



Create
Beauty
Do Good

Good Hotel London

Social business hotel design

PRESS RELEASE

Imagine a re-designed floating former detention platform, iconic industrial design, unique waterfront location and a social business model – Good Hotel London, designed by Remko Verhaagen and Sikko Valk, introduces premium hospitality with a cause to the London hotel scene.

Good Hotel London arrived at the historic Royal Victoria Docks and is ready to continue its journey, after having run a successful pop-up year in its hometown Amsterdam. The hotel features 148 stylish rooms, an inspiring living, meeting rooms, a spacious lobby area and rooftop terrace.

Pure is premium. Luxury was found in simplicity and originality. “We combined Dutch Design classics by Lensvelt and Moooi with hand-picked items of Hema and custom designed signature pieces,” says Remko Verhaagen. In the same way that the Good Hotel gives new opportunities to their team - regardless background or skills, the designers thought of imperfection as a sign of character. “We used natural, no non-sense materials, colors and textures such as steel, concrete and wood to enhance the existing structure,” Sikko Valk says. The result is a warm industrial atmosphere with lots of personality and most importantly an inviting context for genuine interaction between people both staff & guests.

Good Hotel has a profit for non-profit business model and partners with local NGO's. A custom-made Good Training program offers hospitality training to individuals from disadvantaged communities and people with tough backgrounds, helping them to integrate in the job market and give them a real perspective to a better future. The concept won the REBELS business award for greatest innovation/disruption. goodhotellondon.com

BLOOEY / Remko Verhaagen

Blooey is the Rotterdam based design studio and collection of Remko Verhaagen. Blooey's multi-disciplinary portfolio shows a unique mix of product, interior and brand design, always driven by our motto 'Create Beauty Do Good' and inked in Remko's signature iconic style. blooey.nl

SIGU / Sikko Valk

SIGU is the design studio & label founded by Sikko Valk, where he works by his design manifesto, and goal, regardless of the subject, ‘to create timeless heirlooms’. Convincing that the-never-before-seen and innovative insights are found at the intersection of intrinsic interests, different fields and disciplines, he works cross-disciplinary and collaborates with like-minded professionals. sikkovalk.nl

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