copenhagen and a converted police station in London (there are also similarly intriguing properties in Barcelona, Berlin and Dublin, with Paris and Rome coming soon). "The definition of luxury has changed," explains Josh Wyatt, a partner at Patton Capital, the company that took over – and started reworking – Generator a few years ago. "Whether you're spending £20 or £20,000, it's about having something unique. What we're trying to do, and what I'm passionate about, is creating the magic – that tickle-bum-on-the-bum."

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“IF SOHO HOUSE DID HOSTELS, THEY WOULD
LOOK LIKE THIS... YOU GET BOUTIQUE
STANDARDS AT HOSTEL PRICES.”

ELLE UK

BOUTIQUE HOTELIER

BOUTIQUE HOTELIER

BUSINESS ANALYSIS FOR HOTEL TRENDSETTERS

best@boutiquehotelier.com • May 2014



WHAT INTERNS CAN BRING TO THE BUSINESS
HOW TO IMPROVE YOUR INTERVIEWING SKILLS
WORK YOUR WALLS TO WOW YOUR GUESTS

10 STUNNING UK HOTELS FOR SALE

STRIKING STRUCTURES, BUILDINGS THAT TELL STORIES, BREATHTAKING LOCATIONS AND COMPETITIVE PRICES

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THE PROS AND CONS OF LOCAL F&B PRODUCE

Revealed: THE NEW SOCIAL-MEDIA MARKETING STRATEGY FOR HOTELIERS

MEET / GENERATOR



Hostel takeover

INSPIRED BY THE DESIGN AND ATTITUDE OF BOUTIQUE HOTELS, GENERATOR'S OWNER PARTNER **JOSH WYATT** AND EXECUTIVE CHAIRMAN **CARL MICHEL** ARE REDEFINING THE HOSTEL CONCEPT. WITH €300M BEHIND THEM, THEY'RE TARGETING 10,000 BEDS IN 15 COUNTRIES BY THE END OF 2015, INCLUDING MORE SITES IN LONDON AND ONE IN EDINBURGH

FIGURES AROUND
€300 MILLION
INVESTED IN RICHES, GROWTH AND FUTURE PROJECTS



Who stays at Generator hostels?
Carl Michel: We've redefined the hostel concept and that's broadened the range of customer who would go to a hostel from backpackers to business travellers, families and 'flash packers' – the more stylish ex-backpackers, who are more likely to have a wheeled bag these days. Ages have increased, many people in their 30s to 40s would be happy to stay in a hostel now. Approximately 25-40% of our market is groups and mostly couples; you do get some single travellers too.
Josh Wyatt: There's a sense of extended adolescence globally, particularly in the UK, Germany, Spain and the US, which are key feeder markets. People are putting off getting long-term jobs or getting married and starting families so it's not surprising in London to see the 18-24 year-old backpackers and students, but also those in their 30s-40s.

How are you "redefining the concept" of hostels?
Wyatt: The Generator product was inspired by boutique hotels and what the visionaries like Ian Schrager created. There was an explosion of people imitating the true innovators, but we were the first to bring that into the hostel space. This is really the first stage of hostels and where they're going, we're at the forefront and will be as we span out.

What boutique elements would you find in a Generator hostel?
Wyatt: We were the first hostel business to hire an interior designer when we committed to Toronto-based The Design Agency several years ago. We extensively researched and debated how to design these things. We decided there

“JOSH WYATT AND CARL MICHEL ARE REDEFINING THE HOSTEL THE CONCEPT WITH €300M BEHIND THEM, THEY’RE TARGETING 10,000 BEDS IN 15 COUNTRIES BY THE END OF 2015”

BOUTIQUE HOTELIER

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Cook like a French woman
Rose-tinted summer recipes
Rosie Green's outdoor party rules

IT'S TOP 10 SUNLINGER READS

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Meet Britain's most successful online daters

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Escapes

Edited by Saskia Graille

10 NEW WAYS TO travel

Poshtels, Pinterest planning and healing holidays – the way we travel is changing, so check out the next big things before you book your next getaway.

The poshtel

A communal tightening of purse strings in recent years has led the travel industry to create a new breed of chic/frugal alternatives to a pricey hotel stay. Say hello to the 'poshtel', combining value for money with contemporary design. Among the most popular are Generator Hostels (generatorhostels.com), with outlets in Barcelona (pictured), Copenhagen and Venice, among others. From £30 a night, guests enjoy quirky interiors with lounges, bars and internet hot spots. New website theposhpacker.com is dedicated to sourcing this type of accommodation, minus the expensive price tag. Its curated selection includes everything from luxury hostels to eco-friendly spots and even pod hotels, with many rooms costing under £60 a night. >>

Stay at Generator Hostel, Barcelona - one of the new poshtels.

REDONLINE.CO.UK | JULY 2014 | 181

EL VIAJERO IN EL PAIS

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◆ Viajeros urbanos ◆ 24h



RESERVA
DESTINOS COMO ESTE EN

EL PAÍS Viajes

HABITACIONES

'Hostels' que molan

◆ Generator. una cadena con un concepto distinto de alberque, llega a Barcelona

SERGIO C. FANJUL | 22 NOV 2013 - 00:00 CET

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El 'hotel' de la cadena Generator en Barcelona se ubica en un edificio de oficinas de los años sesenta, reconvertido.

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NEWS CASE PEOPLE DESIGN ARCHITETTURA INTERIOR DECORATION MAGAZINE BE ORIGINAL SPECIALE BIENNALE

OSTELLO DI DESIGN A LONDRA

Il Generator London riapre dopo un restyling di 8 milioni di sterline



1/12

UNA DELLE STANZE DELL'OSTELLO GENERATOR LONDON DA POCO RISTRUTTURATO CON UN RESTYLING COSTATO 8 MILIONI DI STERLINE E TERMINATO LO SCORSO MARZO

Dove dormire a Londra in pieno centro ad un prezzo accessibile e con il confort di un hotel di design? La risposta è facile: nelle stanze del Generator London, ostello dell'omonima catena da poco ristrutturato con un restyling costato 8 milioni di sterline e terminato lo scorso marzo.

L'ostello, aperto per la prima volta nel 1995, si trova nell'area di Bloomsbury nel distretto di Camden. Originariamente il Generator era una caserma della polizia. Attualmente contiene 872 letti organizzati in 212 stanze incluse 20 nuove suite doppie.

Anwar Makhayek, partner della Design Agency, Canada, ha lavorato in partnership con Orbit Architects per trasformare l'ostello in uno degli spazi più contemporanei, innovativi e ospitali della città. Il restyling enfatizza il mix culturale, architettonico, stilistico e storico tipico di Londra, mescolando con eleganza e praticità il design londinese moderno e quello passato. Tra i mobili sono presenti pezzi firmati Mosca, Moroso e Tom Dixon.

Installazioni artistiche e grafiche realizzate dal collettivo Acrylicize si sviluppano all'interno degli spazi. Un pianoforte personalizzato firmato Good Wives and Warriors fa da protagonista nella caffetteria, mentre la designatrice Jenni Sparks ha realizzato una mappa di Londra fatta a mano che decora il travel shop. Nell'area relax non manca uno schermo cinema; nel bar, realizzato a tema bus Routemaster, le luci sono firmate Caspar e realizzate a mo' di estintori. L'opening della struttura londinese segue le aperture degli ostelli di Barcellona, Berlino e Venezia. Entro il 2015 si aggiungeranno quelli di Roma e Parigi.



