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CIRCLE NO. 107

# Hotel Design

TRENDS, FASHION & INSPIRATION



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**Mary Malloy**  
Publisher  
mmalloy@questex.com

## Transform: Design Differently

I'm excited to announce that we will be launching a new summit this year, specifically focused on universal, intergenerational and socially responsible design. To us, that means designing to put the individual at the center of each project and focusing on their unique needs. It's design that accommodates all guests, regardless of their stage in life. We think it's an interesting topic to designers, architects, hotel owners and developers as HOTEL DESIGN readers. Our summit will be called "Transform" and we'll help you (and ourselves!) learn more about this burgeoning trend. Educational sessions will discuss how you can meet the unique needs of hotel guests with a flexible, safe and innovative design based on age, ability, gender and culture. Stay tuned for more information.



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# D.B. Kim on design's future and the new luxury



**Paul J. Heney**  
Editorial Director  
pheney@questex.com

**D**.B. Kim stands out in a room. The award-winning designer has a certain presence to begin with, but his short, stylish mohawk ensures he won't be overlooked. I had the chance to chat with him at the inaugural InspireDesign show in Las Vegas about where design is headed.

Guestroom design is going to be heavily affected by older travelers, he says, noting this age group is poised to explode in significance.

"The population of 65 and older is going to double," he says, and he encourages designers to be aware of this.

Kim thinks the older generation will demand more of a luxury décor. "Flexibility is the key, and there should be more options," he says. "Designers need to help guide [manufacturers]."

Right now, Kim feels the best design in hospitality circles is happening in northern Europe.

"There is a sense of great respect to sustainability and also to regional intelligence. It has a sense of almost a minimalist [feel], not in terms of one chair in the middle of a large room, but in terms of efficiency. I think that's been really consistent with their culture—it's embedded into their culture, and it's really pronounced

right now," he says.

His idea of luxury involves travelers being able to find what they want when they want it. That can be as simple as putting electrical outlets in places that travelers need them. "How luxurious is that?" Kim says.

Designers need to redefine travelers' needs in each segment of the industry, from select-service to luxury, he says. And Kim feels that both older and younger travelers are appreciating the luxury sector. "It doesn't mean a chandelier in the center of the room or fake gold leaf finishes on the walls," he says. "It has to be technologically friendly and sustainable."

The one thing that most disturbs Kim about hotel design today is a property that is visually overdone. And he cites Vegas' brand-new City-Center complex as a perfect example of that.

"You go in, you look at it, it's really nice detail," Kim says. "But when you step back and look at the whole picture, it's overload. Do we call that luxury? I mean yes, as a designer, I can calculate how much of the budget has been spent there—a lot of money. But the user groups, the demographics that are visiting, do they really appreciate that? The little joint details and the special touch that's behind the glass? No, not really. ... That is not really knowing the user group. Put the money where it really matters."



D.B. Kim

Kim says he learned a lot during the time he worked at Starwood as VP of design—in particular, following realistic budgets and timelines. He says he would like to get back into similar work for a large organization. Mentoring and now teaching also is a current focus. He tells junior designers not to copy what they see in magazines but to be inspired and learn from them.

It was also interesting to hear what deeply inspires him right now—travel. That certainly seems appropriate for someone who seeks to inspire travelers with every project.

# Hotel Design

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### Hotel Design mission statement

Hotel Design celebrates the design excellence of hotels, resorts, lodges and destination spas. Vivid photography, creative layouts and descriptive writing help present to the reader a broad focus on the new styles and fashion trends emerging in furniture, fixtures and the lodging spaces that provide a foundation for creativity. Hotel Design aims to be the source of inspiration for the individuals who help make it happen.



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## meet & greet



### W Hollywood Hotel & Residences

1. The grand opening and ribbon cutting on Jan. 29, had its share of celebrities, including Los Angeles mayor Antonio Villaraigosa. 2. Singer and Grammy-award-winning songwriter Robin Thicke arrived in style and treated attendees to a few numbers. 3. Jimmy Kimmel, host of ABC's late-night talk show *Jimmy Kimmel Live!*, got everyone into a festive mood. 4. Jim McPartlin, general manager of the W Hollywood Hotel, speaks to the crowd about the property, located at the famous intersection of Hollywood & Vine. The hotel and residences are part of an estimated \$600-million complex.



