

hospitality design

march/april 2017 hospitalitydesign.com



rising above

the many faces of luxury

HD *expo* preview
hospitality design event

By JoAnn Greco

Renderings of Jardim by VUW STUDIO



1

2

HAUTE HOUSING

Hospitality finds a new home in condo buildings



It's no secret that many hotels strive to create a home-away-from-home feel by importing the unfussy style and custom finishes and furniture found in luxury residences. Now comes a reversal: upmarket condos imbued with the best aspects of today's boutique and 5-Star hotels.

For the most part, the shift focuses on adding more public spaces (including restaurants and lounges) and an increased focus on service and personal attention. In some instances, hospitality designers such as Jacques Garcia and Martin Brudnizki have been called in to add flair to the proceedings.

The trend seems a natural offspring of hotels with condo floors that have been recently favored by luxe brands. Boston-based developer Millennium Partners, for example, has built a number of such properties in Boston, New York, Washington, DC, Miami, and San Francisco.

"We've noticed our residents really enjoyed the hotel bar or its fitness center, but they didn't

1. A rendering of the pool at the Isay Weinfeld-crafted Jardim, surrounded by terrazzo floors, reclaimed pine walls, and staggered skylights.

2. A rendering of Jardim's dynamic exterior and lush courtyard garden, designed in collaboration with Future Green Studio.

love sharing them with hotel guests," says partner Richard Baumert. "That sparked the idea that maybe we could do this on our own, without the actual hotel element. Since amenities play such a big part in that package, ours are much more user-friendly and customer-forward. There's a sense that we recognize their importance by not shoving them in the basement but instead giving over prime space to them."

Millennium Tower Boston

The company's debut effort, this 60-story, 442-condo building opened late last fall and features a two-level, 23,000-square-foot residents-only club that includes a fitness center with an indoor lap pool, screening room, game room, lounge, and dining experiences courtesy of chef Michael Mina.

A big difference, notes Richard Felix-Ashman, director of interiors for New York-based Handel Architects (known for work on Ritz-





Photo by TARICK FOTEH

Carlton and Four Seasons properties), is hotel guests only check in for a short time, so “there’s more of an emphasis on high-octane impact. With a residence, we’re looking at an aesthetic that is more enduring and that can be appreciated every day.” Felix-Ashman turned to the *Thomas Crown Affair*, a 1968 Steve McQueen movie with a distinctly Beantown edge, for inspiration. “His millionaire character was the last holdout of that sort of robber baron lifestyle in Boston,” he says. “We imagined how that tradition of grand living would transfer to contemporary luxury living and took our cues from late ‘80s, early ‘70s rosewoods and dark leathers.”

Symphony Honolulu

This 388-unit condo building, featuring architecture by Architects Hawaii Ltd. and Gensler, offers residents a state-of-the-art fitness center and a private movie theater. But in keeping with the expansive indoor-outdoor living that is Hawaiian, the star feature of the

project is the Grand Terrace, an exterior amenity deck “that rivals those of the great resorts,” says Jules Wilson, principal of San Diego-based Jules Wilson Design Studio. “The furniture and cabanas are substantial with a feminine and Asian sensitivity—sort of [like] Mandarin Oriental properties merged with Hawaiian vernacular touches.”

As befits its location in one of America’s most expensive cities, many of the apartments aren’t especially large (they range from 672 to 2,245 square feet). Observing that this is all the more reason to “create a set of expanded amenities,” Wilson points out that an F&B component is also in the works. And should residents care to host overnight guests, two furnished suites can be rented—just like a hotel room.

