

BOUTIQUE design

HOSPITALITY REINVENTED

JANUARY + FEBRUARY | 2015

BRAND NEWS

TED JACOBS
STARWOOD HOTELS & RESORTS



BOUTIQUE DESIGN contents

JANUARY + FEBRUARY 2015
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From established flags to fresh young chains, brands are using design to cast themselves as niche players and connect with their core guests.

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Industry moguls shake things up with three new boutique flags that are harnessing distinctive design to make their mark.

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Big-box hotels have stopped apologizing. Instead they're celebrating their size by giving guests ample design tools to customize their experiences from the lobby to their guest room.

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A lot has changed since 2005—including the whereabouts of past Boutique 18 honorees and the design (and economic) trends shaping their professional worlds.

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The record-setting fifth annual Boutique Design New York trade fair and conference echoed the super-charged state of the industry.

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ON THE COVER

Ted Jacobs, Starwood
Hotels & Resorts
Photo: Courtesy of Starwood
Hotels & Resorts

RISING STARS REVISITED

In celebration of *Boutique Design's* 10th anniversary, we reconnect with previous honorees from the magazine's signature Boutique 18 program.

BY MATTHEW HALL

REMEMBER 2005? Here are a few highlights from that year, some momentous, others, not so much: Hurricane Katrina hits New Orleans; YouTube launches; the identity of "Deep Throat" is revealed; and Tom Cruise appears on "Oprah" and jumps on the couch while declaring his love for Katie Holmes.

And, in a small office in Briarcliff Manor, N.Y., Sipco Publications' Eric Schneider and his son, Michael, co-founded *Boutique Design* (BD), putting out their first edition of the magazine that spring. Some events from 2005 have proven fleeting (see the Tom Cruise reference above). But *Boutique Design* and its affiliated show, *Boutique Design New York* (BDNY)—both of which were acquired by ST Media Group in 2010 from Sipco—have endured and prospered.

One of the reasons for that success is the emphasis BD places on the designers behind the projects it profiles. And one of the cornerstones of that philosophy is our Boutique 18 awards, which annually honor up-and-coming interior designers that are making their mark in the hospitality field.

So, to mark BD's first decade, we contacted one representative from each of the first nine B18 classes (the 10th will be inducted at the upcoming BDwest in April in San Diego). We think you'll find the ways the B18 alums profiled in the following pages have dealt with the challenges and opportunities of the past decade to be inspiring, instructive and entertaining. As *Boutique Design* moves into its second decade, we look forward to continuing to chronicle the creation of cutting-edge hospitality projects through the eyes of the designers behind them.



BEN NICHOLAS



ALEJANDRA LILLO



**LAURA ROGERS
SIEVERS**



KARA SMITH



HEATHER MALONEY



KEVIN CAULFIELD



ROB VELUZ



JOEMY VEGA



LINDSAY BROAD



ALEJANDRA LILLO
BOUTIQUE 18 CLASS OF 2007

THEN: Graft Lab, lead designer/project manager
NOW: Undisclosable, partner/owner

WHAT CHANGES HAVE YOU SEEN IN THE DESIGN FIELD SINCE YOU WERE NAMED TO THE BOUTIQUE 18?

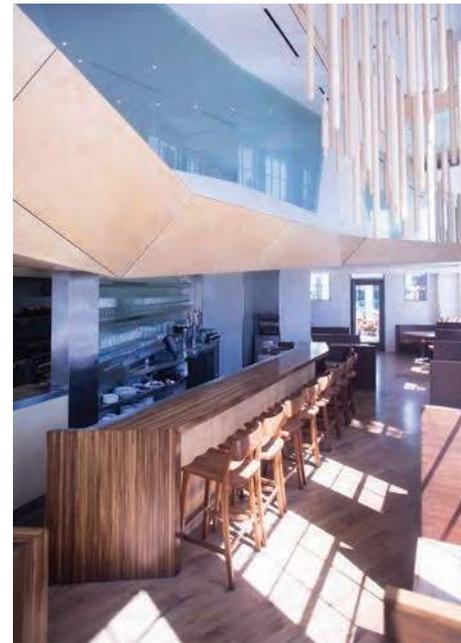
The financial landscape in 2007 was very different from the one we see today. While we've always been mindful of our clients' budgets, I believe there's a greater awareness of the value added through thoughtful and effective design. There's also been movement in the design process toward a more collaborative model. Finally, there is a more mindful eclecticism reflective of local context, be it urban infrastructure or micro-cultures, than was the case in 2007. These are very positive shifts, as they can assist in creating more engaging spaces.

