

# BOUTIQUE design

HOSPITALITY REINVENTED

DECEMBER | 2016



## SYNERGISTIC STYLE

WANDA HOTEL DESIGN INSTITUTE (WANDA HDI)  
2016 GOLD KEY DESIGNER OF THE YEAR

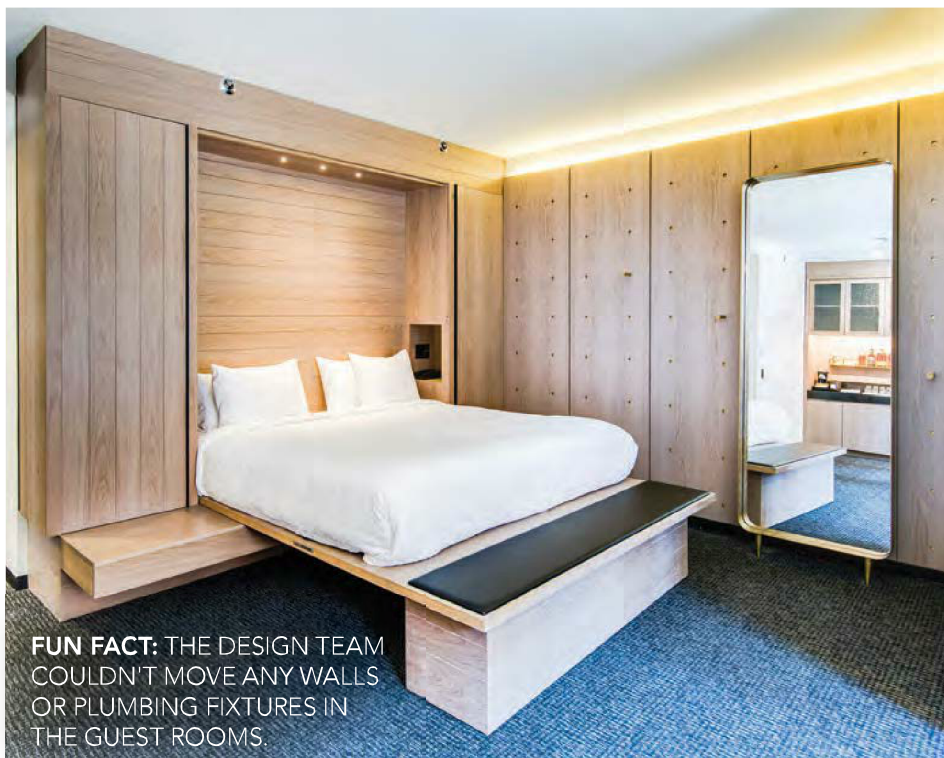
## WINNER

HOTEL SHOCARD  
NEW YORK**DESIGNER** Mapos LLC, New York**INSPIRATION** Meld 1960s and 1970s visuals with Broadway's visual iconography for guest rooms that fit the footprint of a former hostel. Make the 47-key hotel a showcase for clever design that blends form and function.**IDEATION** Making rooms look more, well, roomy was key for the team. "We answered this challenge with a two-pronged strategy," says Mapos co-founder and co-principal Caleb Mulvena. "The first was to create a feeling of expansion in the rooms using a combination of a light and playful material palette, mirrors, and light. The second was to design compact and efficient built-in furniture that could take on multiple functions, such as a fold away bed."

In fact, Mulvena and his team set out to streamline every aspect of the room design. Gray-tinged oak paneling on the walls creates a sense of panorama. It also obviates the need for extensive artwork or wall décor. A TV and a simple bracket-mounted shelf provide enough of an accent piece on one wall. "Shocard yellow" in recesses on either side of the bed is a quick hit of color, again without closing down the visuals in the room.

