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JUNE 2010

Hotel Design

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The Spa Issue

Global design inspiration
meets technology in the spa

Get a sneak peek
at Home2 Suites by Hilton

A classic revival at the Greenbrier

Michigan's Turtle Creek
takes design cues from nature

VILLA & HOTEL MAJESTIC, PARIS



KETTAL

OUTDOOR



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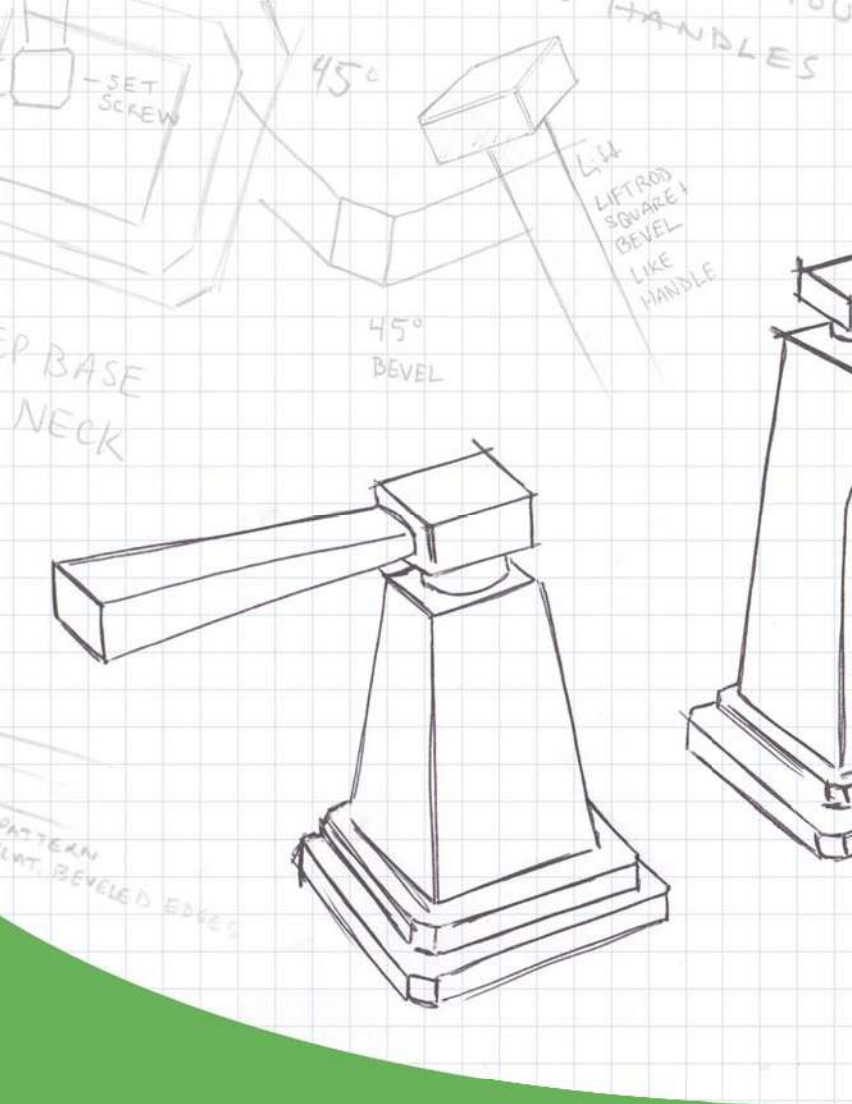
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Villa & Hotel Majestic, Paris

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Taking Home2 Suites for a test drive



Paul J. Heney

Editorial Director
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Last month I had the opportunity to visit the new Home2 Suites by Hilton brand's "Oasis" lobby and guestrooms. The experience was especially interesting, given that the first property, slated for Fayetteville, N.C., will not open until later this year.

I was at Hilton's corporate offices in Memphis, where the brand has built out the Oasis lobby inside one of their buildings, allowing franchisees, investors and employees to really touch and see—and, of course, tweak—what previously had been seen only in renderings. A few miles away at the Shady Grove Hampton Inn, Hilton has dedicated a cluster of fifth-floor rooms for several of its brands to construct and test guestroom prototypes.

The Home2 studio suite room is a model of efficiency, with clean lines and zero clutter. (Both the rooms and lobby were created by Cincinnati-based FRCH Design Worldwide.) Dawn Koenig, VP of brand performance support for Homewood Suites & Home2 Suites by Hilton, says there are three different color schemes, three wood grain colors and enough flexibility for what she calls "controlled choice."

I wasn't all that wowed by the guestroom

renderings when they were unveiled more than a year ago, but standing in the spaces and walking around the room changed my opinion. The studio suite I saw is a mere 323 square feet—but it felt open and spacious, a tribute to the design team.

