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APRIL 2010

# Hotel Design

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## Urban Escape

The Study at Yale's  
contemporary elegance

Focus on  
universal design

Bath trends for the  
boomer generation

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# OUTDOOR





# Hotel Design

TRENDS, FASHION & INSPIRATION



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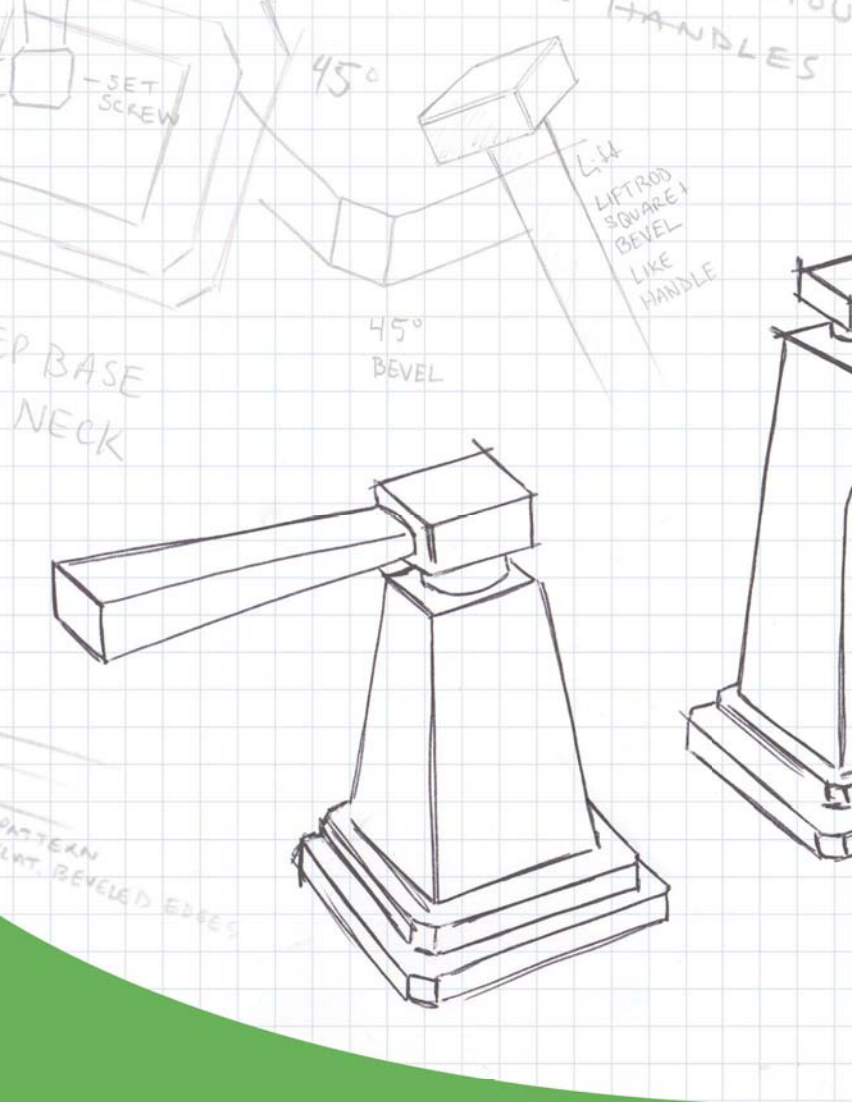
TheWit Hotel, Chicago

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# Don't overlook lighting



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

**W**hen was the last time you thought about lighting? If you're like most, it was probably when you noticed a bad example of it—a guestroom with dim fixtures or a lobby with spotlights overpowering an otherwise elegant piece of artwork. But done correctly, lighting will accentuate your designs, not call attention to itself.

“Not only are spaces that are over-lit distracting and uncomfortable, but they also drain a ton of unnecessary energy,” says Al Near, SVP of sales and marketing for USA Illumination. “Conversely, if energy savings is too much a focal point, then space can tend to be under-lit ... then attempts to create lighting effects or drama may fall flat.”

According to Near, a good way to avoid these pitfalls and achieve different lighting effects at different times is to incorporate a lighting controls system with multiple, preset lighting levels for all public spaces.

“The success of any hotel depends upon attention to detail, and first impressions are critical,” says Paula Ziegenbein, application marketing manager for Osram Sylvania. “The lobby and reception area should invite people in and make them feel welcome. Adequate light levels and well-placed lighting fixtures help orient guests and enhance their comfort levels. Drawing attention to selected architectural details, artwork and

furnishings will increase property appeal.”

Ziegenbein says proper lighting in public spaces and pre-function areas involves a layered approach to the design.

“Ambient or general lighting is the foundation, or base layer, and luminaries selected for this function are typically spaced to provide uniform light over a wide area. Accent lighting is ‘directional’ light aimed at an object or focal point of a room and is generally used to highlight and draw attention, to make something prominent, or to create visual separation,” she says.

Accent lighting works best when a contrast is created through the use of directional light sources and luminaries, varying the intensity or amount of light in a particular space. Or through the use of color.

Near says several factors come into play when evaluating proper lighting for public spaces and pre-function areas, including:

- How high is the ceiling? If the ceiling is high, then higher wattage lighting fixtures will be required, along with the use of select lamp sources that have a sufficient amount of punch—such as ceramic metal halide or higher wattage compact fluorescent—to allow light to travel to the floor or task areas.
- Is there heavy use of decorative ceiling and wall luminaries? How much ambient daylight is present? Incorporating too many recessed lighting fixtures with decorative fixtures and/or ambient light can often cause a space to appear over lit or make the ceiling appear to be cluttered.
- What colors are present? A variety of lamp color temperatures can be mixed within a public space to draw out certain colors or create dramatic effects.

