



## Introducing art'otel London Hoxton – opening in 2024



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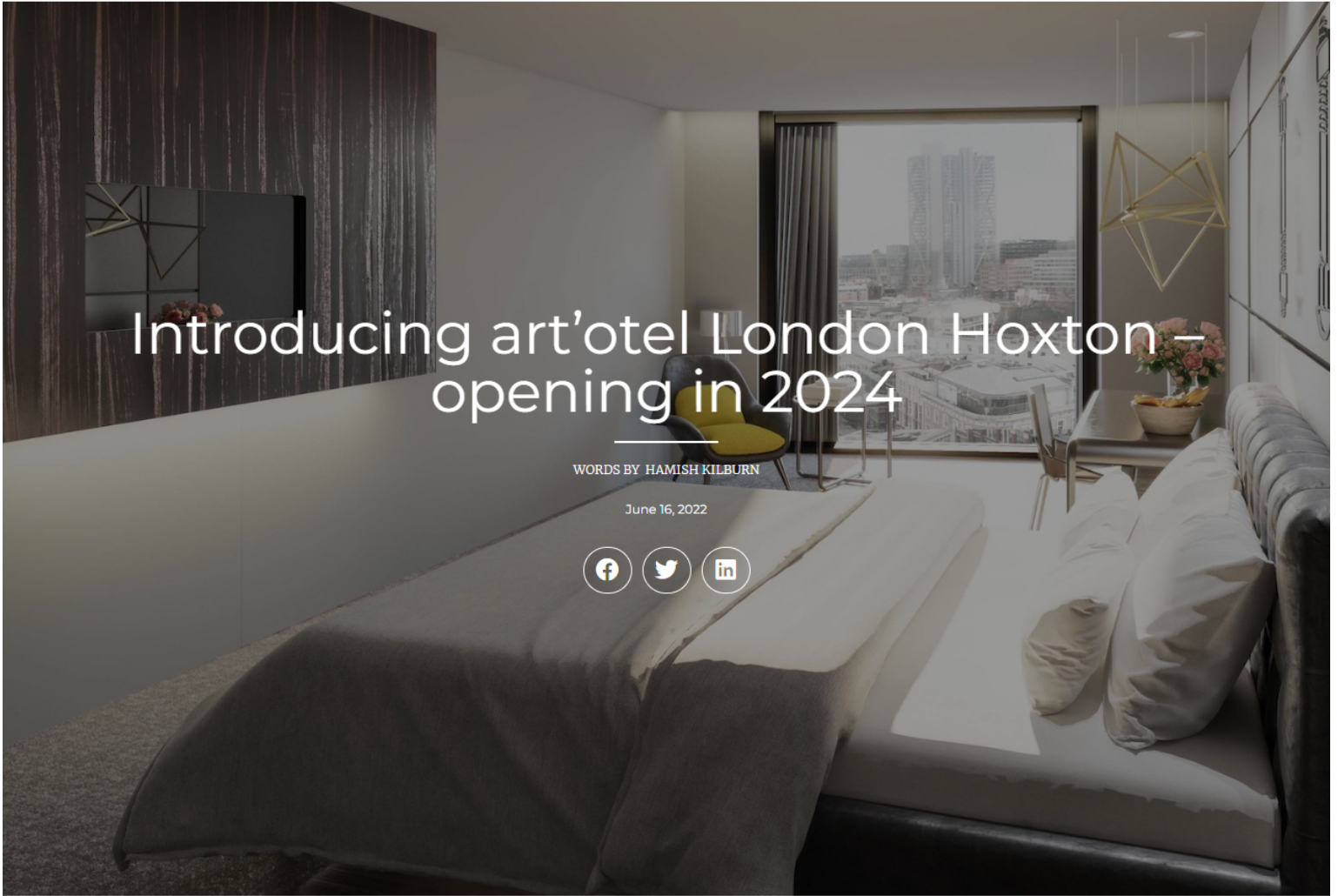
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WORDS BY HAMISH KILBURN

June 16, 2022





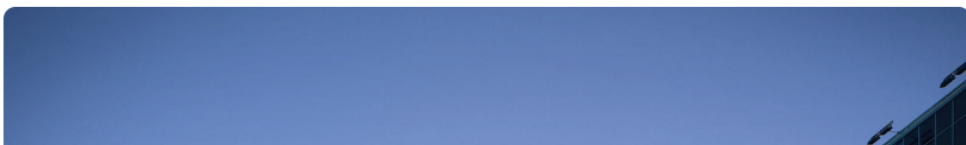
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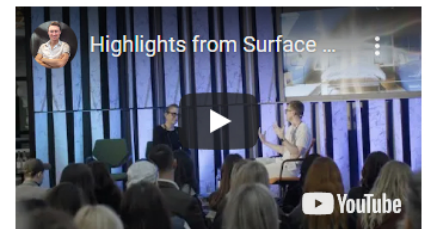


Squire & Partners has been busy, working behind the scenes, to design the flagship London art'otel – a contemporary collection of hotels in Europe fusing architectural style with art-inspired interiors, along with creative studios/workshops, an arts hub, spa and cinema space. Here's what we know, so far, about art'otel London Hoxton...

Scheduled to open in early 2024, [art'otel London Hoxton](#), designed by [Squire & Partners](#), will occupy a prominent corner within the South Shoreditch Conservation Area, with designs responding to a precedent of bull-nose buildings which characterise the area. Based on a pure cylindrical form rising to 26 storeys, city views are maximised in all directions.



### In Video



Highlights from Surface Design Show 2022



Image credit: art'otel/Squire & Partners

In addition to several floors of workspace, the hotel will comprise 340 guestrooms, a gym, spa and pool, art gallery, cinema, restaurants, bars and lounges.

Through the design process, the cylindrical form of the building evolved into a fractured cogwheel form in plan, rising and adapting in response to its context and interior functions.



Image credit: art'otel/Squire & Partners

Each section of the cogwheel is extruded over two floors, separated by a horizontal aluminium shelf which allows each cog to read individually within the overall composition. Double-height floorplates are then rotated to give the illusion of a series of moving components.

Within each cogwheel, twisting metal fins span from top to bottom in a variety of sizes. The reflective, elegant forms are positioned in syncopated rhythm around the tower, giving a depth of articulation to the façade.



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Image credit: art'otel/Squire & Partners

Framing the tower at first floor height, two large-scale original Banksy artworks which were part of the site are conserved and incorporated into the design.

For a neighbourhood famed for its unconventional style, art'otel London Hoxton, with its unconventional design and architecture approach, is expected to be one of the area's most significant openings in 2024. Between now and then, Hotel Designs will be following the project, from concept through to completion.

> Since you're here, why not watch our [exclusive video inside One Hundred Shoreditch?](#)

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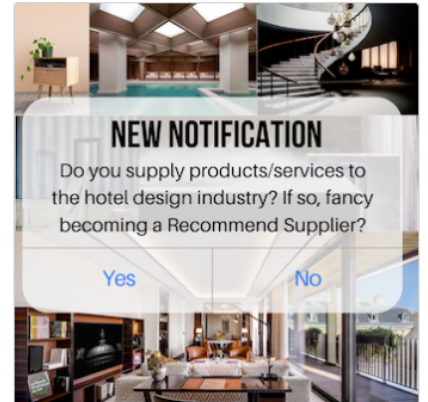


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