



HOSPITALITY

style

NEW HORIZONS

FALL 2012

SPECIAL REPORT:
BIG BRAND STYLE
HÔTEL ORIGINAL
FUUUD

THE CLIENT: LARRY
TRAXLER, HILTON
WORLDWIDE AND DAVE
HORTON, HILTON HOTELS
& RESORTS

HOSPITALITYSTYLE.COM

/// CONTENTS

HOSPITALITY STYLE / VOL. 5, ISSUE 3 / FALL 2012



/ 18 /



/ 26 /

/ ON THE COVER / Chilean designers Alexandra Edwards and Carolina Delpiano offer some blue-sky thinking on indoor/outdoor fusion in the wellness center of the Tierra Patagonia Hotel & Spa. They not only let the wood tones and water effects flow from the surrounding national park into the spa's interiors, they invite guests to experience that world to scale. Nearly every statement is as expansive as the pampas—from the size of the pool to the architectural wrap of the windows. Whether for international brands or boutiques, big ideas never looked so good.

/ COVER PHOTOGRAPHY / COURTESY OF TIERRA PATAGONIA HOTEL & SPA

/// FEATURES

18 BIG IS BEAUTIFUL Hotel chains learned a lot about lifestyle design from boutiques. Now, they're teaching master classes with properties like the Renaissance St. Louis Airport Hotel, the Hyatt Regency Louisville and the Renaissance Pittsburgh.

26 FUUUD FOR THOUGHT Futur2 reinterprets everyday objects from ping-pong balls to plastic water bottles to heat up the visual vibe and get diners talking about their surroundings at Fuuud, an all-day dining restaurant in Sabadell, Spain.

32 MID-TIER MAGIC Forget the wand. Stella Cadente conjures fairy-tale guest rooms for Paris' Hôtel Original with ordinary materials used in extraordinary ways.

36 STEALING THE SCENE Huge, slanting tree trunks and golden indigenous wood bring the rustic beauty of the pampas into the wellness facilities of Tierra Patagonia Hotel & Spa.

40 CHAIN REACTION Larry Traxler, senior vp, global design, Hilton Worldwide, and David Horton, global head, Hilton Hotels & Resorts, outline their vision for powering up the impact of hotel design and their criteria for choosing the collaborators to help make that happen.

/// DEPARTMENTS

**4 FROM THE EDITOR/
ADVISORY BOARD**

6 THE EDGE Hotel Bohemia Suites & Spa, Gran Canaria, Spain

10 WISH LIST SHOWROOM

**46 OUTDOOR FURNITURE
SHOWROOM**

50 FABRIC SHOWROOM

56 Q+A Dianne Kraus, associate, Health and Wellness Division, Gensler

Follow Hospitality Style on



US AND THEM

/// When I asked Cauhaus Design co-founder Tobin Schermerhorn what she would have done differently if the Renaissance St. Louis Airport

Hotel had been a boutique, she said, "Nothing." As she sees it, "Achieving a boutique feel is all about the creation of intimate spaces. We love creating private lounges, private dining rooms, fire place nooks and furniture groups with the ability to define rooms within rooms. That's true regardless of whether there's a flag over the door."

Looking at the images in this issue's special report (p. 18), it's clear that hotel brands are no longer playing catch-up with their independent competitors. Firms such as Cauhaus Design, FRCH Design

Worldwide and dash design are finding new solutions that leverage the broad canvas only big box hotels can provide. A boutique may be able to use its interiors concept to tell a great short story, but an atrium lobby can speak volumes about the variety of experiences that reflect all aspects of guests' lifestyles.

If anything, FRCH's James Stapleton sees hotel chains like Hyatt as drivers for fresh design thinking. "Now, brand standards aren't so much constraints as guideposts," he says. "Companies such as Hyatt are less about delivering on the letter of their standards than the spirit, and that, in turn, means that chain hotels are no longer predictable but exciting."

