

FELIX HOTEL DARMSTADT DOWNTOWN
X REINHOLD KELLER

FIVE FLOORS. ONE PROJECT.



FLOOR BY FLOOR - RENOVATION
DURING ONGOING OPERATION.

RK



A HOTEL. A CITY. A CONCEPT.

HOW FELIX HOTEL DARMSTADT DOWNTOWN TRANSLATES
THE CITY'S CHARACTER INTO DESIGN AND ATMOSPHERE.

Felix Hotels stand for uncomplicated travel, clear concepts, and establishments with personality. The intention behind this is simple and consistent: **stay happy**. Each hotel captures the character of its location and translates it into design, atmosphere, and function - with the aim of providing guests with **a place to arrive and feel comfortable**.

In Darmstadt, this understanding meets a city with a clear identity. Together with REINHOLD KELLER, the hotel was reimaged **floor by floor** and implemented **during ongoing operations**. A clear structure, defined construction phases, and close coordination with the operator formed the foundation for a smooth process.

Each floor was completely renovated, including bathrooms, furnishings, lighting, and surfaces. The overarching concept remains consistent across all levels, while colors, graphics, and details give **each floor its own character**.

Darmstadt shapes the hotel on several levels. Urban architecture, distinctive buildings, and a strong local identity are visibly incorporated into the **design concept**.

This creates a hotel that is not interchangeable but reflects its surroundings and gives guests a genuine **Darmstadt feeling**.

Room design
as a statement.



KEY DATA

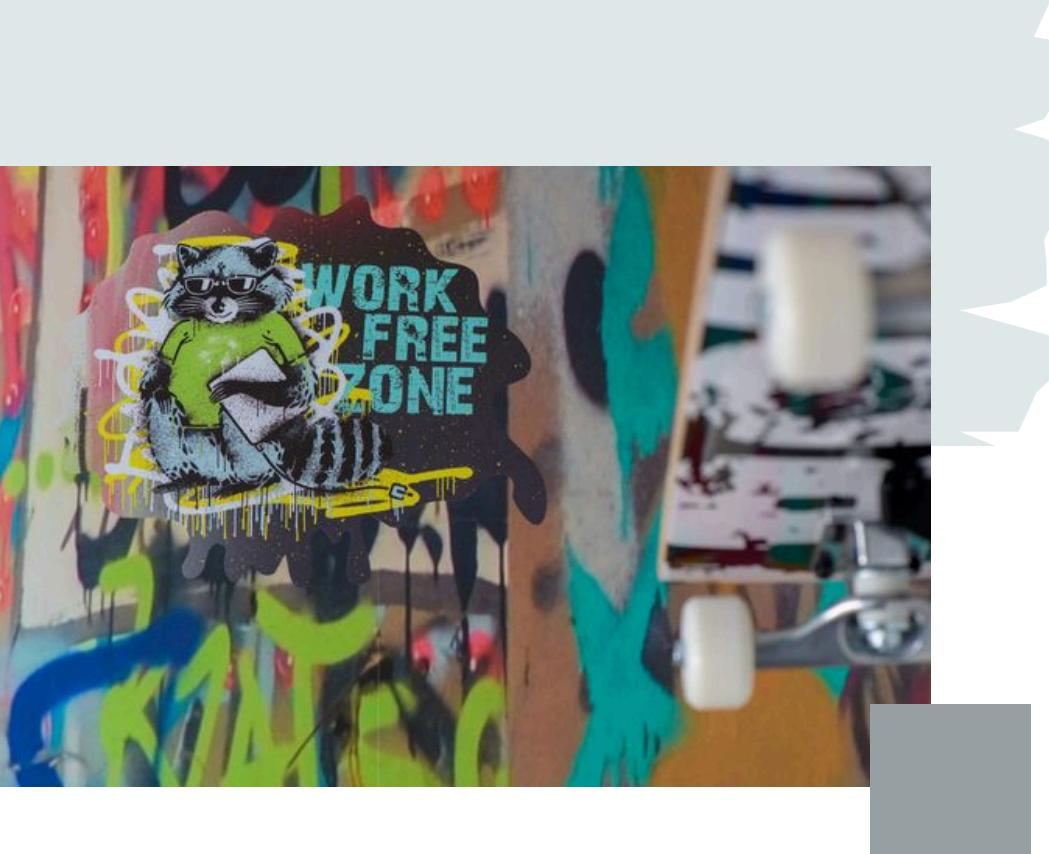
5 floors
including corridors, rooms, bathrooms