Don't overlook maintenance issues with lighting. Exceptional lighting design will quickly go from amazing to terrible when the inevitable task of fixture maintenance is overlooked, too difficult or too costly. Remind your clients that the material cost of a lighting system is small when compared to the cost of the energy needed to operate it and the labor to keep it operational.

# 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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**Mary Malloy**

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## Accessible and beautiful

**A**s spring comes into full swing, there's a certain buzz in the air. Here at HOTEL DESIGN we're buzzing about universal design, both in the issue and as we plan our new conference, **transform: design differently**. The educational summit will take place July 13-14, and will focus on universal design. Find out more information at [transform.hotelworldnetwork.com](http://transform.hotelworldnetwork.com).

In this issue we bring you a slew of new products that show how accessibility and ADA compliance don't have to be institutional. In fact, with the right pieces, universal design doesn't have to be noticeable at all. As columnist Adriane Berg points out in her article on design for baby boomers, "design must accommodate our aging, but never be obvious. No one must be singled out by physical incapacity."

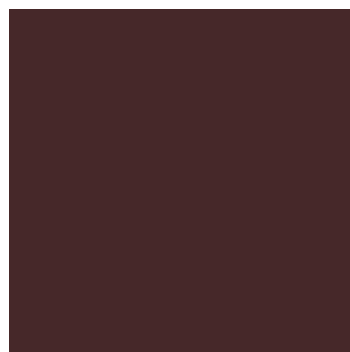
Speaking of great design, has your firm entered our third annual HotelWorld Network Hospitality & Design Award program? These distinctive awards celebrate and reward the best and most creative ideas in hospitality design. We've also added a new category for 2010: Best luxury cruise ship design.

Winners will be recognized at a special award ceremony in November and also will be featured in the award issue of Hotel Design magazine. Make sure to download a submission form at [www.hwnawards.com](http://www.hwnawards.com) today! Entries are due May 7.

I'd also like to take this opportunity to introduce three new members to our Editorial Advisory Board: Nunzio De Santis, executive principal and director at HKS; Richard Millard, president of Tecton Hospitality and Desires Hotels; and Ivanka Trump, EVP development and acquisitions at The Trump Organization. We are honored to partner with such an esteemed group and look forward to implementing their thoughts and ideas in upcoming issues!







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## Gatehouse Capital parties on the rooftop

Gatehouse Capital hosted an intimate gathering and pre-opening tour of the W Hollywood Hotel & Residences. Guests gathered for refreshments on the Residences' rooftop for exclusive pre-opening tours, followed by a beer and wine reception. **1.** Stan Klemanowicz, Sergio Saenz, Martin Ortega, Kali Sipes with HKS Architects; Marty Collins and Jeff Cohen with Gatehouse Capital; and Eddie Abeyta and Charlie Ford with HKS Architects. **2.** Jeff Cohen and Marty Collins with Gatehouse Capital and Eddie Abeyta with HKS Architects.

## Hyatt Place

At the opening ceremony for the 150th Hyatt Place in Charleston, S.C.: Gary Dollens, global head, franchise and select operations, Hyatt Hotels & Resorts; Gerry Qualley, GM; Keith Summey, mayor, North Charleston; Nick Patel, chief financial officer, Naman Hotels.



## Holiday Inn, Patrick Dempsey team to fight cancer

Jackie Raccuglia, manager, e-commerce and marketing, Holiday Inn Resorts Aruba & Jamaica; Patrick Dempsey, of ABC's "Grey's Anatomy"; and Pieralberto Raccuglia, GM of Candlewood Suites Miami. The Holiday Inn was a sponsor of The Dempsey Challenge, a race that raised more than \$1 million for The Patrick Dempsey Center for Cancer Hope & Healing.

## Make a splash

Eric Jellson, director of sales and marketing for Kimpton Hotels; David Bromstad, host of HGTV's "Color Splash"; and Wendy Zane, sales manager, EPIC Hotel.





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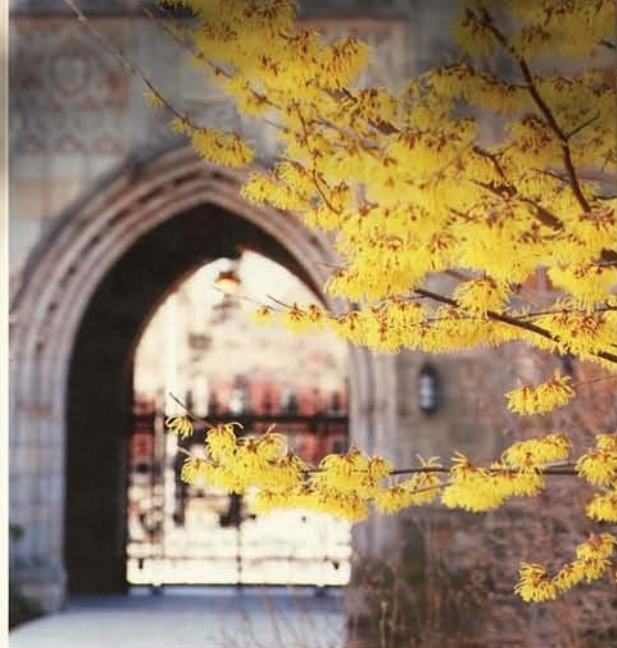


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2008

Michael S. Hoshino

## Collegiate chic

When Hospitality 3 acquired the 46-year-old Colony Inn on Yale University's campus in 2006, developer Paul McGowan's goal was to create a contemporary hotel that easily blended into the distinct architecture of the surrounding buildings. The result is The Study at Yale, a luxury boutique hotel that offers a convenient and upscale option for visiting families, dignitaries and corporate travelers.

