

3M

DI-NOC™

Architectural Finishes

Case Study | 2023

Next generation
smart hotel for
a casual, easy stay

HOTEL K3 ~asakusa~



3M™ DI-NOC™ Architectural Finishes

Case Study 2023

HOTEL K3 ~asakusa~ Tokyo, JAPAN

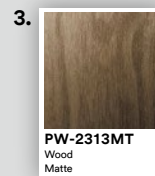
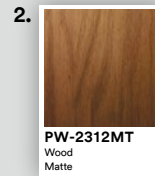
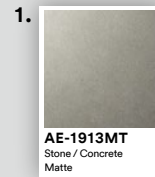
The matte texture of 3M™ DI-NOC™ Architectural Finishes blends in with the familiar space

Located in the area behind Sensoji Temple, where the downtown atmosphere remains strong, is the eye-catching HOTEL K3 ~ asakusa ~ with a solid exterior facade. This is a next generation smart hotel that utilizes ICT (Information and Communication Technology), incorporating features such as smart check-in and check-out and smart locks.

Contrasting with the simple and inorganic exterior, the interior is designed to be a casual and unpretentious space. The theme is "livability," and no lavish decorations were used throughout the hotel.

The elevated space in each guest room can be used to lay out futons, and the mix of Japanese and Western elements creates a comfortable atmosphere. The main floor is a bright and open public space that is available to non-guests as well.

To convey a sense of casual refinement in the design, the DI-NOC™ Architectural Finishes were selected to match the designer's vision.



Above: DI-NOC™ Architectural Finishes AE-1913MT with a mortar-like appearance is used for the hanging wall at the entrance and finished with perforated joints.

Middle: DI-NOC™ Architectural Finishes PW-2312MT is used for the entrance wall and perforated joints like the hanging wall. The depth and shading of the wall makes the space appear tighter.

Below: The elevator doors, frames, and walls of the elevator hall are perforated joints with DI-NOC™ Architectural Finishes PW-2313MT. The space has a sense of unity.

“We are pleased with the color, pattern, and texture which match the guest room doors beautifully.”

Kenji Nakamura,
Architect of Nakamura Architecture

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Vintage casual with the texture of 3M™ DI-NOC™ Architectural Finishes

HOTEL K3 ~Asakusa~ was designed with the theme of "not being like a typical hotel" using creative ideas.

The concept was to embrace the idea of aged materials. Surfaces such as concrete, wood, and denim were used for the furniture, flooring, and tatami mats, creating a sense of texture that becomes more interesting as it gets scratched and distressed over time.

The vintage-style design of the selected DI-NOC™ Architectural Finishes matches the aged space and has high durability.





“The walls of the elevator hall are covered with DI-NOC™ Architectural Finishes all the way to the ceiling to hide the maintenance doors. The film is a good match with the areas that we wanted to show off as points of interest.”

Kenji Nakamura, Architect of Nakamura Architecture



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CASE STUDY SUMMARY

Challenge :

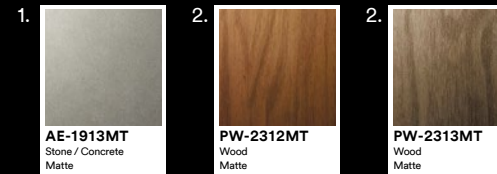
At the request of the hotel director, the interior design was decided upon while the construction was ongoing. They searched for materials that would match the ones already selected to create a cohesive look. They did not want to compromise on areas they wanted to highlight as design features.

Benefits :

The color of the hotel room doors matched perfectly with the color of the chosen DI-NOC™ Architectural Finish. Upon seeing the finished product, they recognized the quality of the texture and decided to also use DI-NOC™ Architectural Finishes on the door frames, the drip walls, and walls in the entrance.

Product Selection :

3M™ DI-NOC™ Architectural Finishes



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