SERVICES RK

Floor coverings
Color concept
Graphic wallpapers
Lighting
Sanitary facilities
Furnishing



FACTS



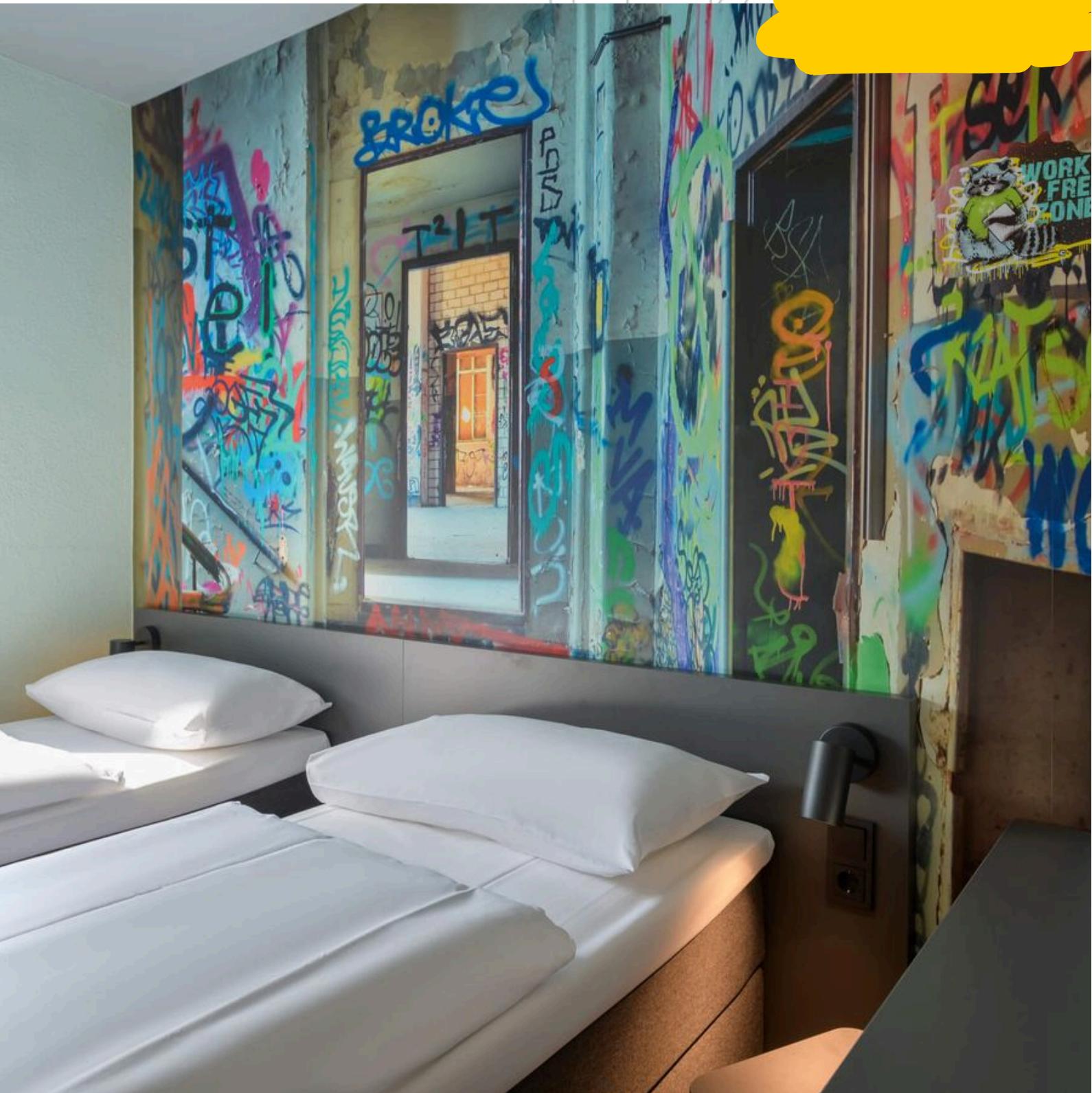
SPRAY & STAY

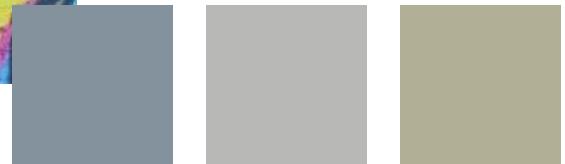
THE STARTING POINT FOR DESIGN,
COMFORT, AND SPATIAL IMPACT.