### Inaugural cruise of Royal Caribbean's 'Oasis of the Seas'

1. Enjoying the first-ever carousel at sea are Greg Walton, vice president, RTKL and guest Marcos Andreos. 2. Seated in the RTKL-designed dining room are Joanna Gonzalez-Guerra, associate, RTKL and Greg Walton. The carpet pattern in the main dining room was designed by RTKL—and that pattern inspired the plate design by another firm.

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# Independent STREAK

**S**tonehill & Taylor Architects principal Mike Suomi calls himself a narrative designer. “I have to write a story,” he says. “It’s important for me to tie in history. For every project, I write a narrative.”

For the renovation of the Best Western President Hotel at Times Square, the story—America’s fascination with the latest presidential campaign and election—wrote itself, but it was Suomi’s interpretation of that story that resulted in a Best Western like no other in the world.

Suomi and his team wanted the design to reflect not only

Best Western’s U.S. flagship in the heart of Times Square gets a timely and patriotic makeover

PHOTOGRAPHY /  
GREGORY GOODE





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CIRCLE NO. 103



**SPIRIT OF BIPARTISANSHIP**

Designer Mike Suomi (left) and GM Jay Dean. The redesigned lobby (right and below) blends into the hotel's lounge area. In the evening, part of the check-in area is transformed into a lobby bar. The "centrist purple" color scheme plays out in public spaces and guestrooms.

overt historical and political symbols (graphics of donkeys and elephants, antique costumes on display), but also the subtle tension conveyed by the notion of a two-party political system.

The Stonehill & Taylor team chose Abraham Lincoln and Thomas Jefferson—the first presidents to represent each party—as touchstones.

Throughout the property and most notably in the penthouse and lobby, guests see the juxtaposition of more rustic "Lincoln-style" elements, like ironwork and rough-hewn wood flooring and paneling, against more sophisticated "Jefferson-style" touches, like lacquered custom casegoods, intricate patterns and button-upholstered white headboards and sofas.

The two-party theme also plays out in color. Suomi used a





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CIRCLE NO. 117



**PROJECT SPECS**

**Project:** Best Western President Hotel at Times Square renovation

**Project cost:** \$15 million

**Timeline:** February 2008 - September 2009

**Design firm:** Stonehill & Taylor Architects

**Owner:** Joint ownership between Hampshire Hotels and Investcorp. Operated by Hampshire Hotels

**Design team principals:** Mike Suomi, principal  
 Laura Plasberg, senior designer  
 Steve Chew, senior project mgr.

Stonehill & Taylor Architects  
 SOURCE LIST BEGINS ON PAGE 24

color he calls “centrist purple” as his accent. This mix of Republican red and Democrat blue comes out in wallcoverings, upholstery and even the day-to-evening lighting design of the lobby and lounge.

Suomi’s team also incorporated more archetypal political symbols. They worked with collectors to acquire antique pieces, and deconstructed flag and eagle imagery is used in unexpected spaces in the lobby and lounge.

In addition to the interiors, the design team delivered graphic design, music design, lighting design and even custom videos.

“This should be overtly political, but healing,” Suomi said of the finished result. “It’s bipartisan. We’re not trying to pick on one party or another.”

—Stephanie Ricca



**CROSSING PARTY LINES**

The Kennedy Suite (top) is one of 12 suites designed around a specific president. The penthouse (middle and right) is comprised of two connectible suites and four terraces. All 334 guestrooms and suites feature eco-friendly linens and locally sourced custom casegoods.





EMU Heaven Collection, design by Jean-Marie Massaud Photo Tom Vack,  
Jardin du Luxembourg Paris, January 2007

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# Complement THE CUISINE



## Trendlines: Restaurant & bar

Common mistakes in hotel restaurant design stem from focusing too much on the first word—hotel—and not enough on the second. Thinking too much of the hotel guest and the hotel's design will do little to add spice to this revenue-generating space.