To meet the need for additional hotel rooms in New Haven, Conn., the multimillion-dollar project added two floors to the existing structure, increasing the number of rooms from 86 to 125. The hotel also features a redesigned interior layout that includes 3,000 square

Renovating a hotel on Yale University's campus requires careful study

PHOTOGRAPHY / HOSPITALITY 3

feet of meeting space, a private lounge area overlooking the campus and a restaurant with a private dining room and banquet facilities.

The Study at Yale makes its mark on historic Chapel Street with an impressive glass exterior—embedded with amber, blue, green and eggplant-colored pieces—that pays homage to the original gothic-style buildings found on campus.

Respecting the hotel's location, a "collegiate chic" theme is





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## renovation

found throughout the space. For example, lobby bookcases are stacked with literary works by Yale graduates. The lobby also features a wood and limestone entry canopy and solid walnut floors. Comfortable leather seating encourages guests to linger and relax.

The university-inspired theme continues in the guestrooms. Five room types, plus a presidential suite, feature leather reading chairs and ottomans, along with an expanded desk area and task lighting. In addition, guests will find a custom-designed seersucker bathrobe stitched with the hotel's logo, which is a pair of reading glasses.

The renovation had its share of challenges.

"We spent a considerable amount of time sourcing components of the design to achieve our cost and quality objectives," McGowan says. "High-quality plumbing fixtures, stone surfaces, glass shower enclosures and an abundance of wood throughout the project give it the character and sophistication we were hoping to achieve."

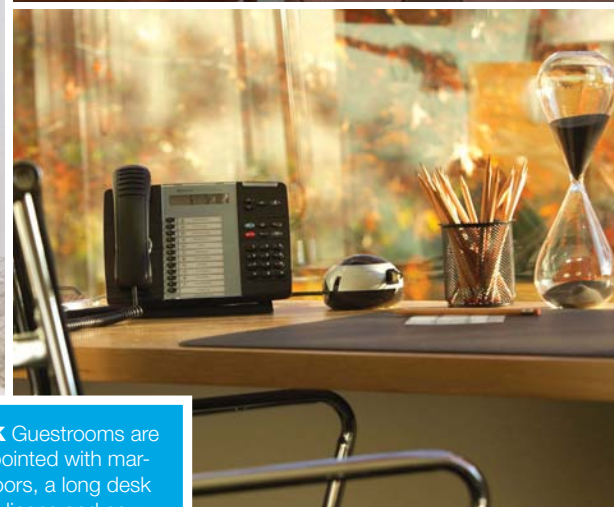
—Kathy Franzinger

### PROJECT SPECS

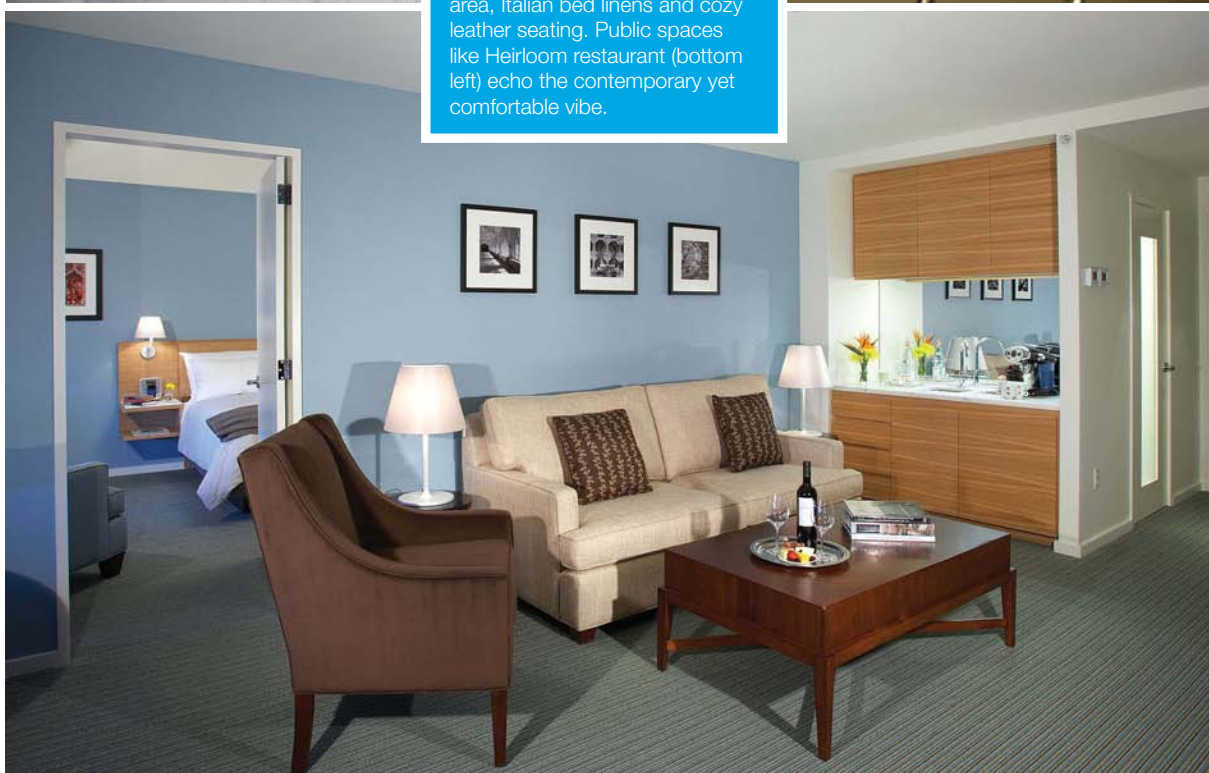
**Project:** The Study at Yale

**Timeline:** December 2006–September 2008

**Architect of Record:** KPMB Architects



**STUDY BREAK** Guestrooms are thoughtfully appointed with marble bathroom floors, a long desk area, Italian bed linens and cozy leather seating. Public spaces like Heirloom restaurant (bottom left) echo the contemporary yet comfortable vibe.