Hilton estimates that between 75 and 100 potential franchisees have visited the test spaces. They've had everyone from Hilton IT employees to hospitality management students come through the lobby. It was interesting to hear how open the Hilton team was to modifying the design. Having the prototypes helped designers and owners see what needed work.

For example, installing corkboard behind each guestroom's "working wall" was a main design element early on—but in practice, the team realized how difficult it was for local contractors to accurately cut the cork to fit properly. Synthetic grass that adorned the top of the lobby's banquette was phased out, due to the cost (\$1,500) and cleaning issues.

Franchisees come in and see operational problems that can be solved before the specs are worked into dozens of properties—recycling bins that are too heavy for associates, louvers that will catch dust, white chairs that will make maintenance a nightmare, slots in a picnic table that will collect who-knows-what from guests.

While much of the design for Home2 was engineered to appeal to female Generation Y travelers, Bill Duncan, VP of marketing and sales for Homewood Suites & Home2 Suites by Hilton, says feedback has shown that both younger and older consumers, male and female, are impressed.

"Strong design can cross generational lines," he told me. "This is very eclectic, but it's also soothing."

Most brands don't have the time to conduct such extensive tweaking for launches or relaunches after the initial consumer research and design phases. So despite the economic environment in which Home2 launched, maybe the timing will end up as a long-term positive for the brand. For more details on the model spaces, please turn to page 32.

Enjoy the issue.

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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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Becky Luther, Faux Painter; Paula Wyble, interior designer; and Brenda Terral, sales consultant with Moore Supply Bath & Kitchen Showplace.



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Public Relaxation



Spa treatments have their roots in many ancient Asian and European cultures, and because of their deep spa heritage, those regions are pioneering most of today's innovative spa techniques.

For example, the bathhouse experience is an early European tradition, according to Eva Jensch, principal of the SpaSense Group LLC. Bathhouses incorporated different alcoves for bathing and stone slabs for the era's "spa-goers" to be scrubbed by attendants. These concepts have evolved over time and are now being done in a much more contemporary way in Europe's biggest spa trend—the elaborate wet area.

Features of these areas include sea-salt steam rooms (which are good for the lungs), ice fountains in conjunction with heat treatments, vitality pools with sunken stainless steel lounge chairs that shoot jets of bubbles, and lavish shower experiences run by computers. It's not that the individual treatment room is dead, but the public areas take the priority.

"Those cultures have a much longer history in bathing—a culture that developed over the years," Jensch says. "Those cultures have stimulated these trends, so hotels are trying to be more timely and contemporary and trying to modernize those."



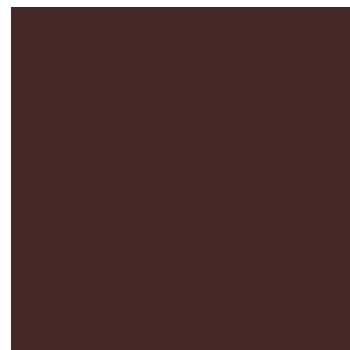
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Villa & Hotel Majestic, Paris

Debuting in January, The Villa & Hotel Majestic offers a 4,800-square-meter spa called the MajClub Wellness Centre. The Centre's innovative treatments were designed by Céline Claret Coquet and incorporate the use of acupuncture and gold needles. Other treatments include deep-cleaning facials using extracts of seasonal products to nourish and tone the skin, and the Turina massage, which restores the flow of energy throughout the body by stimulating pressure points.

PHOTOS BY VILLA & HOTEL MAJESTIC

In days past, people would run outside from the steam room to roll in snow. Now there are snow rooms being built next to saunas to modernize the classic exchange from hot to cold.

Other updates to old techniques include contemporary architecture, LCD TVs and displays and LED lighting.

“In the salt saunas, [we put] salt blocks with lighting behind them to shine through the salt,” Jensch says. “It evaporates the salt and the lighting also creates a mood and feeling in the sauna.”

The public concept exists in U.S. spas too, but not to the same extent. For designers looking to get creative with a public spa area, your best bet is in Las Vegas.

Robert Henry, principal of Robert D. Henry Architects, worked on the Health and Beauty spa in CityCenter's Vdara in Las Vegas. It is divided into a lively, public downstairs and a more



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peaceful individual experience upstairs. However, one room tries to combine the strengths of both concepts into one: the tranquility room.

“It’s a relaxation room,” he says. “It has a series of day loungers that use memory foam and are carved ergonomically out of wood, a focal wall, a two-tier system of waterfalls and then a series of large candles. . . . The room has a really relaxing vibe to it.”

But it’s a relaxing vibe that all guests can share at the same time.

“After you get a treatment, the last thing you want is to go back to the real world, so we offer this chill space to spend as much time as you want. You might spend the time alone, reading, snoozing or talking with friends.”