Instead, find inspiration in the menu.

"We like to see a full menu at the start of every project," says



### Hotel Monaco, Baltimore

Kimpton's Hotel Monaco Baltimore, housed in the former Baltimore & Ohio Railroad headquarters, blends the grand history of its location with bold and whimsical décor. The Puccini Group designed the property's B&O American Brasserie restaurant. The standout feature is the restaurant's bar, which looks out of a large window, giving guests a view of the historic street instead of a cash register and bottles of alcohol.

PHOTOS BY STACY ZARIN GOLDBERG



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### The Lanesborough, London

Less than five months after opening, Apsleys, The Lanesborough's upscale restaurant, received a Michelin star. The creativity and luxury of the menu complements the grandeur of the décor, creating an experience that is ideal for both a formal business meal and relaxed social dining. The dining room, which is located under The Lanesborough's famed conservatory, was designed by Tihany Design.

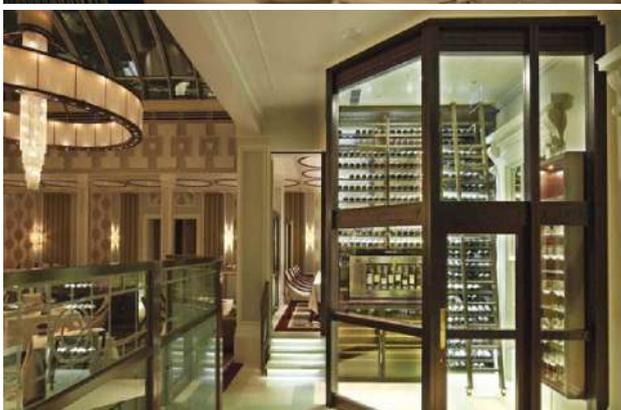
PHOTOS COURTESY OF THE LANESBOROUGH

the center of the restaurant. Ziv's big focus (other than designing around a refrigerator), was deciding what colors and furnishings would exude the idea of local foods and local culture.

"It's all about being fresh—slightly formal, but not that formal," Ziv says. The carpet in the restaurant already had two shades of green, and Ziv decided to add a dark blue for that freshness.

The design "needs to be fresh and clean like the food we are serving. It's a complete contrast to the bar, [which is a lot] of dark wood. By going through the darker zone, the restaurant reads twice as bright."

Unfortunately, not all projects have the benefit of knowing a complete culinary point of view because the chef is often hired closer to the opening. Jane Humphrey McGoldrick, senior designer/project manager for Puccini Group, says that shouldn't be an obstacle because there is always a general theme to play with. Even having one tidbit—that there will be a heavy focus on the wine list, for example—can drive the entire design. Recently, at The Ritz-Carlton Laguna Niguel, McGoldrick



Robin Ziv, a partner at the Ziv Davis Interior and Architecture Studio. "We want to understand what the chef is trying to achieve, what the character is."

For example, today's trend in foodservice is locally sourced, farm-to-the-table choices. Ziv worked on Meritage, a rejuvenated restaurant at the Claremont Hotel Club & Spa in Berkeley, Calif., which features this concept. The emphasis on food quality is so strong the refrigerator is located in



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CIRCLE NO. 114

## trendlines

and her group set the restaurant's wine collection in the middle of the restaurant, in a glass box, making it visible to the guests.

It's about "emphasizing, or finding original ways of creating displays—making [a drink collection] like an artwork feature. Think about the cost of that wine collection ... it's like looking at gold bars," she says.

And if there isn't a chef, McGoldrick says to reserve some money in the budget for place settings, branding elements and cosmetic or back-of-the-house changes for when the chef does arrive with the restaurant's final culinary vision.

— By *Chris Crowell*



### The Claremont Hotel Club & Spa, Berkeley, Calif.

The Meritage restaurant at the Claremont is both modern and vintage, bringing together the original design elements of the historic space and complementing it with a fresh new color palette and English country- and coastal-inspired designed elements. San Francisco-based Ziv Davis Design and Architecture Studio created a large lounge and bar area, a main dining room offering unobstructed views of the San Francisco Bay and several private dining spaces.