YEDI ANGHO

IL DESIGN SECONDO MATHIEU LEHANNOUR

Intervista al progettista francese che vive e lavora a Parigi



EDIDA 2014: DESIGN NEL MONDO

Al via della serata armatori al Teatro Manzoni di Milano durante la Design Week

ABBONATI



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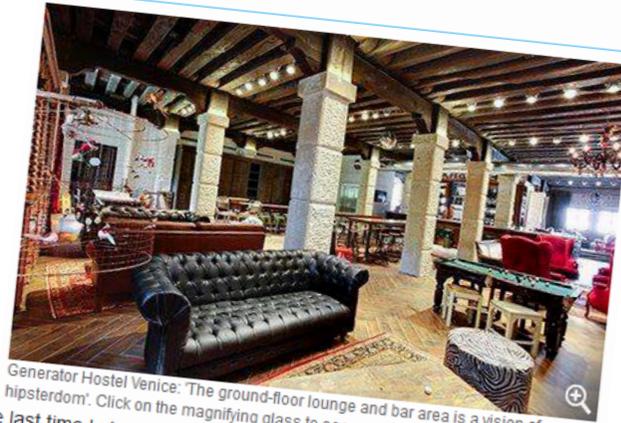
INTERVISTA AL

ELLE DECOR ITALY

Generator Hostel, Venice: hotel review

Venice's slick new Generator Hostel offers smart dorms, a cool vibe and killer views at decidedly un-Venetian prices

 **Becky Barnicoat**
The Guardian, Friday 18 October 2013 06.00 BST
[Jump to comments \(4\)](#)



Generator Hostel Venice: The ground-floor lounge and bar area is a vision of hipsterdom'. Click on the magnifying glass to see a picture of the exterior

The last time I stayed in a hostel, a steaming drunk, muscle-bound Californian clambered in to my bunk, before a group of backpackers wrestled him out. The floors were wet and sticky, and coated in tangles of matted hair. The showers had no doors, just stained curtains on rusty hooks. Privacy was the inside of your sleeping bag.

Generator Hostel Venice
Fondamenta Zitelle 86,
30133 Venezia
+39 041 877 8288
generatorhostels.com
Dorm beds €17.05pp,
rooms from €18.60pp

So I wasn't exactly looking forward to my stay at the brand new Generator hostel in Venice. I needn't have worried. Like an artisanal burger or a craft ale, the hostel is a basic slickly reimagined for the 21st century – a hostel fit for a new generation of travellers who've grown up on, well, artisanal burgers and craft ales.

We approached by boat, in the dead of night. The hostel sits on the shore of Giudecca island, facing the city, and is connected to Saint Mark's Square by a 24-hour vaporetto (waterbus)

“A BASIC REIMAGINED FOR THE 21ST
CENTURY – A HOSTEL FIT FOR A NEW
GENERATION OF TRAVELLERS”

THE GUARDIAN

STYLIST

TRAVEL
**ESCAPE
ROUTES**
LUXURY DIGS
ON A BUDGET



THE ARRIVAL OF THE LIGHTNING
LOOK AT GENERATOR HOSTELS
FROM BEHIND THE BOUTIQUE

ENJOY GUILT-FREE LUXURY AT VENICE'S POSHEST HOSTEL



We set *Stylist* contributor Catherine Gray the challenge of finding

Venice's best value room and, thanks to a slick and stylish new hostel, she came up with the goods... Nothing prepares you for your first trip to Venice. You've heard about the

streets of water, the lavish piazzas, the gondoliers transporting lovers. But until you've seen a little old lady cooking her dinner, with canal water lapping three feet below her windowsill, it's impossible to wrap your head around Italy's most captivating city.

My friend Laura and I aren't the only visitors to find Venice enchanting

though, and, accordingly, it's notorious for being the priciest destination in Italy. So, I was interested to learn that Generator Hostels – a string of hotly tipped affordable hostels dressed up as design hotels – was opening a new outpost there. If it delivers, it will be a game changer, repositioning Venice as an affordable weekend

destination for travellers with a taste for la dolce vita, but without an oligarch budget. Understandably, I have reservations. Until now, my experience of hostels has been an unpalatable cocktail of dinginess: 24-hour noise, having your shampoo nicked because you didn't lock it away and a general sense of being an extra in *Orange Is The New Black*.

Thankfully the Generator Venice, situated on the island of Giudecca, is a new breed of hostel. Housed in a restored 200-year-old grain store, interiors were overseen by Soho House Toronto designer Anwar Makhayech. It shows: the open-plan foyer, breakfast area and bar is all edgy art and antique furniture, with a punchy neon floral feature wall

“OUR ROOM IS PURE BOUTIQUE TERRITORY:
TIMBER BEAMS MARSHMALLOW –SOFT
BEDDING, POSH TOILETRIES...”

STYLIST

WALL STREET JOURNAL

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ADVENTURE & TRAVEL HOTELS GOING NATIVE

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OFF DUTY The Best Hotels Going Native

PLUS: Neymar, Brazil's soccer sensation, in WSJ magazine

THE WALL STREET JOURNAL

EUROPE EDITION VOL. XXXII NO. 52
DOW JONES FRIDAY - SUNDAY, MAY 30 - JUNE 1, 2014
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WSJ.com

U.S. Is Seeking \$10 Billion Fine for BNP

The U.S. Justice Department is pushing BNP Paribas SA to pay more than \$10 billion

By Devin Barrett, David Ehrlich and Christopher M. Matthews

tion to resolve a criminal probe into allegations it evaded U.S. sanctions against Iran and other countries for

years, which would represent one of the largest penalties ever imposed on a bank, according to people familiar with the negotiations.

A final resolution of the year-long investigation of the French bank is likely weeks away, and it is possible the ultimate settlement amount could total far less than \$10 billion. BNP is looking to pay less than \$8 billion, ac-

ording to the people familiar with the settlement discussions, although a person close to the bank said its negotiators haven't mentioned the \$8 billion figure in talks with U.S. authorities.

BNP and the authorities also are negotiating whether the bank will temporarily lose the ability to transfer money into and out of the U.S., the people said.

Prosecutors are continuing to try to extract a guilty plea from the bank. In recent negotiations, they have pointed to the muted market reaction in the wake of Credit Suisse AG's admission to conspiring to aid tax evasion as evidence of a guilty plea by BNP wouldn't be disastrous, according to a person familiar with prosecutors' thinking.

But the bank's ability to

process dollar transactions has emerged as a sticking point in recent days, according to several people familiar with the discussions.

Benjamin Lawsky, who heads New York's Department of Financial Services, has suggested a temporary suspension of the bank's ability to clear U.S. dollar transactions be included in a final settlement, a person familiar with

the matter has said. BNP executives are concerned about the possibility that the U.S. will temporarily restrict the bank's ability to transact in dollars, according to a person familiar with the bank's thinking. BNP has multiple businesses—including its investment bank, a corporate finance unit and a trade-in-

vestment bank, a corporate finance unit and a trade-investment operation—that do

Please turn to page 20



The three countries' leaders—from left to right, Messrs. Putin, Nazarbayev and Lukashenko—signed the treaty Thursday in Astana.

