

THE WALDORF-ASTORIA



WALDORF
ASTORIA®
HOTELS & RESORTS

Mock-Up Room
Waldorf Astoria Berlin
Am Zoofenster

The Place in New York, 1893 - 2010



The Area in Berlin 1900 - 1930



Zoologischer Garten, Berlin. Der Marmorsaal im Zoo.

MARMORSAAL IM ZOO BERLIN



ROMANISCHES HAUS



GEDÄCHTNISKIRCHE,
HARDENBERGSTRASSE

The Place in New York, today



The Area in Berlin, today



KAUFHAUS DES WESTENS



ZOO, ENTRANCE



GEDÄCHTNISKIRCHE

The Architecture



WALTER GROPIUS, 1928



PROF. CHRISTOPH MÄCKLER,
2009

The Brand Values of Waldorf Astoria



timeless



cultured



legend

The Signature Space of Waldorf Astoria



Cashmere



Smoky Quarz

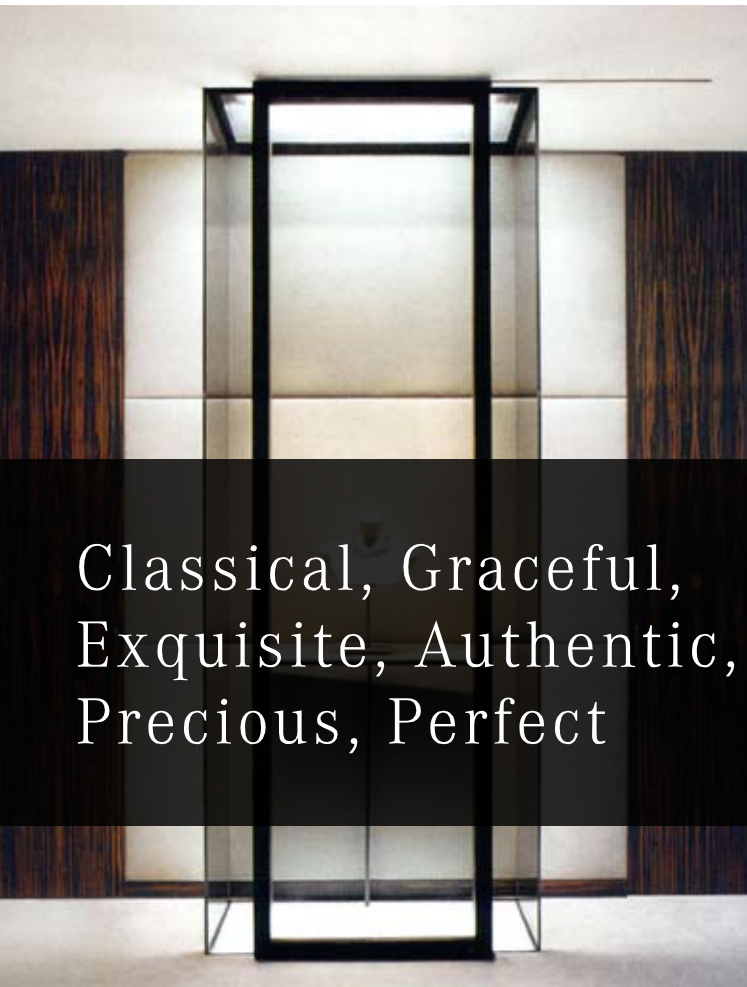


Truffel

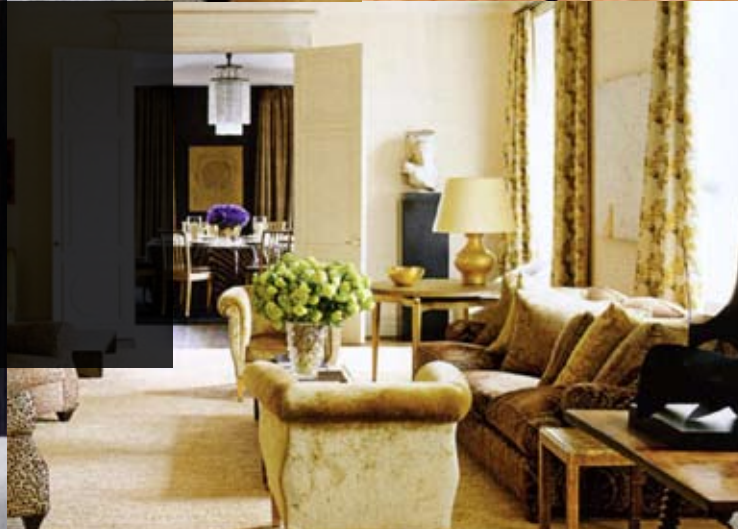
A Brand Idea of Waldorf Astoria

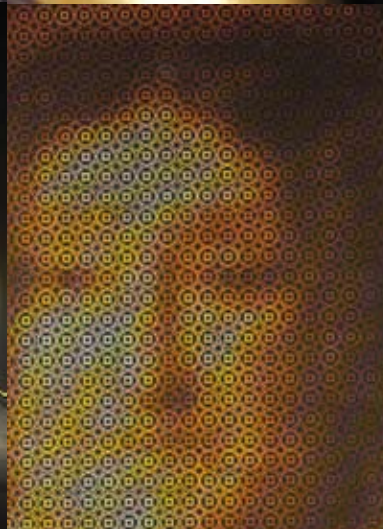
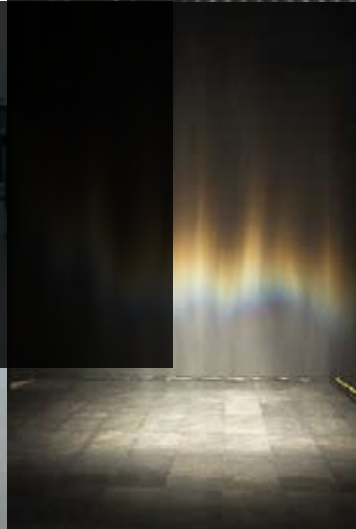
“THE WORLD IS YOUR OYSTER”

Anyone who has stayed at The Waldorf=Astoria
has experienced its magic.



