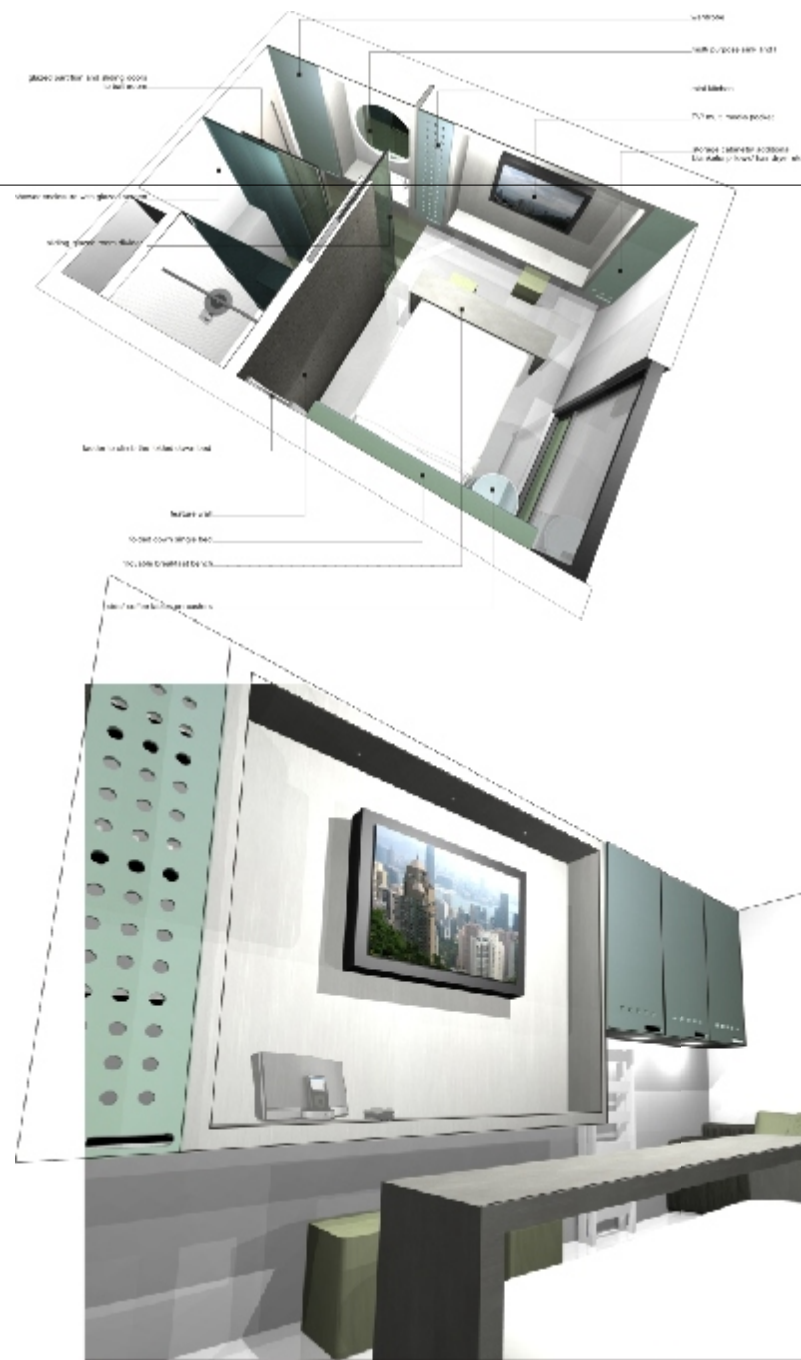




Verbus Systems Ikea Hotels

KKA formed part of a multidisciplinary team approached by IKEA to explore the possibility of developing a fully modular budget hotel concept to sit alongside their major stores. The idea was to better utilise the massive car park areas by providing a raised hotel structure. The hotels would be 'serviced' by existing IKEA facilities including restaurant, cafe, kitchens and BOH etc. The bedroom elements were considered as mini-apartments of a highly flexible nature, again consistent with the IKEA brand and identity, which could sleep from 2 – 8 people utilising a range of flexible IKEA driven furniture. The overall solution draws heavily on the brand identity and its brightly coloured 'component' / self assembly aesthetic.