The **first floor** serves as the foundation for all subsequent renovation phases. Here, the new standard for design, equipment, and spatial impact was defined.

18 twin rooms were fully modernized. New flooring, graphic wall designs, a coordinated lighting concept, and custom-made furniture create a modern, clear atmosphere. The bathrooms were completely rebuilt and functionally optimized.

YEAH!
YEAH!
YEAH!



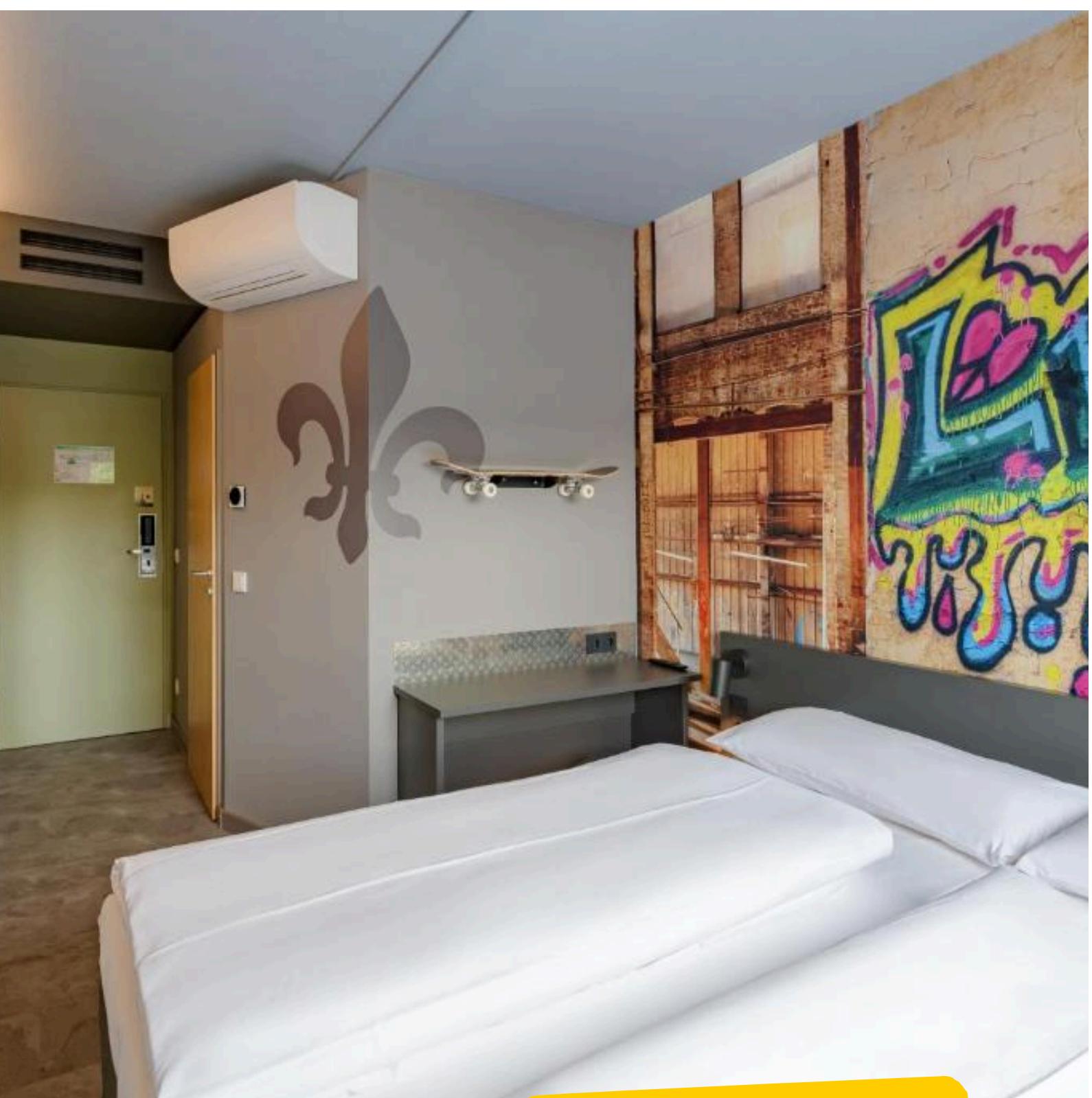


BEYOND LOVE

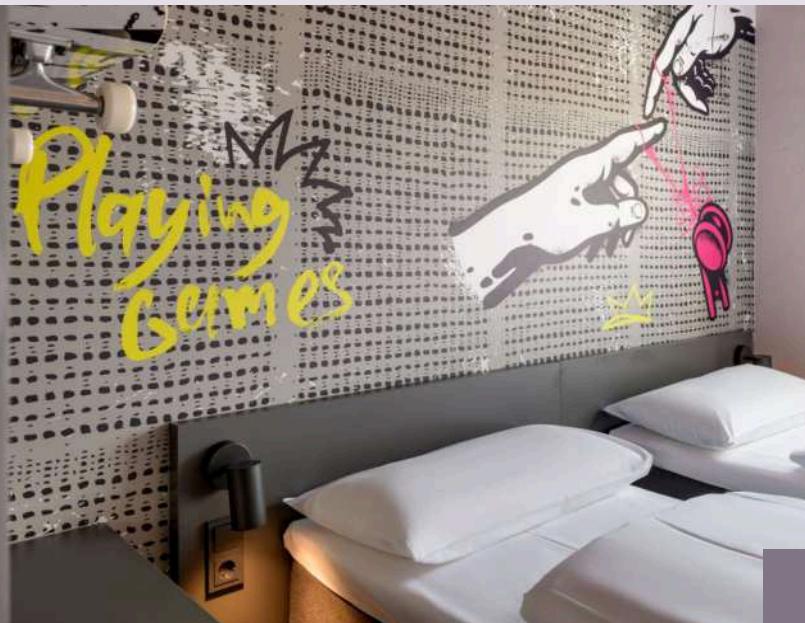
NEW COLOR WORLDS AND GRAPHICS GIVE THE FLOOR ITS OWN CHARACTER.

On the **second floor**, it is shown how the basic concept can be further developed. Structure and function remain the same, but colors and graphics add new accents.

20 double rooms received their own color concept and a new wall graphic above the bed. Corridors and lighting were also adjusted. This creates an independent floor with a distinctive identity while still maintaining clear affiliation with the overall project.



Character on
the wall.