Classical, Graceful,
Exquisite, Authentic,
Precious, Perfect





Welcome Lobby
Inspiration



Welcome Lobby | Elements and Material



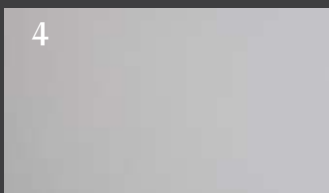
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2



3



4



6

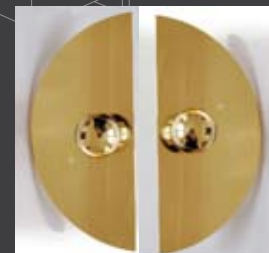


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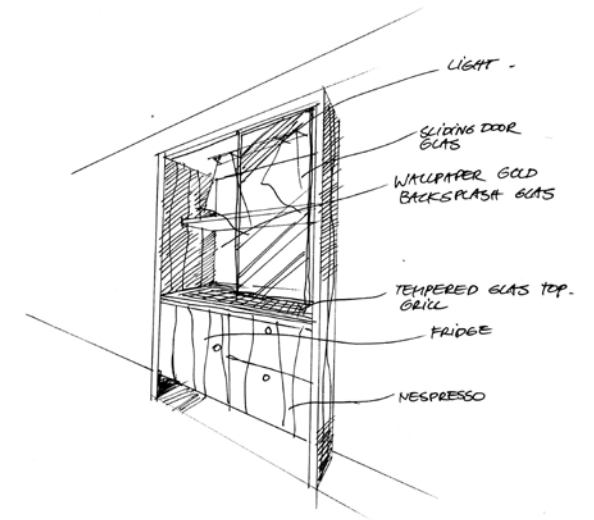
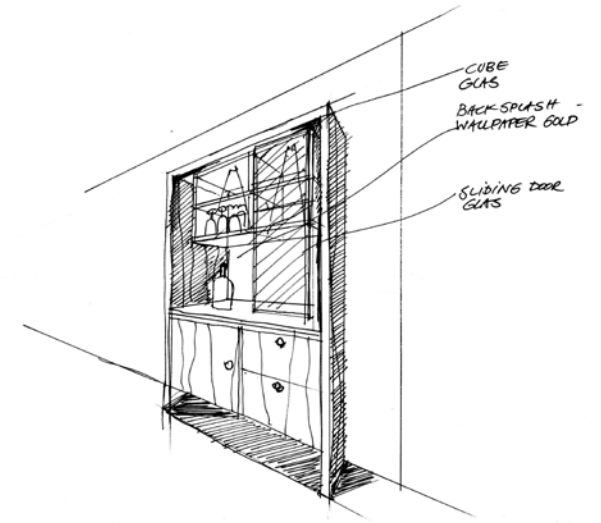


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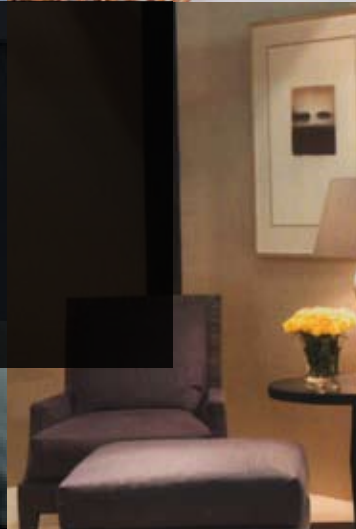
1. Veneer Markassar
2. Wallpaper Gold
3. Grill
4. Laquered Panel
5. Stone
6. Brass
7. Carpet



Welcome Lobby



Bedroom
Inspiration



Bedroom | Elements and Materials



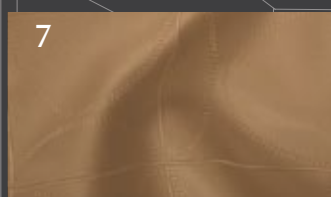
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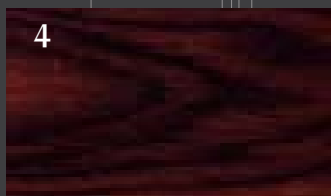
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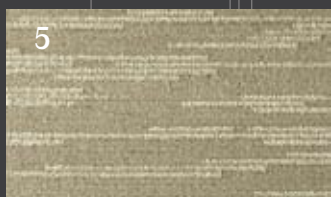
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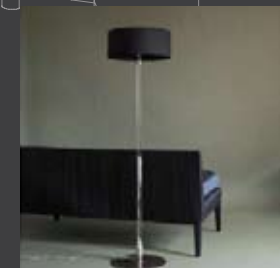
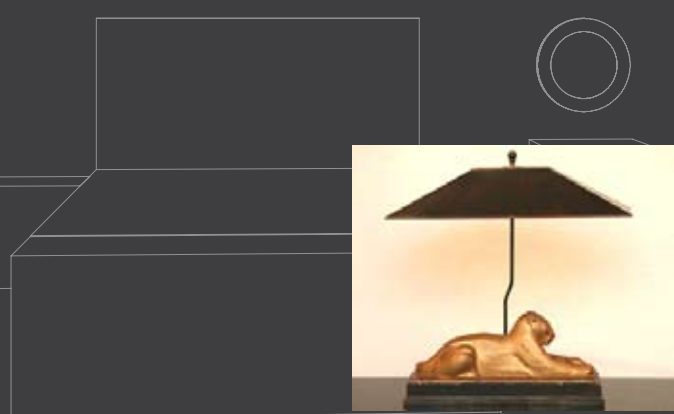


5



10

1. Curtain
2. Wallpaper
3. Velvet
4. Veneer Markassar
5. Carpet
6. Grill
7. Leather
8. Fabric for upholstery
9. Velvet with individual gaufrage
10. Colour



Bedroom



Bedroom

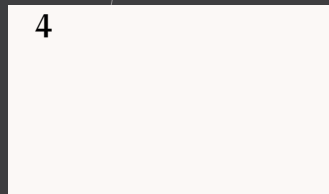
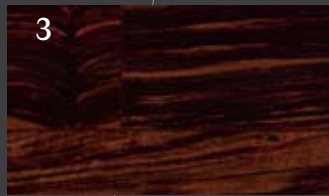




