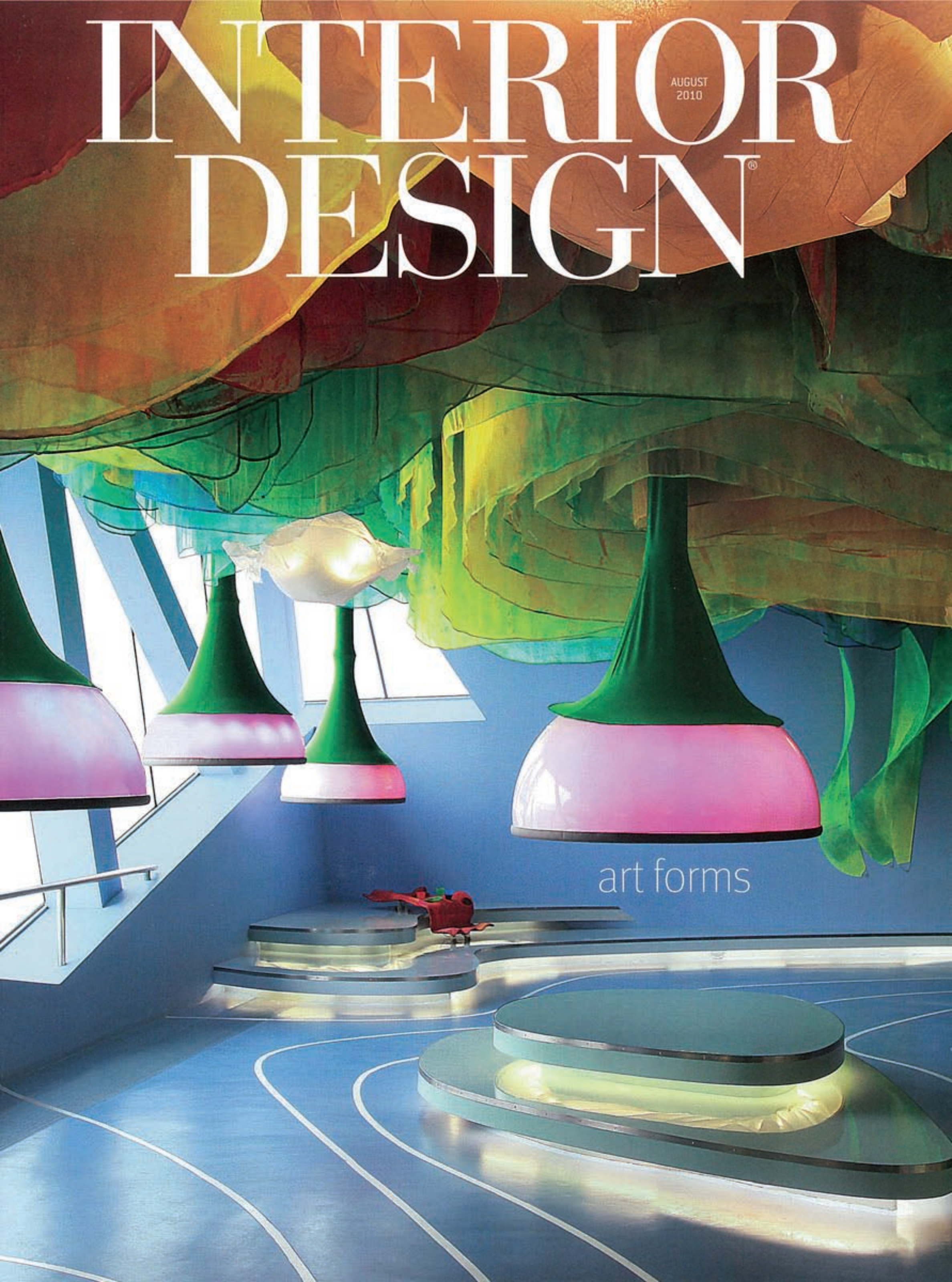


# INTERIOR DESIGN<sup>®</sup>

AUGUST  
2010



art forms





often quite conceptual: "We view raw materials in a very emotional and spontaneous way, without really knowing which project they could be used for." And those projects have been multiplying. After 10 years, the former studio, a 1950's mechanics shop, became too small for 30 employees.

In the meantime, the motel was sitting empty and alone, the pizza café having been demolished a decade before. The 1960's building was based on the American model, with external walkways that allowed direct access to rooms on two stories. Now wittily rechristened the Moitel, it offers 9,000 square feet, including the basement.

