

PUSHING THE BOUNDARIES

MINI-MAX Premier — the new lifestyle hotel brand designed by BLINK for Shimao Group — had its soft opening in Shanghai on 22 December 2015.

Inspired by and designed for the Gen Y business traveller, the design pushes the boundaries of business travel with its raw masculinity — edgy and eclectic — juxtaposed with feminine sensuality, passion and allure. All combined with the Gen Y passion for a dash of vintage.

Public spaces are designed for social interaction, random encounters, and social media indulgence (with plenty of ‘selfie’ opportunities). Most of it will become an art-immersion guest experience, especially in the Experience Lounge/Bar where up+coming art and accessories will be displayed and for sale — just in case you want to take a unique piece of hip Shanghai home with you.

Since it was the soft opening, not everything was ready to discover quite yet, and layers are missing. But it has been a challenging creative journey to create this new hotel brand for and with Shimao Group for the value-conscious business traveller who wants to explore local art and culture.

The hotel is located in Hongqiao, near the airport in Shanghai. The guestrooms are large and very spacious, with colorful and eclectic comfort.



Information and photographs courtesy of Zia Hansen, BLINK Associate Director and Project Design Director for the MINI-MAX Premier.