

NEWWH

The Hospitality Industry Network

In this Issue

Leadership Conference Recap
Fifteen Inspiring Products
Hotels that Capture a Sense of Place
The Icon of Industry Winners



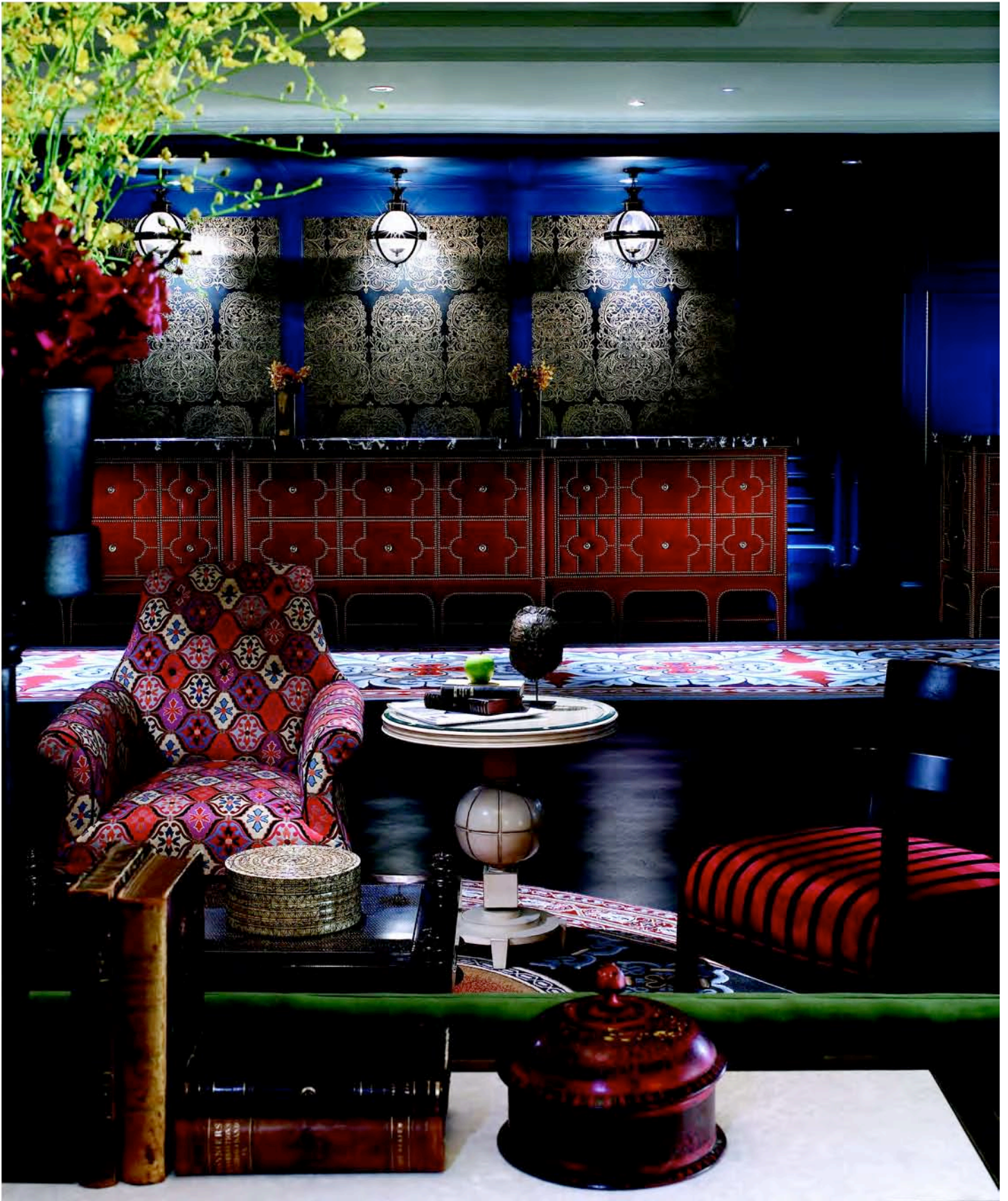
A former
patent attorney
helps change the
face of bathrooms

