

July 2004

3rd UNCLE design is proud to celebrate 'hotel 05', the preview of the new 2005 IKEA collection.

Installed for one night in a vacant industrial space, **hotel 05** is an exhibition of IKEA products, featuring the new 2005 collection, on the theme of a hotel. A hotel is a place of adventure & discovery, where the traveler feels a heightened openness to new experience. In **hotel 05** 3rd UNCLE wanted to engender a sense of discovery in relation to the IKEA product line.

"Like IKEA, we search for something unique in what is a common or everyday object. Then we use it in ways it hasn't commonly been used. That's the beginning of innovation - seeing the unique potential in an object and recontextualizing it to create a new & exciting experience. IKEA has asked us to deliver the unexpected from a product line familiar to everyone."

We wanted to make a place where it is possible to discover something magic in the ordinary.

IKEA called on us to design **hotel 05** not simply because 3rd UNCLE recently designed the celebrated **Drake Hotel** but because 3rd UNCLE has a reputation for bringing imagination to bear on the diverse requirements of each of its creative clients.

Established in 1993 by Arriz Hassam, John Tong and Paul Syme as a multidisciplinary design studio, 3rd UNCLE designs immersive environments, buildings and objects in the pursuit of new ideas and inventive solutions. Projects include the newly reopened **Drake Hotel**, restaurants & bars such as **Kubo & Shanghai Cowgirl**, retail stores & showrooms for **lululemon Athletica**, **Lileo & Joseph Mimran**, salons, spas & health clubs such as **Civello/Aveda & Totum**, exhibitions for **Azure**, **Dove/Unilever**, **American Standard** & the **Design Exchange**, 'Breathing Space' at the **Interior Design Show**, offices for **Palmer Jarvis DDB & J. Walter Thompson**, and custom residences & gardens. 3rd UNCLE is also known for the design of custom furniture & artifacts which are instrumental to the inhabitation and branding of these spaces, such as **Advanced Concepts** for **Teknion Furniture Systems**, custom furniture & lighting for the **Drake Hotel** and the line of "Biscuit" stools for **Pure Design**.

www.3rduncle.com

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