Bathroom Inspiration



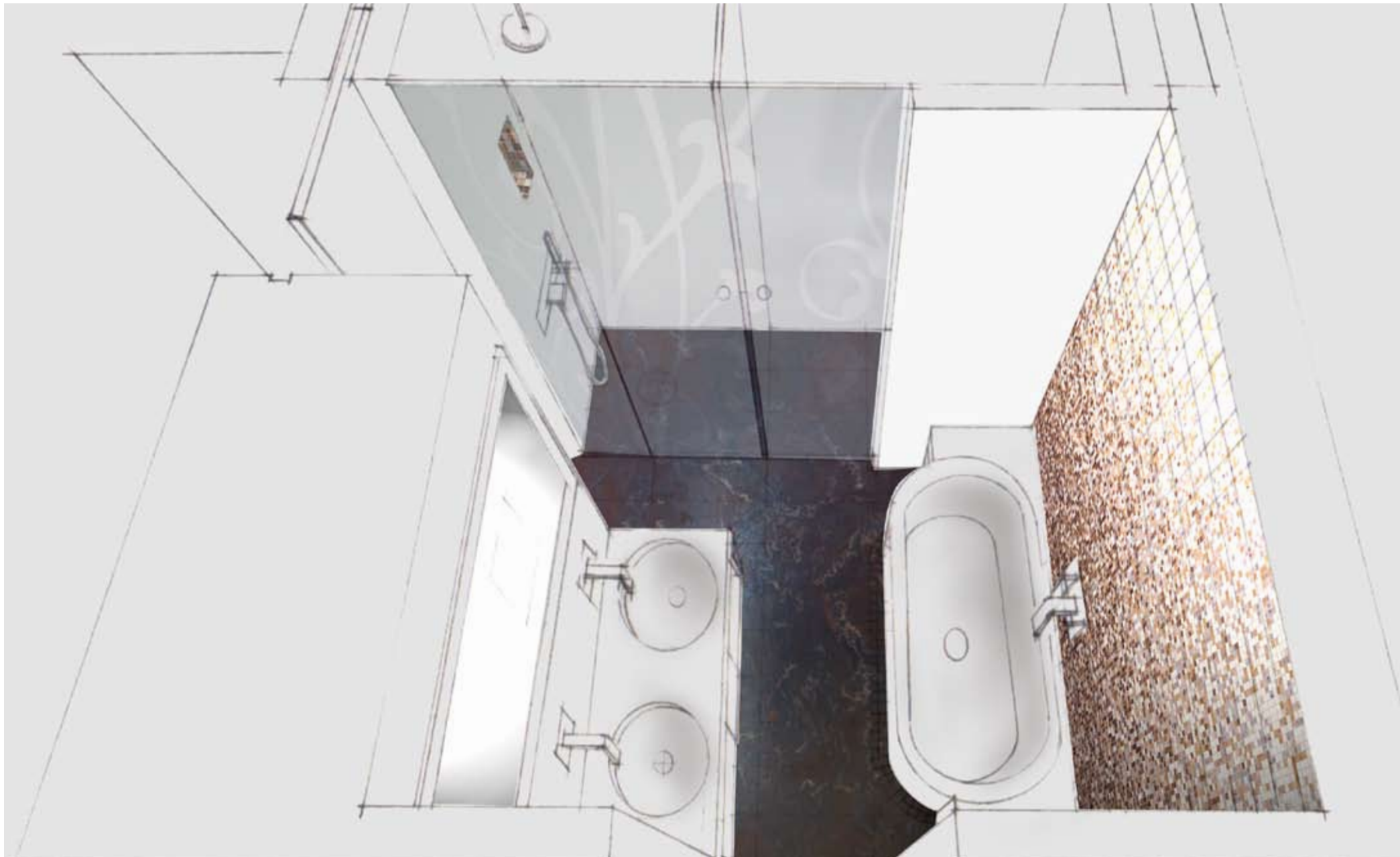
Bathroom | Elements and Material



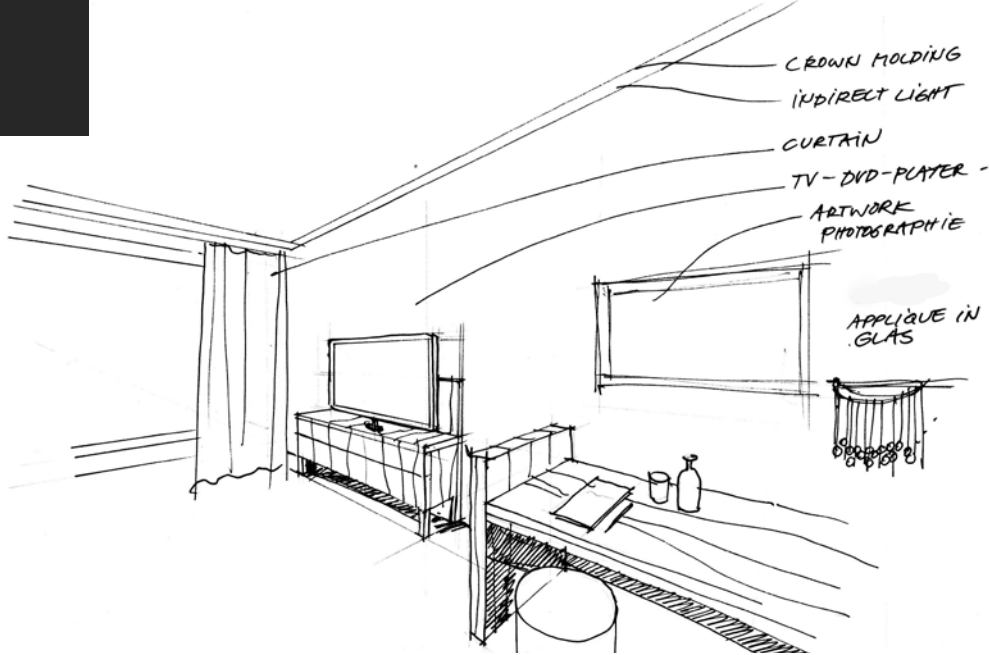
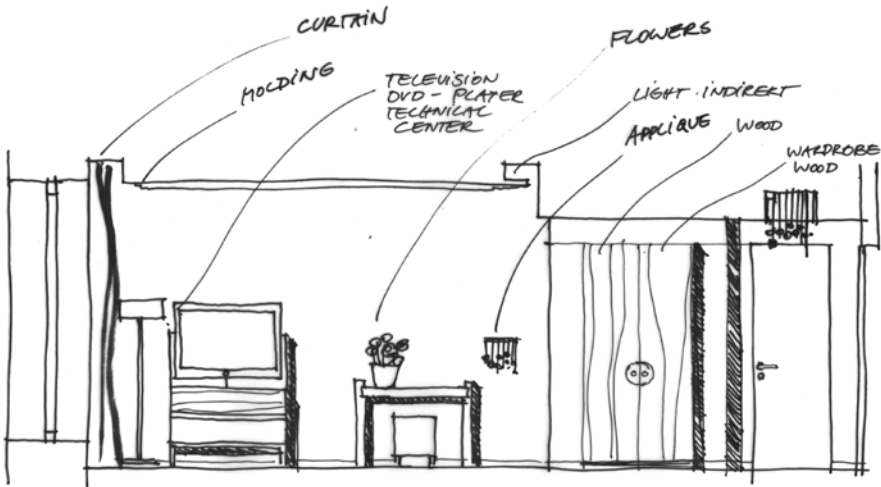
