

Labour of LOVE

THE ROYAL AUPING AURONDE
FINDS ITS COMFORT ZONE IN
THE LLOVE HOTEL PROJECT

Equipped with Auping's Active Ventilation and Support (AVS) system, it not only enjoys better hygiene through ventilation as also enjoying greatest comfort with the help of its AVS mesh base and mattress

The thrill of sneaking away for a few precious moments with your loved one is one that cannot be described, only experienced. And this experience is one that is not only celebrated but whole heartedly embraced in Japan. Where 'love hotels' sprout up in all corners, so the metropolitan city adopts a new urban lifestyle. Also known as fashion hotels, theme hotels or couple hotels, Japan's 'love hotels' are all about the fun, fanfare and flare. Often appearing in the shapes of bats, UFOs or castles, the hotels feature a discreet entrance, minimum interaction with the staff and little rooms with thin walls. And it is at this juncture that Jo Nagasaka, the architect for the Llove Hotel Project adds the comfort of the Royal Auping Auronde to each room.

The Llove Hotel Project is spearheaded by Suzanne Oxenaar, the Artistic Director and initiator of the Lloyd Hotel & Cultural Embassy. An idea that sparked from her childhood memories of Japan, Suzanne was greatly fascinated by the 'love hotels' concept as a solution for the lack of privacy in the tiny Japanese homes. Where fascination led to inspiration, Suzanne then decided to create a love hotel in Japan that would be a hotel as also a canvas for artistic freedom inside and out. A structure that would stand as a blend of Japanese and Dutch artists and designers, Suzanne's Llove Hotel Project is an artistic revolution in the form of an exhibition. The Lloyd Hotel & Cultural Embassy invited versatile Japanese architect Jo Nagasaka as creative director for the project, who found the perfect location for the hotel at Daikanyama I Studio in Tokyo. Next, they

approached the participation of Dutch artists Pieke Bergmans, Richard Hutten, Joep van Lieshout and Thonik, and just like that the project was set into motion.

Artists on board, it is here that the star of the show makes its entrance; the iconic Royal Auping Auronde. First introduced in 1973, the Auronde is now launched in Japan at the 'LLove,' temporary hotel exhibition at the Designite Tokyo 2010. Designed by Frans de la Haye, the Auronde was the perfect choice for the rooms as the co-founder of LLove, Jo Nagasaka states. The model not only embodies the architect's design ideology but also the Japanese design tradition that believes in all things simple, playful and detailed. Fashioned in a chic red glossy version, the Auronde is created by Koninklijke Auping bv, the largest independent bed manufacturer in the Netherlands. A brand that goes back to 120 years, Auping today deals in mesh bases, mattresses, box springs, innovative beds that are widely demanded in Europe, China and Japan. With design that relies on expert craftsmanship, cutting edge technology and acute aesthetics, Auping believes in delivering comfort in its best form. And it is perhaps this ideology that drives the popular Auping Cleopatra and Auping Match models.

Auping's 120th anniversary relives the legend of Cleopatra. First uncovered in 1953, the luxury bed has been privy to the world's attention ever since. Beautifully highlighting Auping's rich heritage, this year the original Cleopatra is revamped with a modern twist. The new model utilizes cutting edge technology to improve sleeping comfort.

Equipped with Auping's Active Ventilation and Support (AVS) system, it not only enjoys better hygiene through ventilation as also enjoying greatest comfort with the help of its AVS mesh base and mattress. Designed by Dick Cordemeijer, the 1950s Cleopatra day bed burst into Dutch bedrooms with a new freshness and today, the jubilee edition does just that. It pushes the doors open, and takes up home in your bedroom with all its comfort, chic and class in tow.

The Auping Match range is another reason to stay in bed a little longer. Introducing three new versions, the Match New York, Match London and Match Copenhagen; this range connects to all styles. Match New York takes you for an exhilarating journey through the Big Apple. Striking and stately like the Empire Building, this bed oozes contemporary class with hints of classic style, just like New York City. Define by softened edges, the Match New York features a structure trimmed in chrome-coloured corner fittings. Standing tall on a wooden headboard, this model is accompanied with cushions clothes in leather-look Burago fabric. Where Match New York says modern, the all-classic Match London on the other hand speaks traditional sophistication. Featuring an upholstered structure and headboard, this version is trimmed with double topstitching. Chrome tips and an upholstered headboard cushion available in Burago fabric complete the Match London look.

It's a story of love, and then of care. Either way, with Auping there won't be any more sleepless nights. ♦

facing page (main)
Classic style defines
the look of the AUPING
MATCH LONDON

(right)
The iconic AUPING
AURONDE is launched
in Japan at the LLove
exhibition

