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Hotel of the future: Unveiled - the moveable 21st century retreat where you sleep inside a giant advert (in a large shipping container)

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It looks – depending on your personal opinion – like a very clever vision of the future or a new low for the intrusion of advertising into our daily lives.

But there is no doubting that this particular 'hotel' is hugely striking.



A vision of the future? Would you want to stay in a hotel made of shipping containers?

Created using shipping containers in lieu of more conventional bricks and mortar – or even steel and glass – the Hive-Inn is surely the latest in futuristic accommodation.

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A towering idea: Built using shipping containers, the hotel could be dismantled and moved to a new location

The basic idea is that guests stay inside these chunky metal contraptions, usually deployed in transporting cargo across the oceans – with the difference that, here, they are fitted out with the latest luxuries, soft furnishings and 21st century technology.

And the big selling-point for companies is that each container can be garnished with their colours and logo – and decorated within to reflect their brand.



Ship-shape: Sadly for lovers of modern architecture, the hotel is only a design - but could yet become reality

Sadly for those who see such a complex as the very embodiment of the cutting edge (and happily for those who would rather not sleep inside an advert), the Hive-Inn does not exist.

It was dreamed up for a design competition by Hong Kong-based architects Ova Studio.

"The brief was clear: Bold new thinking + problem solving + beautiful design + revenue-generating ideas," the company explains.



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Big names, big ideas: Every hotel 'room' could be branded using a company logo



Fit for a princess: Ova Studio drew up one room themed around the fashions of Alexander McQueen

Some would say that they achieved this ambition.

In theory, the hotel could rise to any height, and could be remodelled and moved for a temporary event or a large number of guests.



Vroom with a view: The company also themed a more masculine room around motoring thoroughbreds Ferrari

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New heights on the high



One for the boys: The room uses the logo and racing colours of the Italian car giant

Ova Studio went as far as designing two 'rooms' fully fitted with brand insignia, for motoring thoroughbred Ferrari and high-end fashion house Alexander McQueen – a prospect that is sure to have potential advertisers salivating at the possible exposure.

The hotel could even be dismantled entirely and taken overseas to a different country – the obvious advantage of using shipping containers as building blocks.

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