EMU Round Collection, design by Christophe Pillet  
Photo Tom Vack, Jardin du Luxembourg Paris, December 2006

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# The boomer room:

## Hotel design for the ageless traveler

**B**oomers, those of us born between 1946 and 1964, have dictated design trends since the invention of Pampers. With one-billion of us worldwide, we are a demographic juggernaut. When it comes to boomer-friendly hotel design, there are several principles on which to rely:

- Design must accommodate our aging, but never be obvious. No one must be singled out by physical incapacity. Design that embarrasses is bad design. Jan Degenshein, architect for the renovation of the Hilton Hotel at Pearl River, New York, asserts, "Universal design must be just part of the architectural landscape." We age differently, but we travel together, so design must seamlessly allow couples, girlfriend groups and business companions to unconsciously keep up with each other.

- Design must provide a luxurious experience. We buy high-quality bedding from hoteliers to bring home. Conversely, we expect the high-quality amenities we have in our homes to be part of our hotel stay. Consider Toto's Washlet, a commode seat that washes, dries and warms you, or its air tubs that provide relaxation without the trapped bacteria of jets. Mr. Steam's Day Spa Package features aromatherapy, chro-



**Adriane Berg**  
CEO  
Generation Bold  
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motherapy and music for the shower that creates the experience boomers seek.

- Design for safety to accommodate the vision, hearing and balance issues of normal



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CIRCLE NO. 120

## bath trends

aging. Natural light for easy vision, counter height variation and hotel phones with large numbers are logical responses to the challenges of aging—yet, not obvious reminders of them. Mohawk Carpet will soon offer impact-attenuating carpet padding to lessen the potential for injury from falls and is welcome by boomers traveling with older parents.

- Design that is sustainable and inclusive tells a great story that guests will share through social media. Ice Stone's recycled glass and concrete countertops are unique, classy and green. Add heated floors, lighting at several

levels, mirrors you can use sitting down, cabinets that can be lowered and you have a robust recipe for viral marketing.

- Finally, watch for the trend in at-home healthcare to find its way into the hotel setting. Mr. Steam is outfitting showers with biofeedback components; Toto is attracting attention in Japan with smart commode seats that can analyze bodily functions. Cognifit, the brain fitness company, offers Personal Coach so guests can keep up their brain exercises from any hotel computer. MedApps allows guests to take their glucose levels from a portable

Health Buddy and transmit the report to their doctor.

More often than not, all guests appreciate the features that emerge from universal design. Ever since Charles and Ray Eames designed the iconic Eames chair based on a molded leg splint for injured soldiers, disability has inspired creativity. Now, longevity has a chance to do the same.

*Adriane Berg is the CEO of Generation Bold and a consultant, speaker and thought leader in the boomer and older markets. To listen to experts interviewed on hotel design for the Boomer visit: [www.LongevityClubOnline.com/ForeverBath.htm](http://www.LongevityClubOnline.com/ForeverBath.htm)*



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**10 ft**  
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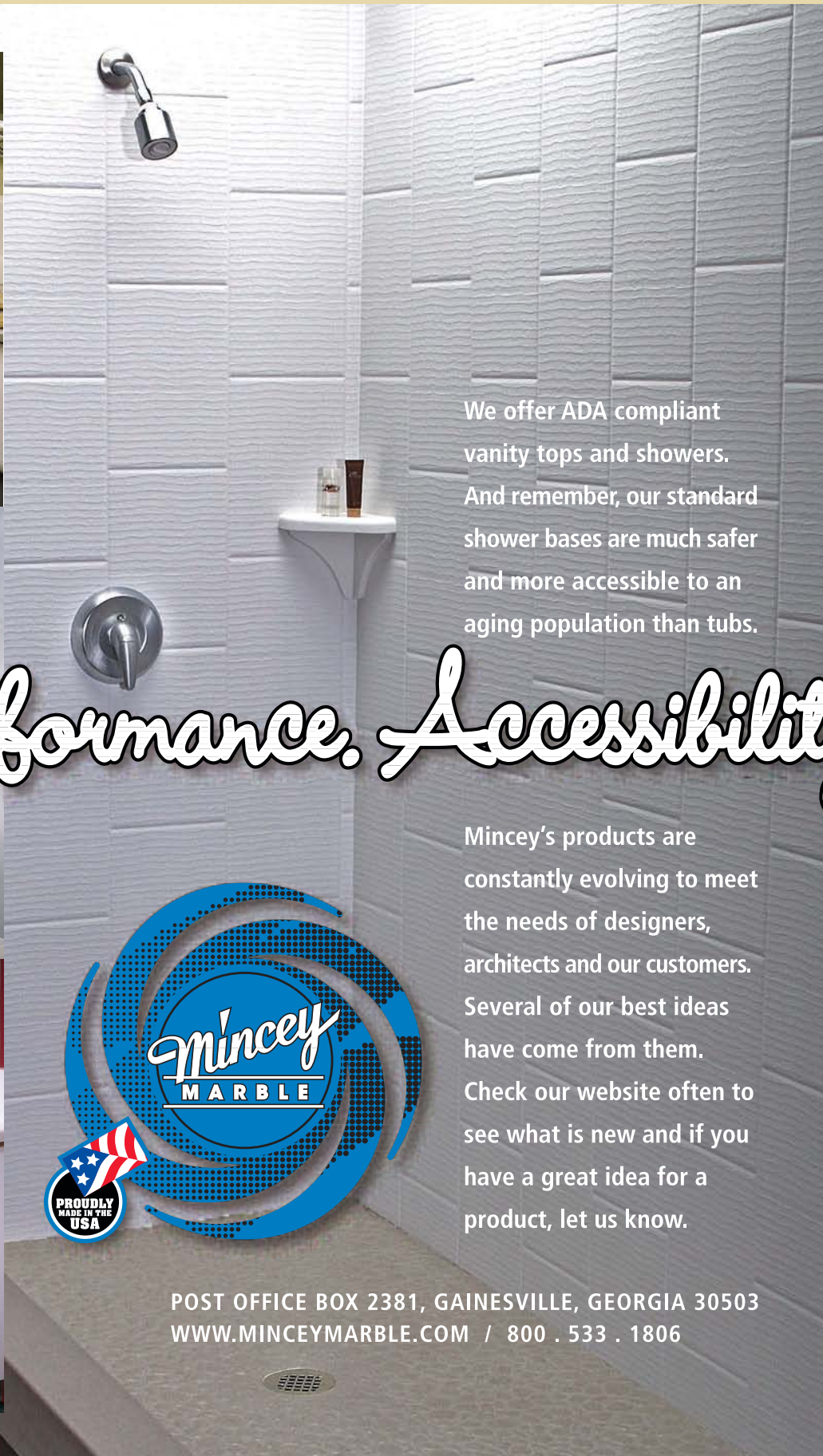
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## Bath aids

