

Intercon[®]

Safwa Hotel

Location: Madinah, The Kingdom of Saudi Arabia

Year: N/A

Status: Design

Program: Hotel

The Safwa Hotel is an elegant and comfortable place, modern and vibrant, as expressed by the contrast between warm colors and blue tones. Ochres, which can reach shades up to curry, are organically combined with aquamarine and indigo blue tones.

The design code focuses on providing a modern look and stylish atmosphere without sacrificing warmth. It strongly highlights a key element that is common to all spaces: color. The combination of the selected palette used in all rooms, apartments and public areas serves to achieve a dynamic design and a calm environment.

The design proposal is based on combining extensive areas of color with delicate black profiles. This "framing" effect is also achieved with light profiles that divide the different spaces within the same room or frame a particularity within the space such as the buffets within the ADD or a specific sofa area within the informal meeting. The combination of the natural texture of the wood with the geometric patterns coming from the tiles or the patterns on the carpets give this feeling of modern warmth.



Welcome Area

Lobby



All Day Dining



Social Bar