Russia Forges Economic Bloc

By IRENA I. ALPHEI AND ALEXANDER KOEVAR

MOSCOW—Russia, Belarus and Kazakhstan signed a treaty Thursday formally creating the Eurasian Economic Union, as President Vladimir Putin pushes forward with his goal of reenergizing the economies of the former Soviet Union and creating a counterbalance to the European Union.

The signing of the treaty, years in the making, is part of a continuing effort by Mr. Putin to create an independent economic force led by Russia and comes just over a week after Moscow reached a landmark gas-supply deal

with China that allows Russia to broaden its energy export market amid growing tensions with the West.

The creation of the bloc—which has a combined \$2.7 trillion economy and vast energy resources—deepens ties among the three countries that began with the creation of a customs union in 2010. It guarantees the free transit of goods, services, capital and workforce and will result in a coordinated policy for key economic sectors.

The trading bloc, which formally goes into effect Jan. 1, 2015, will be a major step toward creating a common market, which formally goes into effect Jan. 1, 2015.

Pro-Russia: rebels down helicopter in Ukraine... 4

Diageo CEO Weighs In On Scotland's Future

By Peter Evans

LONDON—Diageo PLC, the world's biggest producer of Scotch whisky, has weighed into the debate on Scotland's independence.

Ivan Menezes, Diageo's chief executive, said that although the decision will be for the people of Scotland to make, it was "extremely important" for Diageo.

would require the approval of all existing member states, of ten a draw-out process.

A spokesman for the Scottish National Party, which leads Scotland's devolved parliament and supports independence, didn't immediately respond to a request for comment.

In his first substantive statement on the future of Scotland, Mr. Menezes said

U.S. Economy Shrank During Frigid 1st Quarter

By Ben Lerner

South Korean President Park Geun-hye warns North Korea against nuclear testing

Interview... 3

The U.S. economy contracted in the first quarter of 2014, a season—but, likely brief—stumble for a recovery that has struggled to find its footing since the recession ended almost five years ago.

Gross domestic product, which is the total value of all goods and services produced in the U.S., fell 0.1% in the first quarter as high-wire

actress Jodie Foster's performance in "Oscar" was hailed as a triumph.

The U.S. government bonds continued to tighten Thursday, hitting their lowest level in almost 11 months as investors sought low-risk assets amid the weak growth data.

The yield on the U.S. 10-year note sank to 2.40%.

Still, the weakness of the

THE JUNGLE BOOKINGS

Andaz Papagayo, Costa Rica
Set in the lush Costa Rican jungle and showcasing a naturalist design by architect Ronald Zúñiga, Andaz Papagayo was designed in such a way as to integrate the hotel into the surrounding landscape. The facade is made of bamboo. The facade is region, where the hotel opened in December. Inside, the lighting fixtures that furniture designer Kenneth Cole created for the 153 rooms were one of the country's 100 best pieces of art. Rooms also include woven textiles and pieces of women from the surrounding area. "During our walks through the pre-Columbian pieces made out of live use the same source of inspiration." From \$500 (or \$210), a night; andazpapagayo.com

THE GRAND HOTEL

Marmara Park Avenue, New York
From the lobby's handblown glass bar to the facade's assembled steel and 670 pieces of faceted steel, from the 14th floor almost everything at Marmara Park Avenue has been custom-designed by architect in New York City. The elegant look of the hotel, which opens in August, was overseen by New York artist and interior designer Joe Gruber, who existed in Manhattan and Jersey, fine artists in New Jersey—to create a contemporary, hospitable space. The designers in glass bowers. As well, the pendant chandeliers are by Greenwich Village chemist C.O. Boppre.

THE BRUSH ROOM

UXUA, Trancoso, Brazil
A series of converted houses and villas on Trancoso's idyllic town square, a stone's throw from the ocean, this hotel is the culmination of the years of director Daniel Heine, who merged in the design world—and his own desire to leave every single aspect, as possible. Built in 2009, the UXUA Casa Terra; do Cel, opened in January and includes a mosaic fish floor by ceramic artist João Caetano, lamps made of local

THE HIP HOSTEL

Generator, Barcelona
With a penthouse suite with a wrap-around terrace offering views of the artfully flung of Pinxet tables, the 300-room Generator Barcelona is hardly sure a memory. "I wanted to create a memory," says the entrepreneur and founder of the hostel, who provided much of the reclaimed wood for doors and cabinets, the recycled vintage pieces such as reclaimed pendant lights came from the Mies van der Rohe, and the bars came in 1930s by the Paris Mayor de Gaulle, an annual From €250 a night for the penthouse; generator.com

THE ACE HOTEL

Ace Hotel, London
The Ace hotel asked designers Barber Osgerby and Universal Design Studios to draw on the East End's rich history, using predominantly British materials and crafts, helping to ensure that its Shoreditch hotel was distinctly British. The 258-room hotel, which opened last September, included a raft of local designers. Alex Calderwood, the late founder of Ace, just wanted around the area, looking for local artists. "I was looking for a range of talents," says Osgerby's designer Ally Caperton, who created a range of furniture into the shop on day hotel. "We made the coin holders down the road in a machine factory. All credit to Ace. They have been very clever about uniting with the area." From £180 a night; acehotel.com

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Wow. Are you sure this is a hostel?

As new hostels open, they offer an increasing number of amenities to remain competitive.

BY MELANIE D.G. KAPLAN

On my first night in Cleveland last year, I fell asleep spooning my backpack. I maneuvered my laptop beneath my pillow and leaned my favorite red boots against the wall by my feet. For the first time in more than a decade, I was overnighting in a hostel, and I didn't know what to expect.

But I needn't have worried. Forget all those images of dimly lit youth hostels filled with grungy backpackers — I was staying at a new, squeaky-clean property that barely belongs in the same lodging category. The 18-month-old **Cleveland Hostel** (starting at \$25 per bed per night) in the hip Ohio City neighborhood is representative of a new breed of hostels opening across the country, attracting guests of all ages.

But the joy of staying in a hostel — the communal experience that makes fast friends out of travelers from opposite ends of the globe — isn't lost in this modern era of hostelting. There I was, before daybreak, bonding over travel tales with an Eastern European nanny in the opposite bunk. She rushed off to catch an early bus to Detroit, and I untangled my limbs from my backpack straps before going back to sleep.

Hostels, with their dormitory-style rooms and bohemian souls, offer a happy medium between budget hotels and couch-surfing. For travelers who hup around on shoestring budgets, or those for whom meeting kindred spirits trumps having the remote and a pillow-top mattress all to themselves, the news about U.S. hostels is welcome. The well-traveled owners of these new properties want to bring the appealing aspects of hostelting stateside, while leaving its reputation behind.

"The hostels going up are almost like boutique hotels — very high-end, clean, design-focused," said Paul Kletter, who's opening a hostel with his wife on Pitts-

burgh's South Side in June. "That reputation of hostels — stinky feet and teens — has prevented them from growing in the States. Now that's changing."

To underscore the difference, Kletter won't even call his property a hostel; it's the **South Side Traveler's Rest**. It's in a historic building near the trailhead of the Great Allegheny Passage, and Kletter expects to host cyclists riding the trail between Pittsburgh and Washington.

As new hostels open, they offer an increasing number of amenities to remain competitive. It's common for these properties to supply towels and sheets (BYO was standard not too long ago), free WiFi, 24/7 staff, female-only or private room options, bike storage and a communal kitchen with all the tools you'd need to whip up dinner for your new friends.