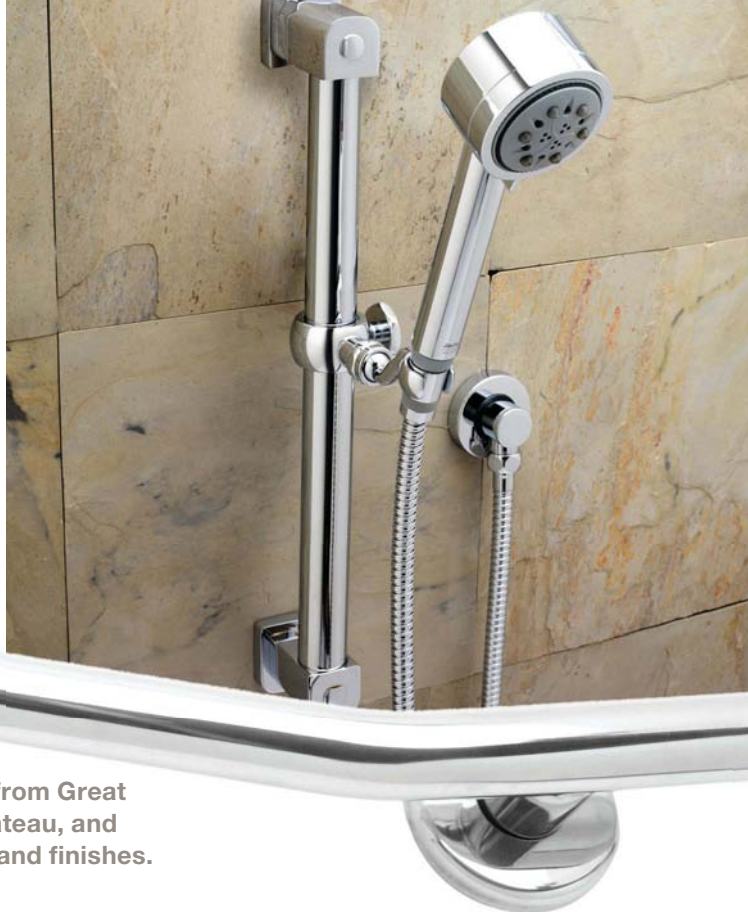
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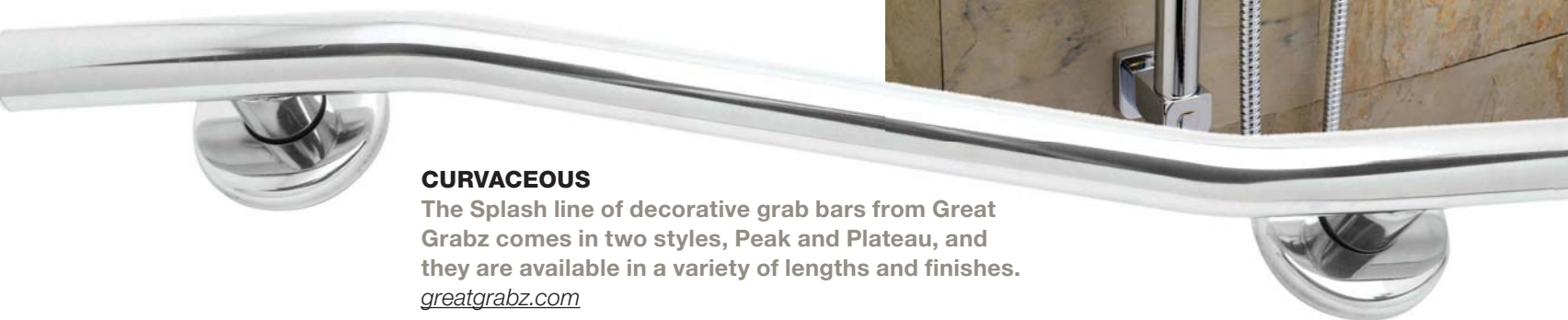


### CURVACEOUS

The Splash line of decorative grab bars from Great Grabz comes in two styles, Peak and Plateau, and they are available in a variety of lengths and finishes.

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

CIRCLE 201



FROM LEFT TO RIGHT

### GRAB OPTIONS

Watermark Designs' grab bar collections offer a range from traditional to contemporary. Their grab bars also come in several lengths and more than 35 finishes.

