

citizenM Hotels

A public spaces project by Vitra, 2008–2018

Vitra has always remained true to the motto of designer Charles Eames to 'be a good host' and interprets the furniture-maker's relationship to its customers as a host-guest relationship. This attitude finds its expression in hotels, where Vitra helps hosts to offer their guests an exceptional experience.

In hotel lobbies, restaurants and guest rooms – just as in private living spaces – it takes a unique collage of furnishings, objects and accessories to bring an interior to life, enabling it to reflect the personality of the hotel and exude a special character.

At the same time, hotels have become places of work in the age of digitalisation. Hotel guests are joined by other visitors who use hotel lobbies and cafés as a worksite. As a result, hotels have experienced an increasing demand for workspaces, meeting zones and retreat areas.

With Vitra's broad product portfolio, which combines legendary classics with innovative pieces by contemporary designers in a diverse array of options, hotel interiors can be created for a wide range of different needs. The public areas of citizenM hotels are a perfect example.

The first citizenM hotel was launched in Amsterdam in 2008, and many others have since opened in cities around the globe. The design hotel chain seeks to offer its guests affordable luxury. While the individual rooms provide the amenities expected by today's visitors, the heart of each citizenM hotel is the communal area: the place where guests come together to relax, work, chat, eat or watch television – or simply enjoy a drink at the bar.

To ensure that all these spaces are designed as appealingly and sustainably as possible, citizenM outfits them with furnishings from the expansive Vitra product portfolio. This is once again the case with the chain's most recent additions: 'Shoreditch' and 'Tower of London' in London, 'Charles de Gaulle Airport', 'La Defense' and 'Gare de Lyon' in Paris and 'Taipei' in the Taiwanese capital – the first citizenM hotel in Asia.