In Austin, the **Firehouse Hostel** (starting at \$29) opened last spring in a historic firehouse and offers free breakfast and an adjacent lounge, accessible via a hidden bookshelf in the lobby. The new **Bivvi** in Breckenridge, Colo. (starting at \$45), opened in December and has a 10-person outdoor hot tub, free hot breakfast, the Bivvi Bar for après-ski warming-up with Colorado microbrews, and custom-made Norwegian pine bunk beds.

Freehand Miami (starting at \$19-\$41, depending on the season) opened in 2012 in a former 1930s Art Deco hotel, a block from the beach. Beds have privacy screens and reading lights, and rooms feature work from local artists. Even the 20-year-old **Green Tortoise** in San Francisco, one of the pioneer U.S. hostels, has a myriad of free amenities, including computer and massage-chair use, breakfast, dinner, sauna and sangria.

David Orr, founder of Hostelz.com, a booking and review site that lists 778 U.S. hostels, said that hostels were once largely the domain of 20-something foreign travelers. But that too has changed.

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"You might see business travelers, families or elderly travelers staying in a [pricier] private room in a hostel," he said. "It may not be cheaper than a hotel, but people choose it because of the experience."

Flash and friendliness

Of course, hotels have common areas that makes memories at hostels. "At hostels, you have people starting conversations, looking at maps, figuring out what they're doing for the day and deciding to explore together," Orr said. "Or it's evening, a random group of people is sitting on the front porch, someone starts playing a guitar, and you're having this shared experience. There's almost nothing else like that."

Perhaps the flashiest entrant to the market is London-based **Generator Hostels** — the Virgin America of lodging — with its playful colors and quirky, whimsical design. The company has eight locations across Europe and expects to have deals signed for Washington, New York and Miami later this year.

The company's hostels have bars and chill-out areas, and they're big on parties, art and technology. "The name speaks for itself," said Josh Wyatt, a partner at Patron Capital, the London private equity firm that owns Generator. "It's about massive energy." He said that — allow the company to keep the price under \$30 a night.

Hostelling International (HI), the

more institutional and less funky hostel option, has more than 4,000 locations around the world and 50 in the United States. One of HI-USA's largest properties is the 500-bed **HI Chicago** (starting at \$31). Next year, a 60-bed hostel will open in an old Otis Elevator building in Richmond.

During my stay in Cleveland, the hostel felt like home in no time. The Eastern European nanny missed her bus and spent the day in our room; I went out for drinks with a friendly Australian; and my pilot friend arrived from New York and roomed down the hall with a Canadian. A group of civic-minded college students from across the state had taken on Ohio City as a school project, and they held meetings in the common area, discussing issues in the common area, such as safety and development.

On the morning of my departure, I crossed the street to find one of my car windows smashed. My GPS was missing, but I was comforted to find that my fold-up bicycle and favorite red boots, which I'd stashed in the car after the first night, were not. Also comforting: My key card still worked. So I returned to the shelter of the hostel, made myself some oatmeal in the communal kitchen, called my insurance company and enviously dropped on the group of young do-gooders planning their day.

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Kaplan is a freelance writer in Washington. Her Web site is www.melaniemdgkaplan.com.



Chill space: The patio at the Freehand Miami hostel, housed in a former 1930s Art Deco hotel, offers a great place to read and relax.

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“GENERATOR – THE VIRGIN AMERICA OF
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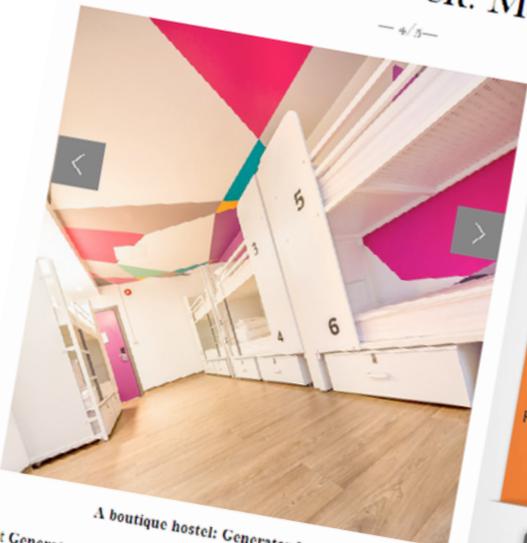
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CANNES FILM FESTIVAL

A boutique hostel: Generator London

At **Generator Hostels**, sparse dorms and institutional bathrooms make way for individually designed, twin and group rooms, in a fresh, designer approach to the hostel. **Generator London** is the Europe-wide group's recently re-vamped flagship in a former police dorm in leafy, literary Bloomsbury. Designed by Toronto-based **TheDesignAgency's** **Anwar Mekhayech**, the interior is anchored in London history, mixing styles and eras. Think upcycled materials, with tartan check carpets and geometric motifs based on British Navy warship camouflage designs from the 1970s, alongside a piano decorated by **Good Wives and Warriors** or **Tom Dixon** furniture. With a choice of twin rooms with en-suite bathrooms or small dorms for groups ranging from 4 to 16 beds, plus a bar to rival its East London counterparts, cozy chill-out room and strong cultural program, this boutique hostel looks more like a three-star hotel and proves you don't need to pay the earth for a place to lay your head in London.

“THIS BOUTIQUE HOSTEL LOOKS MORE LIKE A
THREE-STAR HOTEL AND PROVES YOU DON'T NEED
TO PAY THE EARTH FOR A PLACE TO LAY YOUR
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TRAVEL

Modern-day hostels bump up the wow factor

By Sarah Sekula - Published April 28, 2014 - FoxNews.com

81 103 7



The chill out room of this hostel in Venice looks like the swanky interior of a boutique hotel. GENERATOR HOSTELS LTD.

As a 30-something, the last place I thought I'd find myself was at a hostel. Not to mention one nestled on the lovely island of Giudecca in Venice, a stone's throw from nice, affordable hotels as well as gondola rides and couples canoodling over piping hot plates of spaghetti.

But my sister, who planned to pop over from Rome, wasn't able to meet me after all, and I was unexpectedly alone.

Thankfully, though, I was at an upscale hostel. Which sounds like an oxymoron, but it's actually a trend exploding across Europe. And as soon as I settled down for dinner at the hostel bar, I met Jackson, a chatty American college student who studies biochemistry at Duke University. Then it was Marco, a Brazilian on a 20-day European excursion. And Sam, a Frenchman who builds robots for a living. We all had something in common: a passion for traveling to all corners of the globe – and no travel partner.

A TRUE VILLAIN IS ALWAYS SEARCHING FOR THAT NEXT OPPORTUNITY. HOVER TO EXPAND JAGUAR

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Vivre > Voyage > Generator Hostel, auberge de jeunesse nouvelle génération

DESIGN, BRANCHÉ ET BON MARCHÉ

GENERATOR HOSTEL, AUBERGE DE JEUNESSE NOUVELLE GÉNÉRATION



Design, branché et bon marché : Generator Hostel, auberge de jeunesse nouvelle génération.

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Le 03 novembre 2013 | 8h00 à jour le 03 novembre 2013
Par MÉLÉNE WSTIGMAN

Aux antipodes des stéréotypes sur les auberge de jeunesse, les Generator Hostels, proposent le confort d'un hôtel à des prix défiant toute concurrence.