PHOTOS BY JOHN BENSON

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## A practical look at trends for the bathroom

**A**t HBA/Hirsch Bedner Associates, we promote a five-fixture bath. This includes a double sink, closed water closet, separate shower and a separate tub. It's great for marketing to guests and gives owners the versatility to change out the beds without necessarily changing out the bathrooms.

■ In a suite, we like to step up the bathroom. Steam showers now are inexpensive and small enough to fit in the seat of a largely enclosed shower. Assuming there's a separate tub, we try to include a whirlpool tub. We use whirlpools that are air-generated—in other words, there's not the usual collection of water in the pipes of the tub. They're engineered better now than they were 10 years ago. They are healthier for you and much more user friendly.

■ One trend we're seeing in hotels attached to convention centers and hotels catering to business travelers are king rooms without bathtubs. Owners find these business customers are more likely to take showers than baths. Hotels love it. The feedback we get says they actually prefer rooms without tubs. It also cuts minutes off a housekeeper's routine with only a shower to clean.

■ Another concept we use whenever possible is the "barn door." Conventional bathrooms have a swing door, or a hinge door. A barn door stays outside the bathroom and slides in front of the room opening. This allows for a wider opening into the bathroom, and gives the illusion of more space.



**Calvin Dix**  
Senior Associate  
HBA/Hirsch Bedner Associates

Barn doors are ADA compliant as well.

■ We went through a trend in the last decade of using round sink bowls mounted on top of the vanity that resemble a work of art. Now we're seeing less and less of those, partly because of maintenance issues. While they look good in photographs, it is difficult for

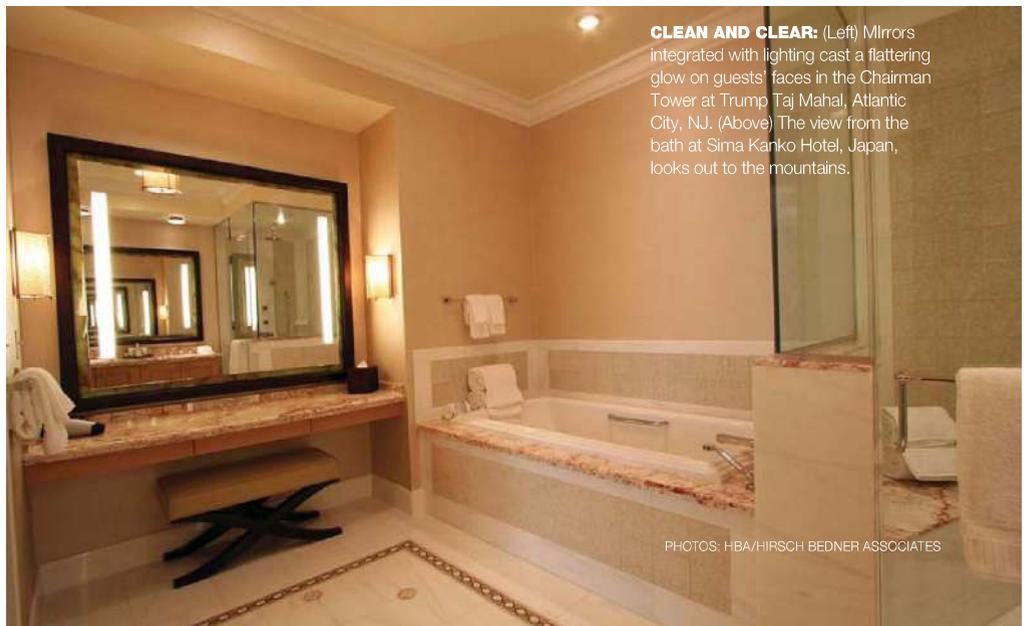
housekeeping staff to clean between the sink and mirror. The sinks also require an extra minute to clean underneath and around the sides of the bowl.