—Chris Crowell



Mandarin Oriental, Las Vegas

The Spa at Mandarin Oriental, Las Vegas, is 27,000 square feet and embraces a 1930s Shanghai design scheme. It evokes sleek, warm and opulent Art Deco elegance with indigenous elements of the Chinese culture. Water facilities include vitality pools, steam rooms and ice fountains with five different experience shower journeys to choose from. Additional amenities include a heated relaxation room with contoured bench-style seating and temperature-controlled chairs, with views overlooking the city.

PHOTOS BY GEORGE APOSTOLIDIS, COURTESY OF MANDARIN ORIENTAL

The Resort at The Mountain, Welches, Ore.

MNID Associates of Seattle handled the interior design of the \$14-million renovation of The Resort at The Mountain. The makeover included the addition of The Spa, a 5,000-square-foot space that features seven treatment rooms in all, including a wet treatment room with a Vichy shower, a deluxe doubles treatment room and a manicure/pedicure room. The interior design showcases contemporary lines and a subdued earthy color palette inspired by the forests surrounding The Resort.

PHOTOS BY THE RESORT AT THE MOUNTAIN



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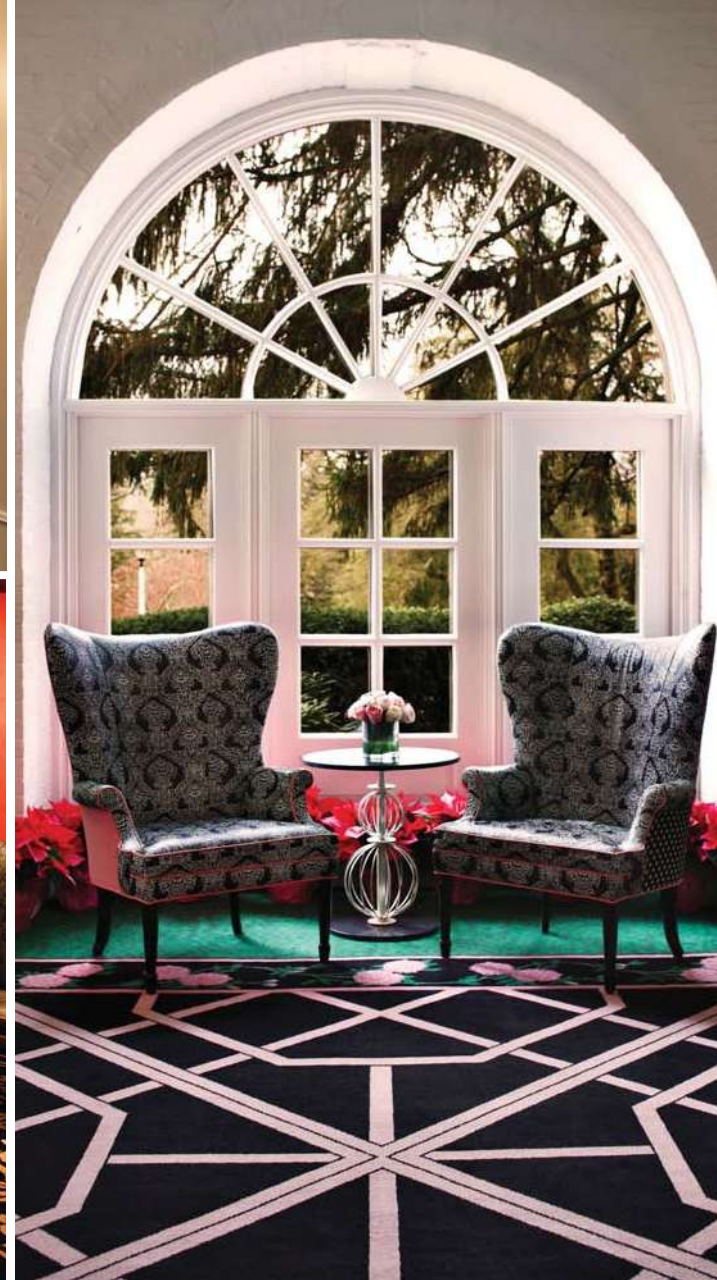
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Updating a classic

▲ THE GREENBRIER RESORT NORTH LOBBY AND THEATRE HALL

■ Legendary decorator and interior designer Dorothy Draper redesigned the interior of the historic Greenbrier Resort following World War II. Spread across more than 6,500 acres in the Allegheny Mountains of White Sulphur Springs, West Virginia, the Greenbrier is a National Historic Landmark.

■ The resort underwent an extensive \$50-million renovation in 2007, and this latest update focused on the north lobby and theatre hall areas of the resort.

■ The challenge, according to C2 Limited Design Associates principals Craig J. Smith and Christina H. Romann, was to update Draper's flamboyant aesthetic while maintaining the classic details guests expect.

■ The new north lobby is a nod to Draper's color palette.

It features a custom-designed pink lattice-patterned carpet, upholstered wing chairs and cage chandeliers.

■ Previously an underused space, the hallway to the theatre now boasts ornate theater doors, a dramatic damask carpet and leather wing chairs.

