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A Smart Hotel in Istanbul for Tech-Savvy Travelers

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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/>)



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



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



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



[\(http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-5/\)](http://design-milk.com/smart-hotel-istanbul-tech-savvy-travelers/destin-cloud-7-i-am-istanbul-5/)

Lobby



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

Grab & Go



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



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

If you see art on the wall that you like, you can instantly [buy it](http://www.cloud7hotels.com/istanbul-art-in-cloud) (<http://www.cloud7hotels.com/istanbul-art-in-cloud>) 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 Cloud (<http://www.cloud7hotels.com/istanbul-clouds>), 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.



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

Cloud room



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Cloud room



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Twin Cloud room



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Twin Cloud room