■ An interesting trend we're noticing is a big change with regard to finishes. Porcelain tiles available today are very convincing; they look like limestone, and they're extremely hard. In a typical middle-of-the-range bathroom, these porcelain tiles kick up the wow factor compared to conventional ceramic tile on the floor, walls and shower enclosure.

■ A special wallcovering option is perforated vinyl. Perforating the material lets it breathe and eliminates peeling caused by humidity, which can be a big problem in the bathroom. Designers can get away with a better range of vinyl finishes on the bathroom walls, thanks to

these perforated vinyls.

■ To finish off the floor, if the budget allows, we'll create a decorative medallion or mosaic lay-in in the middle of the floor, echoed by a ceiling coffer or small chandelier. This gives a high-end look for minimal cost.



**CLEAN AND CLEAR:** (Left) Mirrors integrated with lighting cast a flattering glow on guests' faces in the Chairman Tower at Trump Taj Mahal, Atlantic City, NJ. (Above) The view from the bath at Sima Kanko Hotel, Japan, looks out to the mountains.

PHOTOS: HBA/HIRSCH BEDNER ASSOCIATES



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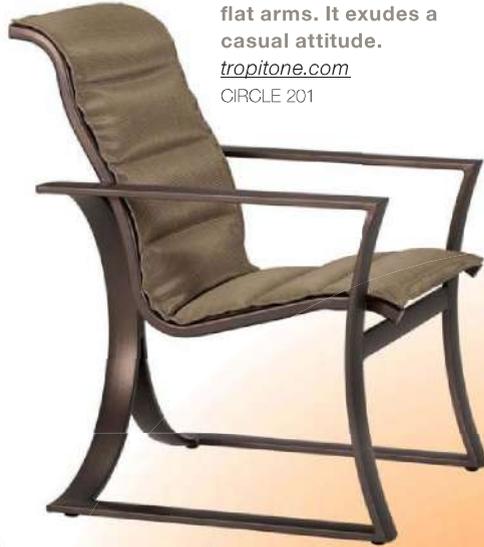
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CIRCLE 200



## LAID BACK

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[tropitone.com](http://tropitone.com)

CIRCLE 201

## VINTAGE LOOK

Daniel Paul Chairs reintroduces classic bentwood chairs first delivered to Café Daum in Vienna in 1850.

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CIRCLE 202



## STANDOUT SEAT

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# Your guide to featured projects

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- 002  Partner
- 003  Project Director/Manager
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- 005  Architectural Director
- 006  Sr. Design Director
- 007  Other VP/Director/Manager
- 008  Interior Designer/Architect/Engineer
- 009  Other Design Personnel (please specify) \_\_\_\_\_
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# Cynthia Tripp

FOUNDER, CYNTHIA TRIPP DESIGN



**TO ME, HOSPITALITY MEANS** being in a setting that feels like home but welcomes you like a long lost relative.

**MY FAVORITE ARTISTS ARE** my muses—Alexander Calder, Alexei Jawlensky, Paul Klee, Pierre Bonnard and Giorgio Morandi.

**I GET CREATIVE INSPIRATION FROM** both my children and exploring outdoors, whether it's running through the city, skiing in the mountains or sailing on a boat.

**MY FAVORITE HOTEL IS** the Four Seasons Hotel New York for business; The Cloister at Sea Island for family travel; and Four Seasons Resort Hualalai for romance.

**MY FAVORITE HOTEL AMENITIES ARE** on an extreme, butler service or a fabulous spa where you can recharge and unwind. In the guestroom, oversized bath amenities, such as those offered at Rosewood Hotels.

**MY DESIGN IS INFLUENCED BY** nature and spirituality with perception psychology. Interior design is a transformation of old into new. It is refreshing and reassuring—a breath of fresh air.

**TODAY'S HOT COLOR PALETTE IS** natural tones—olive green, browns, orange. But look out for royal blue accents—it has always worked for Yves Saint Laurent and has a calming, marine-like feel.