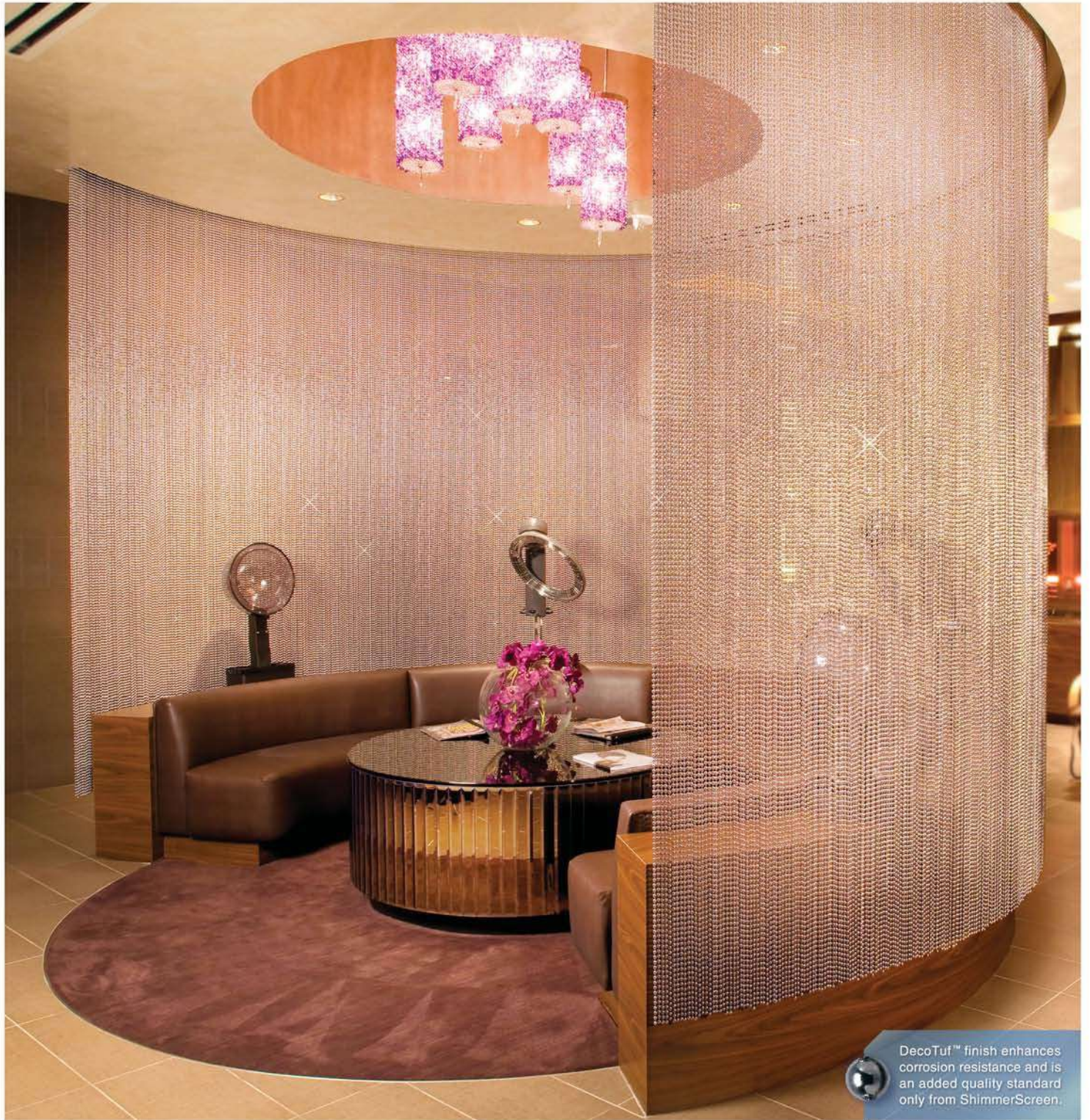
■ Designers worked with Greenbrier historians on the hallway's decor. Red walls are lined with classic photographs of legendary guests and events.

■ The revived space now maintains what designers call "The Draper Cool," while bringing it into a more modern era.

C2 Limited Design Associates
Fairfield, Conn.
www.c2limited.com

Design Team

Craig J. Smith, design
Christina H. Romann, decor and furnishings
Elaine Wells, purchasing
Holly Russo, design assistant



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perennialsfabrics.com

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Sina Pearson's latest outdoor upholstery collection, Colores de Mexico, was inspired by handwoven serapes and ponchos in the Mexican markets. It is available in 23 colorways.

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SLICK LOOK

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Optimize your medspa design for maximum return

The design of a medical spa should be viewed as an important aspect of the market position and brand message of the business.

The starting point to a great medical spa design is to have a clear understanding of your mission, concept and program. This should then dictate all of the design elements within the spa. Remember that the interior design communicates your brand message on a very personal level, a level where clients are intimately interacting with your brand using their five senses.