While adding that "I" to the neon "MOTEL" sign on the roof, Atelier Oï respected the original architecture

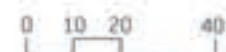
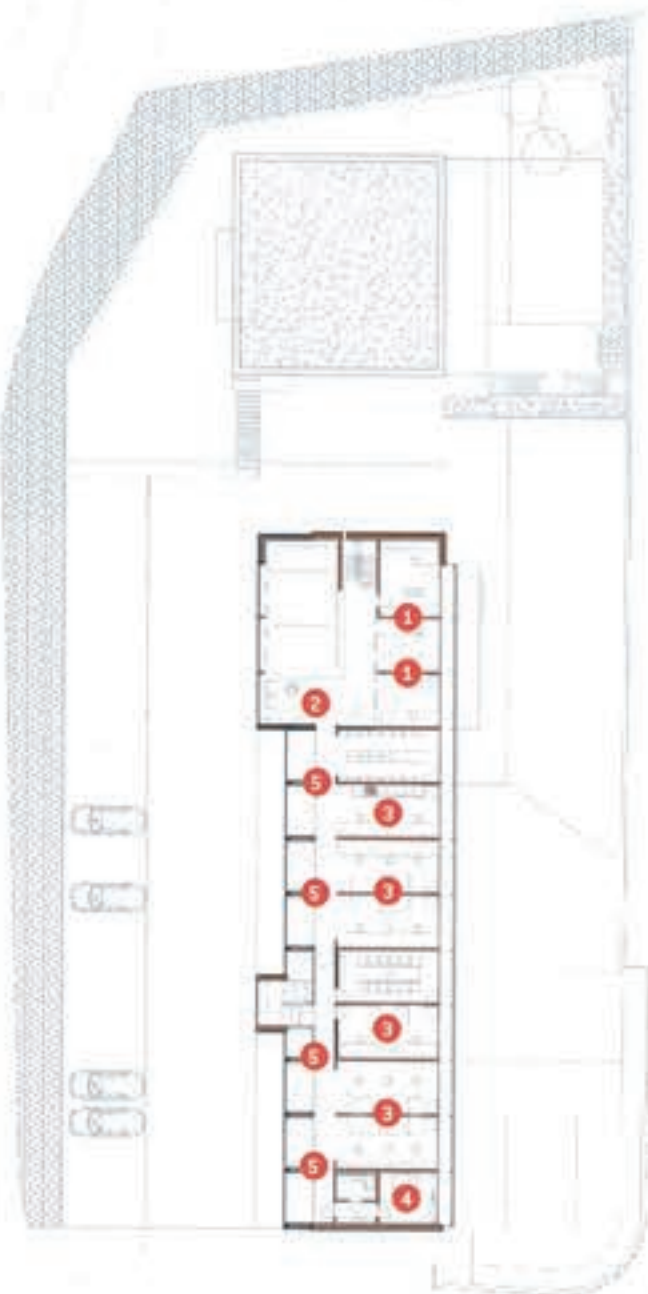
of the front facade as much as possible. Plastic window blinds were restored, balconies retained. (Though the old plastic balcony railings made way for new balustrades in punched, corrugated sheet metal.) When choosing materials for the interior, Atelier Oï was keen to reference the '60's—note the linoleum on the floor and the ceilings that are actually perforated plaster but could be mistaken for polystyrene. Lounge furniture, all production pieces by Atelier Oï, wouldn't look out of place in a '60's house. Nor would the wool felt curtains throughout.

Changes to the rear facade were more radical. Atelier Oï built it out 5 feet, transforming the external walkways into glassed-in corridors lined, on the outer side, with bays for displaying work-in-progress. To a visitor's eye, the contents of the bays might look like site-specific artwork. For an employee, they serve the more practical purpose of show-and-tell. "They allow us to get a sense of everything that's going on, at the same time. Each designer can also

**Opposite top:** Atelier Oï added the "I" to the original neon "MOTEL" sign. **Opposite bottom:** The firm's sofa, chairs, and ottomans furnish the lounge overlooking the multipurpose room.

**Top, from left:** Although this epoxy-coated concrete ramp appears to dead-end, the main entry is recessed to the right. Prototype panels for the facade of a Swatch building in Switzerland's Corcelles-Carmondrèche stand in one of the linoleum-floored bays reserved for the display of work-in-progress. **Bottom:** Many of the motel guest rooms became shared offices featuring built-in desks with linoleum tops and storage concealed by wool felt curtains.





