

Hi End Blue

3 Swimming Pool Experiences That Go Beyond the Water

AMSTERDAM/TEL AVIV – While you were dozing off, dreaming of your summer break, the game changers of B+K Architecture have been turning hotel swimming pools into high end blue lagoons that are good for much more than just a refreshing holiday plunge. The innovative swimming pool designs by B+K Architecture offer you a chance to keep your cool, even while working. At top locations like Amsterdam and Ibiza, you can have your business meeting and close the deal with a cocktail in the water or a world class dinner next to it. Looking for the next place to work and relax into the big blue? We have listed our top 3 below.

Blending seamlessly into the landscape, the designs by B+K Architecture tend to look more like architectural water features than anything else. Whether they are located on the already water crazed isle of Ibiza, or right in the middle of the city, these pools will make you want to dive right in!

Rooftop Swimming Pool W Amsterdam

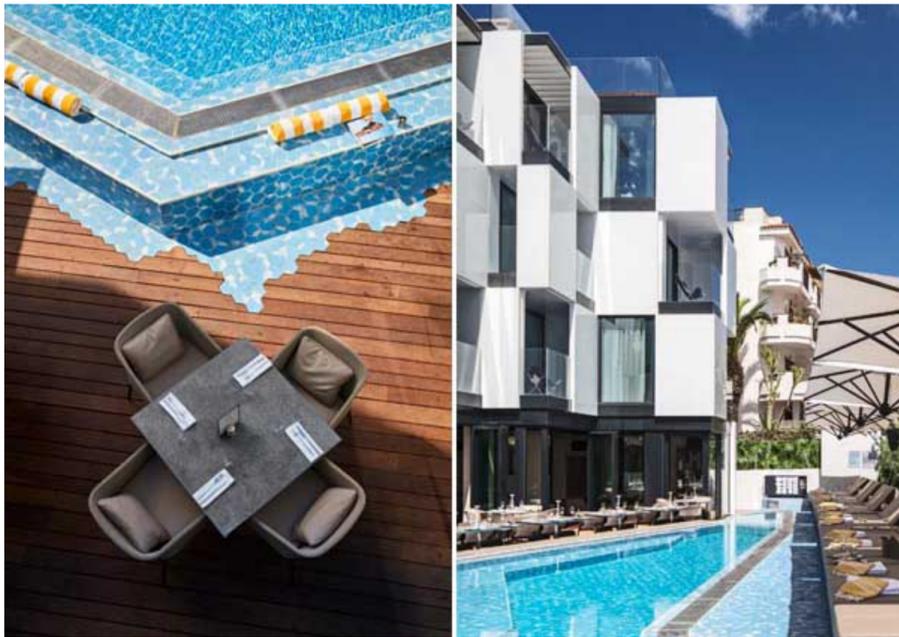
A sparkling blue hidden jewel that mixes fresh panoramic views with a top notch bar experience. Installed on the rooftop of the W Amsterdam, this 22 meter long strip provides you with an excellent view of the city. Not only while you're floating in the water but also when you're sitting next to it, enjoying your cocktail. Watch the Greek god Atlas carry the weight of the world as you enjoy the historic façades of the old Amsterdam postal office and Royal Palace across the street. The design of the swimming pool area all about human interaction - its shape makes it easy for guests to engage in conversation. And if you prefer to keep your feet dry, you can sit at the bar and still chat with people in the water. Another advantage of having a friend on dry land: the place offers endless instagram opportunities.



Rooftop Swimming Pool W Hotel, Amsterdam - photo courtesy of the W Hotel and 4SeasonSpa

Swimming Pool Sir Joan Hotel Ibiza

At first glance, the odd shaped swimming pool of the Sir Joan looks like the right place to laydown your towel and bask in the warm Ibiza sun, with the only thing on your to-do list being an occasional dip in the pool. But beware; this swimming pool is a bit like Cinderella. At night, she changes into a lively restaurant, and suddenly her odd shapes make sense. Here it becomes clear that B+K Architecture have years of experience when it comes to restaurant and bar design. In the past decades they have learned to shape spaces into places that follow people's natural behaviour instead of imposing design upon them. And it pays off. At night time the sun loungers turn into restaurant dining tables and the cabanas transform naturally into private dining rooms while the restaurant Izakaya appears under the sun - the Ibiza twin of the successful 'feel at home' Japanese restaurant formula from Amsterdam, also designed by B+K Architecture. As such, the big blue offers not only a touch of atmospheric azure after sunset, but a congenial spatial restaurant experience under the moon as well.