In addition, the moment you attach the word spa to medical, as in “medspa” or “medical spa,” you build client expectations that need to be met through many facets of the brand, especially the design.

Communicating a brand is about taking the intangible and presenting it in a tangible form that can be perceived easily by your clients. And what better



Francis X. Acunzo
CEO, Acara Partners

form than the interior design elements of color, texture and shapes?

But before you begin with the look and feel of your medical spa you need to adhere to the old adage: form follows function. To accomplish this you must clearly identify all of the functional areas of your medical spa, such as skin rejuvenation, laser hair removal, body treatments, body sculpting, retail, etc. After that is complete, take it to the next step and identify your sales forecast. Clearly

you will build a medical spa with projected annual sales volume of \$1 million very differently than one with projected annual sales volume of \$3 million, even if the program is exactly the same. Your sales forecast will predict the number of treatment rooms and retail space needed to achieve the forecast.

Once that is complete, it is essential to identify the appropriate square footage for each resource identified. A typical treatment room

in a spa ranges from 90 to 120 square feet. If you plan to have a laser in that room, it is essential to increase the size from 120 to 140 square feet.

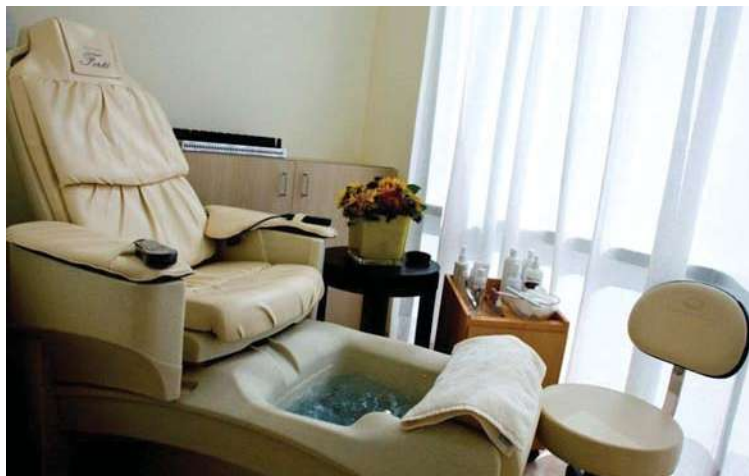
Consult rooms need to be comfortable but feel cozy to achieve a sense of privacy and intimacy with the client; 90 to 110 square feet typically works and if you add diagnostic equipment to the room then add an additional 20 square feet.

Here is a review of the most

LIGHT BRIGHT Choose appropriate lighting for each space based on its distinct function. These spas were designed by Prevost Design.



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spa trends

common resource areas within a medical spa and a few helpful design tips for each:

Lighting: This is a critical component of any great design. Use lighting to provide visual impact with wall washing, sconces, up lights and more. Retail should be lit from the front with directional lights. Treatment rooms need to be appropriately lit with task lighting (lights to clean and to perform a medical procedure) and ambient lighting.

Waiting areas: Make these areas as private and comfortable as possible. Always include a refreshment area with a sideboard or built-in millwork to accommodate beverages and light food service. The area should be carpeted and strategic use of fabric as wall coverings or parti-

tions helps dampen any noise. Floor and table lamps make for a comfortable, relaxed environment.

Treatment rooms: In a medical spa, clinical equals clean. An accent wall with complementary color tends to work well to draw your client into the room and provide dimension. Do not accessorize medical spa treatment rooms with plants, flowers or decorative objects. Wall art should not be medical charts and illustrations but prints that match the overall décor. It is critical to have sufficient air flow, since medical equipment can throw off excessive heat. Check the specs on all equipment to ensure the proper electrical requirements are met. A good rule of thumb is to wire each room with one 200-volt outlet.

Consultation room: This should be a place where private conversations can take place between a sales consultant and the client. Typically, a love seat and chair in this room works well accompanied by a side table and cocktail table. It's important to have a sideboard with storage for information.

It is also important to have a flat-panel TV/video in the consult room. The floor should have carpet, and lighting should be inviting, using floor and table lamps to complement any necessary overhead lighting.

Retail: This area works best when adjacent to the reception area. Built-in shelves combined with freestanding units add interest and makes for a more interesting shopping experience. There should be

no chairs in this area, because no one shops sitting down. The proper lighting of your retail area can increase sales by at least 20 percent, so it's worth bringing in a lighting consultant, especially for this particular area of your medical spa.

