



MOTEL ONE X REINHOLD KELLER

# FROM THE FIRST DRAFT TO THE **WOW!**



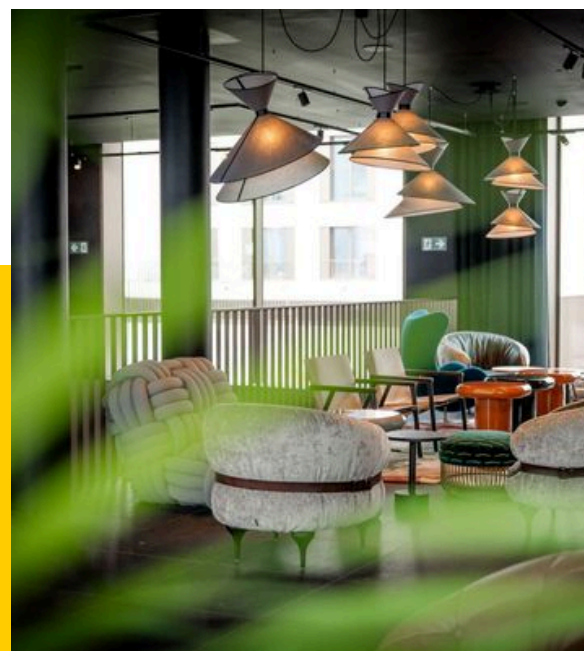
OUR LAUNCH PROJECT:  
**MOTEL ONE** IN THE HEART OF  
ANTWERP'S FASHION DISTRICT.

# A STRONG PROJECT. A STRONG START.

In the Fashion District of Antwerp, Motel One opened its doors – an event that makes us particularly proud. As a reliable partner, we were able to bring our customer's vision to life and help shape **the new hotel room concept from the beginning**.

From the **initial sampling** to technical **value engineering** and final implementation, we provided support with craftsmanship and clear advice. Our expertise lies in the details, an instinct for material and technology, as well as in efficient, economical solutions that offer real added value to our customers.

Here, Motel One's unique sense of design and aesthetics meets our implementation competence and long-standing know-how. The result is a **collaboration on equal footing**, where in the end, one thing matters: **a result that excites**.







# DESIGN MEETS FASHION



## ROOMS THAT TELL STORIES

The Motel One **hotel room concept** focuses on clear shapes, stylish reduction, individual color accents, and extensive functionality. In contrast, the lobbies surprise with unique stories that match their location.

In **Antwerp**, the lobby is a **tribute to the city's fashion world**: fabric panels, design sketches, spools of thread –

Every detail speaks of creative craftsmanship and local inspiration.

Together with the Motel One design team, we have **redeveloped the room concept**: material selection, technical optimization, and economical solutions were the focus of an intensive creative exchange – until every element fit exactly.



WOW!



# THE ROOM AS A RETREAT



REDUCED IN STYLE.  
RICH IN COMFORT.

The 221 rooms offer exactly what modern city travelers need: relaxed comfort, coherent design, and smart details.

+ Box spring beds with Egyptian cotton

+ Raindance shower, underfloor heating in the bathroom, air conditioning

+ Flatscreen TV & high-speed Wi-Fi

Comfort at Motel One Antwerp is more than just a comfortable bed – it is the interplay of atmosphere, function, and design. Clearly structured, cleverly equipped rooms create an environment to feel good in. An urban retreat – right in the city, with space to breathe.

# VALUE ENGINEERING THAT DRIVES RESULTS

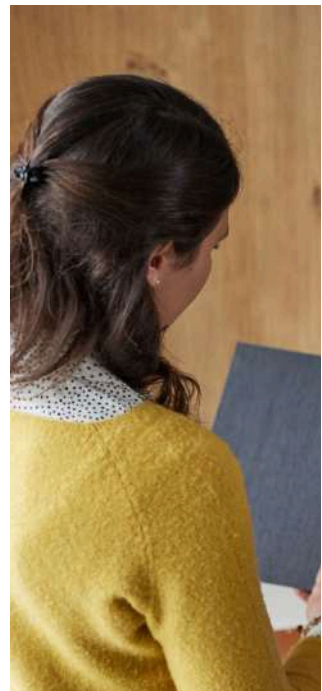
## CONCEPT DEVELOPMENT WITH FINE-TUNED COORDINATION

Together with Motel One, we had the opportunity to **develop the new room concept** for the hotel – a process built from the start on close coordination and efficiency. Acting as a sparring partner, we helped create a **customized space** that is both functionally strong and **economically efficient**.

The process began with a **structured creative phase**, during which we presented two initial design directions. In close collaboration with the Motel One design team, the most compelling elements of both concepts were selected on-site. This iterative approach led to **a solution precisely tailored to the needs** of the hotel and its guests.

At our company headquarters in Kleinheubach, the process continued with **sampling and detailed refinement**. The joint focus extended beyond aesthetics – technical feasibility and economic viability were also examined in depth.