Passer un week-end à Berlin : la proposition est alléchante. Dans une « auberge de jeunesse » ? La tentation redescend d'un cran. Les clichés sur cet hébergement ont la vie dure : je me vois déjà partager l'un de ces dortoirs usés avec des punks junkies, ma salle de bain avec des étudiants routards et mon petit-déjeuner en compagnie de baroudeurs égarés. Oui mais voilà, aux antipodes de ces stéréotypes, les Generator Hostels, proposent un tout nouveau concept : le confort d'un hôtel à des prix défiant toute concurrence. Design soigné, ambiance conviviale et multiples services, les Generators sont aujourd'hui présents dans six pays européens et comptent doubler le nombre de leurs auberges d'ici 2015. Perspective ultime ? « s'implanter aux Etats-Unis et en Asie » comme me l'explique le Président du Groupe Carl Michel. Nouveau venu dans le mini empire du groupe – le Generator Berlin Mitte vient d'ouvrir ses portes. Décryptage d'une auberge urbaine nouvelle génération.



GRAZIA GERMANY



Generator Hostel Venedig, Italien

Perfekte Zeit für einen Trip in die Lagunenstadt? Jetzt! Der Megatourismus kommt erst im Sommer. Und mit weniger Rummel genießt man Venedig viel entspannter...
WO ÜBERNACHTEN? Das Wort Hostel wird Venedigs neuer Style-



Herberge so gar nicht gerecht. Denn das Generator in einem ehemaligen Getreidespeicher auf der Giudecca-Insel steckt voller Designschätze und Unikate.
WIE IST DAS WETTER? Sonnenbrillentauglich! Im Mai liegen die Temperaturen durchschnittlich zwischen 17 und 20 Grad. Trotzdem: einen warmen Pulli nicht vergessen, abends kann es noch kühl sein.
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generatorhostels.com

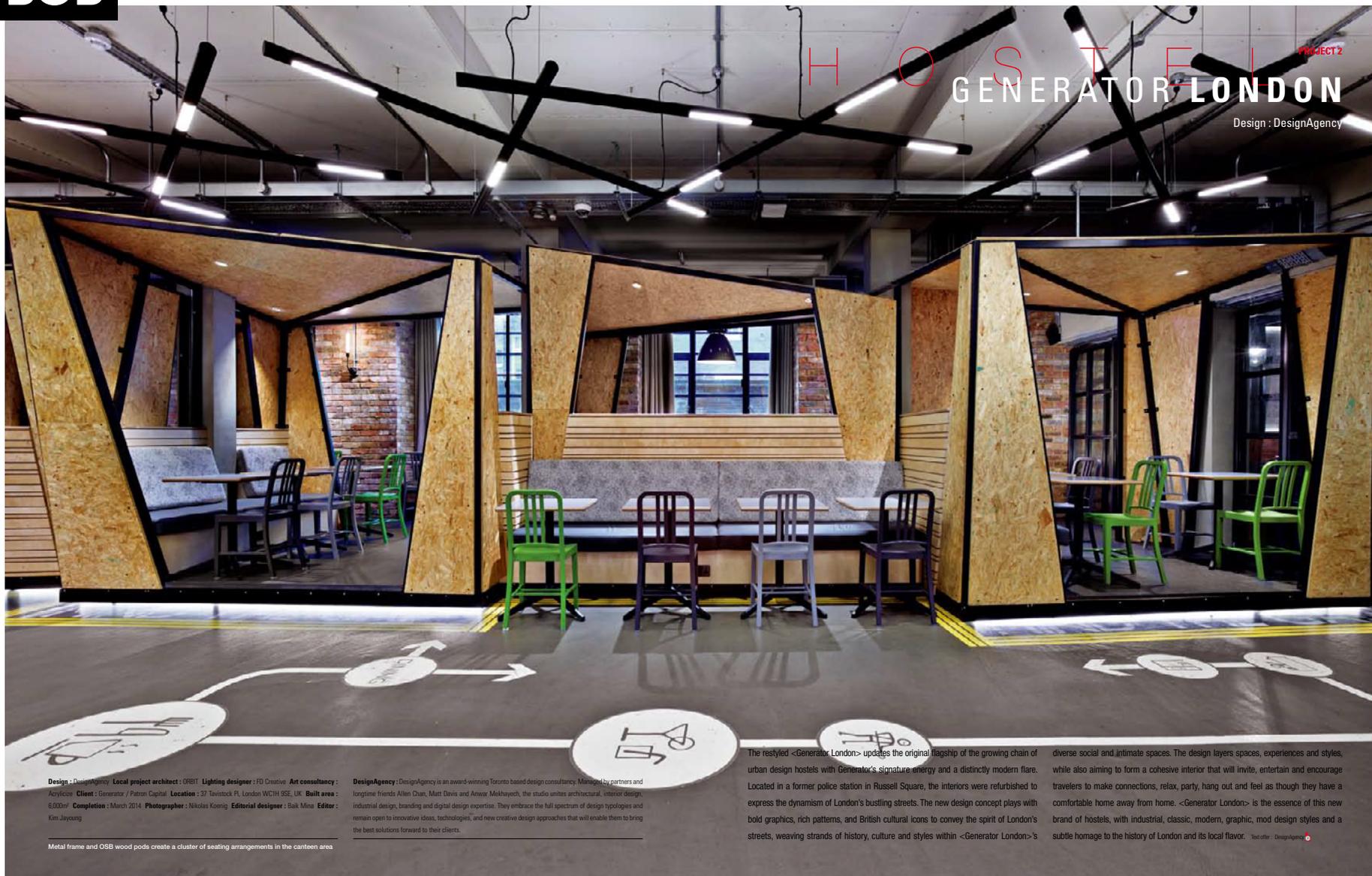


BOB

H O S T E L GENERATOR LONDON

PROJECT 2

Design : DesignAgency



Design : DesignAgency **Local project architect :** ORBIT **Lighting designer :** FB Creative **Art consultancy :** Acrylicize **Client :** Generator / Patron Capital **Location :** 37 Tavistock Pl, London WCH 8SE, UK **Built area :** 6,000m² **Completion :** March 2014 **Photographer :** Nikolas Koenig **Editorial designer :** Bak Mina **Editor :** Kim Jayoung

DesignAgency: DesignAgency is an award-winning Toronto based design consultancy. Managed by partners and longtime friends Allen Chan, Matt Davis and Anwar Mokhayer, the studio unites architectural, interior design, industrial design, branding and digital design expertise. They embrace the full spectrum of design typologies and remain open to innovative ideas, technologies, and new creative design approaches that will enable them to bring the best solutions forward to their clients.