Grey House

Wilson also recently completed the public space and corridor design for Houston’s Grey House, part of the River Oaks District mixed-



3. An extravagant chandelier and sweeping staircase greet residents at the entryway of Houston’s Grey House.

4. Rich blue upholstery, dark brown leather, and wood mix in a plush seating area at the Millennium Tower Boston.

use development, with architecture by Gensler and Pappageorge Haymes Partners. Apartment dwellers live above the stores and are privy to discounts from the lifestyle center’s tenants (which include restaurants and an Equinox fitness center), while enjoying in-house amenities like screening rooms and outdoor pools. Wilson says she went for “an urban gallery feel” through an extensive art program that used fashion photography and an arresting staircase inspired by Milan’s Bulgari Hotel. Continuing the connection to couture and the high-end shopping offered by the likes of Tom Ford and Hermès, wallcoverings channel men’s garment patterns.

Madison Square Park Tower

New York’s behemoth 83-unit, 65-story glass-clad skyscraper from Kohn Pedersen Fox, set for a 2018 debut, certainly will have it all when it comes to amenities. There will be the double-height wood-paneled library (complete with a bronze spiral staircase) in the lobby and three levels of recreational areas that include a basketball court with maple flooring and a children’s playroom with cork floors and a blackboard wall. In addition, expect a fifth floor suite of living rooms and an aerie on the 54th floor, bookable by owners and featuring party spaces and demonstration kitchens.

The same goes for the design, says Martin Brudnizki, whose London- and New York-based studio just completed the much talked-about Beekman hotel in Manhattan. Compared to

perspectives trends luxury living

Rendering by WILLIAMS NEW YORK



Photo by ANDREA BRIZZI



5. In the lobby at Madison Square Park Tower, the double-height wood-paneled library will feature a bronze spiral staircase, modern furnishings, and an airy color palette.

6. The indoor-outdoor Grand Terrace at the Symphony Honolulu mixes both feminine and Asian qualities.

7. A rendering of a sophisticated Jacques Garcia-designed condo living room at d'Orsay, which boasts expansive windows and an outdoor patio overlooking New York.



Rendering by THE NEIGHBOURHOOD

hospitality projects, which place a premium on durability, he says. "residential projects can use a wider scope of materials. They can be even more luxurious because they aren't going to experience such high usage." The prewar sensibility of the surrounding Flatiron neighborhood serves as inspiration, he continues, which will be evident in touches like rich wood paneling (for "an intimate and classical feel in the lobby"), modern furniture, and an airy color palette to create "a beautiful contrast to the contemporary glass façade."

Jardim

Designed by Brazilian architect Isay Weinfeld, Jardim (which means garden in Portuguese) and located in New York's Chelsea neighborhood, a block from the Zaha Hadid-designed condo building currently under construction, the luxury housing development features two mid-rises for 36 residences. In between the concrete and glass buildings, a lush tropical courtyard garden sprouts, designed in collaboration with New York-based landscape architects Future Green Studio and visible from the street behind a lattice screen. Inside, frameless floor-to-ceiling windows and a serene palette of materials, such as oak, limestone, terrazzo, and quartz maintain that connection to nature. "When we discovered we were going to develop a building next to a contemporary L-shaped one by Zaha Hadid, it created some very interesting challenges," explains Harlan Berger, CEO of developer Centaur Properties. "We looked long and hard for an architect who we thought would add something special and make the block truly unique. We're going to great lengths to deliver the experience of indoor-outdoor living."

d'Orsay

For international panache of a different stripe, d'Orsay offers interior design by Parisian architect Jacques Garcia, known for crafting opulent and textural hotels layered with narrative. That shows up most in the public spaces of the 11-story, 21-unit condo building. Garcia's first multi-family residence in New York. Of special interest is a moody plunge pool surrounded by deep blue mosaic tile and lit by gold accents and sconces. "We didn't want to pigeonhole Garcia," says Matthew Adell, president of New York-based owner and developer Adelco. "We just asked him to express himself, and he did so with his trademark sensual style." The building also features a fitness center, drawing room, and a rooftop garden with a fully outfitted kitchen. Apartments will range from one to four bedrooms, with some boasting private outdoor space. **hd**