

[Travel Home](#) [Slideshows](#) [In 5 Guides](#)

HOTELS

Radical new hotel design looks like giant game of Jenga

Published April 24, 2014



65



89



2

[FoxNews.com](#)

A close up reveals custom signage on each shipping container room. OVA STUDIOS

If you've ever wanted to see a giant game of Jenga, look no further than the latest hotel design that stacks recycled shipping containers on top of one another.

Hong Kong-based architecture firm OVA Studios developed the new "[Hive-Inn](#)" concept which has a metal grid frame that would allow one container to be slotted in and taken out without the others above or below tumbling out.

The idea allows for hotels to evolve, by either increasing or decreasing the amount of rooms, to fit demand.

Each container can be customized by a specific brand, allowing companies endless partnership or sponsor opportunities over the years.

The "Hive-Inn" design is a submission to the [Radical Innovation Awards Competition](#) this year, an architecture competition that seeks designs that could realistically be implemented in the near future to help hotels solve real problems within the hotel

industry.

On their website, OVA Studios states that they “found that creating a link between famous brands, container fit-out, and Hive-Inn operators could be a winning scenario in which greater experience for the customer could meet with more exposure for the brands, at a less cost for the operator.”

In addition to the exterior electronic renderings, the design firm has created two themed rooms. Car lovers will love staying in the Ferrari suite while fashionistas will flock to the custom designed Alexander McQueen room.

The [Daily Mail](#) reports that OVA Studios envisions the design for facilities beyond hotels, such as emergency housing or medical care units.

Comments
click here to join the discussion

Log In 89 2 19

Tweet +1 Share

Also on the Web

- **Dracula's abode is put on the market** (*Luxos Magazine*)
- **Top 10 Otherworldly Wonders** (*Your Travel Insider*)
- **10 Surprisingly Beautiful Shipping Container Homes** (*Service Central*)
- **Live Out Your Evil Villain Fantasy In This Secluded Mansion** (*Service Central*)
- **Walking Along Water's Edge in Dubai** (*AFAR*)
- **Bridgetown, Barbados** (*AFAR*)

More from Fox News

- **Remains of Pfc. Kelli Bordeaux may have been found, man arrested** (*U.S.*)
- **Rhode Island man tells police he was leaving bar when he noticed he'd been shot in the leg** (*U.S.*)
- **Man beaten in Detroit after stopping to help boy hit by truck is released from hospital** (*U.S.*)
- **Chipotle asks customers not to bring guns into its stores** (*Leisure*)
- **Afraid to camp? Nothing to fear but fear itself** (*Travel*)
- **Jersey Shore beaches in great shape for Memorial Day weekend post Sandy** (*Travel*)

Recommended by

Watch now...



Soldier surprises mom while shopping



New calls to deport illegal immigrants convicted of crimes



Hitting the road? What to check before your next trip

Sponsored Content You May Like