



MOXY WÜRZBURG

CONCEPT PRESENTATION

DATE 2019.02.05

THE LOCATION

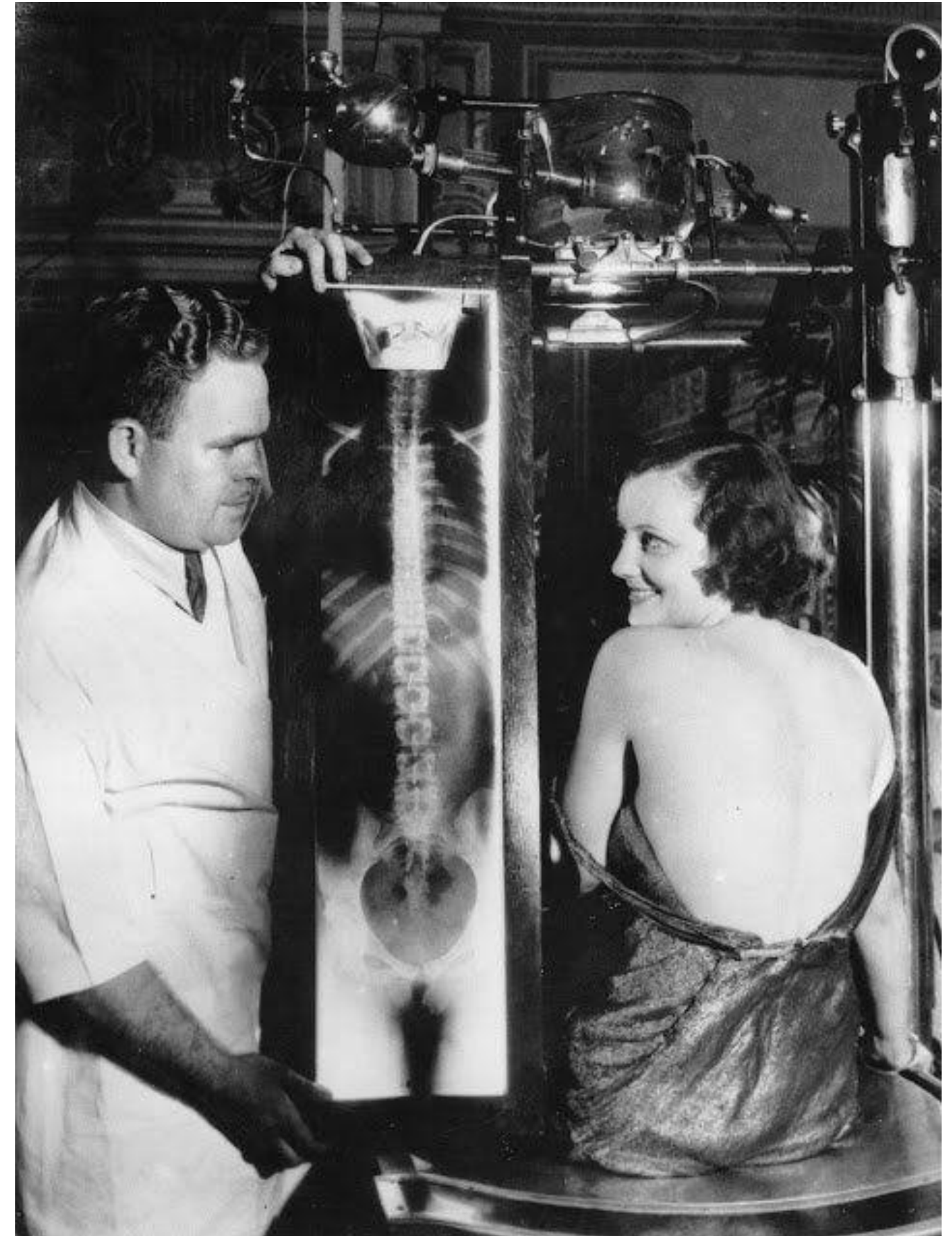
WÜRZBURG

LIKE MANY OTHER
GERMAN CITIES

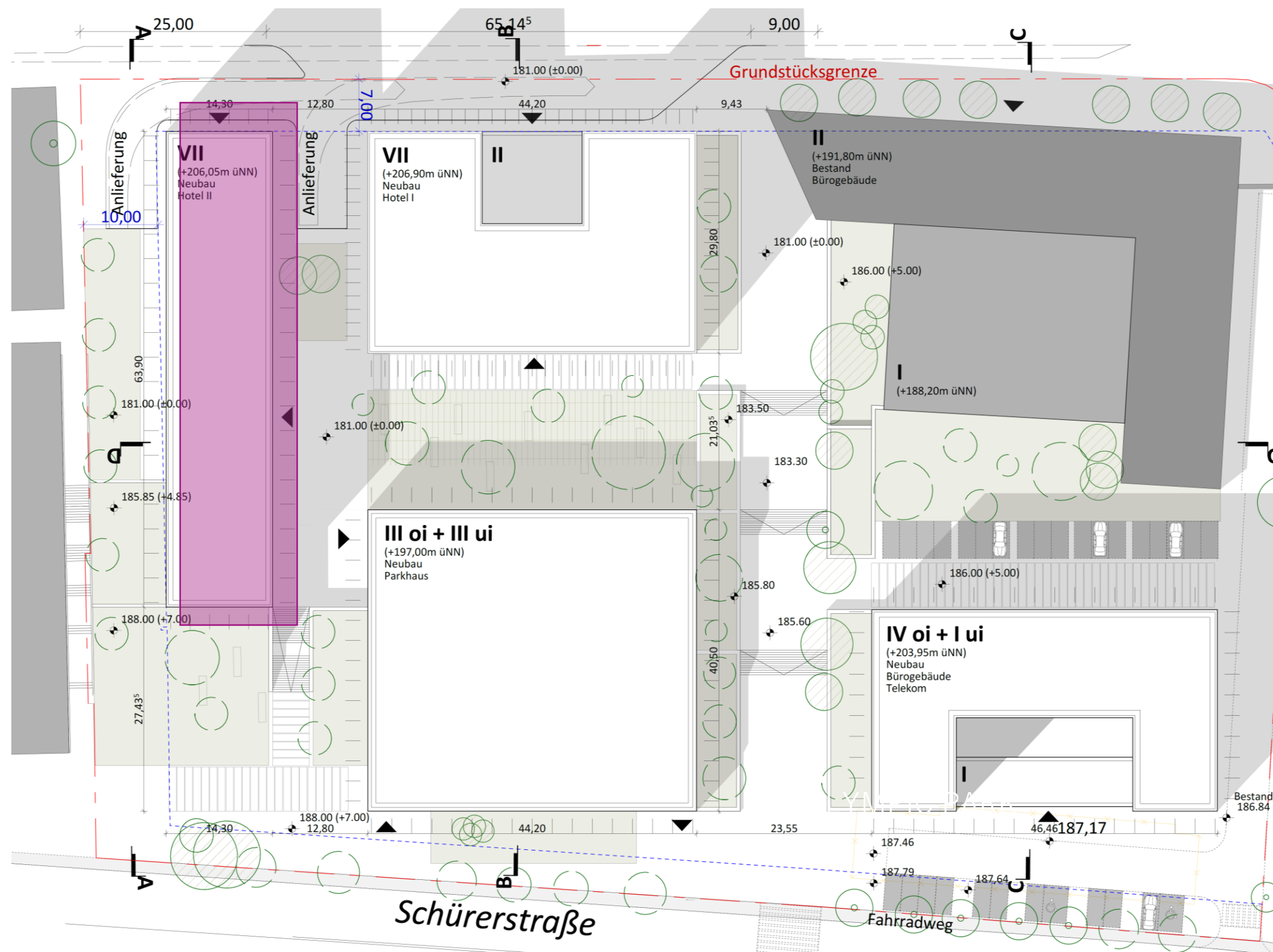


WÜRZBURG

WITH A DISTINCTIVE HISTORY:
XRAY has been invented here
and changed the world big time



THE SITE



THE CORE VALUES



UNEXPECTED



UNCOVERED



UNIQUE

MOXY Design Foundation

Mission

MOXY is a new way of traveling where smaller is concentration not reduction.
Our price does not define our offerings; it's only a pleasant surprise.



