

BOUTIQUE design

HOSPITALITY REINVENTED

DECEMBER | 2019



COLLECTIVE SOUL

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WINNER

TWA HOTEL
JAMAICA, NEW YORK

THE DESIGN FIRM: Stonehill Taylor, New York

THE MUSE: Restore the neofuturistic glamour of the TWA Flight Center built in 1962 for Trans World Airlines (TWA) commissioned by American business magnate, investor and pilot (among other impressive titles) Howard Hughes and designed by world-renowned architect Eero Saarinen. Ensure that globe-trotting guests get a taste of the Golden Age of Flying, but don't wing it in terms of mod cons.

THE MAGIC: Balancing the right nostalgic tones with contemporary chic was paramount in the guestrooms. Stonehill Taylor's interiors reference the master designer's era, for starters. A custom floor-to-ceiling brass pole lamp offers a modern take on an original midcentury detail, placed adjacent to true Saarinen icons (a Knoll Womb chair and Tulip side table). Yes, designers made use of Chili Pepper Red, the signature color created by

Saarinen for the flight center (after all, the hotel is connected to the terminal through the original red-carpeted flight tubes). But it's balanced with a neutral palette of whites and blues with warm, natural walnut and brass finishes, giving the space a more modern touch.

THE MAVERICK MOVE: If you've got it, flaunt it. The view, that is. Floor-to-ceiling windows frame the runways outside. "In many of the rooms, beds are positioned to let guests enjoy the exciting rhythm of the runway or the glory of Saarinen's TWA Flight Center," says Michael Suomi, former principal for Stonehill Taylor, who launched his own firm, Suomi Design Works, in November.

THE MESSAGE: Length of stay isn't a one-size-fits-all situation, so guestrooms need to cater to road warriors and leisure loungers alike. For the check-in/check-out types, hooks on the walls accommodate just the essentials and ensure all belongings are visible, making it harder for guests to forget their items as they rush to their next flight. For the ones who can stick around awhile? Well, just mix a drink at the in-room martini bar, stocked with all the elegance of the inspo era. Don Draper would be proud.

SOURCES

OWNER: MCR/Morse Development, New York; **OPERATOR:** MCR; **DESIGN FIRM:** Stonehill Taylor, New York; Michael Suomi, (then) principal; Sara Duffy, senior interiors associate; DeeDee Sanchez, interiors associate; Lauren Gorgano, Christopher Solek, Clive Kuo, interior designers; Steven Eshleman, director of industrial design; **ARCHITECT:** Lubrano Ciavarra Architects, Brooklyn, New York (design); Beyer Blinder Belle, New York (architect of record); **PURCHASING COMPANY:** The Parker Company; **GENERAL CONTRACTOR:** Turner Construction Company, New York; **DESIGN CONSULTANTS:** Cooley Monato Studio (lighting); JB&B (engineering); **ART & ACCESSORIES:** Duggal Visual Solutions; **BATH & SPA:** Kohler; Majestic Mirror; Stone Resource; **FABRICS:** Anze; Cortina Leather; Knoll Textiles; Maharam; Spinneybeck; Valley Forge Fabrics; **FLOORCOVERINGS:** Innovative Carpets; Zenith Rugs; **FURNITURE:** Hilltop Woodworking; Knoll; Samuelson Furniture; Thomas Hayes Studio; **LIGHTING:** HB Lighting; **MATERIALS:** Bendheim Architectural Glass; Benjamin Moore; Design and Direct Source; Durkan; European Granite & Marble; Nemo Tile & Stone; Sherwin-Williams; WSA Hospitality; **WALLCOVERINGS:** Koroseal; **WINDOW TREATMENTS:** City Window Fashions

FINALIST WOODLARK HOTEL PORTLAND, OREGON

THE DESIGN FIRM: OFFICEUNTI-TLED, Culver City, California

THE MUSE: Immerse guests in the nuanced vibe of Portland's past and present by reinventing the expected materials palette.

THE MAVERICK MOVE: Showcasing the "New Northwest" by combining textured leather, aged brass, blackened steel and velvet with a raw wood floor and handmade Christiane Millinger wool rugs. Sweating the "small stuff"—accenting float dipped walls with blue baseboards, using teal for the bathroom tiles or specifying custom-designed wallpaper inspired by native plants.

THE MESSAGE: Small touches have big impact. To reinforce the individual identities of the two historic buildings



joined to form the hotel while simultaneously creating one cohesive space, the guestroom wallpaper inverts from green and white to green and blue depending on the room's location.