[watermark-designs.com](http://watermark-designs.com)

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### SPRAY SETTINGS

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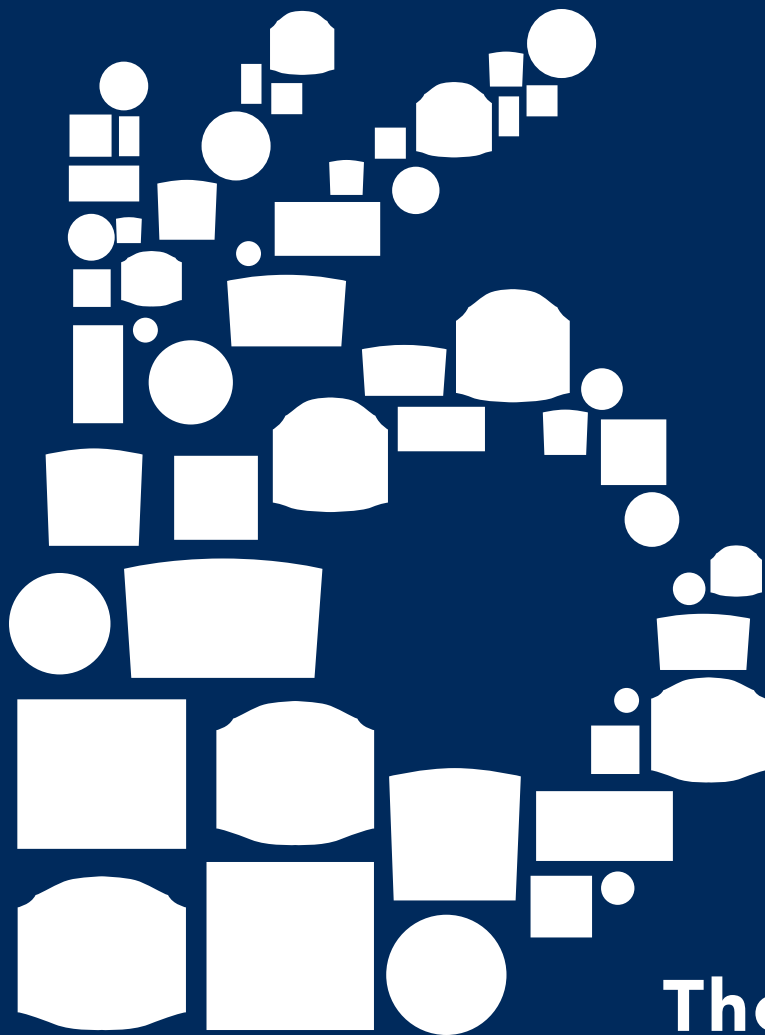
### SAFE SHOWER

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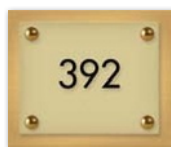
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**Trendlines:**  
Outdoor spaces

# Urban Escape

An outdoor rooftop space in an urban location takes on the attitude of a city with a big emphasis on being social, lively and cool. But, there is a not-so-glamorous side of the city that designers must accommodate. ➔



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CIRCLE NO. 125





## The Wit Hotel, Chicago

Atlanta-based architecture firm The Johnson Studio designed the Roof to include both indoor and outdoor areas. The space is enclosed in glass on three sides and includes communal tables, lounge chairs, sofas and double-sided settees accompanied by low white lacquered tables. In the main indoor area, a vaulted ceiling—ranging in height from 10 to 27 feet—adds drama to the space, as does the 7-foot double-sided fireplace. The outdoor area, which can be closed off in cooler months, features long counter-height tables with built-in fire pits in the center and a variety of sofas and lounge chairs.

PHOTOS BY WAYNE CABLE



In many of the more dense, center-city locales, weather has a big impact on the materials and concepts designers must consider when planning rooftop spaces. Glass walls can help buffer wind, but there isn't much to do for snow. Juliana Kerschen, designer for The Johnson Studio, says cold-weather cities like Chicago require a strong flooring, such as concrete, that will hold up to snow removal.

"Someone has to shovel that snow ... a durable wood floor could create a problem with someone shoveling," Kerschen says.

At Roof, the rooftop bar at The Wit Hotel in Chicago, Kerschen and Bo Arner, project manager for The Johnson Studio, had covers made for furniture and built as much closet storage as the space would allow.

"We made special storage bags for the cushions," Arner says. "We probably didn't give them enough space for storage; it's tough be-

cause space is such a premium at an urban setting."

And with space at a premium, it becomes another city headache. Glen Coben, interior designer of Fashion 26 in New York, a Wyndham hotel, explains that most cities have floor area restrictions for buildings—which is a calculation based on the size of the building and determines how much needs to be under cover.

"Hotels generally try to get as much square footage under cover, as it relates to the number of keys," Coben says. "What's left is a rooftop, and it can be used as occupiable space, but if it's under cover, it will take away from the number of hotel rooms."

One solution: retractable glass roofs. They are costly, but they allow for maximum revenue generation in outdoor spaces and they are often viewed as temporary shelter, which doesn't count against the floor area ratio restrictions.

Designers must also account for noise. In some cases, it's the hustle and bustle from the city, in which case Kerschen says thicker seat cushions help absorb the noise. But in many rooftop spots,





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the noise from the location itself is the problem.

"The noise factor is more of a concern to the neighbors than to the operator," Coben says. "It becomes a consideration when presenting to the community board."

Rooftop noise factors into any rooms under foot as well. Arner says the best solution is to add a rubberized material underneath the floor for soundproofing.

After all the city hassles, an urban location offers the best views in hospitality. Finding ways to enhance the view—with seating arrangements, tiered levels and glass railings—is crucial.

"The view at a resort ... you're looking out over water, but what



### The Roosevelt Hotel, New York City

The sleek and secluded mad46, The Roosevelt Hotel's rooftop lounge, offers an expanded indoor space complete with retractable glass windows and convenient bar access inside. It feels cosmopolitan and relaxed, refreshing guests outdoors with its ultra-chic surroundings and elegantly minimal furnishings, while the two expansive indoor areas now offer the same views in a fully air-conditioned lounge.