HOW HAS BECOMING PART OF THE BOUTIQUE 18 IMPACTED YOUR CAREER?

It has impacted my career in an incredibly positive way. From a personal perspective, it provided a great sense of pride and accomplishment to receive such public support and recognition from my esteemed colleagues. I felt and continue to feel humbled to be named in the ranks of such an extraordinary selection of talented young designers. From a professional perspective, the exposure for the firm in such a respected publication has helped us land new commissions.

WHAT ARE YOU WORKING ON NOW?

We're currently developing the design for a new collaboration between chef Evan Funke and his business partner, Ed Keebler, whose Bucato restaurant (shown) we designed. The new concept is called Thoroughbred, and will be a modern take on the classic American diner. We also were recently hired as the L.A. team for what we consider to be one of the most progressive international boutique hotel and F&B brands around, assisting them as their design team for their California projects. The client is very well-known, but is, alas, undisclosable—at least for now.



BEN NICHOLAS
BOUTIQUE 18 CLASS OF 2006

THEN: The Gettys Group, project designer, Miami office
NOW: The Gettys Group, senior design director, Chicago office

WHAT CHANGES HAVE YOU SEEN IN THE DESIGN FIELD SINCE YOU WERE NAMED TO THE BOUTIQUE 18?

Technology continues to have a major impact on interior design and the hospitality industry. Not only has it changed the spaces that we design because of the way people use them, but it has also changed our process as designers. There are so many high-tech tools, apps and online resources that make our jobs easier, make inspiration easier to find and put resources that previously would have been out of reach right at our fingertips.

HOW HAS BECOMING PART OF THE BOUTIQUE 18 IMPACTED YOUR CAREER?

It was amazing to be recognized for my work, especially so early in my career. I believe that not only did it make me more visible at Gettys, but being recognized amongst so many other great peers motivated me to continuously challenge myself to keep improving.

WHAT ARE YOU WORKING ON NOW?

Recent spaces I've been involved with include the Epicurean Hotel in Tampa, Fla., the first new-construction Autograph Collection Hotel in North America. That project included the Élevage restaurant (shown). I'm currently working with the Red Lion team on its new Hotel RL lifestyle brand, along with several brand projects overseas, including Le Méridien Etoile hotel in Paris.



LAURA ROGERS SIEVERS | BOUTIQUE 18 CLASS OF 2008

THEN: Cheryl Rowley Design, designer
NOW: Puccini Group, senior designer

WHAT CHANGES HAVE YOU SEEN IN THE DESIGN FIELD SINCE YOU WERE NAMED TO THE BOUTIQUE 18?

I survived the recession and the incredible impact that it had on our industry. It really shook things up, and I think we are better for it. Yes, we may have longer resumes (prior to joining Puccini last August, I worked at Creative Resource Associates and Wimberly Interiors after Cheryl Rowley closed her firm), smaller budgets and tighter deadlines than in years past, but all that has made us more resilient and creative. Another significant change that I'm very excited about is luxury and boutique hospitality's shift to being more approachable and applicable to all price points.

HOW HAS BECOMING PART OF THE BOUTIQUE 18 IMPACTED YOUR CAREER?

Recognition by the industry that I'm so passionate about early in my career was validating and gave me confidence—especially during the Great Recession, when the design industry really suffered. I believe that being part of the Boutique 18 helped me to stand out among the many job applicants after Cheryl Rowley closed her office. Being included with so many talented individuals has also inspired and encouraged me to continue to learn, grow and push design boundaries.

WHAT ARE YOU WORKING ON NOW?

I'm part of the new team working on the first complete hotel project for Puccini Group, along with a number of restaurant projects around the world, including two restaurant renovations at the Four Seasons resort in Ko 'Olina, Hawaii. My recent work also includes the Tavern 64 Regional Kitchen (shown), a project that I completed while a senior designer for Creative Resource Associates.

COURTESY OF THE GETTYS GROUP (NICHOLAS); COURTESY OF EPICUREAN HOTEL (ÉLEVAGE); DANIEL TRESE (BUCATO); RICKY RIDECOS (LILLO); COURTESY OF CREATIVE RESOURCE ASSOCIATES/HYATT REGENCY RESTON (TAVERN 64); NICOLAS SIEVERS (ROGERS SIEVERS)