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boutique DESIGN

For High-End Hospitality



THE BOUTIQUE 18

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THE BOUTIQUE

18

A Walk Down Boutique Boulevard

18 Young Designers Earn Their Place
in the Design Walk of Fame

BY REBECCA GOLDBERG

It's not easy to get noticed. It takes a hell of a lot of talent, hard work, charisma and connections. Our third annual selection of the best-of-the-best young design talent in 2008 has led us to some very impressive designers. In a short period of time, they have proven themselves as stand outs in their firms and in the design world. Take one look at their work and it's easy to see why. These folks are busting at the seams with new ideas, and excellent execution. They've proven to us that they know their craft, and that they're ready to shine on our walk of fame. Meet the third annual Boutique 18. Dare we say they're the brightest stars yet?

We asked them the following questions:

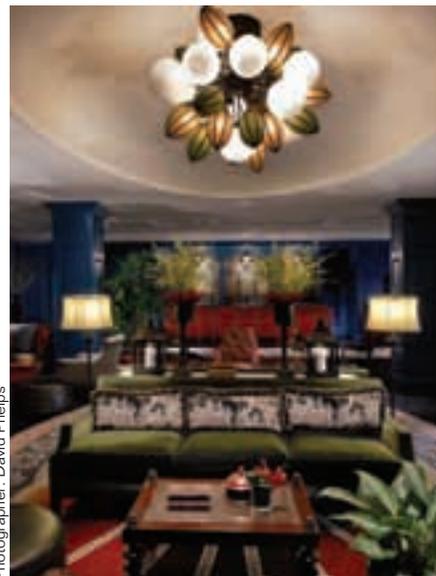
- 1 What is the state of the hospitality interiors industry? How are you going to change it?
- 2 What are the most important issues that an interior designer faces in 2008 and beyond?
- 3 What will 2010 look like? What about 2020?
- 4 What do you love about your work?
- 5 What is your signature design element?
- 6 What type of hospitality environments appeal to you personally?

Laura Rogers
CHERYL ROWLEY DESIGN, L.A.



- 1 Our industry is in the midst of a renaissance — the emergence of boutique hotels over the past 20 years has driven the hospitality design industry to new heights. The concept of “design for all” in the fashion and home furnishings industry has created an expectation that consumers can experience “good design” regardless of budget. Fundamentally, hospitality design is about comfort. My goal is to push the boundaries of design while still making the guest the top priority.
- 2 Of course green design is a top priority. As more products come onto the market that are both environmentally friendly and fit within our budgets, we will find more ways to stay true to our design while minimizing its negative impact on our planet.
- 3 The hotels of 2010 are the presentation boards of today and we will

- see continual advancements in green design and technology that allows for more personalization in the guestroom. As for 2020, my hope is that green design is the standard and no longer referred to as “green design,” but simply as “design.”
- 4 The human element often becomes anonymous while working on presentation boards, renderings and specifications. It is rewarding to finally see the impact my work has on the people who come in contact with it — guests, employees and the whole community. When I was installing the Hotel Monaco in Alexandria, VA, I was able to see all of the new hotel employees begin their training. They were so excited to see the transformation that had taken place as many of them were employees of the previous incarnation of the hotel. People walking down the sidewalk peered in through the win-



Photographer: David Phelps

Hotel Monaco, Alexandria

- dows in anticipation, and there was a tangible sense of renewed vibrancy on that block. That experience reminds me to think of the human element throughout the entire design process.
- 5 Signature design element: Ask me in 20 years.
- 6 I appreciate environments that allow me to create memories with family and friends.

Mirka Kjelstad
DAWSON DESIGN ASSOCIATES, SEATTLE

- 1 The pace that we have to work just gets faster and faster. There is a push to green and sustainable design and also plenty of new technology and resources allowing designers to be more innovative.



- 2 As designers we want our ideas to constantly push the envelope, so much so that sometimes it's forgotten that the interiors are for people to use. Our challenge will always be to design environments that are not only inspiring but also functional and comfortable for guests.
- 3 It is in our hands what 2010, even 2020, will look like. I hope that we will be environmentally cautious, think of hotel guests when creating spaces and not our egos, and bring unique experiences to the public with our work.
- 4 Sometimes when it gets tough, I ask myself that question. The truth is that at the end of a project, I like to see the work that I helped to create.
- 5 I don't have a signature design element, and I think that it takes a while to gain it. To be honest, as a designer I don't want to have a “signature design element,” other than being known for the high quality of my work because I want my designs to be unpredictable.
- 6 I personally like spaces that tend to be more contemporary with a twist, like with an ethnic feel or drama created by a contrast of light and dark.



Photography by David Phelps

Hotel Deca – Seattle, WA