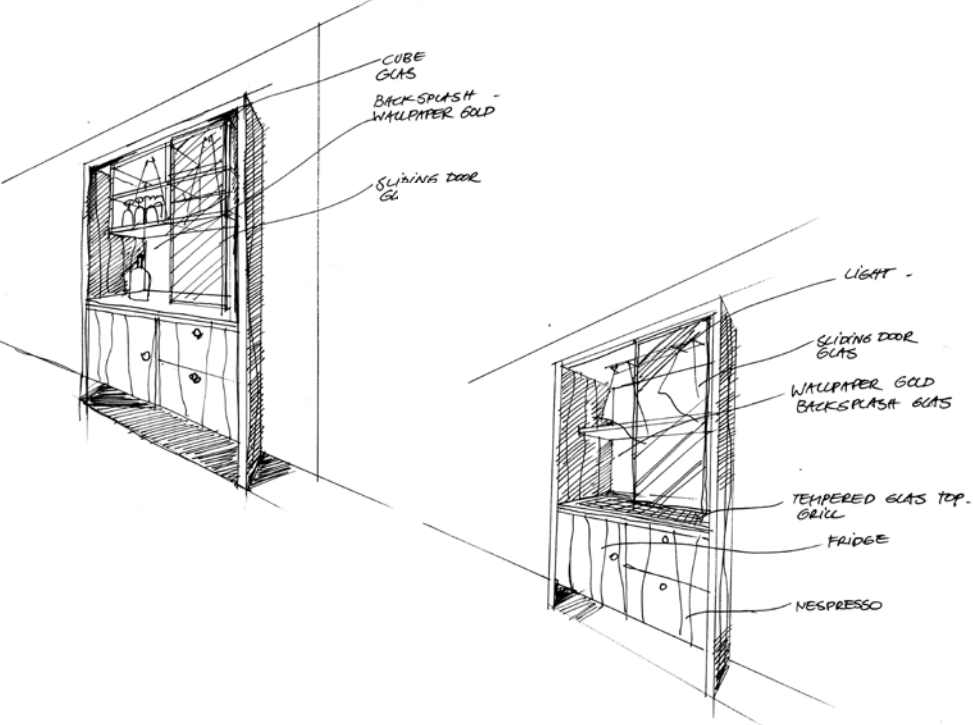
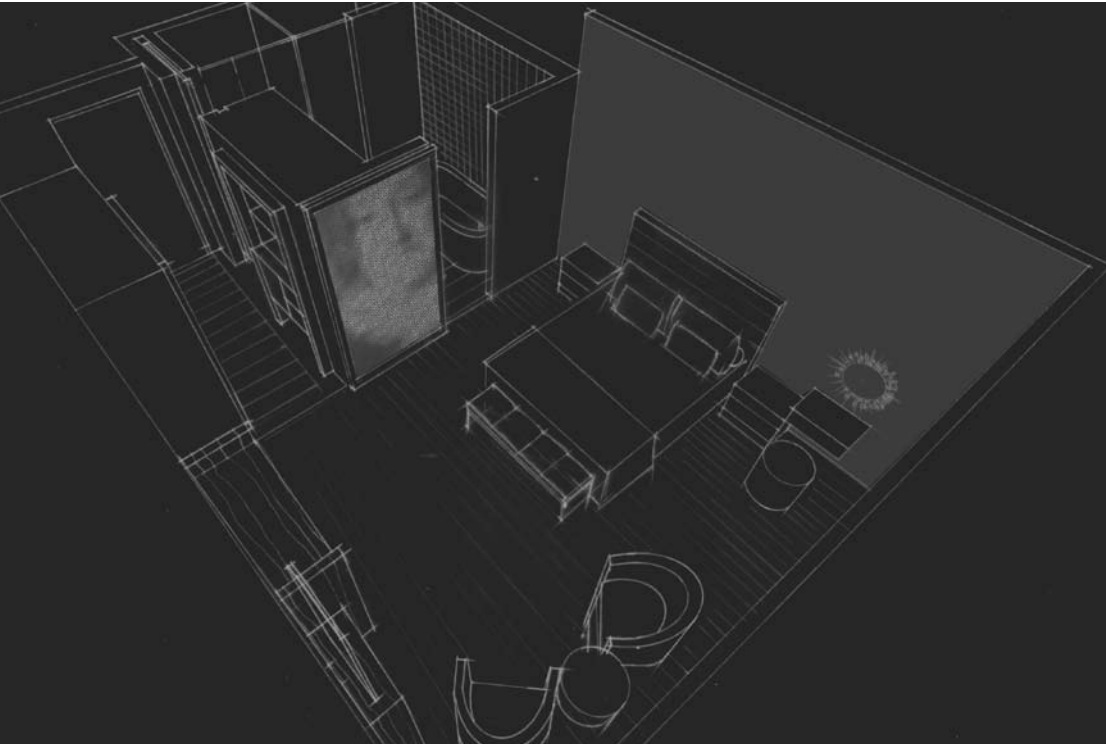
1. Bisazza Mosaic
2. Frosted glass with ornament
3. Wood
4. Glaspanels
5. Stone
6. Platin chrome



