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Living in a Box: Stay2Day Presents The Smallest Hotel in World.

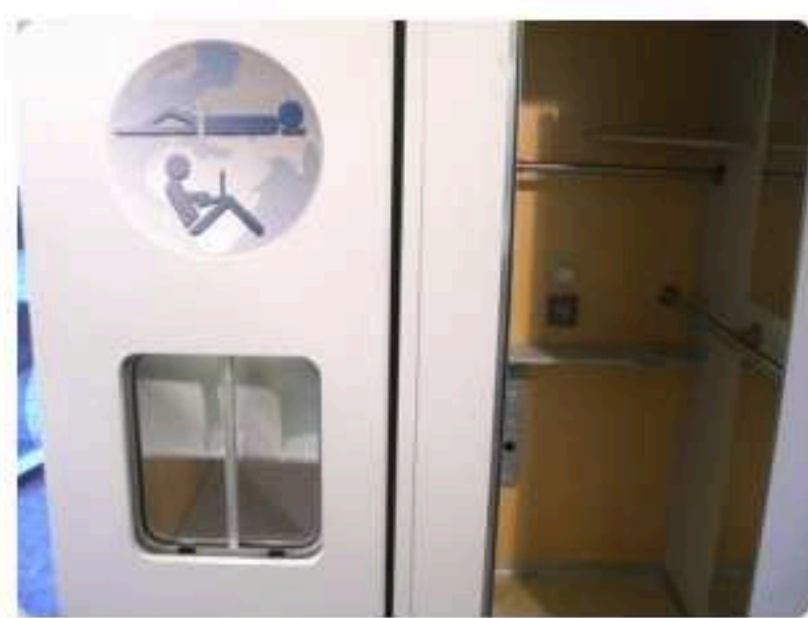
By Roland Wildberg ~ Weekly Exclusive - Views On The Latest Trends
Monday, 28th October 2013

Exclusive Feature: Some sizes are simply predestined: no spoon can be wider than let us say ten centimetres, otherwise it will remain stuck us in the mouth.

An espresso cup with 1 litre capacity does never have any chance of going mass-produced (if not heart attack is going to become a common children's disease). With beds, it is like that: they can be hardly narrower than 1.00 metre, if we do not want to hang ourselves like bats for the night's sleep in the closet.

But there is a bat hide away close to the limit. It is a bonsai hotel concept recently presented on the European real estate fair ExpoReal by the company Stay2Day.

The name Stay2Day you should not take literally, or you may try to spend just 1 day in the product of the start-up and you will probably never come out.



Rather yourself become one of their products, or sort of. The product is a whole assortment of boxes that can be modularly combined.

The boxes contain 2 relaxation areas (above) and 2 changing areas (side by side). Floor space requirements: Thus a box hotel guest can change or freshen up in the standing are before crawling crawl into the sleeping honeycomb.

The inventors imagine – or pretend – their neat little containers as makeshift hotels on airports,

railway stations or fairs where people can insert a stopover, and squeeze in a few hours of sleep.

We assume this would be an option for many kinds of business that require rooms by the hour. Situated directly on street corners, the Jack-in-the-box-property complies with all which such industries also ask for: soundproofing (as Stay2Day mentions), hygiene and discretion.

But even if it doesn't come to that, it seems that those break silo appears to be designed as a feature for the hotel industry and noone else: multiple boxes could be connected to a larger unit with an additional element, the community area.

Also bathroom areas in the same size and shape of the box can be added to the lego principle. And the inventor even has conceived different standards already: low budget (which means super budget by today's category), business and premium.

We believe "Premium" in the 2 square meters sized change area will be decorated with a mini-Persian carpet, or perhaps only show its high standard through silver plated doorknob. Meanwhile, Stay2Day retains this for themselves.

The new level in the development of fast-food principles in the hospitality industry will certainly find grateful customers – it reminds us of the unforgettable stay in one of the notorious "Formule 1" hotels from Accor.

In their low budget brand the French company brought optimal exploitation of space and cheapest design brought to a very hostile perfection. But what the heck; just keet closed the eyes during your sleep tightly. And, after waking up, quickly run away.

Images credit: stay2day.com

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Roland Wildberg is Travel Writer and Correspondent based in Berlin, Germany. He started as an Editor for the National daily 'Die Welt' (tourism section), later on switched to a freelanced career and nowadays mainly publishes on the Web. Observing the hospitality industry always has fascinated him as it looks like the perfect combination of sleeping and writing – work-live-balance as its best.

Roland also heads the annual 4Hoteliers ITB Berlin news micro-site journalist and video/photo teams. For more info: www.4Hoteliers.com/itb.

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