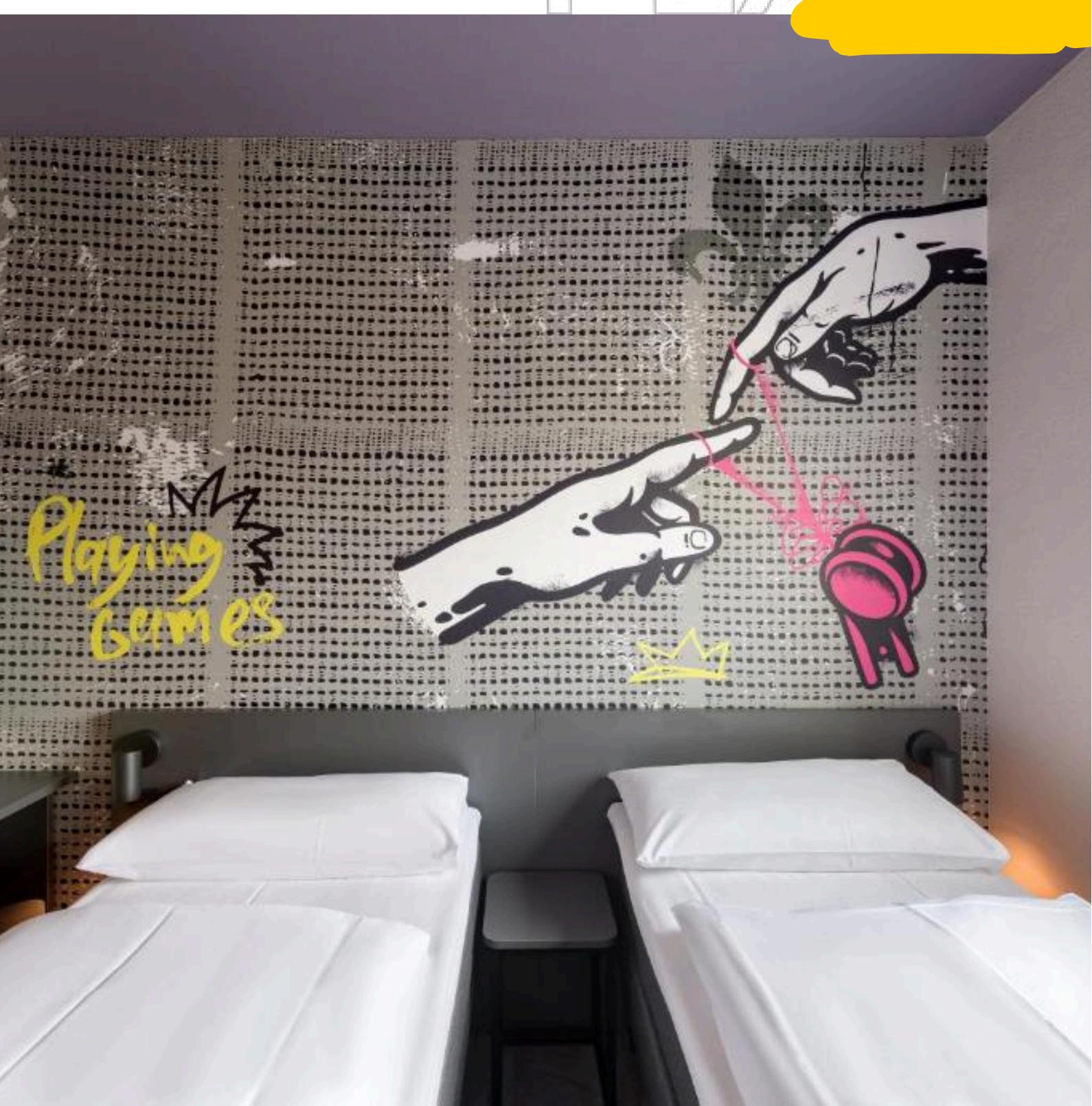
PLAYING GAMES

MORE SPACE, MORE FLEXIBILITY
FOR DIFFERENT STAY NEEDS.

The **third floor** adds additional flexibility to the hotel's usage concept.

Out of the original 20 double rooms, **8 twin rooms and 12 spacious triple rooms** were created. The new layout provides more space for **families, groups, and longer stays**. Furniture, lighting, and bathrooms follow the established concept, but were specifically adapted to the new room structure.

PLAY!
PLAY!
PLAY!



