

# BOUTIQUE design

HOSPITALITY REINVENTED

DECEMBER | 2013



## DREAM WEAVER

**INGE MOORE**  
THE GALLERY HBA LONDON  
2013 GOLD KEY DESIGNER OF THE YEAR



2013 GOLD KEY AWARDS: **RISK  
REWARDED**

Whatever their style or segment, the honorees in the 33rd Annual Gold Key Awards for Excellence in Hospitality Design got to the top by daring to be different.

BY MARY SCOVIAK

Generator Barcelona  
WINNER Best Hotel  
Budget | Focused Service



**LAST AUGUST**, when judges on three continents began reviewing the record 261 submissions for the 2013 Gold Key Awards for Excellence in Hospitality Design, it was clear there was a lot of good work being done around the globe. It was equally obvious that good wasn't going to be good enough to earn top honors in each of this year's 14 categories. "The main reason projects didn't make the cut was that they were too safe. They had too many recycled ideas," says judge Claus Sendlinger, founder and ceo, Design Hotels.

While the 11 judges acknowledged that the entries adhering to traditional design approaches probably wowed the conservative owners and developers who commissioned them, the panel members used their votes to reward risk-takers. Any project that garnered the comment, "I haven't seen that before," was an odds-on favorite to be a finalist, if not a winner. Both the project and the process had to be innovative to take home the gold.

"It takes more than just an interesting color scheme or some nice fabrics to create cutting-edge design that translates to a great guest experience," says judge Ong Chih Ching, founder and ceo of China's KOP Properties. Fellow judge Ted Jacobs, vice president of global design for Starwood Hotels & Resorts' W, Le Méridien, St. Regis and The Luxury Collection brands, favors projects that "don't define the design solely by the FF&E and materials that can be procured by anyone, anywhere. It's not about the aesthetics any longer; it's all about the narrative and design that tells a story."

Judge Priya Paul, chairperson, Apeejay Surrendra Park Hotels, likes the new fusion movement in design—whether resort architecture that melts into the landscape, restaurant design that grows directly from the menu concepts or a stylistic interplay between quirky and classical themes. Larry Traxler, a fellow judge and Hilton Worldwide's senior vice president—global design, appreciates the new take on layering both style and functionality into hospitality interiors, as well as inventive ideas for floor plans.

For judge Petter Stordalen, owner and ceo, Nordic Choice Hotels, The Thief Hotel, Home Invest, Home Capital and Home Properties, one of the most exciting trends is immersive, locavore design—interweaving not only indigenous design motifs and materials but proactively supporting the people and the environment around the hotel. The growing interest in cause-oriented design gave rise to a new Gold Key category this year: Best Eco- or Socially Conscious Hotel—one of the strongest project types in the 2013 competition, according to the judges.

What follows is a vision board of inspiration showcasing the projects that the judges deemed the best of 2013.

## JUDGES

Co-sponsored by *Boutique Design* magazine and *HOTELS* magazine, the Gold Key Awards recognize excellence in design, functionality and practicality. This year's judging panel, the largest in the award's history, circled the globe with visionary hoteliers who have made style an integral component in the success of their hospitality projects.\*



**CAROLINE BAUMANN**  
DIRECTOR, COOPER HEWITT,  
NATIONAL DESIGN MUSEUM



**PRIYA PAUL**  
CHAIRPERSON, APEEJAY  
SURRENDRA PARK HOTELS



**ONG CHIH CHING**  
FOUNDER AND CEO,  
KOP GROUP



**IAN SCHRAGER**  
FOUNDER AND CHAIRMAN,  
IAN SCHRAGER CO.



**CARLOS COUTURIER**  
MANAGING PARTNER AND  
CREATIVE FORCE, GRUPO HABITA



**LARRY TRAXLER**  
SENIOR VICE PRESIDENT—GLOBAL  
DESIGN, HILTON WORLDWIDE



**CLAUS SENDLINGER**  
FOUNDER AND CEO,  
DESIGN HOTELS AG



**TED JACOBS**  
VICE PRESIDENT OF GLOBAL DESIGN,  
W | LE MÉRIDIEN | ST. REGIS | THE LUXURY  
COLLECTION STARWOOD HOTELS & RESORTS



**RICHARD MILLARD**  
CHAIRMAN AND CEO,  
TRUST HOSPITALITY



**PETTER STORDALEN**  
OWNER AND CEO, NORDIC CHOICE HOTELS,  
THE THIEF HOTEL, HOME INVEST, HOME  
CAPITAL AND HOME PROPERTIES



**GLENN WILSON**  
VICE PRESIDENT, GLOBAL DESIGN  
FOR MARRIOTT INTERNATIONAL'S  
JW AND MARRIOTT BRANDS

\*Judges recused themselves from voting on projects included in their company's portfolios.