Bathroom

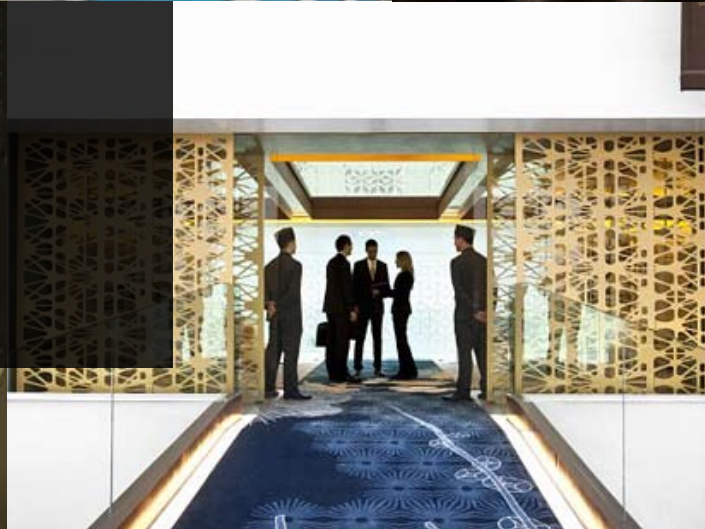


Sketches

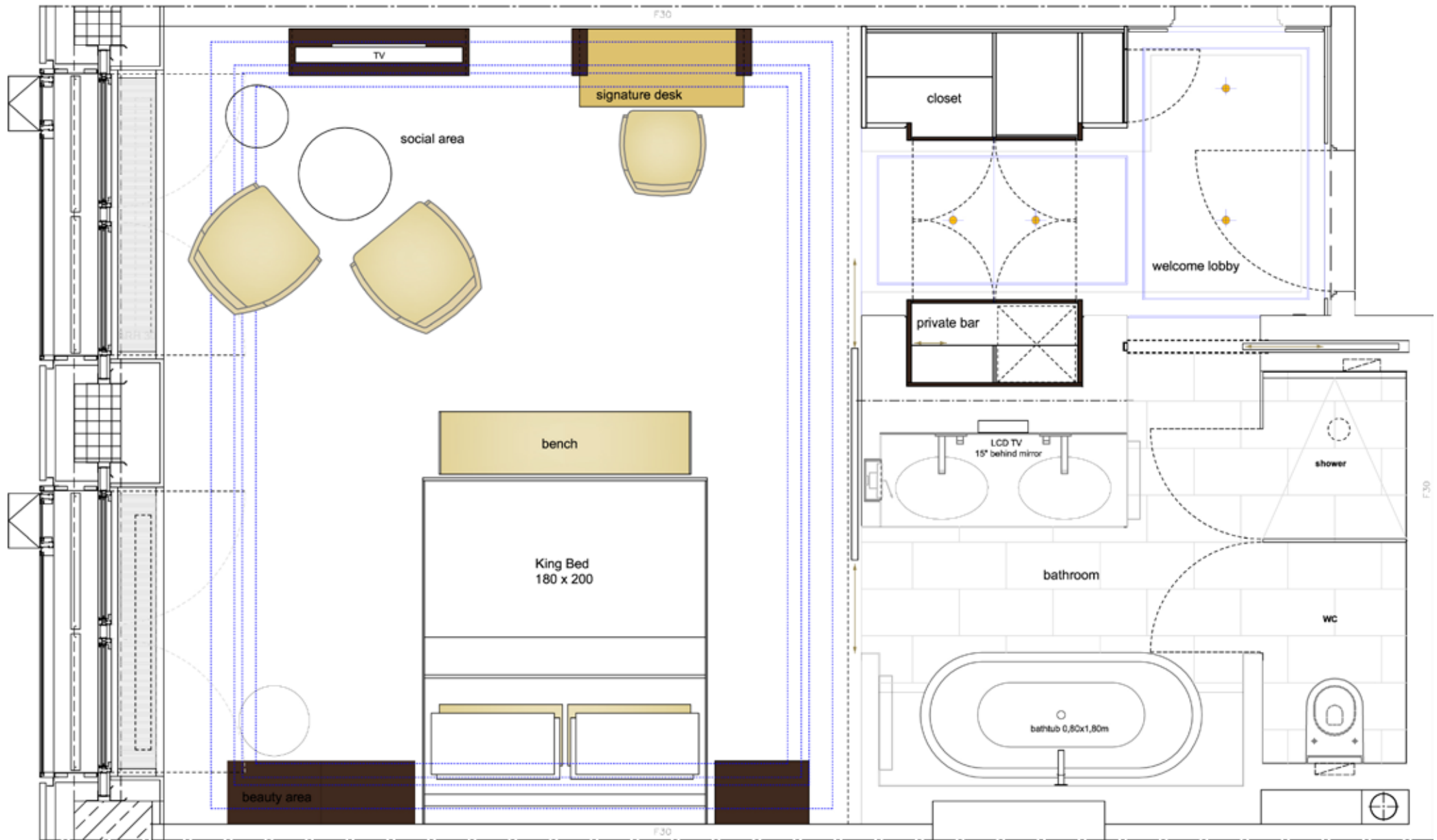