**INNOVATION** Putting the toys away. There might be the occasional playful note, like a pegboard to hang clothes and accessories on, but this is the poster child for a generation of budget boutiques that boast a just-plusher-than minimalist aesthetic that celebrates beautifully usable design. LED lights in tubes provide great task lighting and also stay out of the way. Patina brass, penny tile and beaded glass give the bathrooms the elegant appeal of a chic NYC apartment. Illuminated room numbers have a second job as corridor lighting.**INTEL** Brains are today's hottest commodity. Tight room layouts and multiple footprints aren't going off the table, especially for designers tasked with quick do-overs (the whole Shocard project took less than 10 months to complete). That doesn't just mean efficient planning and execution, even though that's a must. It also means taking a long hard look at what drives design. Focal points? Think more touch points. Who wouldn't want to hang clothes in a minimalist, open closet or open up a paneled wall to reveal that bed?

## SOURCES

**OWNER:** Flintlock; **OPERATOR:** REAL HOSPITALTY GROUP; **DESIGN FIRM/ARCHITECT:** Mapos LLC; Caleb Mulvena, co-founder and co-principal; Dani Alvarez, project manager; Young-Tack Oh, Designer; **GENERAL CONTRACTOR:** Flintlock; **DESIGN CONSULTANTS:** TAG Collective; **CARPETS AND RUGS:** Shaw Hospitality; **FABRICS:** Maharam; **FIXTURES:** Kohler; **FURNITURE:** A1 Arredamenti Srl **GLAZING:** Vista Skywall; **LIGHTING:** Rich Brilliant Willing; **SIGNAGE:** Mineola Signs and Awnings; **TILE:** Dal-Tile; **WALLCOVERINGS:** Flavor Paper; MDC**FUN FACT:** THE DESIGN TEAM COULDN'T MOVE ANY WALLS OR PLUMBING FIXTURES IN THE GUEST ROOMS.



WINNER

# HOTEL SHOCARD

NEW YORK

**DESIGNER** Mapos LLC, New York

**INSPIRATION** Look beyond the digital, glossy modern incarnation of Times Square to rediscover the raw, tough undertones the area possessed in the 1960s and 1970s. “We turned to the gritty but glamorous New York of the 60s and 70s as an inspirational starting point,” says co-founder and co-principal Caleb Mulvena. “Times Square was a place of marquee bulbs, urban decay, polish now turned patina, and artistic explosion, exquisitely depicted in movies like ‘Midnight Cowboy’ and ‘Taxi Driver.’ Rather than copy this era to create a

themed environment, we took the essential materials of this time and reinterpreted them in a thoroughly modern way,” he adds.

**IDEATION** Distilling that concept starts with channeling it into a single visual reference—the marquee signage that always defines Times Square, whether that’s to crowds in Mod shift dresses or in athleisure leggings. “We used the bulb pattern in everything from tilework, fabric and wallpaper pattern to lighting elements, carpeting and wall panel perforations,” says Mulvena. The supporting actors here are a materials palette that’s more real-life urban than