PHOTOS BY THE ROOSEVELT HOTEL



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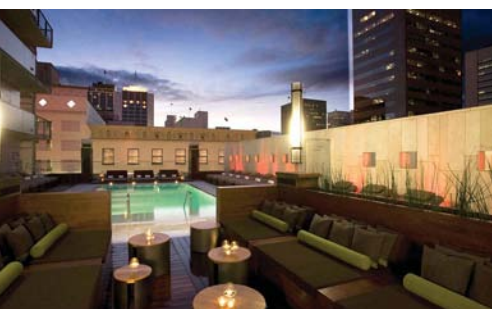
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## trendlines

are you really looking at?" Coben says. "The view is all about location. People in New York, they're cooped up in offices or apartments all day. Give them the opportunity to sit outside and look out and feel like they can almost reach the top of another building. That's magical. It makes you feel like you're in an urban treehouse."

—Chris Crowell



### Sè San Diego

The 184-room hotel has a 7,000-square-foot rooftop space that features a zero-edge custom pool with underwater surround sound, a large central teak bar, eight private cabanas with bottle service, oversized beds and European style chaise lounges, poolside menu and the option of poolside spa treatments from Sè SPA. The exclusive VIP UberLounge at Siren is entered through a high-gloss Ferrari-red door and offers guests an upscale, speakeasy vibe. The interior boasts an expansive natural tree trunk bar and intimate lounge seating.

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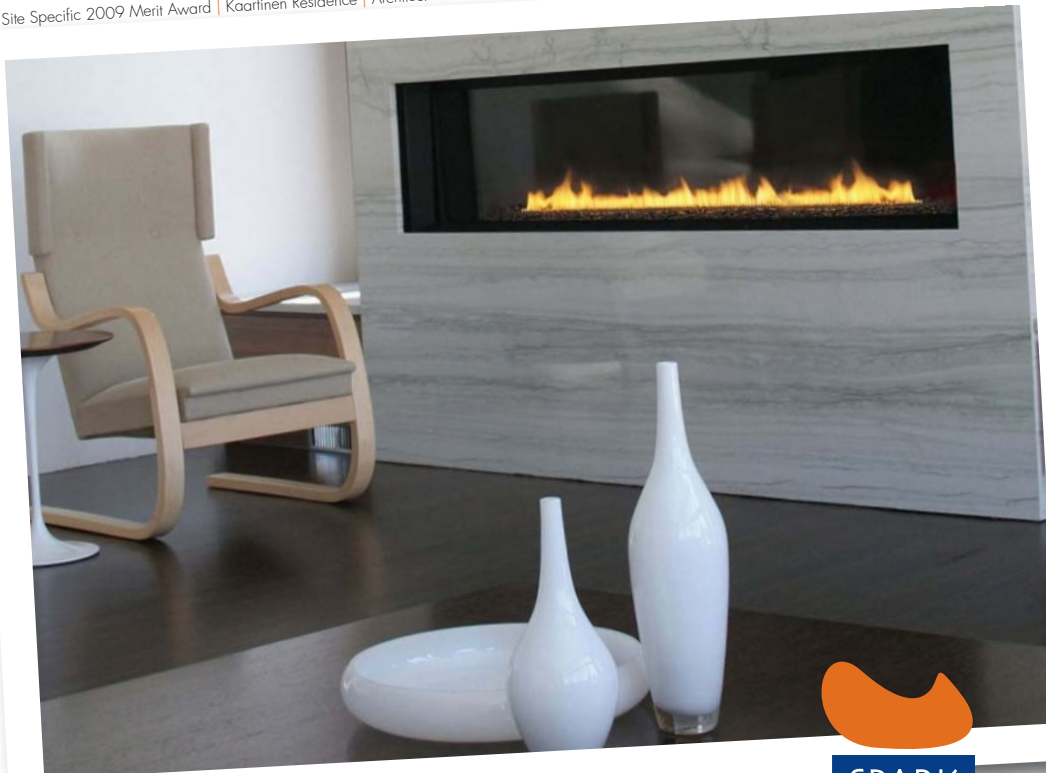
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# Streaming audio and video comes to the guestroom entertainment system

**T**oday's Web-enabled radios, TVs and Blu-ray players now deliver online entertainment options and will change the guest in-room entertainment experience. How we watch TV and listen to music continues to evolve. It's no longer just about "connecting stuff," it's about being connected to our stuff—and how we connect with each other. Facebook, YouTube and MySpace combine for more than 250 million unique visitors monthly. Netflix claims 12 million users, many of these users stream movies direct to their TV.

New Web-enabled TVs from Samsung, LG, Panasonic and others, offer TV widgets—links to online music and video. Through the hotel's high-speed network and these TV widgets, guests will have access to a wealth of entertainment choices such as Amazon Video on Demand, Netflix, Blockbuster.com, VUDU, YouTube and HULU just to name a few. Guests can view photo albums at Flickr or Picasa or access their favorite radio station.

At the recent Consumer Electronics Show in Las Vegas, Panasonic and Skype announced a collaboration that lets consumers make voice and video calls over Skype on Panasonic's line of 2010 VIERA CAST-enabled HDTVs planned for launch in spring 2010. For video conferencing or staying in touch with family, this could be a terrific service for your guests.

The Internet has come to the alarm clock radio and music systems



**Dan Sawyers**  
Principal, The Sawyers Company  
[thesawyerscompany.com](http://thesawyerscompany.com)

as well with Wi-Fi-enabled devices. New Internet radios are available from a number of manufacturers including REVO, Grace Digital, Logitech and Sonoros.

