



ISROTEL PULBICA BY AUTOGRAPH COLLECTION BY DANA OBERSON ARCHITECTS

Project Name: Isrotel Pulbica by Autograph Collection
Category: Lobby/Public Areas
Location: Herzliya, Israel
Date Completed: 2017
Interior Designer: Dana Oberson Architects
Architect: Ranni Ziss

Hotel Group: Isrotel and Autograph Collections by Marriott
The Publica Hotel is located at the heart of Herzliya Pituach's thriving hi-tech district and introduces a new concept in the hotel industry. It is the perfect urban destination for guests seeking a new hospitality experience that intertwines business and pleasure. A community for which the working environment is also an environment of leisure, one that creates a fusion between business and social. Spaces that create a place to work on the top floor by the pool or in the lobby, in working spaces and serve as entertainment centre that serve the city's residents.

In developing the concept there was an emphasis on collecting. Collecting people, ideas, items, furniture, and materials. Dana Oberson wanted to create a hotel that produced the natural situations of a private home and an escape from the one-dimensional design and create a stratified and layered design.

One of the other biggest challenges was creating spaces that felt unique, local, and detailed. This included creating intimate lounge areas furnished with items most of which were designed by the studio, as well as carefully selected eclectic art objects in markets around the world and in cooperation with local artists. The design is composed like a puzzle, in which some parts do not necessarily suit, but this direct connection produces the comfort of eclecticism.

The translation of the design concept into the public hotel spaces and the guest rooms was an enjoyable challenge for Dana Oberson Architects. Planning a space that feels collected, like a living room surrounded by a private art collection and creates an atmosphere that is universal and personal at the same time. The use of materials and their integration as well as the integration of furniture, people, ideas, items and furniture bring the design concept to life.