Just as no one operational approach has a monopoly on good design, neither does budget. Tierra Patagonia Hotel & Spa (p. 36) points to a super-natural way of saying five-star luxury in a national park setting in southern Chile. It is rich, exotic and beautiful. But less well-endowed projects as Paris' Hôtel Original (p. 32) and Sabadell, Spain's Fuuud restaurant (p. 26) prove once again that creativity can fill in any financing gaps in making a hotel or restaurant unforgettable.

The battle lines that were once drawn between the big guys and the mavericks have disappeared. What remains is a new order of owners, operators and designers willing to take risks and reward guests with inventive environments they'll want to explore again and again.

Mary Scoviak
EDITOR



Wall art, Renaissance St. Louis Airport Hotel

HOSPITALITY style

11262 Cornell Park Dr.
Cincinnati, OH 45242
p: 513.421.2050 / f: 513.421.5144
www.HospitalityStyle.com

/// EDITORIAL

EDITOR
Mary Scoviak
SENIOR ART DIRECTOR
Kimberly Pegram
COPY EDITOR
Matthew Hall

/// SALES

PUBLISHER, HOSPITALITY PRODUCTS
Michael Schneider
michael.schneider@stmediagroup.com
p: 513.263.9379
BUSINESS DEVELOPMENT MANAGER, WEST
Gerry Kreger
gerry.kreger@stmediagroup.com
p: 323.999.0991
BUSINESS DEVELOPMENT MANAGER, SOUTHEAST
Scott Rickles
scott.rickles@stmediagroup.com
p: 770.664.4567
BUSINESS DEVELOPMENT MANAGER, SOUTHWEST
Ben Skidmore
ben@partnerspr.com
p: 972.587.9064

/// CORPORATE

PRESIDENT
Tedd Swormstedt
SENIOR VP HOSPITALITY
Michelle Finn
AUDIENCE DEVELOPMENT DIRECTOR
Christine Baloga
PRODUCTION COORDINATOR
Keri Harper
DIRECTOR OF BOOK DIVISION
Mark Kissling
REPRINT INFORMATION
800.925.1110, ext. 399

SUBSCRIPTION SERVICES
P.O. Box 1060 / Skokie, IL 60076
P: (847) 763-4938
F: (847) 763-9030
HS@halldata.com

/// ADVISORY BOARD

MISHA BEDNER
project director
HBA/Hirsch Bedner Associates

ALISA CHODOS
principal and partner LaCour
Chodos Interior Design

RONEL CORBIN
U.S. corporate director of spa
operations
ESPA International

JAMES DILLEY
associate director
Jestico + Whiles

JP FORD
senior vice president
Lodging Econometrics

KELLY GONZALEZ
associate vice president, new-
build design
Royal Caribbean International

ED GRUN
principal and leader of hospitality
practice
Gensler

JAMES HAMILTON
design director
Graven Images

TED JACOBS
vice president of luxury brands
Starwood Hotels & Resorts
Worldwide Inc.

JENNIFER JOHANSON
president/ceo
EDG

HO KWONCJAN
managing director, design
services
Banyan Tree Hotels and Resorts

GEORGE LAGUSIS
senior vice president, design and
construction
Fairmont Hotels & Resorts

WILLIAM LANGMADE
president
Purchasing Management
International

ALEJANDRA LILLO
partner
GRAFT

RAMSEY MANKARIOUS
chief executive officer
Cedar Capital Partners LLC

WENDY MENDES
vice president
RTKL Associates

MAY POON
senior project designer
Wilson Associates

ROBERT PUCCINI
president/ceo
Puccini Group

CLAUS SENDLINGER
president and ceo
Design Hotels

JAMES STAPLETON
vice president/principal
FRCH Design Worldwide

DAVID SUSSMAN
senior vice president, hotel
development and design
Kimpton Hotel & Restaurant
Group