Metal frame and OSB wood pods create a cluster of seating arrangements in the canteen area

The restyled <Generator London> updates the original flagship of the growing chain of urban design hostels with Generator's signature energy and a distinctly modern flare. Located in a former police station in Russell Square, the interiors were refurbished to express the dynamism of London's bustling streets. The new design concept plays with bold graphics, rich patterns, and British cultural icons to convey the spirit of London's streets, weaving strands of history, culture and styles within <Generator London>'s

diverse social and intimate spaces. The design layers spaces, experiences and styles, while also aiming to form a cohesive interior that will invite, entertain and encourage travelers to make connections, relax, party, hang out and feel as though they have a comfortable home away from home. <Generator London> is the essence of this new brand of hostels, with industrial, classic, modern, graphic, mod design styles and a subtle homage to the history of London and its local flavor. [Visit: DesignAgency](#)



Daytime canteen having casual artistic feeling

H O S T E L GENERATOR BERLIN MITTE

PROJECT 2

Design : Ester Bruzkus Architects + DesignAgency + WAF Architects



British urban artist Luke Embden hand-painted the Berlin mural during an artistic residency at Generator

<Generator Berlin Mitte> is the newest location in Generator's quickly expanding chain of distinctive and eclectic urban design hostels. This hostel transforms two 19th century office buildings with the artistic character of Berlin's streetscapes and the variety of experiences they offer. Emphasizing the brand's collaborative spirit, Ester Bruzkus, from Ester Bruzkus Architects, was invited to lead the design team. Working together, Bruzkus, Mark Asipowicz from WAF Architects and Generator's design lead, Anwar Mekhayech, with his Toronto based DesignAgency, infused the project with a dynamic character. Guests enter through Generator's historic courtyard, past Bella Leonard's wire embroidered stainless steel 'G' sculpture, and are welcomed into Generator's vibrant communal spaces, including a social cafe and canteen, a chill-out library, a bar and a cool, subterranean, skylit gallery and event space. The cafe and reception are organized by a layer of wood boards punctured by a horizontal line of wooden pegs for both function and display, predictability and playfulness. The wood walls merge with seating platforms from which to see and be seen. Denim, neon pink and orange upholstered cubes provide flexible seating and inject liveliness. The white walls above the pristine Corian cafe counter serve as a backdrop for French artist Sebastian Preschoux's whimsical and geometric string drawings that hang from the snaking exposed pipes and electrical conduits. Preschoux's surprisingly decorative optical abstraction transports visitors from the outside world. The canteen and adjacent library impart the themes of sociability and flexibility that are of primary importance to Generator. British artist Luke Embden's mural wraps the canteen with his colorful caricature of Berlin, drawn in response to an artist residency at Generator. And the cozy couches in the adjacent library create the perfect setting for travelers to chill out and share stories from their adventures. The theatrically dark bar, lined with black walls and raw copper panels and playfully lit with recycled fire extinguisher tubes by Castor and car headlights by PSLAB, creates a dramatic stage set for illusion and fantasy. In the dramatic & spacious corridors, famed Berlin street artist Theirry Noir created 3m high faces, color coded for each floor, reminiscent of his poetic murals on the Berlin wall. These lead to a wide selection of room options that carry through design themes from the social areas reinterpreted in a basic and quiet manner. In addition to dorms, there are twins-all with an suite bathroom facilities.

Text offer : DesignAgency

Design : Ester Bruzkus / Ester Bruzkus Architects + DesignAgency **Local project architect :** Mark Asipowicz / WAF Architects **Location :** Oranienburger Straße 65, 10117 Berlin, Germany **Built area :** 5,500m² **Completion :** October 2013 **Photographer :** Nikolas Koenig **Editorial designer :** Baik Mina **Editor :** Park Minsun

DesignAgency : DesignAgency is an award-winning Toronto based design consultancy. Managed by partners and longtime friends Allen Chan, Matt Davis and Anwar Mekhayech, the studio unites architectural, interior design, industrial design, branding and digital design expertise. They embrace the full spectrum of design typologies and remain open to innovative ideas, technologies, and new creative design approaches that will enable them to bring the best solutions forward to their clients.

Ester Bruzkus Architects : Based in Berlin, Ester Bruzkus Architects is an architecture and interior design firm with international ties. Since its creation, the office has collaborated on a wide variety of projects in Europe, and focuses mainly on the planning and construction of hotels, offices, stores, restaurants and private housing, usually in the high-end sector.

CANADIAN ARCHITECT



A TORONTO FIRM REFURBISHES OLD BUILDINGS WITH DESIGN-SAVVY INTERIORS FOR AN EXPANDING CHAIN OF EUROPEAN HOSTELS.

PROJECTS Generator London, UK; Generator Venice, Italy; and Generator Berlin Mitte, Germany

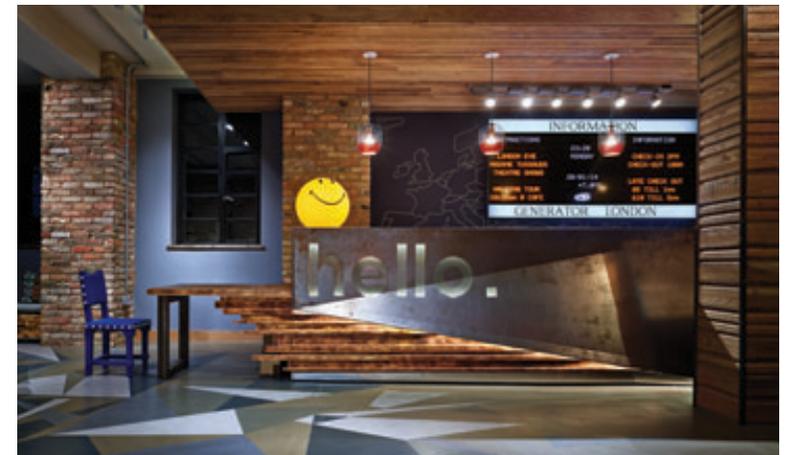
DESIGNERS DesignAgency with Orbit Architects (London), Progetto CMR (Venice), Ester Bruzkus Architects (Berlin) and WAF Architects (Berlin)

TEXT Cerys Wilson

PHOTOS Nikolas Koenig unless otherwise noted

When Generator Hostels was founded in 1995, it had just two properties to its name: a former office building in the Prenzlauer Berg neighbourhood of East Berlin and an old police station in the backstreets of London's then seedy King's Cross. Following an acquisition by real estate investment firm Patron Capital in 2007, it has become the fast-

est-growing hostel group in Europe, with eight properties open, two under construction, and a further eight planned for 2015. Unlike the party hostels of yore, Generator has taken a different tack: luring mature travellers with its design-conscious brand, centred on memorable interiors crafted by Toronto-based studio DesignAgency.



GLOBE STYLE ADVISOR



ADVISOR



Hostel makeover

Aimed at millennials but attracting all kinds of travellers, a new batch of low-cost, high-design hotels is remaking the lodging landscape. Amenities include WiFi and funky lounges. The big chains are taking note **BY VHA BEAUMANIS**

The youthful crowd at Fiesta Gracia Bar, a no-uncle watering hole in Barcelona's Generator hostel, is tossing back €5 mojitos under a riotous canopy of citrus-coloured lanterns. The adjacent double-height lobby – a wood pavilion that resembles a bridge – has been done up in equally funky style. Chairs and textiles are by the Spanish design firms Woouf! and Espormim; a vintage Derbi motorcycle sits next to a 1972 Gufram cactus coat rack. It is all the handwork of the Design Agency, a Toronto studio run by Anwar Mekhayech, Allen Chan and Matt Davis. And it's just one of the many properties smashing the long-held (and mostly accurate) notion of hostels as shabby dumps.

A bunk at a Generator hostel – the brand operates nine locations in seven cities across Europe – goes for \$12 a night, a private single room for as little as \$40. The Design Agency is revamping both existing and new locations with the same bold aesthetic it has adopted for Toronto hot spots such as Soho House and Momofuku. But it's not just its attention to design that has made Generator a leader in the "haute hostel" (or "poshtel") field. "The key is that Generator has a very cool group of people in London who oversee events, brand associations and staffing," Mekhayech says. "That's what creates the soul."

