

# STOP... IN THE NAME OF HOTEL

Amsterdam, September 17, 2009

## Hotel is closing shop.

In the midst of Hotel's most creative and best financial year, Thijs Remie, Jay Sunsmith and Ferry van Zijderveld decided to stop at the synergistic height of their company. Hotel came together driven by inspiration for projects and products with meaning. The company that became infamous for its uncompromising output from the beginning of the year 2000 has come to a conclusion.

Why, you may ask? Because we've remained critical as well as honest looking at the organic and individual developments within the company. This means we recognise a natural progression of wishes and needs, ingredients that didn't amount to the right consistency to move forward and excel as a group. Everyone needs space to develop themselves and the time has come. We give each other space when needed.

We've always followed high ideals and kept certain principles alive and we're not planning on cutting back on this in the near future. Because of the way we're wired, this seems the best moment to be proud of all we've done, enabling us to walk our individual paths with a sharper focus. We like to be our own worst critic and by doing so are always one step ahead of any other critic willing to take on the job. This present moment is our collective height.

The name Hotel will not be used any longer. It was a name for like minds who strived for similar goals and challenged each other with high demands. By third parties Hotel was often frowned upon, stared at or experienced with some confusion. Were they designers? Artists? A Collective? An advertisement agency? Was it a place to crash? We've never placed ourselves in a box just to create clarity for outsiders or to seemingly fit in with a norm. Our creative passion cannot be captured in a single definition.

We'll close this chapter off by making all our work available for viewing on [hotelworldwide.com](http://hotelworldwide.com) and in an exhibition. Keep our website and twitter (@hotelworldwide) bookmarked for updates on the online archive and opening.

We thank you, you and everyone who gave us the space to think & act according to our vision. Thanking everyone who worked with us and for us. We thank you for the love and the hate throughout the years. It made us wiser.

**Thijs Remie** will focus on innovations in online user experience, screen typography and information design.  
E [post@thijsremie.nl](mailto:post@thijsremie.nl)

**Jay Sunsmith** will continue as a professional outsider.\*  
(\* Non conformist thinker / Strategic designer / Inspirer, stimulator)  
E [J@jaysunsmith.com](mailto:J@jaysunsmith.com)

**Ferry van Zijderveld** will continue his path as an independent graphic designer and will set up a his own agency named: UNDOG.  
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Feed The Future!

Thijs, Jay, Ferry