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## A Smart Hotel in Istanbul for Tech-Savvy Travelers

04.05.16

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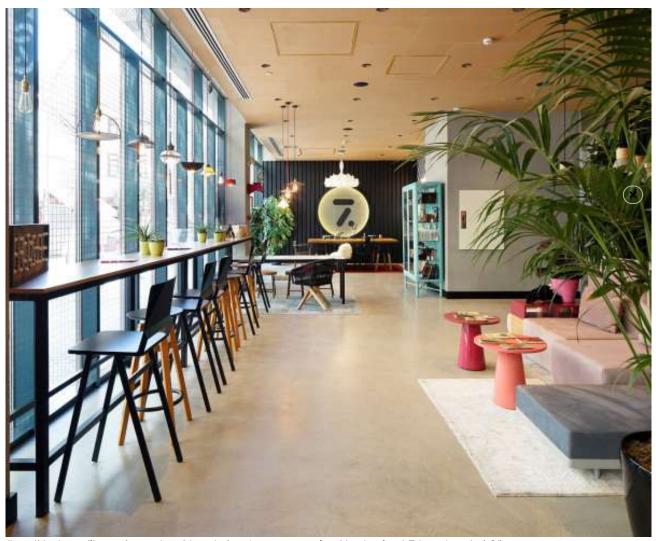


VIEW PHOTO GALLERY (HTTP://DESIGN-MILK.COM/SMART-HOTEL-ISTANBUL-TECH-SAVVY-TRAVELERS/DESTIN-CLOUD-7-I-AM-ISTANBUL-1/)

(http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-1/)

Lobby

Located in Ataköy Marina, the new hotel is the brand's first foray into Istanbul, where they worked with I-AM to design the brand, interior, and digital elements. The concept was to design a hotel for young, active, and tech-savvy travelers with priority given to tech and communication innovations (http://www.cloud7hotels.com/istanbul-tech-in-cloud) for the guests. The Cloud 7 Hotel (http://www.cloud7hotels.com) might just have you thinking you're on cloud nine with its relaxing accommodations and modern details that fit their motto of "dream, discover, inspire, live, meet, and share." Take a look, for this month's Destination Design. (http://design-milk.com/column/destination-design/)



(http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-2/)

Lobby

The lobby is open for socializing, instead of defined spaces. It's a place to share snacks, talk, get some work done, or grab a snack. They also did away with the reception area, letting guests check-in and check-out themselves via shared tablets.



(http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-3/)
Lobby

There's a bar, restaurant, and cafe, along with a grab & go area for much-needed snacks.

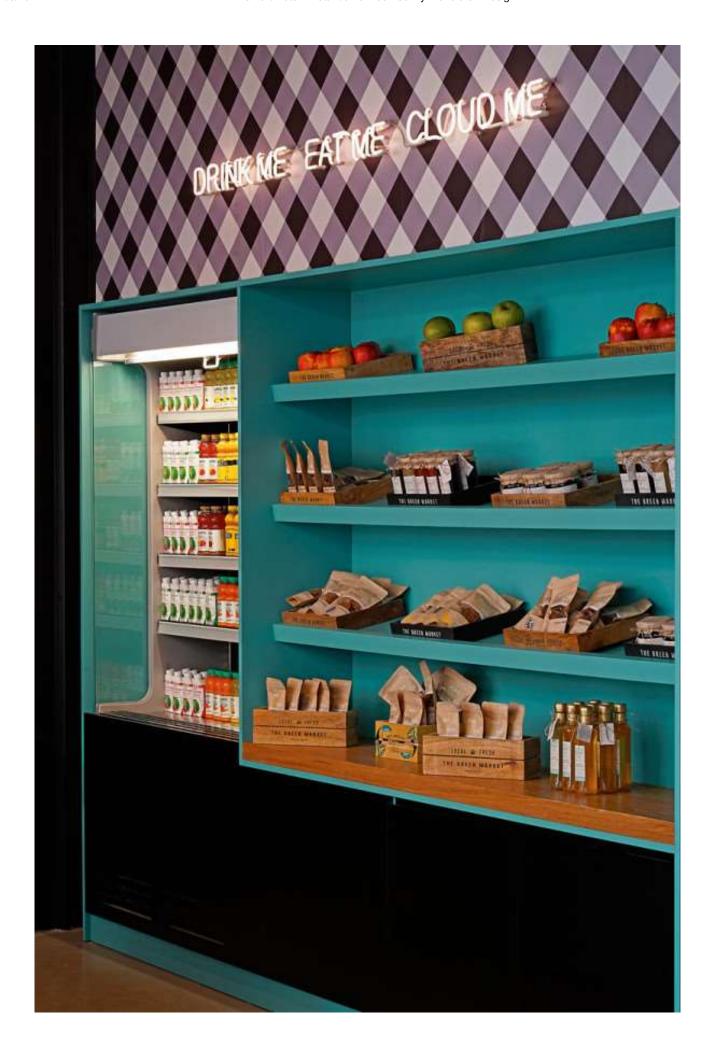


(http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-4/)
Lobby

The Cloud 7 brand hopes to open 15 new hotels, just like this one, to fill a void of high-style, affordable hotels. With that, I-AM includes local details from that particular city, just like this one in Istanbul.