ADAM TIHANY
founder and principal
Tihany Design

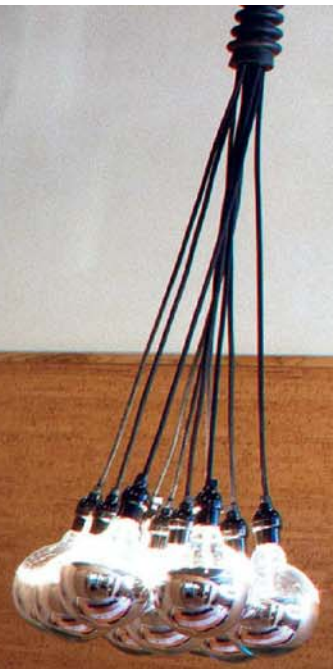
SVEN VAN ASSCHE
vice president of design
MGM Mirage Design Group

PATRICIA WALKER
senior interior designer
Studio GAIA

GLENN WILSON
vice president, international
interior design
Marriott International

HOWARD J. WOLFF
founder
Full-Height Advice

RENAISSANCE ST. LOUIS AIRPORT HOTEL



BIG

BY MARY SCOVIAK





RENAISSANCE PITTSBURGH

IS BEAUTIFUL

It's been a while since the world's international hotel brands ruled the design scene. Now, property by property, they're proving they're bona fide contenders in the race toward hospitality style's aesthetic cutting edge. Here are some big ideas from three properties that are taking advantage of their spacious confines to appeal to guests eager for a menu of immersive experiences.



HYATT REGENCY LOUISVILLE



/ 1 / "Our projects are very artifact—and artwork—intensive, since these elements can have a high impact with minimal cost," says Tobin Schermerhorn, co-owner, Cauhaus Design

/ 2 / Two signature sofas accented with subtle art and warm lighting create an intimate room-within-a-room experience in the lobby.

coppery sofa framed by wall graphics showing millions of silvery, flat-headed nails.

Allusions to the city's industrial heritage show up in a pendant chandelier with undulating fabric elements that loosely mimic gears. The newly repositioned reception pods' countertops are cast concrete. Opposite them is a feature wall treated with hand-applied silver plaster with rich tooling detail reminiscent of leatherwork and iron fretwork. Another contextual nod is the bellman's stand. Designed to look like an airplane turbine, it acknowledges the hotels' adjacency to the airport.

A high mix of elements brings an identity to each area, especially when the FF&E isn't something guests see everyday. Cauhaus Design used this broad canvas to explore unexpected materials, such as dichroic film. "We applied it on the existing glass storefront panels to create a festive and playful kind of space. Exposed to both natural and made-made light, the colors shift with guests' relative position to the glass," Laschever says. Tufted rugs in the library were specially designed to suggest wood graining. "We don't accept anything as sacrosanct. Every element has an opportunity to say something new, something about that place and that moment," says Laschever. "That's not a conflict for hotel brands or owners. They're encouraging us to create distinctive concepts for each project."

STEVEN LASCHEVER, HARTFORD, CONN.

LOCAL HERO

Renaissance St. Louis Airport Hotel

When scores of 300- to 400-room properties like the Renaissance St. Louis Airport Hotel opened in the 1980s, guests had one mandate for public spaces: the bigger, the better. They've since changed their minds. Rather than just carving up these cavernous expanses in response, firms such as Cauhaus Design (Frederick, Md.) are re-inventing

anonymous lobbies as galleries showcasing a what's-next look at the craze for locally inspired design.

"The challenge is to humanize the interiors in a visual sense but still address the fact that hotels like the Renaissance St. Louis Airport need to accommodate large groups of people," says Tobin Schermerhorn, who co-owns Cauhaus Design with

her husband, Robert Laschever. "You can't do that by hard-walling venues into the space. You need flexibility."

Swaths of curtains hung from warehouse beams, low dividing walls crafted from local wood and suspended lighting are the new solutions for defining private nooks in large public spaces like those in this Renaissance. "We brought the functional elements away from the perimeter walls and floated them within the space," says Laschever. "That helped to break up the volume as well as adding sculptural-looking design elements to each area."

Although there are super-sized photos referencing local landmarks such as the St. Louis Arch, Cauhaus' team predicts that the next iteration of sense of place design will be far less literal. For example, the Arch's steel panels inspired the use of copper- and steel-toned metallic sheers, the silverized wood flooring in the bar and an unforgettable gleaming



/ 3 / Orienting seating in small, conversational groups plays up the home-like quality in the bars and restaurants. Different colors and textures add personalization.