“SOLID EFFORT ACROSS THE BOARD”  
—LARRY TRAXLER

OLEG MARCH



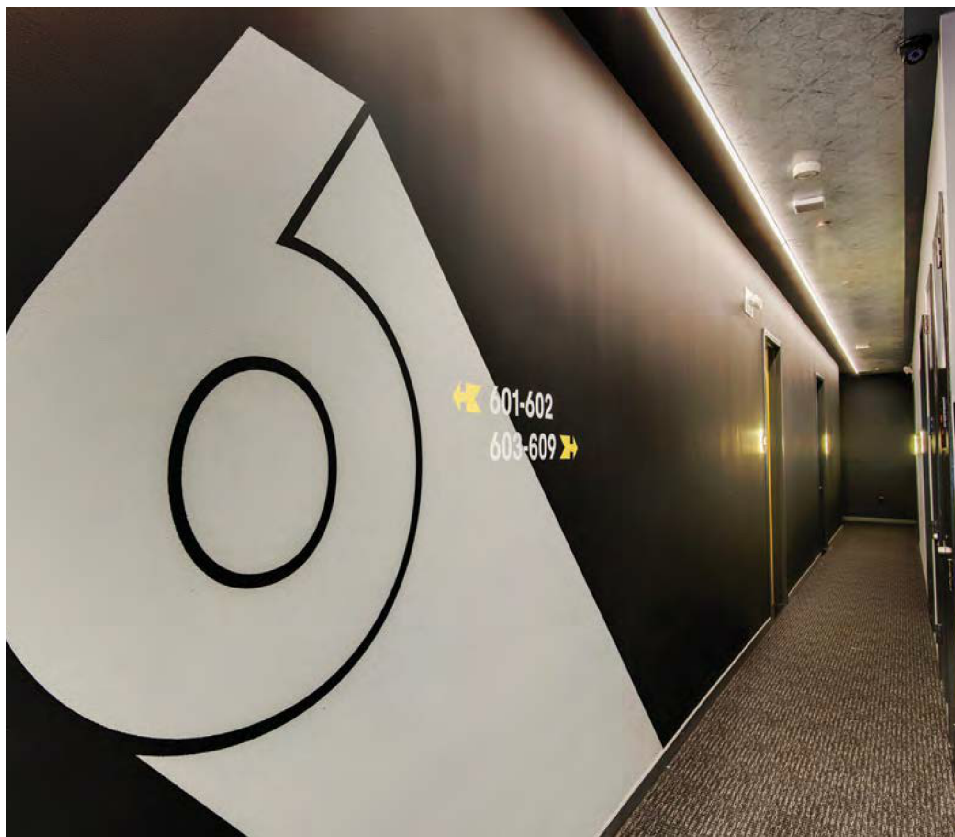
postcard sleek. Think patina brass, gray toned woods and charcoal shades.

**INNOVATION** Taking the modular model into an already-built hotel space. The multiple room footprints, tight timeframe and budget and need for simple installation would have made many of the effects the team wanted cost- or time-prohibitive. So, Mulvena turned to an Italian atelier that could custom build and that could test-fit the entire interior and crate and ship it to its new home. "Walls are clearly panels, and every large-scale fixture had flex elements designed into them to allow the fixtures to perfectly fit any space. In the larger penthouse suites, the king beds can retract into the wall, fold away bed-style, to turn rooms into high-revenue event spaces," he says. That approach also gave the designers the chance to develop more multifunctional pieces in the public spaces. The dry bar in the compact lobby, for example, serves as a station for guest amenities during the day before morphing into an extension of the bar space at night.

**INTEL** Surfacing can be a designer's best friend, especially in small spaces. Perforated brass on the lobby wall becomes an art installation when lit from behind with LEDs. Echoing that same pattern in the door offers continuity. The lightbulb moments continue in the elevator cab, turning it into a space of its own. Headboard mirrors reflect the guest room environs, adding visual space. Cool piece of theater, no?

