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# hospitalitydesign

the products issue





## project runway

Just like a model donning couture while walking down a runway, the look of **Fashion 26** – a Wyndham Hotel, had to be fashionable and stylish. Dressed up by New York-based designer Glen Coben of his namesake firm, the 22-story hotel, which is set to open in January with a glass façade in Manhattan’s Garment District, took cues from its environment (the hotel is just steps away from FIT). “We sought to create a unique guest experience which is completely location-based,” says Coben.

The hotel’s 280 rooms boast custom furnishings, accent walls and colors drawn from classic style icons, and of course, fashion magazines, which are left during turndown service. Stylish touches are further found in the lobby—Coben’s custom-designed wooden reception desk resembles a fashion studio cutting room table complete with iron legs found on an old-fashioned sewing table; an art piece by Devorah Sperber entitled “After Mondrian,” which pays homage to the artist’s city-inspired paintings, is made from multicolored spools of thread; there will be an art exhibit from FIT students; and American tailoring, woven textures, and classic pattern-making are found on furnishings and accent pieces throughout. “[We] weaved together elements of U.S. garment-making references such as classic pattern-making, weaves, and textures,” explains Coben of the suggested fashion elements.

The fashion-forward hotel will also feature Rare, a burger spot designed using deep wood accents and bold colors, and rooftop lounge, Rare View, which looks out toward the Empire State Building. “Garment making in the U.S. was about relationships that were built upon trust and respect; about honoring the past while looking toward the future...these are the foundations of Fashion 26,” he adds. “An appreciation for style and elegance, with a return to understated luxury and built-in value.”

[www.glenandcompany.com](http://www.glenandcompany.com); [www.wyndham.com](http://www.wyndham.com)

### Hidden Treasure

“The brief was to capture the excitement and vibe of the many events and artists, who perform at the Hollywood Bowl and create a compelling draw on Highland Avenue, the main thoroughfare for the Bowl, for both vehicular and pedestrian traffic,” says designer Carl Ross about newly opened bar and restaurant, the Hideout, inside the year-old Hollywood Heights Hotel.

Ross and his team created a contemporary, clean space with a “sleek, cool, be-seen character,” says the El Segundo, California-based designer. On the façade, a screen blocks a full view into the space, but still allows passersby to peek in. Inside, there are dark woods; a moody color palette with



punches of citron in the ceiling and red accents on furniture outside; backlit, textural 3form panels; thematic artwork; and sparkling pendant lights made of strands of glass balls.

Yet since this was a re-flagging of an existing property into a new independent boutique hotel, the designers had to work within the constraints of the existing space, including a low ceiling. “We needed to craft a ceiling design which feels very inviting, subtly guides the guests through the space, and provides an envelope for the guest dining and bar experience,” Ross says.

[carlrossdesign.com](http://carlrossdesign.com); [www.hollywoodheightshotel.com](http://www.hollywoodheightshotel.com)