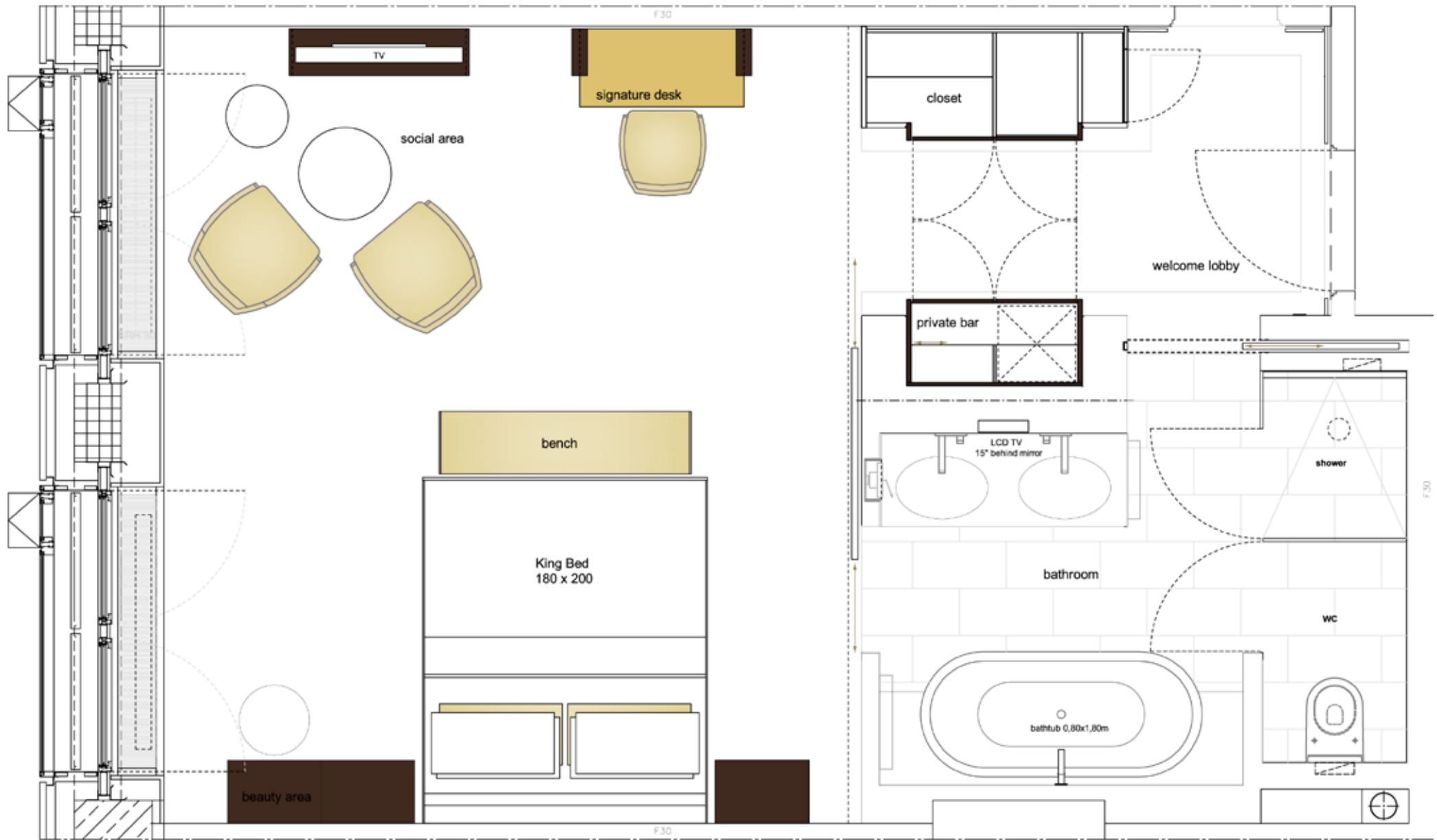
Decorative Details
Inspiration



Plan



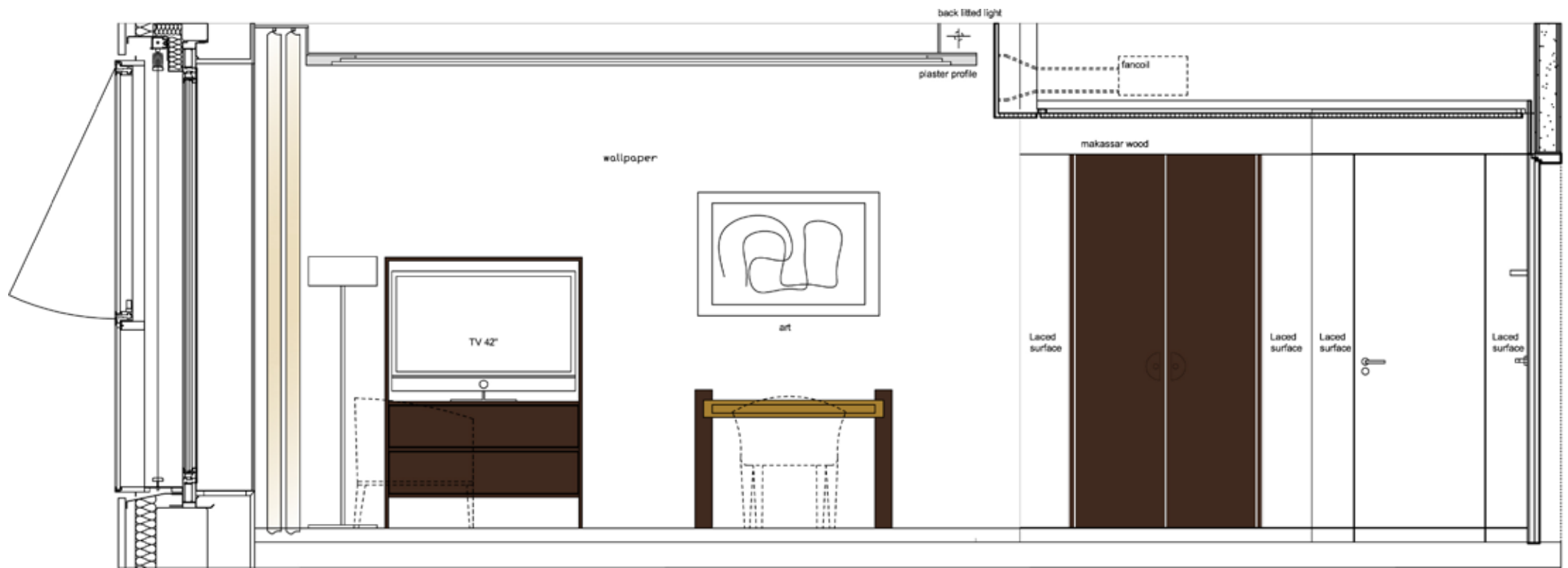