SOURCES

OWNER: NBP Capital, Portland; Provenance Hotels, Portland; **OPERATOR:** Provenance Hotels, Portland; **DESIGN FIRM:** OFFICEUNTITLED (formerly R&A Architecture & Design), Culver City, California; Christian Robert, Benjamin Anderson, Shawn Gehle, cofounders and principals; Brooks Atwood, design director; Richard Destin, senior project architect; Mark Langrehr, architect; **ARCHITECT:** OFFICEUNTITLED, Culver City, California; **PURCHASING COMPANY:** Absolute Procurement, Portland; **GENERAL CONTRACTOR:** Pence Construction, Portland; **ART & ACCESSORIES:** Imogen Cunningham; Maja Dlugolecki; **AUDIO/VISUAL & ELECTRONICS:** OMFGCO; Tube Art Group; **BATH & SPA:** Design and Direct Source; Kohler; Oregon Tile & Marble; Pentat Granite & Marble, LLC; **FABRICS:** Christiane Millinger Handmade Rugs; Kvadrat Maharam; Valley Forge Fabrics; **FLOORCOVERINGS:** Galleher; **FURNITURE:** Moore & Giles; Nevamar Company, LLC; **WALLCOVERINGS:** Wolf-Gordon; **WINDOW TREATMENTS:** Fabtex

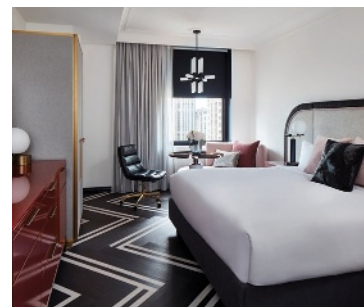
FINALIST ST. JANE HOTEL CHICAGO

THE DESIGN FIRM: Simeone Deary Design Group, Chicago

THE MUSE: Personify legendary activist and Nobel Peace Prize recipient Jane Addams—but with a modern panache.

THE MAVERICK MOVE: Go bold. Black and white herringbone floors and white walls create a dramatic backdrop to the pink-gold-gray palette of the FF&E within.

THE MESSAGE: Showcase your muse. A commissioned artwork reflects a "Modern Maven." The hand gesture in the portrait is a symbol to capture Addams' work which represents comforting, helping and strong in solidarity. Here, the hand recalls her words: "Perhaps nothing is so fraught with significance as the human hand..."



SOURCES

OWNER: Becker Ventures, Chicago; **DESIGN FIRM:** Simeone Deary Design Group, Chicago; Lisa Simeone and Gina Deary, owners; Tim Schwarz, principal; Dara Jenthannomma, associate; Jordan Fons, designer; Libby McClintick, designer; **ARCHITECT:** Booth Hansen, Chicago; **PURCHASING COMPANY:** Neil Locke & Associates, Itasca, Illinois; **GENERAL CONTRACTOR:** Pepper Construction, Chicago; **PROJECT MANAGER:** Daccord LLC, Chicago; **ART & ACCESSORIES:** ABC Carpet & Home; Farmboy Fine Arts; Waterworks; **BATH & SPA:** Brizo; Kohler; Kallista; Lacava; Mincey Marble; Toto USA; **FABRICS:** Architect; Brentano Fabrics; DesignTex; Holly Hunt; Hunter Douglas; Justin David Textiles; Keleen Leathers; KnollTextiles; Richloom Fabrics Group; Romo Fabrics; Maharam; Majilite; Optima Leathers; Opuzen; Panaz; Samuel & Sons; Valley Forge Fabrics; **FLOORCOVERINGS:** Durkan by Mohawk Group; Encore; FloorFolio; Jamie Stern Design; Sponge Cushion; Tred-MOR; **FURNITURE:** Arteriors; Bryan Ashley; CCF; D'style by Kimball Hospitality; Layla Grayce; Lily Jack; Made Goods; Phillips Collection; RH Contract; Samuel & Sons; Samuelson Furniture; Worlds Away; **LIGHTING:** HB Lighting; Hudson Valley Lighting; Majestic Mirror & Frame; Scott Lamp Company; Visual Comfort & Company; **WALLCOVERINGS:** Area Environments Custom Wallcovering; DesignTex; MDC Wallcoverings; **WINDOW TREATMENTS:** Miceli Drapery Company; Valley Forge Fabrics

BOUTIQUE design

EVENTS & TRADE FAIRS

MARK YOUR 2020 CALENDAR

winter forum
A BOUTIQUE DESIGN EVENT

FEBRUARY 11-13
Four Seasons Resort | The Sebastian
Vail, CO

BOUTIQUE DESIGN
PRODUCT SYMPOSIUM

SUMMER
Los Angeles

BOUTIQUE DESIGN
PRODUCT SYMPOSIUM

MARCH
Washington D.C.

fall forum
A BOUTIQUE DESIGN EVENT

OCTOBER 7-9
Louisville, KY

BOUTIQUE DESIGN
MATCH
FORMERLY "HOSPITALITY MATCH"

JUNE 7-9
El San Juan Hotel
Puerto Rico

BD | NY
A BOUTIQUE DESIGN TRADE FAIR

NOVEMBER 8-9
Javits Center
New York

SLDM
SENIOR LIFESTYLE
DESIGN MATCH

JUNE 21-23
Westin Portland Harborview
Portland, ME

THE HOTEL
EXPERIENCE
POWERED BY AARCA

NOVEMBER 8-9
Javits Center
New York

summer forum
A BOUTIQUE DESIGN EVENT

JULY 22-24
Hotel Villagio
Yountville, CA

GOLD KEY AWARDS
FOR EXCELLENCE IN HOSPITALITY DESIGN

NOVEMBER 9
New York

WINNER

ST. JANE HOTEL
CHICAGO

THE DESIGN FIRM: Simeone Deary Design Group, Chicago

THE MUSE: Transform a former branded hotel with a masculine feel to a boutique beauty with interiors that have a feminine point of view which complements the building's historic architecture.