A key component of the **optimization process** was the **targeted identification of cost-saving** and performance-enhancing opportunities. Working in close alignment with the client, materials were assessed, components standardized, and variants streamlined – all with a clear focus on the **design-to-cost approach**. The goal: **maximum efficiency without compromising on quality**.



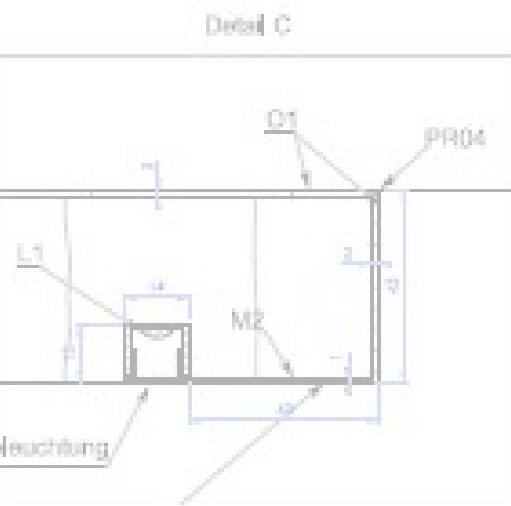
# AHA!





„Our role extended far beyond design. With a view to the big picture, we always kept functionality, design and requirements in focus. Our long-standing experience in value engineering proved to be the key to delivering precise solutions for every challenge – tailored, effective and scalable.”

**André Leibacher**  
Vice President of Sales  
Hospitality & Health



# CITY AT THE DOORSTEP: EXPERIENCE ANTWERP



## FASHION, DESIGN AND HISTORY

Antwerp – the city where **creativity and craftsmanship** meet world-class standards. Once the European center for the textile trade, it is now home to visionary designers, exclusive boutiques, and renowned fashion museums.

With the new Motel One located right at the entrance to the Fashion District, guests have the **perfect starting point** for this vibrant metropolis.

From the hotel door, it's just a few steps to **Antwerp's fashion world**: Fashion Museum MoMu, concept stores, design schools, fair fashion shops – the city's creative heart beats here. **Historical landmarks** like the Grote Markt or the Cathedral of Our Lady are also within walking distance.

A small tip for in between: Try the "Antwerpse Handjes," a sweet homage to the city's cultural heritage.





"Sustainability is not a matter of style, but part of the solution  
Even better if you can combine the two."

**Project Team RK**

# SUSTAINABLY CONCEIVED. HIGH-QUALITY EXECUTED.



For Motel One, good design does not end with aesthetics but also includes responsibility. **Sustainability is part of the brand's DNA** – and the new hotel in Antwerp consistently implements this commitment.

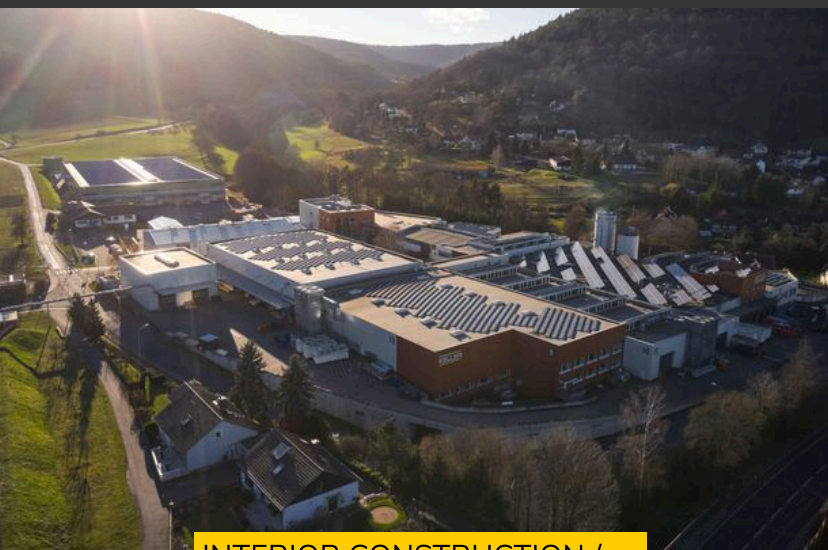
## GREEN THINKING. CLEARLY IMPLEMENTED.

- + 100 % electricity from renewable sources
- + Soaps & shower gels without microplastics
- + Refillable dispensers made of PET
- + Breakfast with regional organic products
- + Fair trade coffee in the lounge
- + Durable materials & high-quality equipment





HEY!  
HEY!  
HEY!  
HEY!  
HEY!



INTERIOR CONSTRUCTION /  
CARPENTRY  
GENERAL CONTRACTOR

## WE LOVE INTERIOR DESIGN

### WHAT WE OFFER

Depending on how far you have progressed with your construction project and ideas, we have the right solution for your requirements. Whether it is a new build or a renovation, you choose the time at which you want to bring us on board as a partner.

LET'S CONNECT

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🌐 [www.reinhold-keller.com](http://www.reinhold-keller.com)

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**KELLER**  
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