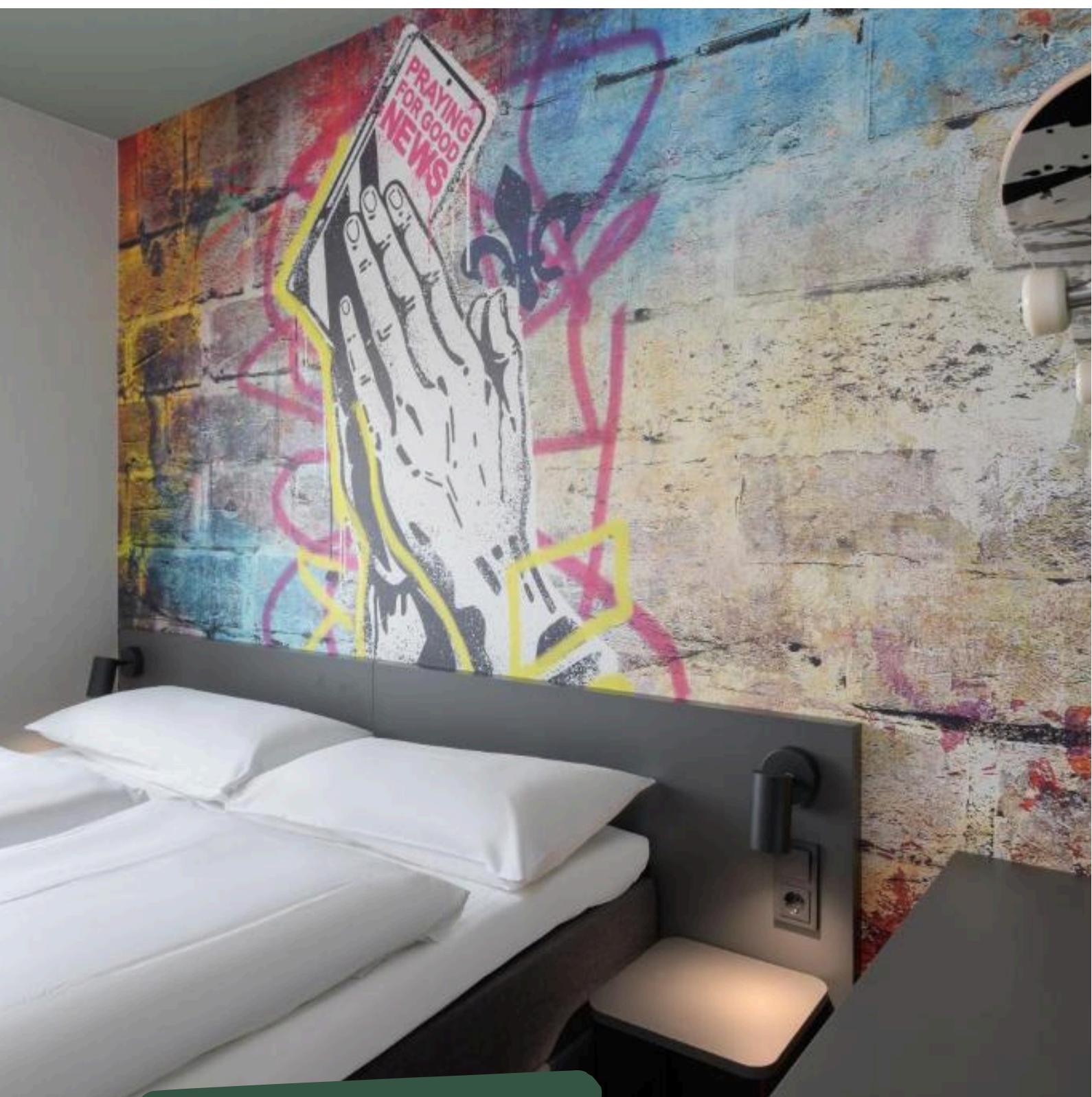


SPRAY & PRAY

REDUCED DESIGN MEETS
FUNCTIONAL SPACE SOLUTIONS.

The **fourth floor** combines modern hotel design with a clear focus on accessibility.

From 19 existing rooms, **17 double rooms** were created. The floor is complemented by a **handicap-accessible room with a connecting room**. A solution that naturally combines comfort, functionality, and accessibility.



Are you planning
a project as
well?

Contact now!



"HEIMSPIEL"