Of course, Generator and its ilk – the Freehand in Miami and Manhattan's Pod 39 and Pod 51 are other poshtels of note – conform to the traditional hostel model of not providing room service, concierge desks, spas and, in

some cases, even check-in. But they have reimagined the genre to such a degree – offering not only inexpensive rooms in desirable locations, but also dynamic communal spaces, high-tech everything, craft cocktails and novel dining – that everyone from hip millennials (their target market, at least on paper) to business travellers and families are crossing their thresholds. Web sites such as poshpacker.com, which vets the globe's best rooms under \$100 a night, have sprung up in their wake. And as Generator did with the Design Agency, they're enlisting top designers to outfit their growing ranks.

In Florida, the Freehand was designed by Roman and Williams, the firm behind New York's Ace Hotel. Located in a historic 1930s property, the Miami hostel has been decked out with mid-century-modern furniture, features a courtyard adorned with Curtis Kullig graffiti art and serves up artisanal cocktails infused with herbs from its garden. Shared rooms start at \$35 a night, private rooms at \$150.

At Pod 39 and Pod 51 in New York City, meanwhile, rain showers, LCD flat screens and iPod stations abound. Salvation Taco, a casual restaurant in Pod 39, boasts a menu created in part by chef April Bloomfield of The Spotted Pig fame.

"Even properties that aren't hostels per se are mixing the hotel/hostel thing now," Mekhayech says, alluding to how the trend is spreading. And indeed, low-cost high-design rooms seem to be everywhere, from the Mama Shelter mini-chain (designed by Philippe Starck) in France to the Lane in New York to Singapore's Wanderlust and Berlin's Michelberger. Modelled on Japanese capsule hotels, where rooms are the size of first-class airplane suites, Yotel was launched in 2007 with airport locations in the U.K. and last year unveiled a midtown Manhattan address; its guests check in at an automated kiosk while Yobot, a robotic baggage carrier, handles the luggage. And at Citizen M in Amsterdam, Glasgow, Rotterdam and London, original Arne Vodder chairs, banks of Mac laptops, a well-stocked commissary (there's no room service) and compact guest rooms as efficiently designed as those on an ocean liner are the norm.

The fact that a growing number of travellers seems to be keener on good design and high-tech amenities than grand rooms and even grander rates has not been lost on the big chains, many of which are introducing new budget offshoots with trendy-sounding names. Last year, Wyndham opened TRYP in Manhattan; rooms there are equipped with bunk beds that sleep up to six. Thompson Hotels's two Tommie locations, slated to open in New York next year, promise "space-efficient crash pads" (read: very small quarters) and a "gourmet grab-and-go marketplace" (read: no room service). And having commissioned IKEA to oversee interiors, Moxy Hotels (owned by Marriott and aimed at "millennial global nomads") will open its first location this year in Milan, followed by a 150-property rollout over the next decade.

"Design," Charles Eames once said, "addresses itself to the need." And if poshtels are any indication, the need among many globe-trotters is a wired room that's reasonably priced but doesn't skimp on style.

“THEY HAVE REIMAGINED THE GENRE TO SUCH A DEGREE – OFFERING NOT ONLY INEXPENSIVE ROOMS IN DESIRABLE LOCATIONS, BUT ALSO DYNAMIC COMUNAL SPACES, HIGH-TECH EVERYTHING, CRAFT COCKTAILS AND NOVEL DINING - THAT EVERYONE FROM HIP MILLENIALS...TO BUSINESS TRAVELLERS AND FAMILIES ARE CROSSING THEIR THRESHOLDS”

GLOBE STYLE ADVISOR

“Our goal was to accentuate Generator’s newly-developed branding and design-style while

HOSPITALITY INTERIORS



above, or have a more intimate conversation around one of the circular wooden tables with Moooi Chairs. The space also features a zinc bar with a tin-panel ceiling and chocolate brown oak wood details, complete with denim-upholstered bar stools.

Leather egg chairs, Tom Dixon marble tables and a Moooi black spider light add a contemporary twist to the traditional British pub aesthetic, where guests can gather around Goodwives and Warrior’s hand-painted piano.

In the dorm rooms, meanwhile, boldly coloured camouflage graphics wrap the walls and ceiling. Though the Generator ‘premium rooms’ have private en-suite bathrooms, the dorm rooms are simple and functional in their design, encouraging guests to

60 PROJECTS/ HOTELS

Guests to Generator London are greeted by a laser-cut “hello”, a saluting British bobby, and a inspired reception desk. Steeped in reclaimed wood point to all areas of the hotel.

A vivid canary-yellow chill-out room – which can also be used for screenings – features zig-zagging strips of light which transform the space into an immersive and energetic environment. Complete with custom games tables, tiered seating, cork stools provides guests with a flexible and relaxed area to hang out, plug in and connect.

An all-day café offers diverse areas for groups large or small to eat, drink and socialise. In a raised plaid area, guests can pull up a Tom Dixon Flooro stool to the communal table with Castor lighting



Images © Nikolas Koenig

Generator London

Having undergone a significant transformation, Generator's flagship urban design hostel in London now emanates the signature energy and distinctly modern flair unique to the brand's growing portfolio. Located in a former police station in Russell Square, the new design concept was conceived by Anwar Mekhayech and his team from Toronto-based DesignAgency to express the dynamism of London's bustling streets.

Within the highly competitive market of design hostels, Generator is certainly holding its own. Under the vision and direction of Josh Wyatt, director of Hospitality and Leisure at Patron Capital – Generator's parent company – the brand already has eight locations in seven cities, with Paris- and Rome-based venues poised to open in 2015, and an ambitious target of 18 hostels by 2018.

Offering a winning formula of cool, stylish and affordable accommodation, the aesthetic of each Generator hostel is heavily influenced by the local spirit and culture of its host city, with an emphasis on bold and exciting social spaces.

Anwar Mekhayech and his team from Toronto-based DesignAgency were keen to embrace this concept for Generator London, and partnered with local architects ORBIT and Shoreditch-based art collective Acrylicize to weave strands of London's history, culture and styles within Generator London's diverse social and intimate spaces.

"London presented the tricky task of updating a 15-year-old hostel, housed in a former police station," explains Anwar. "Made up of a labyrinth of rooms, we were inspired to create a series of concept spaces, each with a distinct character and feel.

"Our goal was to accentuate Generator's newly-developed branding and design-style while paying tribute to London's hip, mod character. Walking through the new Generator London, you become immersed in the Generator experience that now exists all over Europe."





Generator, Venice

A leader in the increasingly popular and competitive design hostel market, Generator has locations across Europe, with plans to expand globally. Generator's overall design language has been crafted by DesignAgency, led by partner and Generator's creative director, Anwar Mekhayeck. Each location has its own distinctive style that reflects the local spirit and culture of its host city, with an emphasis on vibrant social spaces.

The newest destination in the group's portfolio, Generator Venice offers stylish and affordable accommodation located on the waterfront of the quiet, residential island of Giudecca – a one-stop vaporetto ride from San Marco's Square. The hostel occupies an 1855 Palazzo, originally built as a granary warehouse before being converted into Venice's only hostel in the 1950s.

"Venice represents a key tourist destination in Italy, but it's also known for being a rather expensive one," explains Carl Michel, executive chairman at Generator. "Generator Venice is uniquely placed on Giudecca, with commanding views of St Mark's, and is the ideal base from which to explore the fascinating art and history of this great city."