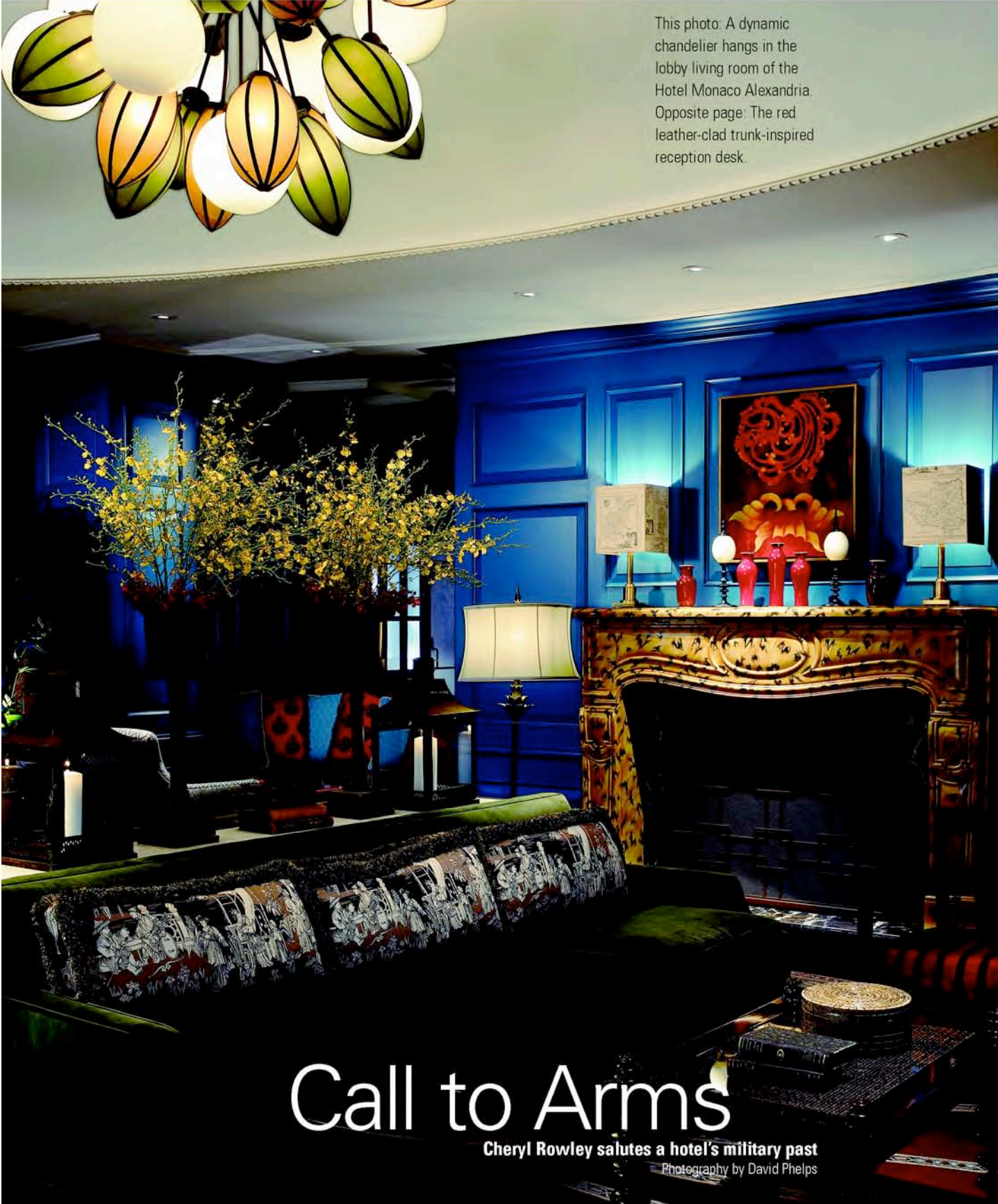
man in the mirror

James Mischel, president and
chief designer, Electric Mirror



project hotel monaco





This photo: A dynamic chandelier hangs in the lobby living room of the Hotel Monaco Alexandria. Opposite page: The red leather-clad trunk-inspired reception desk.