/ 4 / "Seating groups in atrium lobbies have to be bold enough to look good up close as well from the top floors," says James Stapleton, vp/principal, FRCH Design Worldwide.



/ 3 /



/ 4 /

THE NEW LOOK OF LIFESTYLE Hyatt Regency Louisville

The newly renovated, 393-room Hyatt Regency in Louisville, Ky., offers a sneak peek into the future of lifestyle hotel design. As FRCH Design Worldwide (Cincinnati) sees it, people don't just live in über-cool lofts and posh townhouses. The airy, open atrium lobby of business/convention properties like this city-center fixture provides the perfect stage for re-creating the easy elegance of the large, spacious residences many of Hyatt's loyal customers call home.

One of the first big changes fueled by this new interpretation of residential is that guests don't just walk into the "living room." There's a sense of arrival. "We loosely interpreted the lobby as the front lawn to a traditional Kentucky estate home with the restaurant's porch connecting the two," says James Stapleton, FRCH's vp/principal.

That allows for a shift toward bolder architectural pieces, like sofas that can be clustered back-to-back and accented with contemporary chairs. Unlike boutique hotels' alone-in-a-crowd gathering spaces, these small seating groups are evocative of chats with family and best friends.

Moving further into the public restaurant area, the experiences unfold like a series of residential rooms. Homes don't have grab-and-go restaurants in their foyers; neither does the Hyatt Regency. FRCH positioned a quiet bar near the main entry, inviting people to stop in and relax without putting them on display. The floorplan is divided into zones so that guests can personalize the ambience—whether that means sinking back into an ultra-modern, pumpkin-colored armchair, socializing at the

small, sleek bar or enjoying a tête-à-tête at one of the high tables.

Dining plays a key role in today's home away from home. In this context, it's not about seeing and being seen. "Think about a large extended family gathering for a holiday meal, with the event spilling over into adjacent rooms, and you'll get the idea," says Stapleton.

Where a hotel like this once would have offered a menu of ethnic restaurants, there's now a series of locally accented spaces that work together or separately as needed while still maintaining their own identity.

"The real trend for full-service hotels is that they can be even more customized than ever before and this makes it easier for them to have a personality," says Stapleton. "Personality is something a hotel guest has always wanted and it helps us get back to what great hotels were made for in the first place: serving as the connection point between guests and the local community."



/ 5 /

/ 5 / The names of Renaissance hotels around the world decorate screens at the communal table.

/ 6 / Even a sweeping staircase can imply a residential feel when it's accented by flickering candles, richly hued pillows and low, comfortable seating, points out dash design principal David Ashen.



/ 6 /

FINISHING TOUCHES Renaissance Pittsburgh

Cutting huge spaces down to size starts with developing a sense of what humanscale actually is. "It's all about scale/proportion and the relationship of the human body to the space," says David Ashen, principal, dash design (New York).

That experience starts in the guest room. Even for a soft-goods renovation like the one he recently completed at the 300-room Renaissance Pittsburgh, downsized task and ambient lighting makes the room seem more intimate. Keeping visual signatures through the private and public spaces also help prevent guests from feeling dwarfed by the scale.

Breaking up huge expanses of wall is a longtime challenge for larger hotels, but Ashen wasn't looking to just put some prints up to stop the monotony. "I really

hate traditional art programs," he says. "I have been a proponent of curating collections specifically for a property rather than ordering art from a catalogue."

So, for the Pittsburgh property, he turned to Paige Powell, an art consultant whose previous credits include working with Andy Warhol, to find local artists to complete his vision for interesting art that felt approachable. "We hold art in such low regard in the U.S. I wanted to try and change that with a gallery feel to take down the intimidation factor," Ashen says.

Whatever the future holds for big-box hotels, designers will have to keep digging down for something to make a statement that elevates them above the rest. And most flags are getting a lot more comfortable with the edge. **HS**

CRIS MOLINA, WASHINGTON, D.C.