

THE
DESIGN
HOTELS™
YEARBOOK
2007

FEATURING 147 HOTELS
IN 41 COUNTRIES





164 / EUROPE

THE PURE

→ Germany
Frankfurt

→ Open
09/2005

→ Rates
EUR 100 –
EUR 400

→ Rooms
50





THE PURE

Architecture / Interior Design
Oana Rosen

A 19th-century loft in the heart of Frankfurt was completely renovated to create The Pure – a hotel that both captures and expresses the city’s open-minded, cosmopolitan spirit.

The lobby, breakfast room, bar and lounge form a harmonic open space known as the “Living Room”. The choice of exclusively light coloured materials such as white leather, Thassos marble, white lacquer and light grey floors allow the building and its structures to recede into the background and directs the focus to the energy and activity within the space. Lighting and music are skilfully implemented to enhance the experience. Mornings are filled with soft illumination and tunes to create an ambience of calm vitality. At night The Pure transforms into an oasis full of energy, underscored by vibrant orange-coloured visual effects. The Pure’s patio is an extension of this communicative space. Its Timbertech decking is outfitted with oversized Fatboy beanbags, fountains, bamboo, mirrors and stairs designed for comfortable sitting rather than climbing.

The idea of borderless space is continued in the guestrooms. Here, the sense of openness is emphasised by clean-lined furnishings and light fabrics, high ceilings from which custom-made plissé lampshades are suspended, and bathtubs partially enclosed by glass. High-gloss African zebrawood and oak parquet offset the pure, white elements and lend balance and warmth. Preferring reduced clarity to unnecessary additives, the hotel’s design and overall concept remain true to the hotel’s name.