Swimming Pool Sir Joan Hotel, Ibiza - photos by Steve Herud (l) and Amit Geron (r)

Swimming Pool W Ibiza (coming soon)

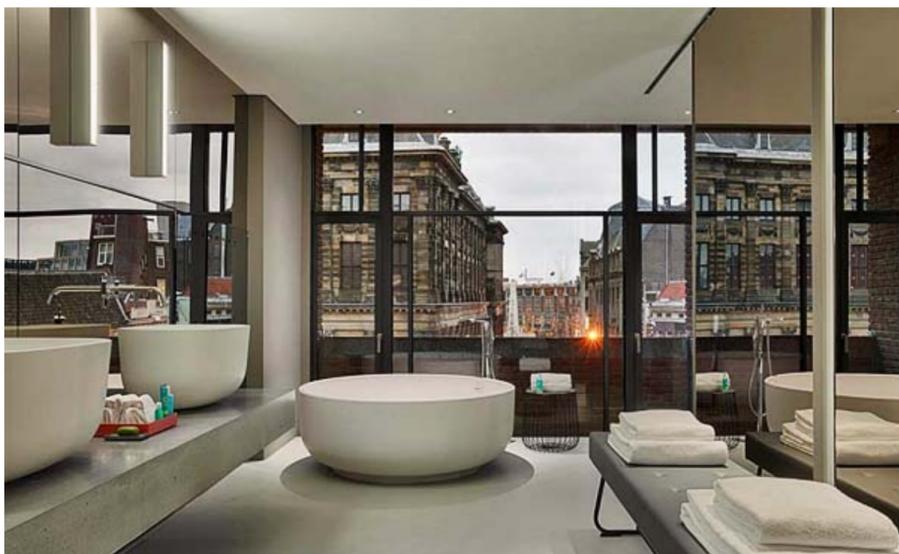
Pools are lively places, and being in the water can feel almost liberating. It's safe to say that most people spend more time chatting in a pool than swimming, and also tend to walk more around it as a way of seeing and being seen. In a viable attempt to accommodate all this pool life in the best way possible, the huge swimming pool at the W Ibiza - opening summer 2019 - is accessible from many directions. You can even enter it directly from the restaurant, to swim a few lapses after lunch. With benches along the edge, and a catwalk that goes straight over it, the whole shape of the pool, called the 'wet deck' by W, creates 'loops of communication' that bring people together. In this way the swimming pool W Ibiza offers an experience that transcends pool life and focuses on everyday life instead.

The studio has done countless of projects all over the world. B+K Architecture's design solutions extend well beyond the periphery of luxury alone, as they pertain to an ongoing narrative known to appeal to the cultural heritage of any given environment. Visit their [online portfolio](#) to discover more about the scope of their work.

Curious how B+K Architecture are reshaping hotel, restaurant, bar and swimming pool design?

Alon Baranowitz will be holding a lecture at **FORO Romania** on **June 8** in **Bucharest**.

More information: www.foro.com.ro



W Hotel, Amsterdam - photo by Amit Geron

About B+K Architecture

The swimming pools B+K Architecture have created are exemplary of the signature approach that make B+K Architecture a game changer in hospitality design. With a starting point that always involves a profound study of human behaviour within the specific social setting, they are renowned for their design of experiences rather than swimming pools, restaurants or bars alone.

B+K Architecture were recently named **Influencers of the year 2018** by **The Design Hotels Book**. Their latest creation, El Chiringuito, is to open on Ibiza mid-June. It is a restaurant that holds the perfect balance between the traditional beach kiosk and a place you can enjoy world class food in a laidback, lazy vibe.

The studio was founded in 1998. It all started when Alon Baranowitz's (1963) knocked on Irene Kronenberg's (1956) door, while they were sharing an office space, and this simple act has resulted in an ongoing collaboration in life and work. Their collaboration gave birth to their specific way of working, fueled by the power of old stories and the fruitful clash of their different backgrounds, Irene Kronenberg being the 'design psychologist' and Alon Baranowitz 'the born architect'. In 1999 Kronenberg and Baranowitz designed Restaurant Zozobra, which turned out to be the turning point in their careers. **The B+K formula** is based on what had best be described as 'soul searching' and involves profound research into insightful cultural, historical and physical local layers that constitute the space of their next project. With their unique contextual awareness, they are not only keeping local history relevant time and time again, but also re-using existing space, turning it in multifaceted environments within the often overcrowded inner city, serving the needs of global cities of the 21st century.

Currently B+K Architecture are working on a number of **new design projects** scheduled for 2019 and 2020, among which are: The W Hotel Ibiza and Prague, the MGallery Hotel Elkunin in Tel Aviv, the F&B for the upcoming Edition Hotel Milan.

Note to the editor

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