Plan



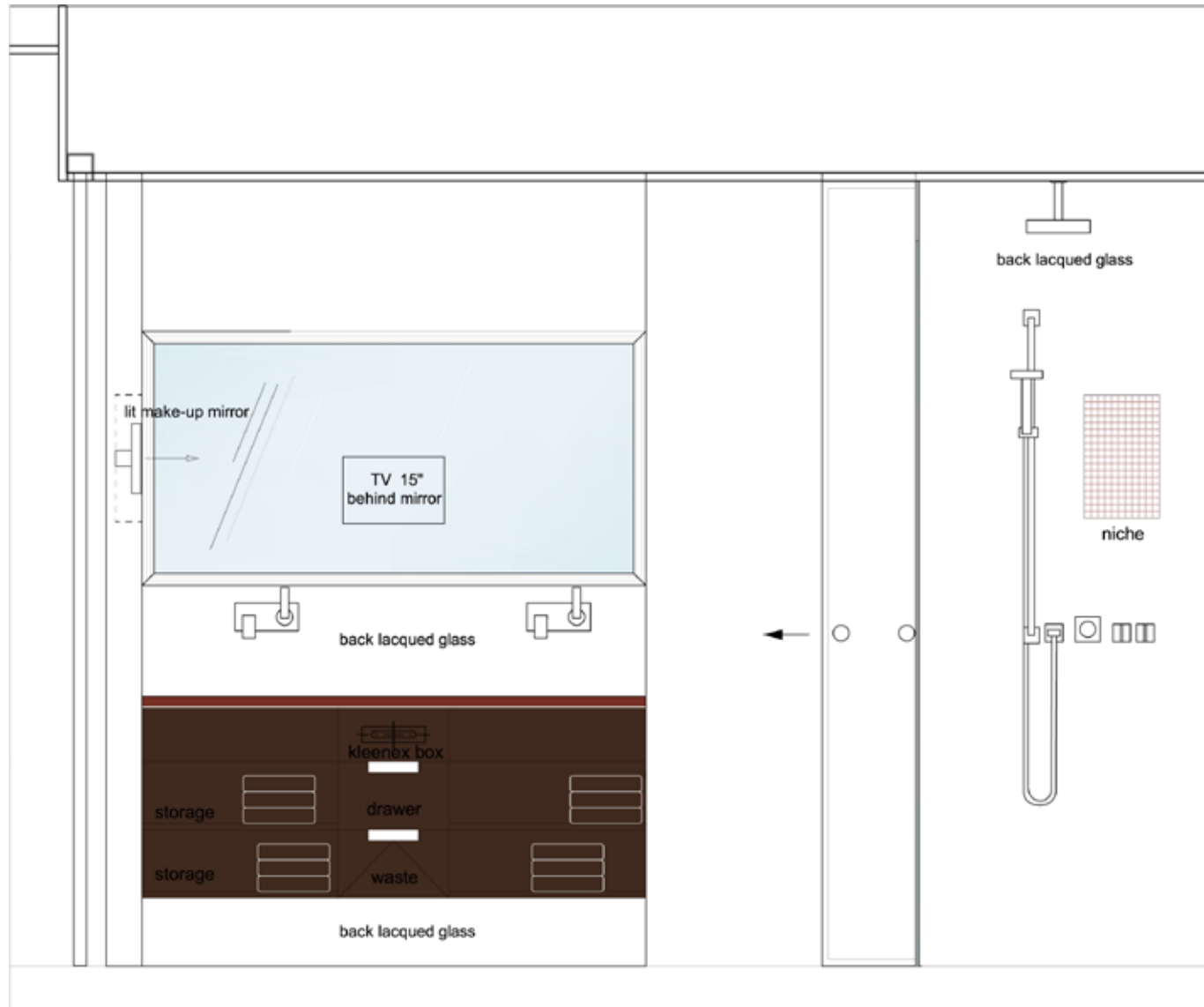
Elevation 1



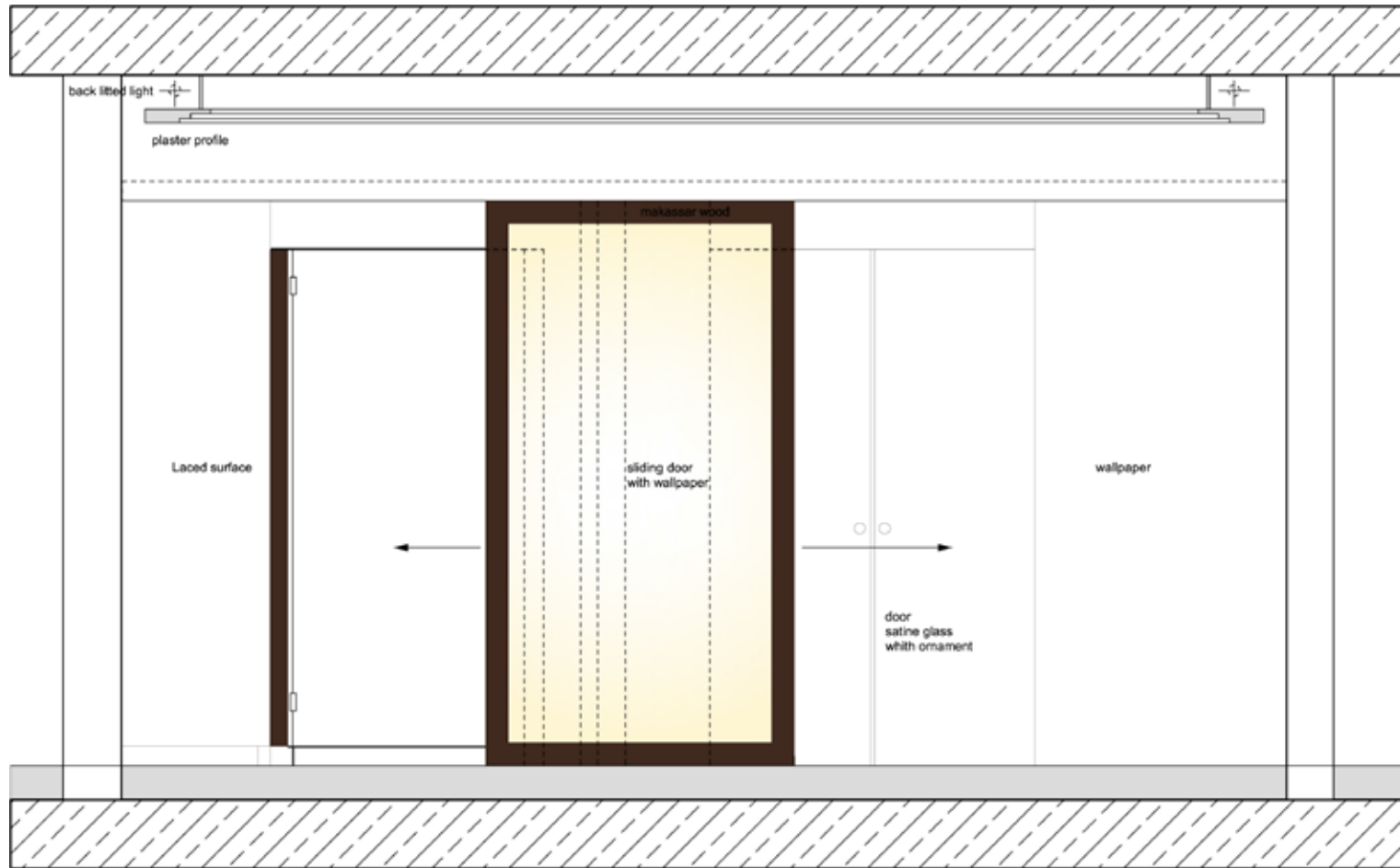
Elevation 2