Call to Arms

Cheryl Rowley salutes a hotel's military past

Photography by David Phelps



project hotel monaco



Hotel Monaco Alexandria
Alexandria, Virginia
www.monaco-alexandria.com

Owners Kimpton Hotels and Resorts and ING Clarion of King Street Venture LP
Architecture Firm Jeff Barber, Washington, DC
Interior Design Firm Cheryl Rowley Design, Beverly Hills, California
Interior Design Project Team Cheryl Rowley, principal; Bob LaCour, director of interior architecture; Laura Rogers, designer; and Lisa Nepomuceno, senior job captain
Artwork Sally Greene & Associates, Parrell Fine Art, Soho Myriad
Artist Finish at Front Desk Designs by Lisa Marie, Inc.
Carpet Signature Hospitality Carpets, Couristan
Furniture Cheng Meng, Troy Wesnidge
Lighting Hallmark Lighting, ELA Company and Troy Architectural Lighting, Robert Abbey, Arteriors Home, Circa Lighting, Carl's Custom Lamps
Stone and Tile David Allen Company
Upholstery Delta Furniture, Lily Jack
Wallcoverings Designtex, MDC Wallcoverings, Metro Wallcoverings
Bedding Virginia Quilters
Star Mirrors in Guestroom Majestic Mirror

Above, left to right: The luxurious bathroom, swathed in marble, light tobacco colored walls wrap a guestroom.

CHERYL ROWLEY DIDN'T HAVE TO LOOK HARD for inspiration for her latest Kimpton hotel, the Hotel Monaco in Alexandria, Virginia. She took a sense of place to heart, drawing inspiration from the city's former life as a bustling port town and its rich military history—not only was it a civil war battleground, but it was also home to George Washington as a young mapmaker.

With that in mind, exaggerated classical furniture silhouettes, rich textures, and the deep colors of military uniforms and colonial interiors prevail throughout the hotel. "Alexandria was the perfect setting to have some fun with color," says Rowley, founder of her namesake Beverly Hills, California firm. "The colonial roots of the city welcomed the saturated palette that we introduced in the lobby. It established a deep and warm background that allowed us to layer on the characteristic Monaco details that give real personality to the space."

Deep red, blue, black, brown, and green hues set the tone for the lobby, outfitted with a chevron patterned wood floor, handtufted rugs with graphic designs, and a fireplace covered in a leopard skin pattern. And for a twist on the brand's signature trunk registration desk, Rowley finished it in a cardinal red leather covering and nail head detailing, and backed it by stenciled panels clad in an arabesque pattern. Yet her favorite part? A chandelier made of multicolored glass and silk orbs that anchors the lobby living room. "While it's difficult to identify its origin, it nonetheless lends an exotic air that captures the Monaco spirit," she says. Yet the custom piece was not an easy feat. "It was not a common shape nor manufactured from your typical materials," explains Scott Jones, executive vice president of ELA, which created the fixture. But clear direction from designer Laura Rogers helped execute the organic chandelier that has a 60-inch diameter and is 54 inches in height, and is made from 42 pods cast from custom molds and 11 opal acrylic globes all held together by painted carbon steel stems.

Upstairs in the 241 guestrooms, light tobacco colored walls wrap the space; bold colors and graphics abound; six framed figures of standard issue Civil War uniforms hang on one wall; lamps have nautically inspired gold bases; star mirrors are centered above the bed; and a guest chair is covered in a custom Virginia map fabric. ■