Passion Points

Smart
Unique
Unexpected



Design Description

Moxy design and style is seriously considered, and playfully executed. Moxy materials are natural and interesting, lighting is always appropriate and occasionally inventive.



Design Foundation

Moxy design means contrast, because contrast takes courage: design combines refined and raw; forms are both organic and linear, moods go from studious to sexy.



THE CONCEPT

**M
O
X - RAY LAB
Y**



UNEXPECTED



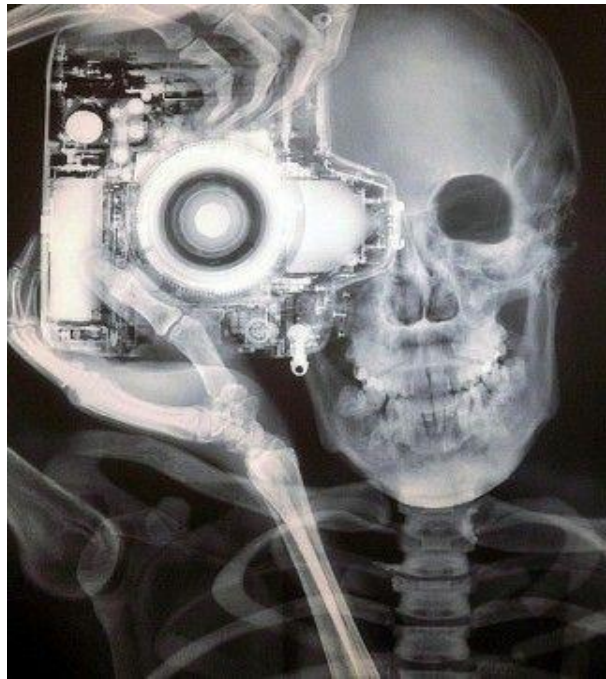
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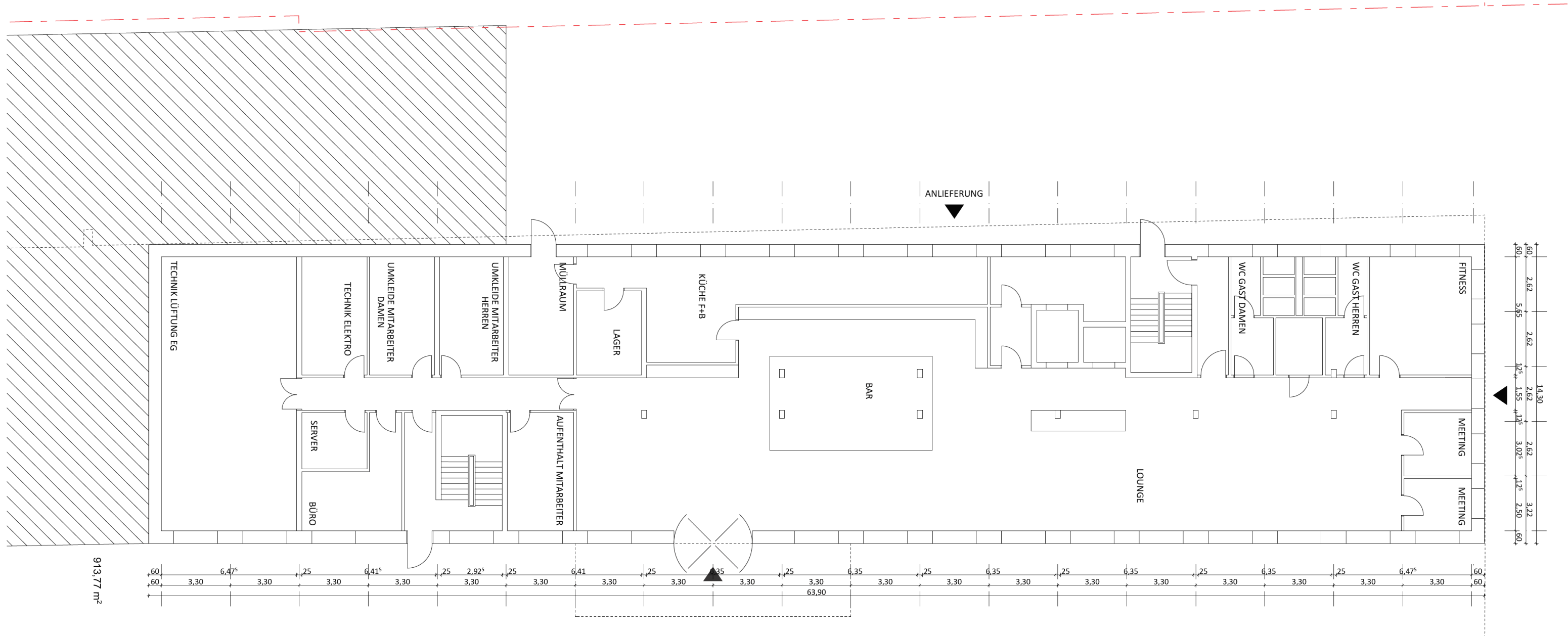
UNIQUE