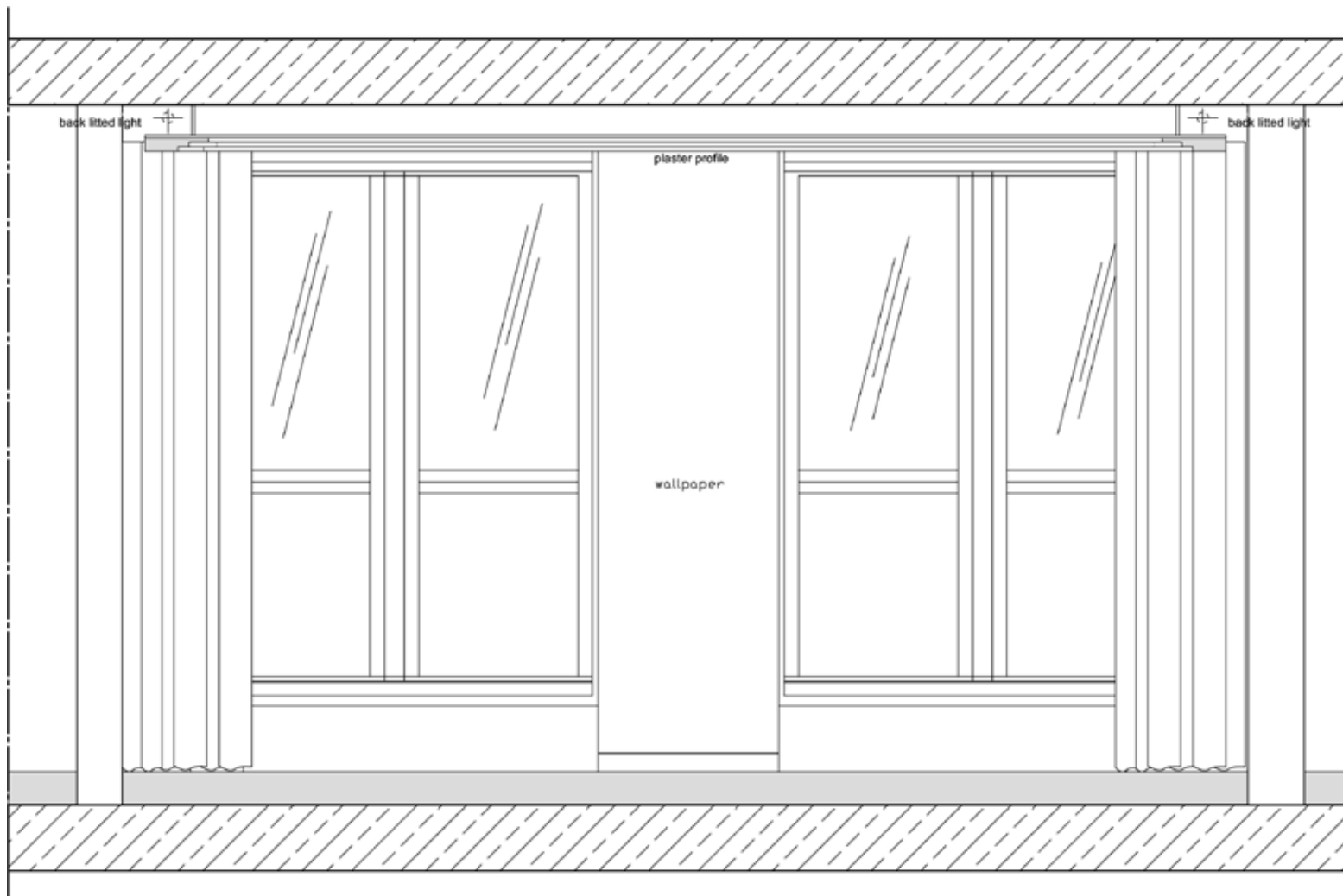
Elevation 3



Elevation 4



Elevation 5



Berlin, March 18th 2010