

3M

DI-NOC™

Architectural Finishes

Case Study | 2022

A private hotel with
luxurious and relaxing
atmosphere

hotel norm.air fuji



3M™ DI-NOC™ Architectural Finishes

Case Study 2022

hotel norm. air fuji Yamanashi, JAPAN

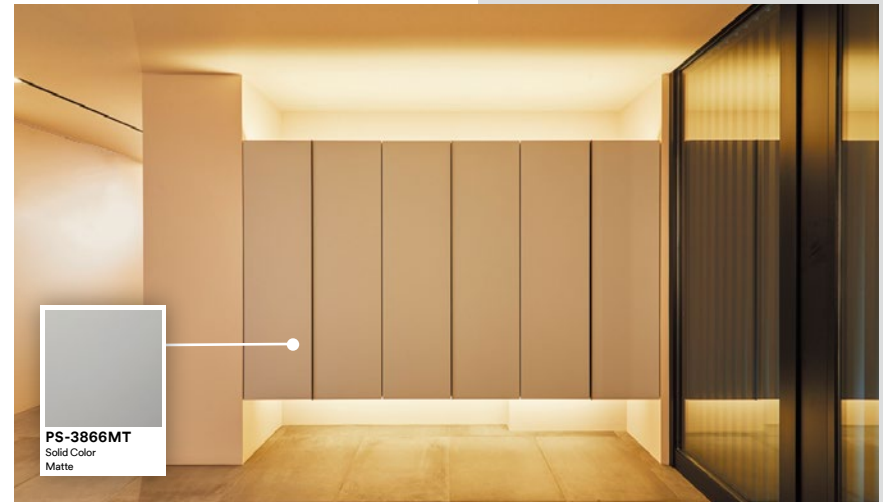
Unusual comfort with trend-setting 3M™ DI-NOC™ Architectural Finishes and 3M™ FASARA™ Glass finishes

Hotel norm. air fuji is a private hotel for exclusive rentals, limited to one couple per day, located on the shores of Lake Kawaguchi. Based on the concept of a luxurious “chill” environment, the hotel overlooks the sky, forest, and lake. As the name “air” suggests, the hotel offers an extraordinary experience of floating in the sky.

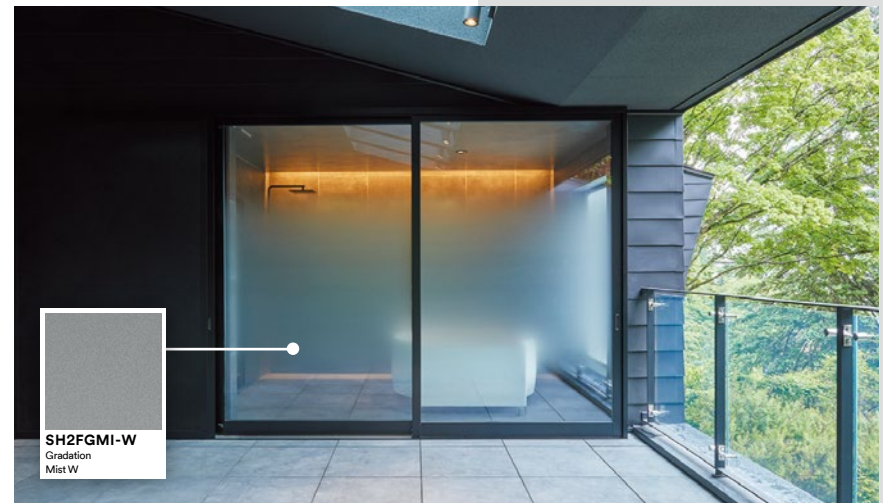
The interior is simple and solid, like a gallery. Many of the furniture and fixtures are custom designed by artists and designers, allowing you to enjoy colors, shapes, and styles that are different from those of everyday life.

The dignified air of Lake Kawaguchi and the view of the water from the terrace. The exuberant feeling of being enveloped in an extraordinary place away from one’s everyday life makes “chill” even more appealing.

What resonated with the sensibilities of the hotel owner, who sought refinement, was the trend-setting design and functionality of DI-NOC™ Architectural Finishes and FASARA™ Glass finishes.



PS-3866MT
Solid Color
Matte



SH2FGMI-W
Gradation
Mist W

Above / The surface finish of the entrance storage is a matte pink-gray DI-NOC™ Architectural Finish PS-3866MT which has a nuanced feel. The durability of the film was also a deciding factor in its ability to withstand the frequent opening and closing of the storage space.

Below / FASARA™ Glass Finish SH2FGMI-W was installed on the glass door of the outdoor bath next to the balcony. The center gradation provides both a sense of openness from the balcony and privacy during bathing time.

“We were able to select the best colors and patterns from the on-trend DI-NOC™ Architectural Finishes.”

