

# PLASTIK

VISUEL MAGAZINE

THE SECOND  
COMING



17

EDUARDO HERRERA  
MADONN PARR  
ED GENE VERNIER

JOHANNA VASCONCELOS

REZI MESNER

STEPHANIE PHARA

CYRIL FORREY

80'S RETRO-FUTURISM

LIGHT FROM THE MIDDLE EAST

WOMENWEAR & MENWEAR

FALL 2012-2013



COVER STORY  
BY ST. MICHAEL & JOHN MONTAGNA  
PHOTOGRAPHY BY GINA SELA



## MAMA SHELTERS YOU!

In 2008, the original *L'Hotel/Mama Shelter* was founded in Paris by the Trigano family, which also co-founded Club Med, and the French urban philosopher Cyril Acouzerate. Following the hotel's swift success, France gained a new branch on its Mediterranean coast. Located in the heart of Marseille, Mama Shelter exemplifies the renowned Philippe Starck's vision and meticulous approach to design. Starck's mélange of different patterns, colors and textures, expresses Marseille's energetic culture, creating a fun and upbeat atmosphere. Set in such culturally prosperous city, the hip hotel aims at attracting young and creative people, as well as families. Mama Shelter's vibe is proof that class is not a synonym for boredom.

Upon entrance, Mama Shelter welcomes its clients to a unique stay. Next to the stage, with hanging instruments, is a long football table that looks out of place yet in perfect harmony with the décor. Starting from the bar/restaurant, passing through the elevator, following into the corridors and finally leading into the rooms, everything is stamped with the signature script relating to peculiar facts and anecdotes. Mama Shelter's concept is the antithesis of clichés in every single aspect. The restaurant, characterized by its long communal tables, allows guests to interact and bond, whilst facing the bar with colored, Jeff Koons-esque swimming floaties dangling from the ceiling.

The guestrooms are spread across the hotel's eclectic six floors. Each accommodation is equipped with an iMac, used as a TV, movie player, Internet portal and city guide. Starck's innovative design successfully incorporates the French *joie de vivre*, echoing the colors of the Mediterranean. Fresh during the summer and cozy throughout the winter, *L'Hotel Mama Shelter* welcomes you to dream under Marseille's sky all year long.

*L'Hotel Mama Shelter is located in 64 rue de la Loubière, Marseille.*