**MY FAVORITE MATERIAL TO WORK WITH IS** natural materials—textiles, carpet, leather, wood, stone and glass.



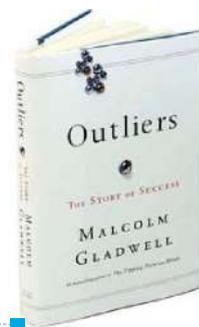
**MY ADVICE TO YOUNG HOTELIERS IS** to be more concerned about passion and less concerned about what everyone else thinks or has done. Listen to your gut and the result will not only be cutting edge, it will connect with today's hotel guests and bring them back again and again.

**THE MOST IMPRESSIVE ARCHITECTURAL SPACE I'VE SEEN IS**

Ronchamp, Le Corbusier's chapel of Notre Dame du Haut, which I visited during Yale graduate studies. The chapel resembles a nuns' habit and is so intense, inside and out.

**THE STRANGEST OR MOST EMBARRASSING THING THAT'S EVER HAPPENED TO ME ON A BUSINESS TRIP IS**

turning down an invitation from Ebony's Paul McElearney to sit with Hillary and Bill Clinton at a fundraiser for Hillary with an Alicia Keys performance. Instead I went home to celebrate my daughter's birthday.



Cynthia Tripp is an intuitive designer who uses creative processes and traditional design principles to set brand standards and transform environments. Her Atocha Collection of lighting, carpets, textiles and furniture is self-described as "Metropolitan Alpine." Designed for boutique hotels, the collection debuted in 2009.

**Friends describe me as** Positive, passionate and persistent.

**Currently reading** Malcolm Gladwell's "Outliers" and Coelho's "Die Hexe Von Portobello"

**My playlist** Frank Sinatra, Sublime, David Bowie and the Moulin Rouge soundtrack

**My drink** Mount Gay and tonic with a lime



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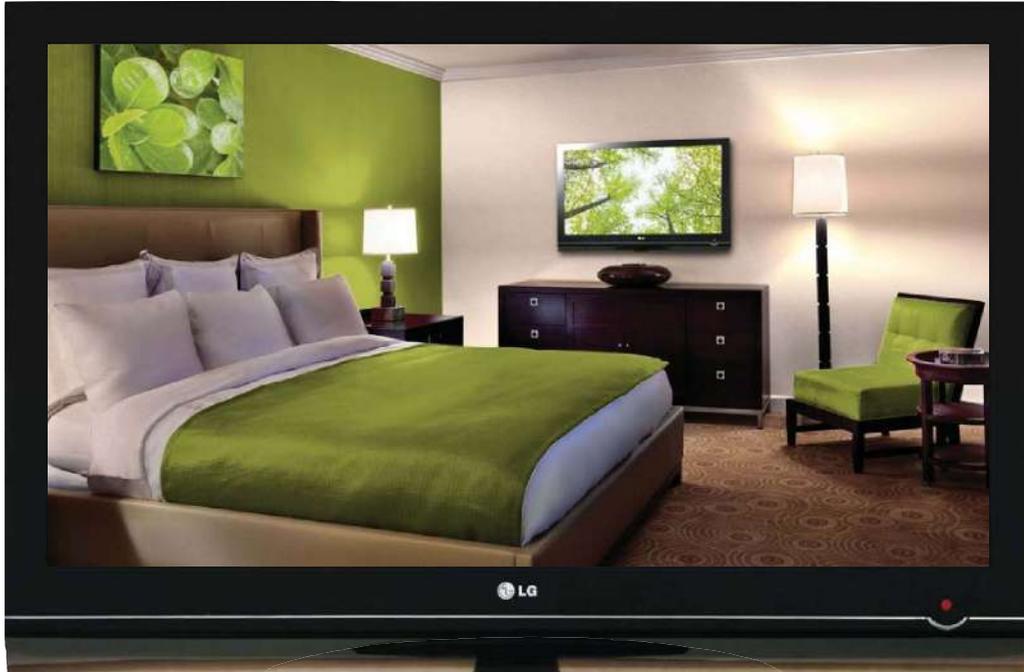
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