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Figueira or Fiction?

By Nader Ramadan — May 2014 Issue

Nini Andrade Silva creates a surreal world for international tourist visiting Portugal to escape the wear and tear of daily life with the newly designed Beautique Hotel Figueira. In this project, designers have deviated from the traditional path of hospitality design to offer the visitor a more natural experience, even in the middle of the city.



It's summer time, which spells motherly sunshine, sensual sanctuaries, and endless seasonal delights. It's a time for Niagara Falls, reading the latest Stephen King on the beach, and the soothing coolness of Pina Colodas. Nini Andrade Silva designed a hotel which includes all the ingredients of an ideal summer spot. To say that the Beautique Hotel Figueira, a new luxury space based in Lisbon, is loyal to its name would be understatement!



Nested in the Figueira Plaza, this new hospitality facility now have become one of the main urban sanctuaries, attracting scores of the tourists who have been flocking to Portugal every year. This year happens to be its first year in operation. Already, the hotel is fit with all the modern amenities and luxuries needed for those who just want to escape.





The Figueira Plaza, historically was a market place dappled with the leafy fig trees and jubilant shopper. The area still lives up to its tradition, but the hotel was built to further reinforce the visual themes of the market place within the interior. The space sensuously points to its natural influences in order to redefine a new way of living for every visitor of the hotel. Designers used organic forms and intricate curve patterns to seamlessly edit the reality around the visitor in order to create an innovative leisurely experience. If you think all the well-deserved R'N'R has to take place on a beach, well you're in for a surprise.



"From the bottom to the top, from the roots to the canopy and to the structural strength to the density of the trunk, rise the branches that wander through the remaining floors in geometric and curvy proportions," said Silva in a press statement. "The mysterious proportions of the foliage gain body and colour in a 'undisciplined' will on providing unique experiences that only can be testified while wondering through the hotel."



To wrap this project up, one could say that the key ingredient to this project's success is that the space mimics the conditions of a natural rainforest, ornamented with botanical designs for the visual indulgence of the tourists. Design is more than just design. Silva says that design in essence is an almost spiritual experience, not your usual out-of-body type mantras, but a little more on the subtle side as Silva says: "Architecture is something that is made inside out and not other way round. It is something that begins in the soul, flows through the sketch and converges the substance".





Images courtesy of Nini Andrade Silva Atelier