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On the **rise**e

A hotel takes design cues from northern Michigan's sloping shoreline

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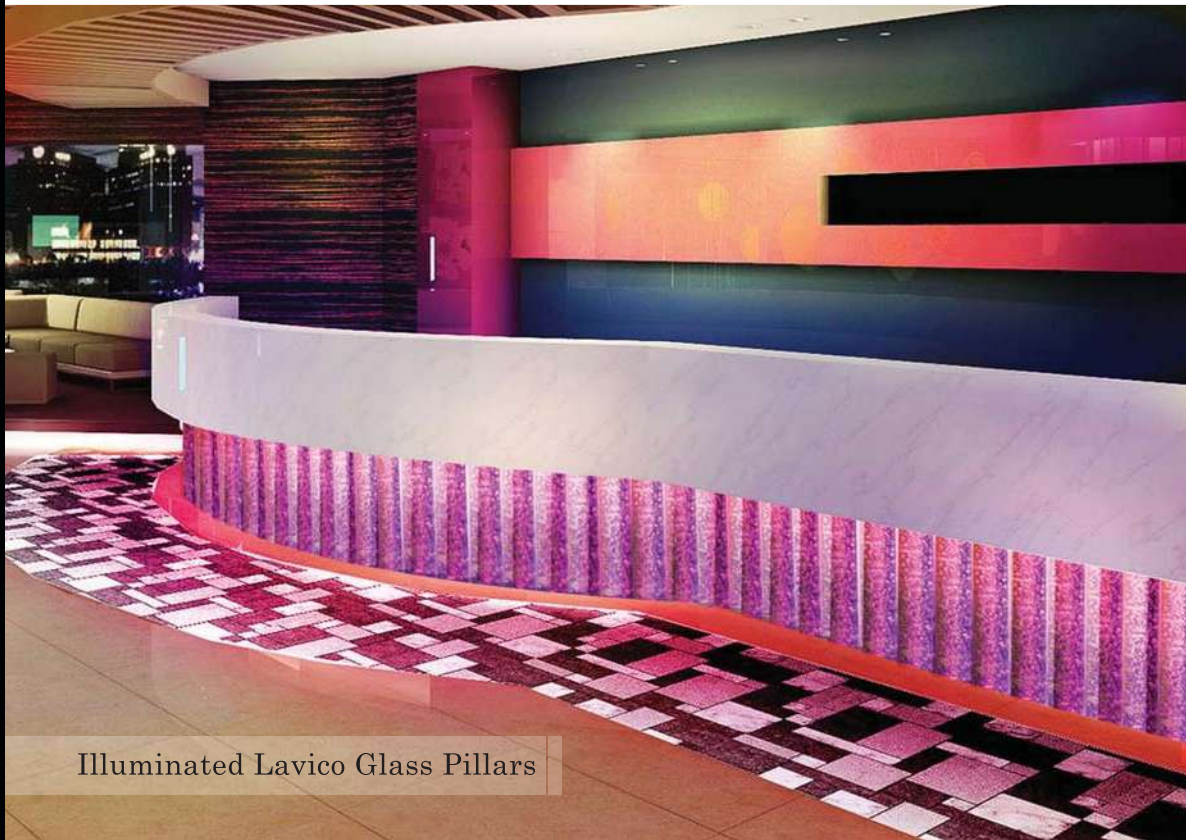
Inspiration for the Turtle Creek Casino and Hotel in Peshawbestown, Mich., comes from northern Michigan's sloping shoreline and a local Native American legend.

"The project was inspired by the constantly changing nature of the northern Michigan landscape and how it rises out of watery depths of Lake Michigan," says Stephen Knowles, design principal for Walsh Bishop.

The goal was to make the 257,500-square-foot building, owned by the Grand Traverse Band of Ottawa and Chippewa Indians, feel as if it rose up from the sloping landscape—an idea that originated from a local native legend about creation, Knowles says.

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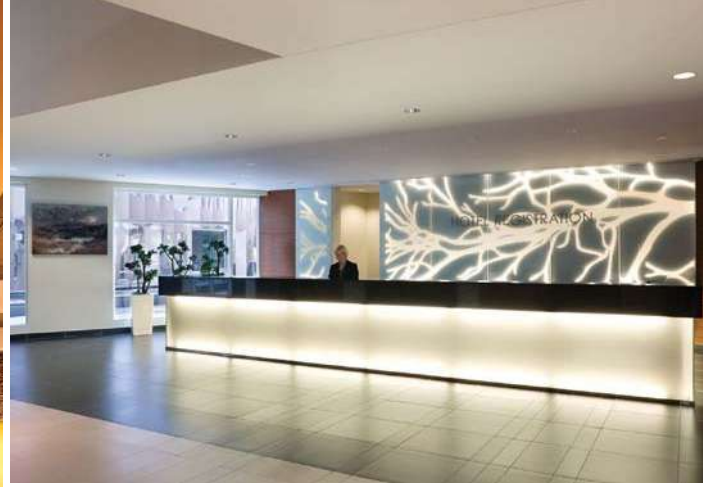
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casino hotel

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Pathways throughout the project help organize the space and shape guests' experiences from the moment they enter the landscaped plazas. The pathways also lead guests to 26,000 square feet of eateries, 5,000 square feet of retail, 10,000 square feet of conference space and 2,000 square feet of cultural venues.

