

COLLECTION
Horeca

FOREWORD



RAPHAËL BOUCHEMOUSSE
INTERIOR ARCHITECT & GENERAL MANAGER

“ ARCHITECTURE AND DESIGN,
A CREATIVE APPROACH BUT ABOVE ALL AN
ABILITY TO ADAPT. ”

International

The world is a constant source of inspiration in the diversity of cultures and practices that feeds the development of our creative and methodological approaches.

Design

The expression and the result of our creative approach and our know-how to projects that are entrusted to us.

We Are Different

Each of our projects with the ambition to be a unique and original response adapted to a particular context, the context of your project.

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MAUBREUIL

CONFERENCE CENTER, HOTEL AND LEISURE RESIDENCE

France

Mission : Concept design,
branding signage, wayfinding
and author surveillance

2016
Global design

Meeting room 150 places,
Bar, Restaurants, Residence



The interior design and the sign system for the project, inspired
by three tracks:

- The nature of the Nantes region
- Water between river and ocean
- Architecture and heritage

These universes will be expressed in the project differently
whether in color, materials and textures allowing the stay to
become a pleasant experience.













NOVOTEL BISHKEK

Kyrgyzstan

Mission : Concept design
and author surveillance

2016
New development

1687 m², 39 keys, Bar, Restaurant,
Meeting rooms, Hammam, Sauna, Gym



“Where tradition inspire modernity”

Bishkek Novotel hotel finds its inspiration on the rich Kirghiz culture and tradition.

The nomadic architecture and design, YURTS, the patterns of the traditional decors, the symbology of SHYRDAKS, the warmth of Felt, the beautiful nature, the local materials are inspiring and guiding our design, so the customer feels a special atmosphere full of surprises and unusual shapes.













NOVOTEL ATYRAU

Kazakhstan

Mission :
Concept design

2016
New development

9 525 m², 182 keys, Bar, Restaurant,
Meeting rooms, Hammam, Sauna, Gym



The Novotel Atyrau is about a story of a traveler who along his journey discovered the amazing Kazakhstan and its variety of landscapes.

One day off the road from the bus to Atyrau, a colorful shelter unexpected, mysterious, in the empty deserts landscape would stay forever in his memory.

"A colorful place of wonder to feed your imagination, your curiosity, and your memories".





IBIS STYLE VDNKh

Russia

Mission : Competition - tender :
Concept design

2014
Existing space

Sample rooms



The exhibition of Achievements of National Economy (VDNKh) area has been through the past century the greatest showcase for all the excellence in agriculture, industry, science, technology, cultural potential, and achievement of States and Russia's regions.

The Ibis Style VDNKh, inspired by the amazing showcase of human achievement in research, science, and industry, invites you to experiment a future way of living. From the shape of the design to the finest details you will discover a universe that will take you to the "The days after tomorrow"





MERCURE HOTEL RED OCTOBER

Russia

Mission : Competition - tender :
Concept design

2014
Existing space

Sample rooms



Mercure hotel Red October district is located at the heart of Moscow city center, occupies the old plot of a chocolate factory that has become an area where nightlife meets the creativity of young artists and art and design businesses.

This location fed our inspiration not only by the usage of the material and the reference to the interesting architecture of the buildings. But also this place of Moscow is an interesting mix between past, present and future, younger generation and older.





HANOI-MOSCOW HOTEL SPA

Russia

Mission :
Concept design

2016
New development



Inspired from 5 selected ethnic groups among the 54 ones in Vietnam, preserving tradition, from building construction, decoration aspects to living-style and festivals...

These ethnical cultures nowadays has specially become an ample inspiration regarding to Contemporary Art works; and being a Vietnamese pride as introducing the country to international friends.

This core and sustainable value consolidating through many consecutive generations, combined with recent modern technologies to form our design material for Incentra - Moscow Project.





SKALIA - RESORT & SPA

France

Mission :
Concept design

2008
New development

6 036 m², 22 keys, Bar, Restaurant, lounge,
Spa with swimming pool, Hammam, Sauna,
Gym, Golf Virtuel, Ski-room



We chose to use and explore the senses universe as a conceptual approach which offers us the opportunity to work not only on calming the interactions that exist between us and our environment but also to work on stimulating the senses.

The five senses will therefore serve as our leitmotif in order to create spatial, colorful, olfactory, sound scenarios ... which will allow each client to explore the limits or rediscover their instincts senses.









HAMMAM SALIHINE

Algeria

Mission : Competition -
tender : Concept design

2014
Existing space

48 Rooms, 72 Bungalows, Bar, Restaurants,
Swimming pool, Thalassotherapy treatment
center, Auditorium 500 places



“Between light and shade”

The design is oriented towards to awakening the senses, the musical atmospheres, the interior scents, the lighting, the choice of materials, the finesse of the details, the menus of the restaurants and bars, lead to a mixture of poetry and creativity that celebrates the union of Algerian cultures.

Secondly, our strategy consists of renovating the existing ones using a design-oriented by the work on the shadow and light relationship.









MAMA ROMA

France

Mission : Concept design
and construction supervision

2016
Existing space





COOKAME

France

Mission : Concept design, branding, signage and construction supervision

2021
Global design

From 45 m² to 120 m²
15 asian fast foods















LUNAÇAÏ

France

Mission : Concept design,
branding and signage

2020
Global design

49 m²
Bar









OLIVIUM VILLENEUVE

France

Mission : Concept design
and construction supervision

2014
Global design

415 m²
Traditional restaurant

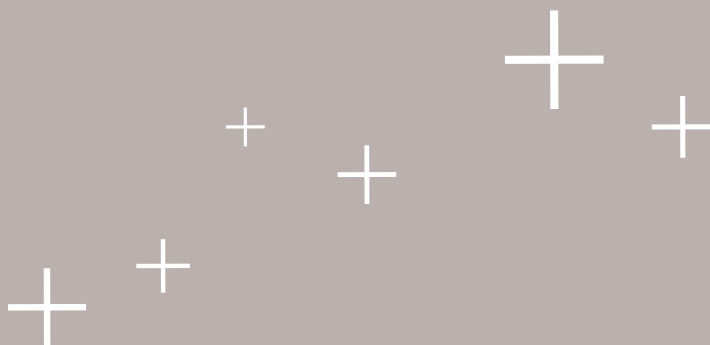








WAD



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