

Swiss Hotel Grand Efes

Cumhuriyet Meydani, Alsancak 35210  
Izmir, Turkey

Architects	Has / NBBJ Istanbul, Turkey
Clients	Izmir Buyuk Efes Otelcilik ve Turizm AS Izmir, Turkey
Commission	2003
Design	2003
Construction	2006 - 2008
Occupancy	2008
Site	363,018 m²
Ground floor	5,036 m²
Total floor	35,000 m²
Costs	79,711,299 USD
Programme	First built in the 1960s, the hotel has undergone a full refurbishment that seeks to acknowledge its continuing popularity as a local landmark and creates new connections with the city. It was first stripped to the core and reinforced against earthquake damage. The main entrance was relocated on axis with the statue of Atatürk in Republic Square and a planar glazed entrance hall connects this visually with the gardens behind the hotel. A symbolic terracotta wall emphasises the route. The reinstated cladding is otherwise consistent with the original albeit with aluminium solar control elements to guest rooms and the latest technological facilities installed.

HAS /nbbj

3730.TUR.

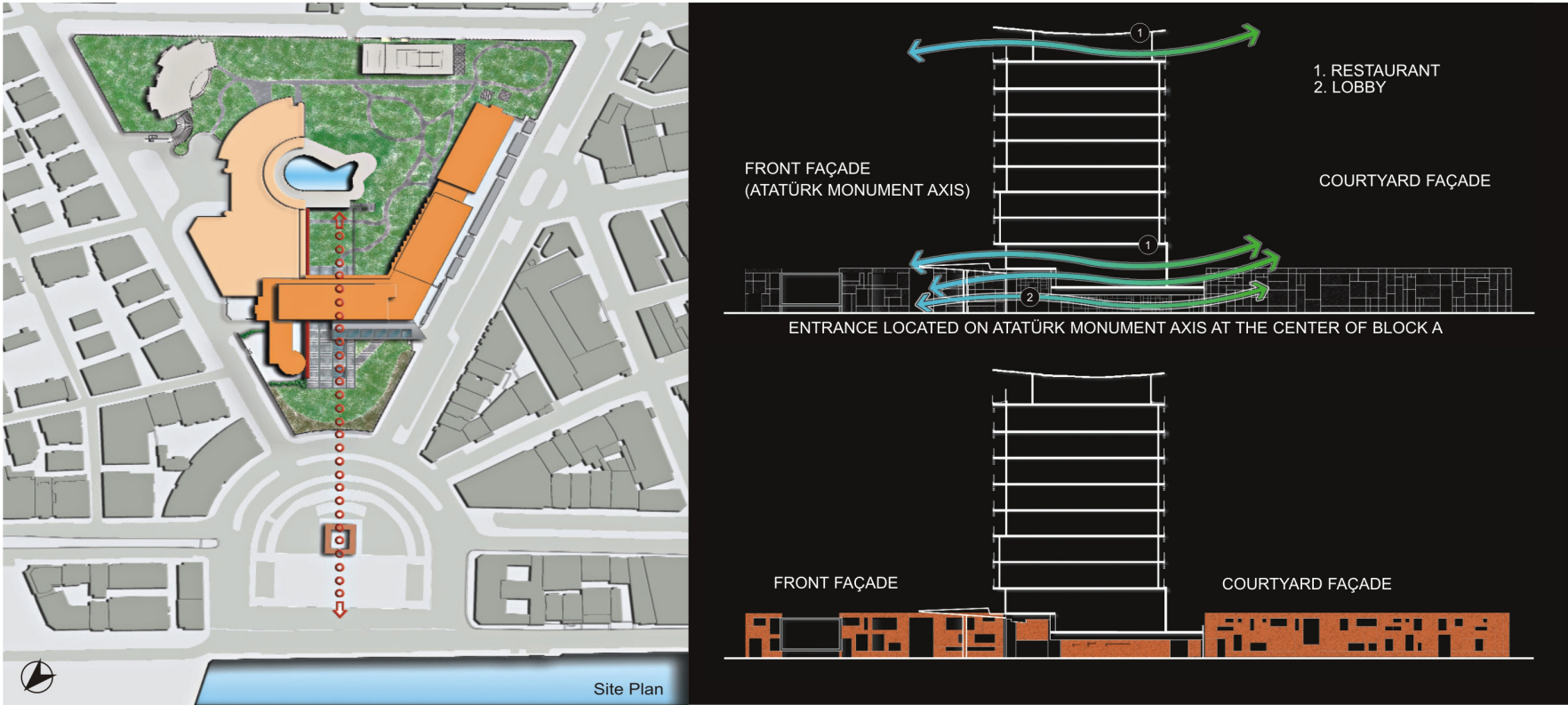
swissôtel Grand Efes, Izmir

Izmir's Efes

In preparing the new architectural plans the significance and importance of the Grand Efes for Izmir were the foremost considerations. The hotel is situated on a very prominent site in the city, and is one of its most popular and perhaps most outstanding landmarks.

Located in a very imposing situation, the hotel is one of the best-loved architectural symbols for the citizens of Izmir. It has therefore been adopted as a principle from the very beginning that no change should be made in the character of the façade.

An examination of the urban plan shows that the main block of the hotel lies on the same axis as the statue of Atatürk in Cumhuriyet (Republic) Square. It was therefore decided that the main entrance to the hotel, should be moved to the central axis of the main block. The entrance hall is made transparent so as to create a visual connection with the garden at the back. This will create a link between the square, the monument and the hotel.



The symbolic terracotta wall and A Block facing it.



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