Keita Onooka,
owner of hotel norm. air fuji

3M™ DI-NOC™ Architectural Finishes

Case Study 2022

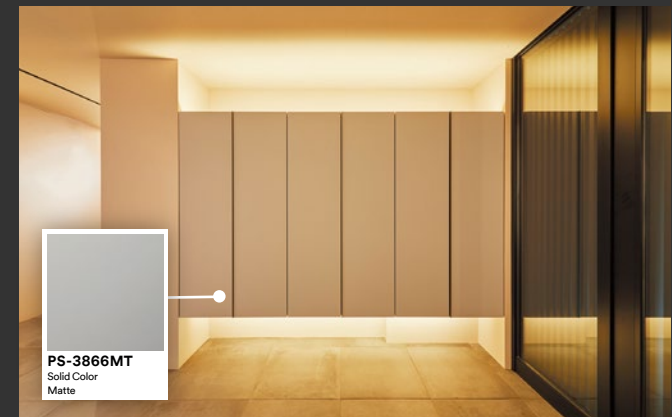
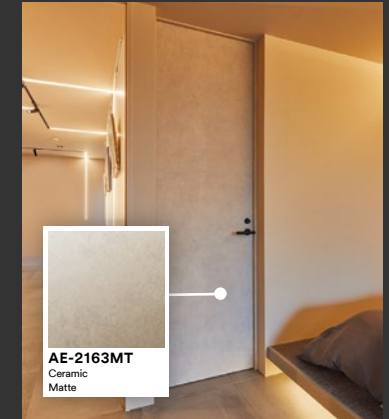
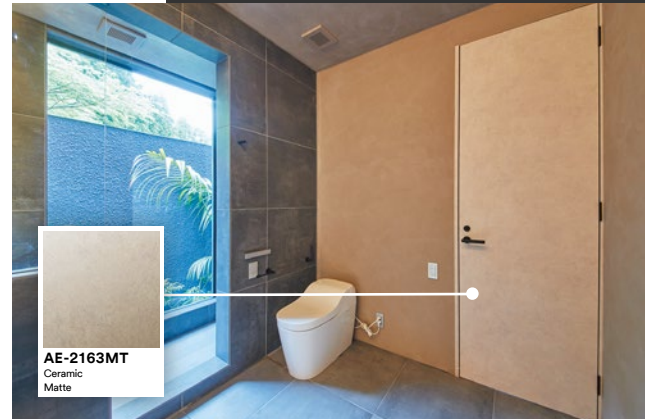
hotel norm. air fuji Yamanashi, JAPAN

Embodying the concept color "Pink Gray" 3M™ DI-NOC™ Architectural Finishes

The concept of the hotel is "chill" and "art". The interior design is minimalist and monotone to complement the art and to create a sense of extraordinary exuberance.

The owner himself selected "pink gray," a more sense appealing color than gray, as the concept color for the interior. Most of the materials, such as the rich colored paint on the walls, the floor tiles, and the ceiling cloth, are unified with pink-gray as the base color, creating a space with beauty and depth.

The pink-gray color of the DI-NOC™ Architectural Finish was used for the entrance storage and doors. The matte texture enhances the sophistication as well as the durability against scratches and stains.





“FASARA™ Glass Finishes in the outdoor bath is very popular with guests. The gradation of the film, which takes advantage of the transparency of the glass, blends in with the space and creates a high quality finish.”

Keita Onooka, owner of hotel norm. air fuji



3M™ DI-NOC™ Architectural Finishes

Case Study 2022

hotel norm. air fuji Yamanashi, JAPAN

CASE STUDY SUMMARY

[3M™ DI-NOC™ Architectural Finishes]

Challenge :

The hotel owner was looking for an interior material that would match the concept color. Since durability was required for the various doors in particular, he thought that an architectural film would be the best choice.

Benefits :

The on-trend “pink-gray” color of the DI-NOC™ Architectural Finish matched the concept color perfectly and was selected for the project. The high durability of DI-NOC™ film was also a benefit, as hotel interiors generally require maintenance every few years due to scratches and stains.

[3M™ FASARA™ Glass Finishes]

Challenge :

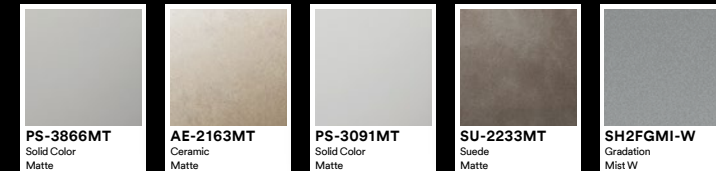
The client wanted a material that would provide both a sense of openness and privacy for the glass doors of the outdoor bath.

Benefits :

A FASARA™ Glass Finish is used with a gradation that extends from the center of the film to the top and bottom of the film. By gently blocking the line of sight, the film provides both a sense of openness and a privacy effect during bathing.

Product Selection :

3M™ DI-NOC™ Architectural Finishes, 3M™ FASARA™ Glass Finishes



IMPORTANT NOTICE. The results and outcomes of case studies or testimonials should not be interpreted as a guarantee or warranty of similar results. You are responsible for evaluating the product and determining whether it is suitable for your application. Please refer to 3M published specifications for product and warranty information.

3M Commercial Branding and Transportation Division
3M Center, Building 223-3N-30
St. Paul, MN 55144-1000
3M.com/AMD

3M, Comply, and DI-NOC are trademarks of 3M. Used under license in Canada.
All other trademarks are property of their respective owners.
© 3M 2023 . All rights reserved.

Please recycle.

