



CASE STUDY:
W SYDNEY HOTEL
DARLING HARBOUR, SYDNEY CBD

DESIGNER: Bowler James Brindley and Hassell BUILDER: Multiplex INSTALLER: Wetaroll
PRODUCTS: Custom Dreamscape Low-VOC Wall Covering in Matte Finish, Custom Dreamscape Low-VOC Vinyl and Custom Dreamscape Artist Canvas



The immersive print mural not only perfectly encapsulates the expressive character of the hotel – it also showcases Dreamscape’s exceptional ability to cater to diverse design requirements.

BACKGROUND

Rising majestically from the heart of Darling Harbour, W Sydney is an architectural marvel that embodies the vibrant allure of its namesake city. Designed by Hessel, the hotel’s organic volumes draw on the unique convergence of its metropolitan context and waterside setting. Deeply anchored in the intricacy of its locale, the hotel’s curvaceous design reflects the movement of the surrounding freeway, the dynamic character of the waterfront, and the vastness of the Sydney sky.

Opened in 2023, this exciting hospitality destination boasts a wide variety of amenities carefully curated to reflect Sydney’s energising fusion of creativity and luxury. The hotel’s confident envelope encapsulates almost 600 guest rooms and suites, a two-storey rooftop bar, a deck with an infinity pool overlooking Darling Harbour, spa and gym amenities as well as a restaurant, bar and state-of-the-art event spaces.

This captivating design demanded an equally immersive interior – and Bowler James Brindley (BJB), the London-based design visionaries, were tasked with translating the hotel’s striking architectural expression into a vibrant and engaging guest experience.

CHALLENGE

BJB’s “Future Noir” concept – a meticulously curated interplay of shadows, textures, and captivating installations – called for materials that could not only ensure absolute creative freedom and withstand the rigours of a bustling hotel but also align with W Sydney’s ambitious sustainability aspirations.

As such, it was paramount to find wall coverings with exceptional custom digital printing and colour rendering capabilities, outstanding environmental profile – and enduring, high-performing finishes.

SOLUTION

These demanding requirements led the BJB team to Ricky Richards, a trusted name in innovative textile solutions, with their high-performing Dreamscape wall coverings emerging as the prime contender for this ambitious project.

Dreamscape wall covering's digital printing capabilities allowed BJB to push the boundaries of creativity by adorning the corridors and dressing rooms across all 588 guest rooms and suites with stunning, visually striking custom designs. The vibrant palette of reds, pinks, and magentas – accentuated by the covering's specialist Matte finish – yields a stunning vision of Australia's rich iconic flora and fauna, transforming these spaces into immersive havens of colour and texture.

Beyond their visual impact, Dreamscape wall coverings boast an impressive sustainability profile. Their low VOC and CA1530 California rating ensure exceptional indoor air quality, while Hillmorr inks' Greenguard Gold certification further solidifies their commitment to environmental responsibility. In addition, Dreamscape's durability proved crucial in high-traffic areas like corridors, where the low VOC vinyl ensures enduring performance without compromising on BJB's remarkable vision.

The distinctive amalgamation of design, sustainability, and performance is extended to the Ribbon Apartments, where an expansive 2,000 square metres of custom Dreamscape Artist Canvas stands out as an awe-inspiring design feature. The immersive print mural not only perfectly encapsulates the expressive character of the hotel – it also showcases

Dreamscape's exceptional ability to cater to diverse design requirements.

An undeniable testament to the city's enduring exuberance, W Sydney emerges as a charming addition to the harbourside landscape. With a wonderfully unconventional design and playful spirit, the hotel is destined to become an integral component of Sydney's cultural tapestry, and serve as a vibrant hub where the city's energy finds a novel and delightful form of expression.