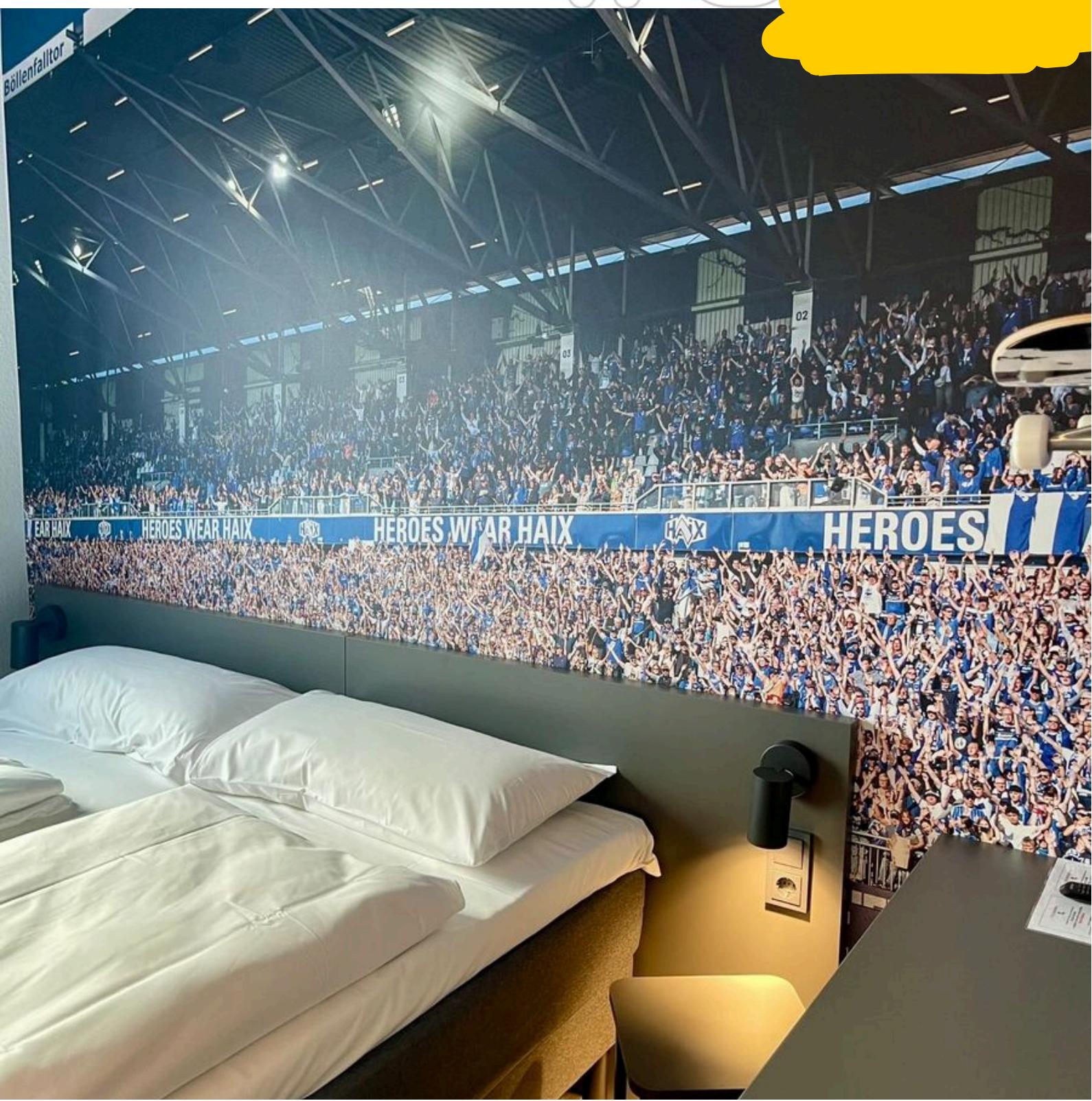
LOCAL IDENTITY AS AN EMOTIONAL HIGHLIGHT OF THE PROJECT.

The **fifth and final floor** forms the emotional climax of the project. Under the theme "Home Game," the design deliberately incorporates the local connection to Darmstadt and **SV Darmstadt 98**.

Large-scale wall graphics, calm base colors, and distinctive details create an atmosphere that conveys regional identity without being intrusive.

The floor includes **12 double rooms, 2 apartments, as well as a handicap-accessible room**. It completes the overall project and gives the hotel a strong local signature.

WOW!
WOW!
WOW!





LONG STAY



“Refurbishing during ongoing hotel operations requires experience, flexibility, and trust. With RK, we had a partner on our side who provided exactly that. Each floor was completed in a structured manner, on schedule, and with a keen sense of design and function.”

Silvia Barthel
Hotel Director

A PROJECT. FIVE FLOORS. ONE IDENTITY.

The renovation of the Felix Hotel Darmstadt Downtown demonstrates how design, functionality, and local references can be combined into a coherent overall picture. **Each floor has its own character** while still being part of a clear, overarching identity.

This creates a hotel that consistently carries forward the Felix Hotels' promise: **stay happy** - noticeable in the design, comfort, and the overall guest experience.

 FOLLOW US
in 

HEY!
HEY!
HEY!
HEY!
HEY!
HEY!



INTERIOR / JOINERY

GENERAL CONTRACTING

FROM VISION TO WOW!

WHAT WE OFFER YOU

Depending on how far you have progressed with your construction and ideas, we have the appropriate solution for your requirements. Whether it's a new build or refurbishment, you choose the moment when you want to bring us on board as a partner.

LET'S CONNECT

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