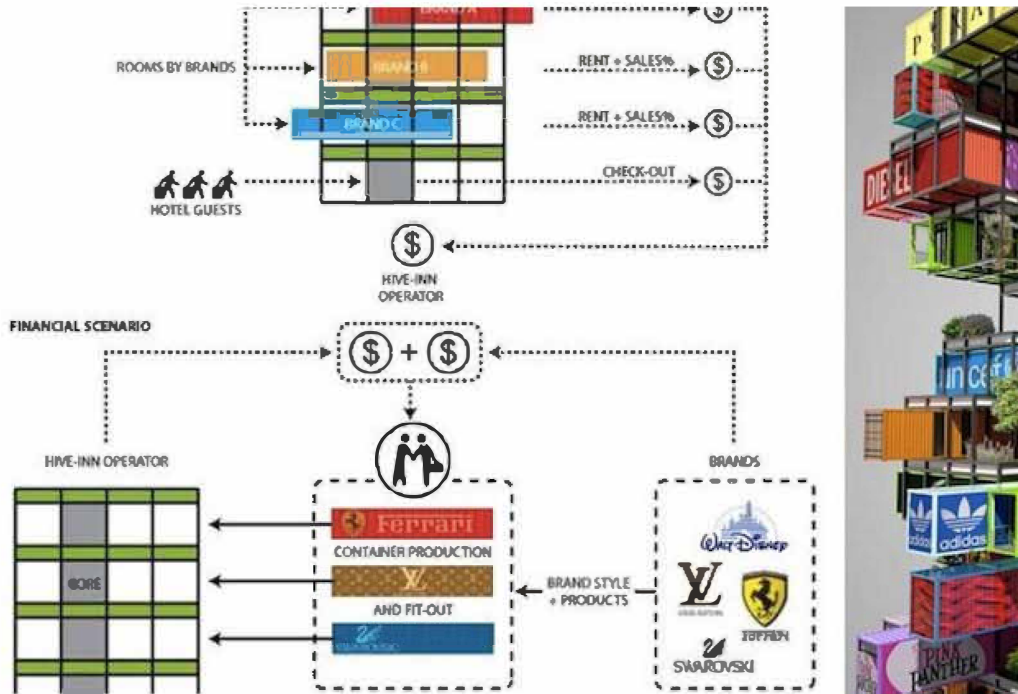




SHIPPING CONTAINER ROOMS CAN BE REMOVED FROM HOTELS LIKE A GIANT JENGA [PICS]

Recycled shipping containers make up a modular structure that can increase or decrease capacity based on demand.

The [Hive-Inn](#) is a unique hotel concept by Hong-Kong based [OVA Studio](#) that can grow or shrink on demand using a system not unlike the popular game Jenga. The structure, which was designed for the [Radical Innovation Awards](#) competition, uses recycled shipping containers as guest rooms that can be easily slotted in and out of the structure and transported to other locations if needed.



The transient nature of the containers allows unique advertising opportunities for brands, such as Ferrari in the example below, that could lease a container for a certain period of time and design both the inside. Guests could then decide which room they would like to stay in based on the brand, and the overall costs of the hotel would decrease thanks to the advertising income.



Although the concept was designed with the hospitality industry in mind, it could also be adapted for use as emergency housing, medical care units, pop-up retail environments, mobile offices or residences.



The Hive-Inn

Sources: [DesignBoom](#), [My Modern Met](#)

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