There are more than 14,000 streaming radio stations, many of them exclusive to Internet broad-

cast. One can create a personalized radio station through services such as Last.fm and Pandora and enjoy music of all genres from all corners of the globe, in just about any language. Guests can enjoy a little piece of home while on the road by listening to a radio station in their native language. Network radios offer streaming audio from local shared media as well. Hotels may use this for a welcome or information channel about activities on property or in town.

A huge benefit of Internet radio is reception. Resorts in Colorado and Wyoming, Hawaii and the Caribbean all experience FM reception issues including quality and choice. Internet radio solves this.

Other advantages of networked entertainment systems include the

ability to receive auto firmware updates, the clock and date settings are updated automatically through the network and user interfaces are easier to customize to fit the property and setting.

Consumer awareness about network-enabled entertainment products is growing. A Vizio advertisement during the Super Bowl highlighted new Wi-Fi-enabled television models. Consumer Reports has addressed the growing interest in bringing Internet video to the TV by testing new Internet-capable TVs and Blu-ray players and rating them in its March issue in a "TV meets Web" report.

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*Dan Sawyers is principal at The Sawyers Company. Contact him at [dan@thesawyerscompany.com](mailto:dan@thesawyerscompany.com)*



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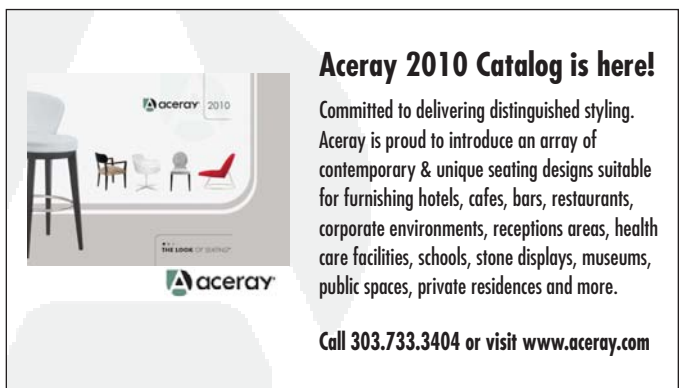


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Conrad Smith is co-director of ReardonSmith, a European architectural firm that plans and designs new destinations and restores and refurbishes iconic hotels around the world. Smith's projects—currently including The Savoy, Four Seasons and a new Travelodge in London—combine the knowledge of hotel operations with design that is sensitive to location and respectful of heritage.

**My drink**  
Bloody Mary ■

**My specialty dish**  
Spaghetti Bolognese

**To me, hospitality means**  
A good night's sleep

**Advice to young architects**  
Learn to hand draw

## Conrad Smith

MANAGING DIRECTOR, REARDONSMITH ARCHITECTS

**MY FRIENDS DESCRIBE ME AS** bonkers! Or a grumpy old man, depending on the time of day.

**MY MUSIC PLAYLIST IS HIGHLIGHTED BY** Edmundo Ros (who just happens to also be the Queen Mother's favorite) and Anita O'Day.

**MY IDEAL SATURDAY CONSISTS OF** wandering along the beach of my hometown, Brighton, on England's south coast. Then going for a drive in the nearby countryside, cruising along Sussex lanes in my Triumph Vitesse ■ with the top down.

**I GET CREATIVE INSPIRATION FROM** the people I work with, as well as my design heroes, Sir Edwin Lutyens and Arne Jacobsen. And from classic Scandinavian design in general.

**MY FAVORITE HOTEL IS** The North British in Edinburgh (now known as the Balmoral ■). This was my first major refurbishment of a grand hotel and lasted four years. Trudging through the cavernous basements, and—despite my vertigo—climbing up the scaffolding as we hoisted the flag, are now particularly fond memories. I really won my spurs during this project.

**MY ARCHITECTURAL DESIGN IS INFLUENCED BY** location, the social and architectural context and the primary need to hand over a hotel that is designed to operate well and achieve maximum revenue.

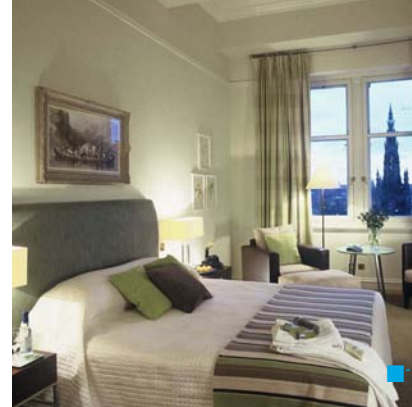
**OVERDONE IN ARCHITECTURE TODAY IS** colored cladding, colored fins on facades and wood cladding slapped onto tower blocks. Suddenly this is all across London like a rash. I feel it's a case of "The Emperor's New Clothes" and I am the lone little boy. But, in my opinion, it's a silly fad.

**MY FAVORITE MATERIAL TO WORK WITH IS** Freshfield Lane bricks ■. The company has been producing bricks in Sussex, England, for more than 100 years and they remind me what a great material brick can be, especially their bricks blended with burnt ash.

**THE MOST IMPRESSIVE ARCHITECTURAL SPACE I'VE SEEN IS** the Law Courts in Brussels. It's a massive, thoroughly pre-Modernist confection of stone arches, domes and magnificent staircases, reminiscent of an oversized Busby Berkeley set. The effect is superbly awesome.

**THE STRANGEST OR MOST EMBARRASSING THING THAT'S EVER HAPPENED TO ME ON A BUSINESS TRIP IS** splitting my trousers when I bent down to take off my shoes in the security line at Venice airport. It got worse when I had to take off my coat in order to pass through the screening area. Thank goodness I was on my way home from a business trip and not meeting the client at the airport.

**MY GREATEST CAREER ACHIEVEMENT IS** meeting Patrick Reardon.



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