WINNER

## GLASS SCULPTURE

Courtyard by Marriott Hong Kong  
Sha Tin New Territories

**DESIGNER** Nikolas Weinstein Studios Inc.,  
San Francisco

**THE BRIEF** Create an “enormous but elegant” glass artwork that would unify the hotel’s generous public spaces, humanize the tall-box proportions and erase any institutional feel in favor of a more modern, immersive lobby.

**THE MAGIC** Designed to integrate with the architecture rather than just exist within it, the sculpture wends its way across 200 ft. of the public space. Arching overhead as guests enter the hotel, the piece wraps around and weaves between the columns. Engaging the guest on a more personal scale, the sculpture almost walks alongside them, guiding them up the spiral stair to the second floor and the ballroom. The artist takes advantage of the lobby-length balcony as an opportunity for guests to “walk amongst the clouds,” to be up and almost inside the sculpture. This flowing river of glass also addresses the challenge of a tall, narrow lobby by creating an aesthetic focus that permeates the entire room; it feels like one experience, whether upstairs or down. It connects to the architecture by echoing the elliptical patterns expressed throughout the lobby. The arcs of the building’s façade, curved stair, and floors’ stonework are amplified in the organic loops of the sculpture, a contrast to the controlled geometry of the building’s design.

**THE TAKEAWAY** Rethink the possibilities of how materials are used. With this piece, glass acts like fabric or origami. It’s thought-provoking because it confounds expectations of a brittle material. The entire sculpture was collapsed or “folded-up” and shipped flat. On site, a team of 10 unfurled and sculpted the material over the course of a month. The more than 58,700 individual glass tubes that make up the sculpture were custom designed to maximize the play of light. Their minute prismatic lines catch and refract ambient light, creating an opalescent surface with subtle and intermittent spectrums of color.



MICHAEL WEBER

**SOURCES**  
CUSTOM HARDWARE AND MACHINED PARTS: Standard Metal Products; FABRICATION AND INSTALLATION CABLE: Carl Stahl Sava Industries

## FINALIST

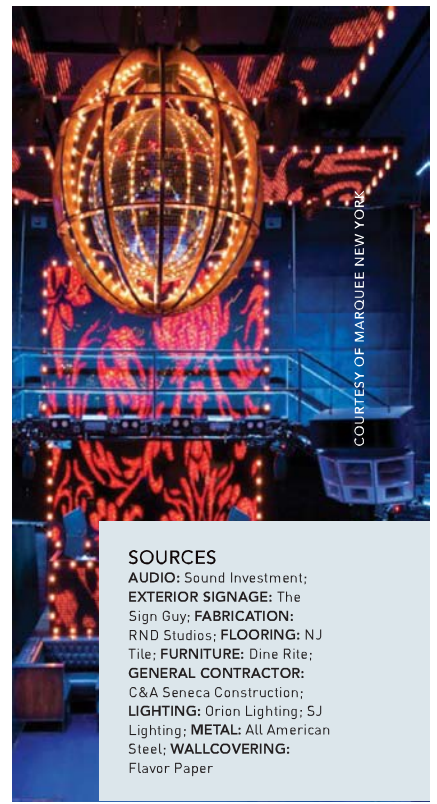
### MARQUEE

New York

**DESIGNER** Josh Held Design, New York

**WHY IT'S A STANDOUT** This tripped-out warehouse features chandeliers constructed from functioning microphones. Upcycled leather belts adorn the walls. Welded rebar layered with corrugated metal takes on a new life as handrails that lead into the middle of the 6,000-sq.-ft. space. Music may be the draw, but visuals are a big part of the appeal. The custom back bar installation repurposes 2,000 vintage books to look like an equalizer. 3D hand-painted wallcoverings jazz up the mezzanine-level Library. Another destination, the 100-capacity Boombox, draws on the grittiness of New York subcultures with its hand-dyed, burlap-upholstered walls and mirrored graphic bar.

**THE TAKEAWAY** Provocative is good. The design team gives the colorful bathrooms an industrial riff with welded metal vanities and mirrors. Something even super-clubbing guests probably haven't experienced: the custom, New York-centric, scratch-and-sniff wallpaper designed by Mike D of the Beastie Boys.



COURTESY OF MARQUEE NEW YORK

**SOURCES**  
AUDIO: Sound Investment; EXTERIOR SIGNAGE: The Sign Guy; FABRICATION: RND Studios; FLOORING: NJ Tile; FURNITURE: Dine Rite; GENERAL CONTRACTOR: C&A Seneca Construction; LIGHTING: Orion Lighting; SJ Lighting; METAL: All American Steel; WALLCOVERING: Flavor Paper