"These circulation paths helped develop a variety of entries, overlooks and outdoor spaces for guests," Knowles



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casino hotel

says. "This strategy also allowed the hotel to be pushed up the hill to offer guests on the upper floors a visual connection to the bay and Michigan's rolling landscape."

The pathways feature skylights and windows to connect the interior to the landscape and sky. The lighted and reflective patterned surfaces in the pathways contrast with the dark earthy color of the exterior.

To capture the unique qualities of Michigan's changing seasons, Walsh Bishop used LED lighting throughout to show off the interior's cool blues, spring greens, warm reds and harvest yellows throughout the year.

The building's design also respects the tribe's philosophy to be stewards of the land by incorporating sustainable strategies including a green roof, day lighting and low-voltage lighting.

—Kathy Franzinger

SERENE SCENE Michigan's changing seasons are reflected in the color palette throughout the property.

PROJECT SPECS

Project: Turtle Creek Casino and Hotel
Project cost: \$85,000,000
Design firm: Walsh Bishop



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Guests evolve along with the technology

Travelers today do a great deal of work on laptops and use a lot less paper. And less paper means less reliance on large desks, which means the desks in the guestrooms need to be smart desks, with ways to recharge computers and cell phones.

“Guests do more work in their rooms and travel with fewer co-workers—meaning they use the guestroom more of the time—dining in, for example,” says Howard Pharr, president of HBA/Hirsch Bedner Associates. “People at home are used to large, flat-screen TVs and expect the same in their guestrooms, with

the ability to access their e-mails wirelessly, check out from their rooms, etc. Bathrooms are larger and more open, with technology in guest baths also important.”

Bob Tierney, architect for Baskervill, says the large formal desk is not as important as a comfortable place to sit or recline with a laptop or handheld device.

“I watch my daughter use her laptop and she is never at a desk or table,” he says. Instead she is “usually lounging around the house in a comfortable place with good indirect lighting and not a lot of glare. Niches and soft seating have taken the place of the desk.”

Jörn Bühring, VP, hospitality Americas for Bang & Olufsen, says notebook computers and iPods have shown hoteliers that a large amount of content is brought into the guestroom by the guest.

“Whatever the guests’ motive, business or leisure travelers alike have demanded a re-think of how today’s guestroom needs to connect with the outside world,” he says. “The introduction of flat-screen



COOL LINES Guests’ use of technology is ever changing; keep hotels modern by adapting accordingly.

TVs also has played a huge role in how guestrooms are being designed today. Once hidden away in all forms of cabinetry, today's TVs are on display, with designers now needing to understand the way this technology is going to evolve into the future. While display sizes may vary, the designer's prime focus may lie in the understanding of how this medium will play a critical role in the overall guest experience today and into the future."

Thinking that "more is better" and overcomplicating things is a problem many hoteliers make with technology, says Jill Cole, managing principal at Cole Martinez Curtis and Associates.

"The average guest is not a gadget guru," she says. "Guests can become very frustrated by a TV remote they can't operate intuitively. Even clock radios can be an annoyance for the guest who arrives late and tired. He or she generally wants to be able to set the alarm and go to sleep without having to call the front desk for instructions."

Bühning warns hoteliers not to make the assumption that guest-oriented technology applications should be focused primarily around business travelers.

In one property "a certain level of tech-savvy was assumed, so that simplicity and ease of use was given less focus. The advancements in in-room auto-



mation—light, curtain and climate control—saw traditional switches being replaced with touch-sensitive pads or screens. Guests did not always feel comfortable or willing to spend valuable time familiarizing themselves with otherwise simple

commands ... when selecting a TV, the only criteria may have been screen size and price; that now needs to be given far greater attention as guest expectations and their perception of quality has matured rapidly," he says.

-Paul J. Heney

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signature projects

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■ Hilton's new Home2 brand built out a full-sized replica of its "Oasis" lobby concept in the middle of their Memphis Operations Center.

■ A studio suite guestroom was also constructed at a nearby corporate-owned Hampton Inn.

■ Guestrooms (top) feature a bed and sofa with a partial room divider drape. Designers can choose from three color palettes and three shades of wood grain.

■ Signature items for the lobby include a banquette (bottom), which is surrounded by an eclectic mix of seating options.

■ The lobby also incorporates a breakfast area and compact business center.