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**DESIGN FIRM/ARCHITECT:** Mapos LLC: Caleb Mulvena, principal; Dani Alvarez, project manager; Young-Tack Oh, Designer;  
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**7** Best Lobby Luxury, Marisabel Gomez and Joao Lueiro, Arquitectura de Interiores, with presenter David Kennedy of category sponsor Design Within Reach, for The Cape, a Thompson Hotel; **8** Best Guest Room Budget/Focused Service and Best Hotel Budget/Focused Service (tie), Caleb Mulvena and Colin Brice, MAPOS LLC, for Hotel Shocard; **9** Best Guest Room Midscale, Laura Middleton, Simeone Deary Design Group, with presenter Dan Ryan of category sponsor Beachwood Custom, for The Charmant; **10** Best Suite, Agnes Hesser, Matthew Lee and Laurie Miller, Anderson|Miller Ltd., for Villa One at One&Only Palmilla; **11** Best New Hotel Brand or New Soft Brand, Deborah Huguely, Gregory Stanford, Vicki Poulos and Mark Bauernhuber, Marriott Intl. Global Design Strategies, for MOXY Hotels North America; category sponsor: Integra Fabrics; **12** Best Restaurant Casual Dining, Gold Key judge Jay Pecotte, Hard Rock Intl., with Colum McCartan, McCARTAN, for District on the Bloc at Sheraton Grand Los Angeles; **13** Judges' So Cool, Adrienne Korczynski, FRCH Design Worldwide, for TRU by Hilton prototype; category sponsor: Design Within Reach; **14** Best Resort, Robert Stovall, Katey McKaig and Mary Alice Palmer, HKS Inc., for Esperanza; **15** Best Hotel Budget/Focused Service (tie), Allen Chan, Matt Davis, Alexandra Bruemmer and Anwar Mekhayech, DesignAgency, for Generator Amsterdam; **16** Best Hotel Midscale, presenter Jayne Menke of category sponsor Artonomy/Miller Gallery, with Nina Grondin, Curioso, for Hotel Indigo El Paso Downtown. [Not represented at ceremony: Best Restaurant Fine Dining, Conran and Partners, for German Gymnasium; and Judges' So Cool, YWS Design & Architecture, for Top Golf at MGM Grand Las Vegas.]

All winners and finalists in the competition are profiled in the feature that starts on page 12, and a Q+A with the Designer of the Year is on page 102.



# THE buzz

EDITED BY MATTHEW HALL



## EVENT REVIEW: GOLD KEY GALA

The Grand Ballroom at the famed Waldorf Astoria New York served as the suitably elegant setting for the 36th annual Gold Key Award for Excellence in Hospitality Design Gala. That Nov. 14 ceremony capped off the 7th annual Boutique Design New York (BDNY) trade fair and conference. (For a look at BDNY's best exhibits and products, see pages 10 and 11, respectively.) Title sponsors for the Gold Key Gala were RH Contract and Valley Forge Fabrics, while the awards sponsor was Littman Brands Contract.



The Gold Key evening's accolades included **1** Wanda Hotel Design Institute (Wanda HDI) being recognized as the 2016 Gold Key Designer of the Year. That honor rounded out a big night for Wanda HDI, which won five categories: Best Guest Room Upscale for the Doubletree Resort by Hilton Xishuangbanna; category sponsor: Neil Locke & Associates; Best Guest Room Luxury for the Wanda Reign Hotel Chengdu; category sponsor: Flexform; Best Nightclub/Lounge for Club Reign at Wanda Reign Hotel Shanghai; Best Hotel Upscale for the Doubletree Resort by Hilton Xishuangbanna; category sponsor: Littman Brands Contract; and Best Hotel Luxury for the Wanda Reign Hotel Chengdu; category sponsor: Jordan Young. Flanking *Boutique Design* executive editor (and gala emcee) Mary Scoviak at the ceremony were the following representatives of Wanda HDI and its related companies: April Ma, Wanda HDI; Kenhao Hsu, Wanda Beverly Hills Properties LLC; Jeff Ning, Dalian Wanda Commercial Properties Co. Ltd.; Zhiyong Wang, Wanda HDI; and Leo Hu, Wanda Chicago Real Estate LTC.



Also celebrated were winners and finalists in 16 other categories; they are: **2** Best Eco-Conscious or Socially Conscious Hotel, Kimshasa Baldwin, Deture Culsign Architecture + Interiors, for the Treehouse Suite at Playa Viva; **3** Best Lobby Budget/Focused Service, Zoltán Varro, varrodesign, for Science Hotel Szeged; **4** Best Lobby Midscale (tie), Amanda Sullivan, Amanda Sullivan Studio Architecture, for the Hotel Indigo Lower East Side; and **5** Michelle Jaime, The Vanguard Theory, for The Surfjack Hotel & Swim Club; **6** Best Lobby Upscale, category sponsor: Garden on the Wall; and Best Special Feature, Krystle Louie, Starwood Hotels & Resorts, and Charles Doell, Mister Important Design, for W Punta de Mita;