"Generator is unique in having the only larger hostel in the city – on the archipelago – giving it a real edge over those on the mainland given Venice's maritime heritage. But however well located and design led, our accommodation is still highly affordable and opens Venice to a wider audience of savvy, younger and budget-conscious travellers."

Josh Wyatt, partner of hospitality and leisure at Patron Capital – Generator's parent company – claims that the new hostel also caters to those travelling to the city for business. "Our guests are still mainly young travellers," he says, "but there is definitely an increase in the number of visitors who are travelling for work but prefer the more relaxed atmosphere of a private room at Generator. They are looking for lively public spaces and wide range of events, rather than a more corporate hotel environment."

DesignAgency's interior confidently mixes the history and charm of the historic building with local craft and culture, and brings forth contemporary design elements and a playfulness that is synonymous with the Generator brand.

A team of structural specialists, archaeologists and restorers brought the building's stone columns, timber beams, roof trusses and grand twin staircases back to their original glory. Under the strict eye of Venice's Fine Arts Committee, services have been carefully upgraded, with an elevator, new rooms and bathrooms added to provide 21st century comfort without marring the integrity of the historic building.

The small main floor space has been divided into intimate and exposed enclaves – some at different levels, and some shielded by a tufted leather bar. The furnishings used provide examples of Venetian style, manufacturing and culture. Rubelli curtains, for example, provide an element of texture next to the Pantini mosaic floor, while a Murano glass down chandelier hangs from the ceiling. The space also features a stone fireplace, handcrafted in Verona, which replicates a piece designed by Palladio in the 16th century.

These traditional elements have been woven with bold threads of contemporary design. Tom Dixon's Offcut Flouro stool – now a Generator signature – is featured alongside bronze orb lights by the same designer. The cushioned bar front is complemented by the first installation of Marcel Wanders' New Antique stool by Moooi.

Further pieces have been sourced by Anwar Mekhayeck, who drove around Italy in a Fiat van in the run-up to the hostel's launch, visiting antique markets such as the famous Fiera di Parma, and the monthly outdoor market, Piazzola sul Brenta. At these events, Anwar purchased mismatched furniture such as an old apothecary cabinet – which becomes the backdrop to the DJ booth – a four-poster bed, carpets, art, mirrors, and amusing and memorable curiosities, such as a neon sign situated in the fireplace that reads fuoco – the Italian for fire.

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project Generator Venice
standout While the facade of this grassy 1855 remains unchanged, it's lit down to the original stonage, brick columns and wooden beams made were stripped of all layers of paint.



project Generator London.

standout At a former police station, camouflage techniques used for British naval ships in the Second World War inspired the patterns painted on the floor in reception and the ceilings in guest rooms. ➤



hostel 2.0

Opposite, from top: An existing skylight illuminates the basement gallery and event space at Generator Berlin Mitte by DesignAgency with Ester Bruzkus Architekten and WAF Architekten. While a guest room's wood-grain flooring is actually vinyl, the stools were custom-made from reclaimed oak.

Clockwise from top: An oak platform defines the library as separate from the surrounding café. Color-coded acrylic-painted murals in guest corridors are by Thierry Noir. In the café, Sébastien Preschoux strung nylon from the exposed plumbing and ductwork above the custom seating covered in denim or vinyl.

Faces ranging from the full-lipped to the buck-toothed accompany guests down corridors at Generator's second Berlin location. These 10-foot-high images are by Thierry Noir, who used to claim entire sections of the Berlin Wall for his expressive cartoons—forever entwining his artistic vision with the struggle to reunite a divided city. "He's iconic in Berlin and around the world," Anwar Mekhayech explains. Besides being a partner at DesignAgency, Mekhayech is the creative director of the rapidly expanding Generator hostel chain, and he brought in Ester Bruzkus Architekten and WAF Architekten to collaborate on interiors for Generator Berlin Mitte. A merger of two 19th-century office buildings, it now sleeps 552 in 139 rooms that range from singles to eight-person dorms.

Street art is a major component of what Mekhayech calls Generator's "raw industrial yet warm aesthetic." The giant faces appear along the walls in guest corridors on each of the six levels—in a different bold color for way-finding purposes. In the breakfast canteen, a mural of Berlin landmarks from the Brandenburger Tor to the Alexanderplatz helps a new guest check them off.

Equally important to Generator's success breaking through in a competitive market is design, including collaborations with local talents such as Ester Bruzkus. On the ground level, she left the old paint on walls and the new plumbing and ventilation systems exposed—shocking the contractors, she says: "They hated it. But then all the detailing and lighting came in, creating these amazing layers." No indecent exposure after all. —Mairi Beautyman >



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Generator – Barcelona



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The Design Agency

▀ ARHITEȚI LOCALI
Ibinser

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Generator / Patron Capital

martie 2014

În luna august, timp de o săptămână, locuitorii cartierului Gracia din Barcelona își decorează străzile înguste cu ornamente vesele și colorate, realizate chiar de ei pornind de la o temă comună, iar petrecerile se țin lanț, într-o exuberanță molipsitoare. Este probabil cea mai frumoasă sărbătoare de stradă a orașului catalan și nu e de mirare că echipa creativă care se îngrijește de rețeaua Generator a ales-o ca sursă de inspirație pentru amenajarea flagship hostelului deschis recent.

De fapt, proiectul din Barcelona, aflat în apropierea casei Batllo a lui Gaudi, este în același timp hostel și hotel, cu două accese distincte și un mix de stiluri și texturi care amintește chiar de palimpsestul orașului. Clădirea de birouri din anii '60 care se afla pe sit a fost consolidată și modernizată din punct de vedere energetic, apoi complet

recompartimentată și amenajată cu ajutorul unor designeri și artiști locali, rezultând o varietate impresionantă de spații de cazare (peste 700 de locuri), de la dormitoare comune și camere duble simple la camere spațioase și elegante cu terasă privată, ba chiar un apartament uriaș, cu vedere către Sagrada Familia.

Linia generală de amenajare este una minimalistă și mizează pe confort, însă există o serie de mici detalii – lămpi, tapet, obiecte de artă – care individualizează fiecare încăpere.

Partea cea mai spectaculoasă a proiectului ține, așa cum ne-a obișnuit brandul Generator, de spațiile comune, locuri de relaxare și socializare într-un cadru creativ. Cum intri în clădire, în partea stângă se găsesc lobby-ul confortabil al hotelului și un bar cu multă energie, unde pardoseala din

plăci de ciment decorative se află într-un dialog direct cu instalația cu peste 300 de lămpi concepută de artista Julie Plattier. Apoi, în dreapta, lobby-ul hostelului are în centru un pavilion înalt din lemn – „the Bird Cage”, totodată o referință la istoria nautică a Barcelonei. Trei fotolii suspendate marca Woouff, cu perne în culori puternice, completează vizual intervenția sculpturală, care poate fi admirată în ansamblu de la mezanin. Aici, oaspeții mai au la dispoziție o zonă cu bibliotecă, jocuri și acces la Internet, precum și un photobooth în stil retro, pentru amintiri vesele alături de prieteni.

Un adevărat tur de forță în termeni de design, Generator Barcelona ne arată, așa cum sublinia unul dintre fondatorii grupului – Carl Michel, că „S”-ul din hostel poate ține în egală măsură de „social” și de „stil”.