THE MAGIC: Going from branded to unique boutique on a rigid schedule isn't child's play. "Interiors needed to be shifted, repositioned and totally redesigned while paying homage to the historic, landmarked art deco Carbide and Carbon Building," say Lisa Simeone and Gina Deary, owners of Simeone Deary Design Group. The deep green monolithic marble stone exterior with bright, brassy architectural metal ornamentation inspired the design team to focus on contrasts. In the lobby, dark moresqued walls play against luxe, jewel-toned furniture adorned with vintage details. Custom-designed chevron floors serve as a handsome counterpoint to a mosaic of iridescent glass tiles in shades of blush and nude that canvas the floor, intended as a creative take on an area rug.

THE MAVERICK MOVE: Drama is on full display, basking in the spotlight. Above the corner bar's black leather and velvet seating dangles a custom-designed chandelier dripping with matte-and-polished black vintage jewelry, crystals and beads. A vertical light installation of frosted LED tubes soars 18 ft. above the hotel's all-day café, enhancing floor-to-ceiling windows.

THE MESSAGE: Don't be afraid to design the other side of the story. Against the scalloped tile café floors, parquet porcelain flooring creates a transition to the contemporary, rustic-yet-refined American Brasserie. Raised platform booth seating faces the open kitchen, providing a view of restaurant activity.



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OWNER: Becker Ventures, Chicago; **DESIGN FIRM:** Simeone Deary Design Group, Chicago; Lisa Simeone and Gina Deary, owners; Tim Schwarz, principal; Dara Jenthanomma, associate; Jordan Fons, Libby McClintick, designers; **ARCHITECT:** Booth Hansen, Chicago; **PURCHASING COMPANY:** Neil Locke & Associates, Itasca, Illinois; **GENERAL CONTRACTOR:** Pepper Construction, Chicago; **PROJECT MANAGER:** Daccord LLC, Chicago; **ART & ACCESSORIES:** 1st Dibs; ABC Home; Arteriors Home; Burke Décor LLC; Daniel Kinkade Fine Art; Etsy; Farmboy Fine Arts Inc.; Frontgate Contract; Fort Standard; Made Goods; Mitchell Gold + Bob Williams; RH Contract; Simeone Deary Design Group; Shop Candelabra; Waterworks; West Elm; **BATH & SPA:** Kohler; Kallista; Mincey Marble; Toto USA; Lacava; **FABRICS:** Architec; Bernhardt Textiles; Brentano Fabrics; Carnegie; Casamance; Cassaro; Dedar; Donghia; Designers Guild; DL Couch; Edelman Leather; Fabricut; Fil Doux Textiles; Holland & Sherry; Holly Hunt; Houle; Hunter Douglas; Integra Fabrics; Justin David Textiles; Keleen Leathers; Kravet; KnollTextiles; Maharam; Majilite; Moore & Giles; Optima Leathers; Opuzen; Panaz; Perennials and Sutherland, LLC; Pollack Fabrics; Richloom Fabrics Group; Robert Allen Design; Romo Fabrics; Stark Fabric; Theo Fabrics; Valley Forge Fabrics; Wolf-Gordon; **FLOORCOVERINGS:** Ceramic Technics; Crosby Street Studios; Durkan by Mohawk Group; Encore; FloorFolio; Jamie Stern Design; Mid America Tile; Organic Looms; Sicis; Sponge Cushion; Terrazzo & Marble Supply; The Tile Gallery; Tred-MOR; **FURNITURE:** Afra Furniture; Astoria; Arteriors; Beaufurn; Bespoke; Bryan Ashley; Cane-line; CB2; CCF; Coalesse; Crow Works; Dedon; Dering Hall; EJ Industries; Harbour Outdoor; JLF Collections; JANUS et Cie; Kettal; Layla Grayce; Lily Jack; Luminaire; Mitchell Gold + Bob Williams; Ottini; RH Contract; Samuel & Sons; Samuelson Furniture; Shelby Williams; Sossego Contract; Stellar Works; **LIGHTING:** Arteriors; Burke Décor; Circa Lighting; HB Lighting; Hudson Valley; Incite Design LLC; Lightology; Majestic Mirror + Frame; Preciosa; Pelle Designs; Rejuvenation; RH Contract; Scott Lamp; Sonneman; Shop Candelabra; Visual Comfort; **SURFACING MATERIALS:** Artistic Tile; Color Quartz Surfaces; Caesarstone; LG Hausys; Loop Studio; Rejuvenation; Richelieu; The Tile Gallery; The Hardware Hut; Signature Hardware; Surface Quest Chicago; **WALLCOVERINGS:** Area Environments; Designtex; DL Couch; MDC; Innovations; Koroseal; KnollTextiles; Maharam; Phillip Jeffries; Simeone Deary Design Group; Trikes; Wolf-Gordon; York Contract; **WINDOW TREATMENTS:** Miceli; Valley Forge Fabrics