 $\underline{\text{(http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-5/)}} \\ Lobby$ 



(http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-6/)

Grab & Go



(http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-7/)

Grab & Go



## (http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-8-hallway/)

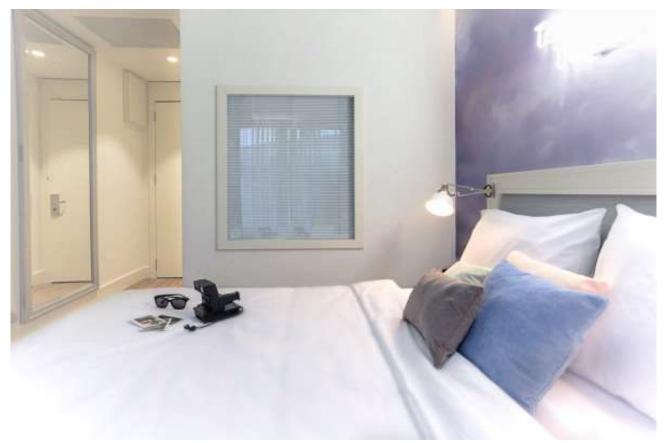


If you see art on the wall that you like, you can instantly <u>buy it</u> (<a href="http://www.cloud7hotels.com/istanbul-art-in-cloud">http://www.cloud7hotels.com/istanbul-art-in-cloud</a>) with just your phone.



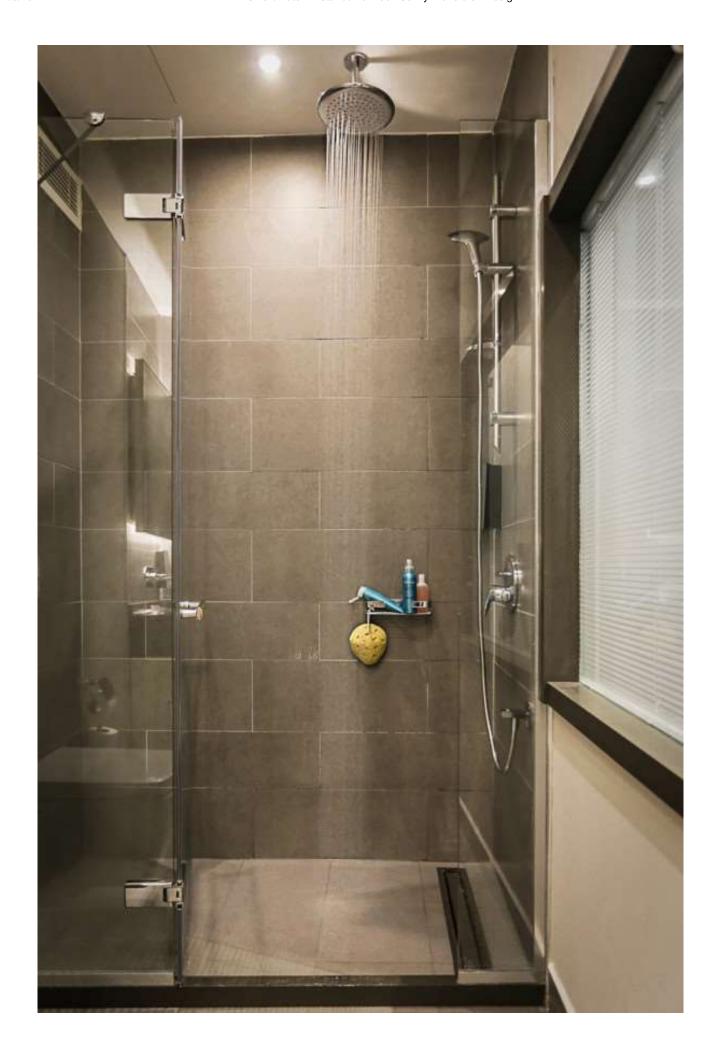
(http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-9-cloud/) Cloud room

Each guest room is referred to as a <u>Cloud (http://www.cloud7hotels.com/istanbul-clouds)</u>, with the hopes of offering you a comforting cocoon-like place to retreat at the end of a long day. Wall-to-wall sliding windows and large mirrors give the illusion that you're floating on air.



(http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-9a-cloud/)

Cloud room

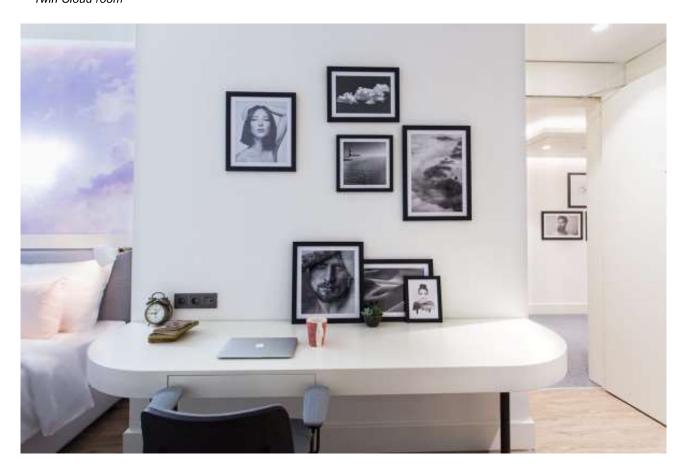


## (http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-10/) Cloud room



(http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-11-twin/)

Twin Cloud room



(http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-12/)

Twin Cloud room

