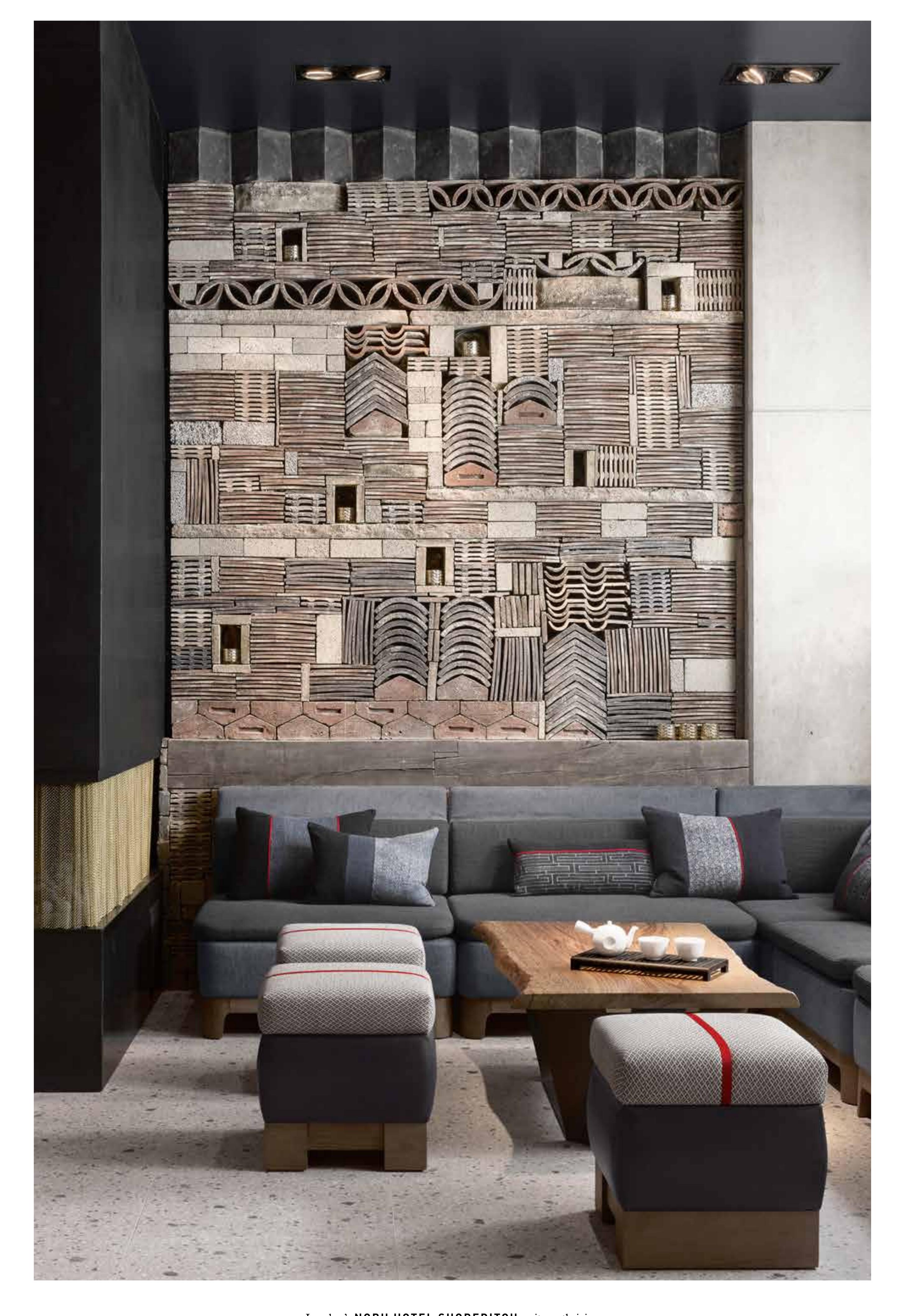
THE DESIGN HOTELS BOOK 2018

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London's **NOBU HOTEL SHOREDITCH** unites a thriving local art and fashion scene with a global community of followers drawn to Chef Nobu Matsuhisa's signature cuisine. — *Page 142* 

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## Nobu Hotel Shoreditch

LONDON

"I'm impressed by people who can do something really well that I can't do." Considering that this statement was made by Robert De Niro, there seems to be a good deal of irony at work here.

After all, very few people succeed as an actor, a director, a restaurateur, or a hotelier—and yet De Niro has mastered all four fields.

Just step into Nobu Hotel Shoreditch and the level of De Niro's accomplishment becomes fully evident. Celebrating London's multiculturalism and its status as a world culinary capital, the 148-room property is an extension of the renowned hotel and restaurant portfolio headed by Tokyo-trained celebrity chef Nobu Matsuhisa and De Niro. As well as being a synergy of suave Japanese minimalism and East London's industrial aesthetic, Nobu Hotel Shoreditch serves Nobu's signature Japanese-Peruvian dishes, while a fireside Lobby Lounge & Bar offers small bites and handcrafted cocktails in a more casual setting. The property also has private dining and event spaces for up to 200 (plus the 240-seat main restaurant), and its guestrooms feature such treats as custommade *yukata* robes and traditional Japanese tea sets.

Contrasting the red-brick buildings and converted warehouses of the neighborhood, the hotel's structure is a contemporary tapestry of glass, concrete, timber, and bronze, with a façade flanked by cantilevered steel beams pointing east to acknowledge the hotel's Asian roots. Double-height entrance doors generate a feeling of grandeur for guests as they step inside off Willow Street, while architectural highlights include sunken courtyard terraces, gardens, and a "pocket park"—a spot of land that the Nobu brand is giving back to the community as a "thank you" for the neighborhood's hospitality.

As guests pass through those double-height doors they note an embellished, deconstructed geometric pattern based on *sumi-e*—an ink painting technique central to East Asian art and philosophy—that is present throughout the hotel. Also epitomizing the cultural intersection of Shoreditch and Japan, local artist Sichi was commissioned to create sliding walls of artwork to cover guestroom windows—a series named *Taizai*, after the Japanese word for "stay."

Aiming to marry Shoreditch's industrial heritage with Japanese artistry, the interior design team created a textural interplay throughout the property: Japanese patchworks and Oriental design pieces contrast polished gray concrete, patinated metal, and dark stone. Rich timber and brass elements are also accentuated by low lighting and a dark color scheme.

Taken together, Nobu Hotel Shoreditch seems the perfect complement to its marvelously eclectic, brazenly original neighbors.

Here, one discovers a culinary scene that is, quite simply, mindboggling—from gourmet hot dog stands to an Iranian-inspired Bombay café. The bars, which reveal themselves through hidden entrances, fall along the lines of upscale hangouts and password-protected speakeasies. Naturally, the shopping scene is comprised of both big names and those soon to be so, with high-end brands, indie labels, and eccentric gift shops all muddled together like fashion stars on a pulsing dance floor. In short, Nobu Hotel Shoreditch is sure to wow those who, like De Niro, are impressed by people who can do something really well.—



ARCHITECTS
Ben Adams Architects,
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DESIGN
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Studio PCH

ORIGINALS
Robert De Niro,
Nobu Matsuhisa

ROOMS

left: Nobu Matsuhisa & Robert De Niro

