



Photos: Nikolas Koenig

Exhilarating work by The Design Agency
Generator Barcelona
New Design Concept for Urban Hostels





Situated in Barcelona's Gràcia district, is the latest by The Design Agency. Not only was the Generator Barcelona Hostel building renovated, but also the revitalization of the Generator brand. The interiors of the 1960's office building has been completely gutted and rebuilt in a way that demonstrates the tremendous creativity that is being invested in this brand and in each location. The Design Agency has collaborated with local architects, suppliers and artists, creating unique super-graphics, fantastic, unusual light fixtures and signature "G" sculptures.



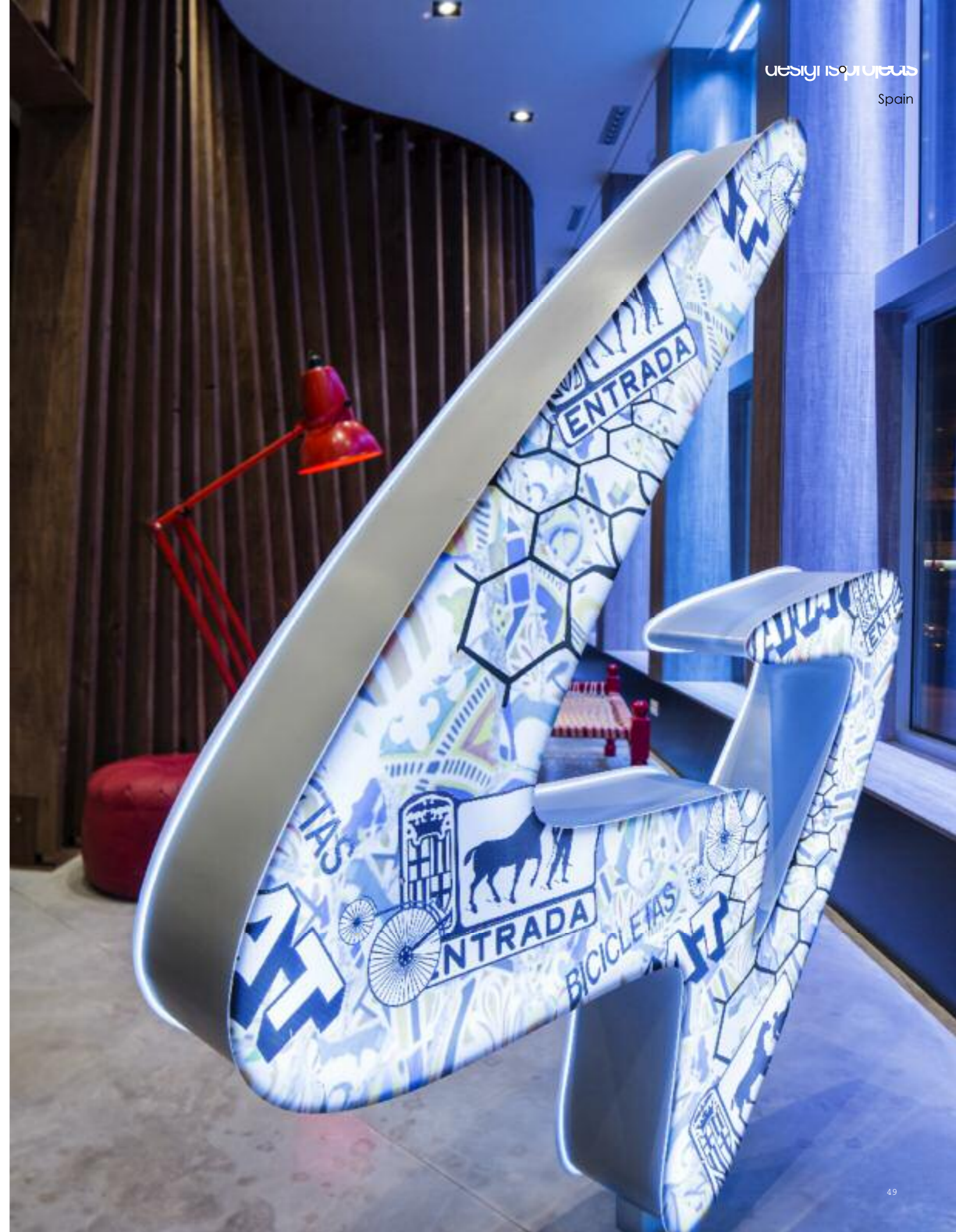


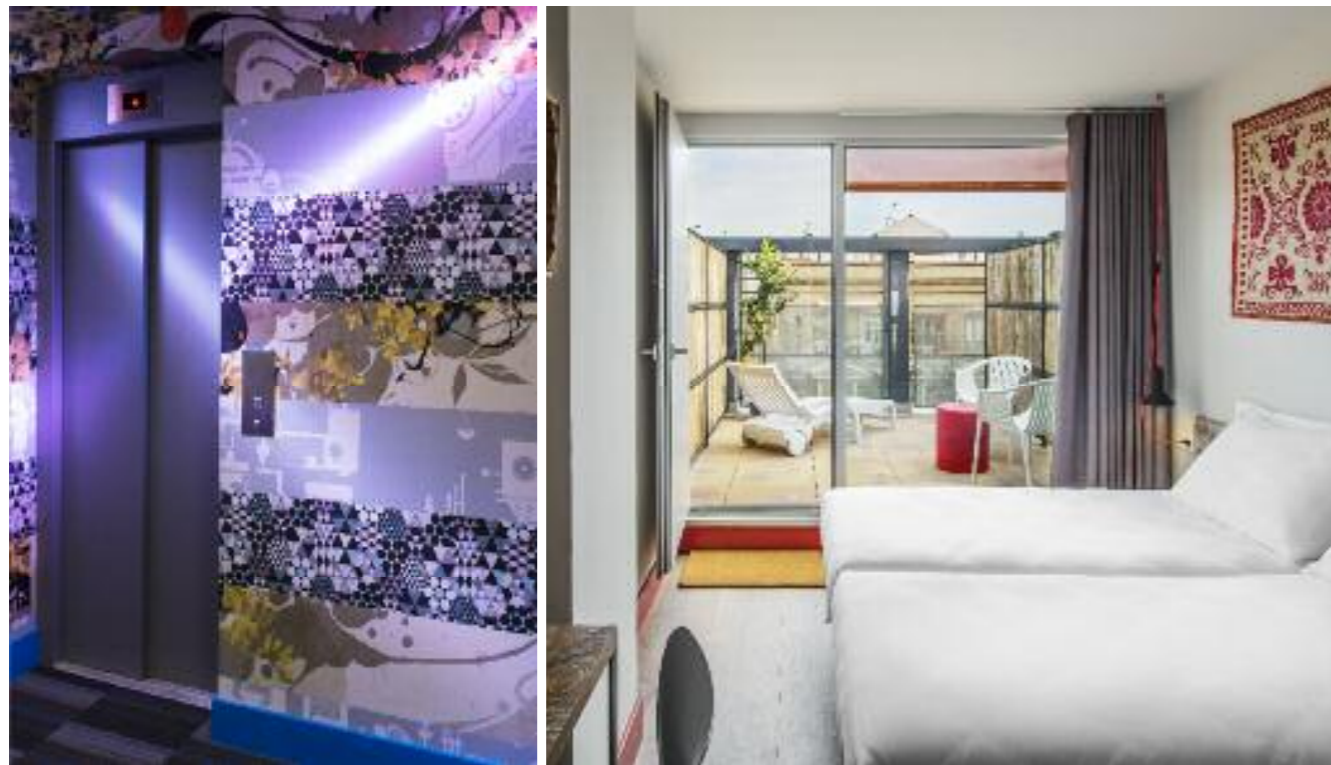
As a flagship, Generator Barcelona combines both a hostel and a hotel. Similar to Barcelona itself, its interiors are a tapestry of layers and styles. Entry through its main doors to the left leads guests to the warm and energetic hotel lobby and a rear bar with a vibrant mix of textures and patterns including ornate Hungarian concrete floor tiles and earthy raw metals and woods, over which float 300 plus lanterns inspired by Barcelona's annual Festa Major de Gràcia by local artist, Julie Plottier. To the right of the entry is the hostel lobby with an internal pavilion that was inspired by Barcelona's nautical history.





Splayed, 23-foot high wooden boards recall the ribs of a ship's hull. It has also been dubbed "the Bird Cage", an association accentuated by its three hanging loungers with neon coloured accent pillows by Barcelona design company Woouf! A feature staircase winds its way up through the Bird Cage to a glass balconied mezzanine overlooking the hostel lobby. Here guests can relax in the library where the main attraction is a photo booth that enables them to take a spontaneous retro-style photo strip with friends, and to also upload the pictures to popular social media outlets.





Sleeping accommodations are simple and comfortable and some offer private roof terraces with fantastic views of the beautiful city of Barcelona. The public areas of the hostel encourage guests to hang out and mingle, in a series of lounges offering varied seating options and styles, establishing comfortable nooks and varied, socially engaging experiences. Brilliantly vibrant with remarkable elements, The Generator Barcelona is a place one that is truly unique and notable. 📍