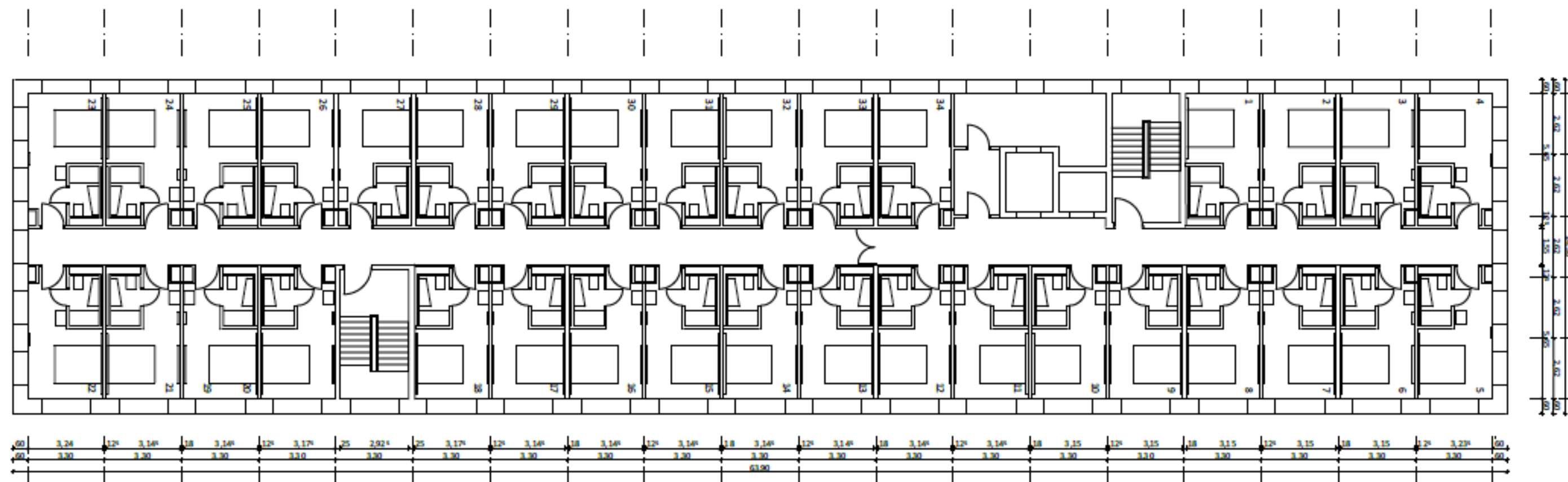
MOODBOARD



LAYOUTS



GROUND FLOOR LAYOUT



TYPICAL GUEST ROOM FLOORS