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Tom Horowitz, principal
Kyle Kieper, vice president and creative director
Michael Chaney, design director
Dave Zelman, project architect
Adrienne Korczynski, senior graphic designer



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Technology Focus

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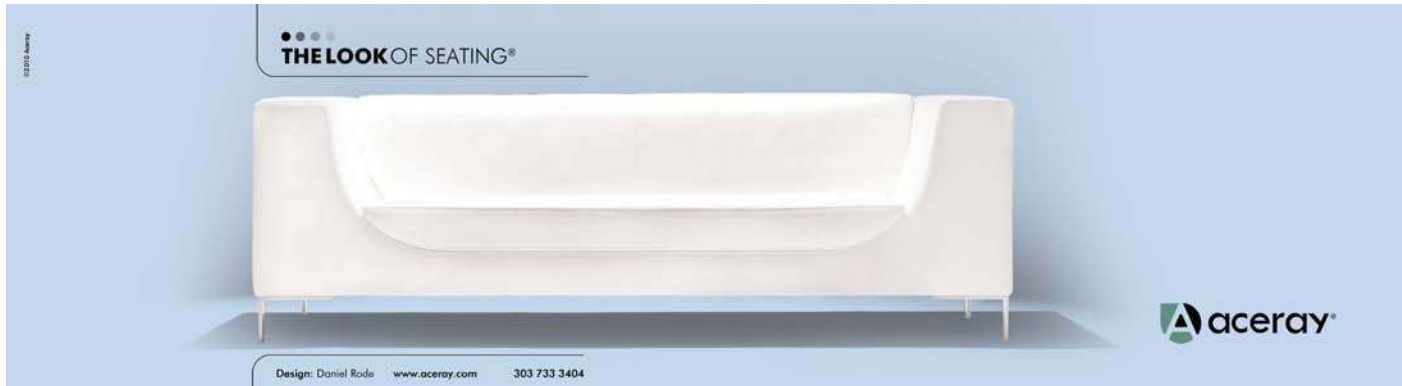
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Elaine Williamson specializes in high-end custom interior design and style making for luxury residential, commercial and hospitality spaces. Her design firm, based in Dallas, creates designs that are distinctive, highly personalized and elegant, yet entirely functional and comfortable. Elaine prides herself on adapting to her clients' needs because, as she says, "great design always starts with the client first. One size design does not fit all."

Currently reading

"Atlas Shrugged" by Ayn Rand ■

My drink

Coke Zero by day
Blackberry Smash by night
(Muddle blackberries with mint, add ice and vodka, garnish with whole berries and powered sugar)

Elaine Williamson

FOUNDER, ELAINE WILLIAMSON DESIGNS

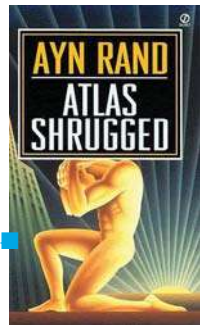
TO ME, HOSPITALITY MEANS graciousness served with a side of elegance. Meeting all of one's needs or at best anticipating and fulfilling those needs.

MY IDEAL SATURDAY CONSISTS OF spending time with my daughter Alexandra when she is in from college, my son Austin, my husband Rick and our dogs: Ivy, Joey and Sydney.

MY FAVORITE ARTIST IS Chris Latanzio of Dallas. He does great dimensional wood-based artwork using vivid paints and shapes. I love his creativity and vision.

MY FAVORITE DESIGNER IS from the Dorothy Draper era. I love all of the plaster and mirrored door-frames. It still is timeless and elegant. Draper had vision before her time and her drive was immense and pointed. She was a courageous designer.

MY FAVORITE HOTEL IS Parker Palm Springs. ■ To me it is eclectic yet elegant; retro yet modern; avant garde yet refined; and always will be timeless. Hospitality weaves its way through all facets of one's stay.



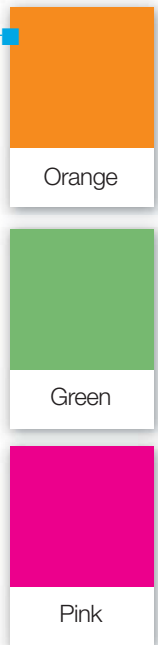
THE MOST IMPORTANT GUESTROOM AMENITIES TO ME ARE fine linens, a luxuriously appointed bathroom and a view. One should always choose a hotel room that at least has the same or better amenities than we find in our own home. The room in which we stay lends an immeasurable amount of weight toward the pleasure with which we equate our overall experience.

OVERDONE IN DESIGN TODAY IS faux finishes, heavy furnishings and fabrics. In certain areas of the country, heavy fabrics, damask chenilles, are still going strong. As more and more shelter magazines are emphasizing cleaner lines, it is beginning to spill over into the mainstream residential market.

TODAY'S HOT COLOR PALETTE IS orange, greens and pinks ■. Although, the use of strong color calmed by lighter tones is such a classic look. This can be achieved with all colors on the palette.

MY FAVORITE MATERIALS TO WORK WITH ARE linen and silk velvets, which are the yin and yang of fabrics. These two always will work well together and always are full of color and texture.

MY ADVICE TO YOUNG HOTELIERS IS to be open to creativity always. Let your designers be creative and bring many ideas. Putting too many parameters on at the first meeting can oftentimes cloud the creativity process and something fantastic might be overlooked.



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