

THOUGHT-STARTER: WHY CLARITY MATTERS IN LUXURY HOSPITALITY

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British architect John Pawson discusses his recent project The Jaffa hotel in Tel Aviv, and why simplicity will shape the future of luxury hospitality.

Pawson was tasked with creating a space that was sensitive to the diversity of Jaffa, a neighbourhood home to Arabs, Jews and Christians.

‘As a result, the work on the hotel itself took some time to complete, dictated by the fact that there are so many different levels of history. Every time we uncovered one layer – for example, there is a Saracen-era wall running through the middle of the space – a different historian needed to be engaged, in particular because of conservation laws.’

The design of the hotel was also inspired by the surrounding area. ‘We drew from local, not necessarily obvious things, such as the walls around the space. We photographed the walls of Jaffa and then we stretched them to create this almost stripy wallpaper,’ he says. ‘All the objects around the hotel were sourced by either Aby [Rosen] or my team, to reflect where we were, but also as a modern take on it rather than a clichéd one.’

Read the full Q&A with John Pawson [here](#).