- 1 PRINCIPALS' OFFICES
- 2 LOUNGE
- 3 SHARED OFFICES
- 4 GUEST ROOM
- 5 DISPLAY BAYS

*In all 13 bays used for display, a ceiling grille of painted metal makes easy work of suspending items. Rigicordes, an installation in rope and metal, was developed for a Lausanne exhibition presenting the winners of the Bourses Fédérales de Design.*





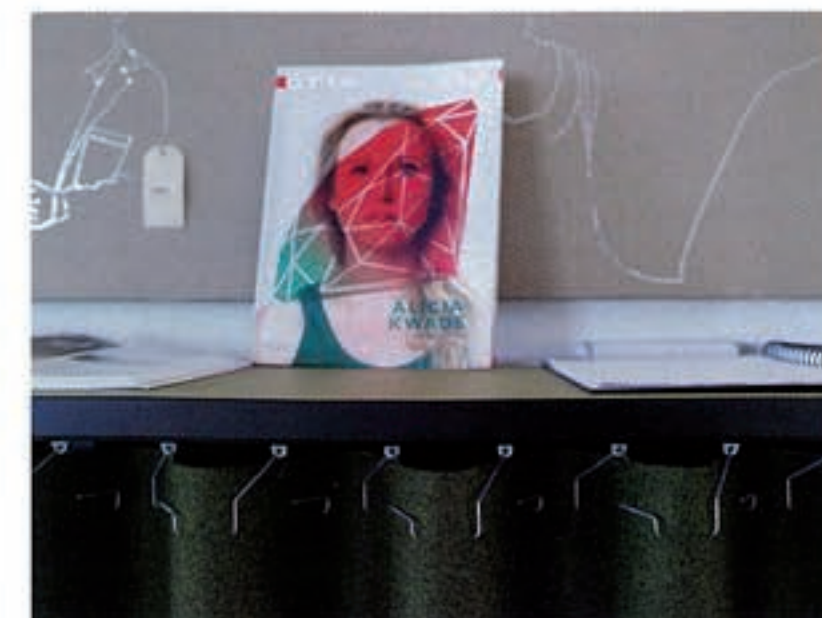
**Opposite top:** Enclosed in glass framed by powder-coated metal, the bays run along the rear facade. **Opposite bottom:** Staffers review plans in the stairwell.

**Top, from left:** The multipurpose room has a 17-foot ceiling. Atelier Oi designed the lamp and the wardrobe in one of the two remaining guest rooms, where visitors and interns now stay. **Bottom:** The linoleum-topped reception desk displays magazines.

discover ideas to develop for their own projects," Louis explains. Larger, completed installations are exhibited in the double-height multipurpose room, which also hosts lectures and other presentations.

The basement contains the archives, a materials library, and workshops, among them one for making prototypes. Aboveground, the motel's layout remains virtually the same, due mostly to the fact that the guest rooms' walls are load-bearing. Almost all of these 13-foot-wide spaces have now become a shared or private office, a meeting room, a library, or a copier room. The lunchroom combines three guest rooms.

Two corner guest rooms, one on each floor, are in fact still bedrooms where visitors or interns often sleep. "The Moitel is a place for exchanging ideas, so it's important that people can come stay with us," Raymond says. If they're hungry for pizza, however, they have to go elsewhere. 🍕



#### PROJECT TEAM

**ELECTRO-MATÉRIEL:** LIGHTING CONSULTANT. **GFELLER LICHT- UND TONTECHNIK:** AUDIOVISUAL CONSULTANT. **VOILLAT PHILIPPE ET SERGE:** LANDSCAPING CONSULTANT. **GVH ST-BLAISE:** STRUCTURAL, CIVIL ENGINEER. **HERRLI HAUSTECHNIK:** MEP. **HARTMANN + CO; LUGINBÜHL W.:** METALWORK. **WIDER:** WOODWORK. **WEISS + APPETITO:** CONCRETE CONTRACTOR. **ORTECH:** GENERAL CONTRACTOR.

#### PRODUCT SOURCES

**FROM FRONT FOSCARINI:** PENDANT FIXTURE (STAIRWELL). **KVADRAT:** LAMP SHADE FABRIC (MULTIPURPOSE). **SOFA, CHAIR FABRIC (LOUNGE), CURTAIN FABRIC JURA NÉON:** CUSTOM SIGNAGE (EXTERIOR). **MAGITHERM:** PAINT. **B&B ITALIA:** OTTOMANS (LOUNGE). **RÖTHLISBERGER SCHREINEREI:** SOFAS (LOUNGE). **WARDROBE (GUEST ROOM). MONTANA BAUSYSTEME:** SHELVING (BAYS). **NEUCO:** CEILING FIXTURES. **3C SERVICES:** CEILING SYSTEM. **VITRA:** CHAIRS (OFFICE). **WOLFORD:** LAMP SHADE FABRIC. **WOGG:** BED, LAMP (GUEST ROOM). **THROUGHOUT GLASTRÖSCH:** CUSTOM WINDOWS. **FORBO:** FLOORING, TACKBOARD SURFACING, DESKTOP SURFACING. **BUSCHINI:** PAINT.